Summary, Findings and Conclusions
CHAPTER VI

SUMMARY, FINDINGS AND CONCLUSIONS

6.0 INTRODUCTION

6.1 NEED AND SIGNIFICANCE OF THE STUDY

6.2 STATEMENT OF THE PROBLEM

6.3 OBJECTIVES AND HYPOTHESES OF THE STUDY

6.4 VARIABLES AND TOOLS USED FOR THE PRESENT STUDY

6.5 DATA GENERATION AND ANALYSIS OF THE PRESENT STUDY

6.6 STATISTICAL TECHNIQUES USED FOR THE PRESENT STUDY

6.7 FINDINGS AND CONCLUSIONS OF THE PRESENT STUDY

6.8 DISCUSSION AND CONCLUSIONS OF THE PRESENT STUDY

6.9 LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

6.10 SUGGESTIONS FOR FURTHER RESEARCH
SUMMARY, FINDINGS AND CONCLUSIONS

6.0 INTRODUCTION

Blogs are perceived as dynamic technology that is going to change the way we live, evolve and communicate. Information technology is enormously a powerful tool. The benefits of blogs are immense and many facets of modern life are totally dependent upon this technology. It will have its global reach in coming years among the developing countries. Technology changes everything, with the ability to digitize any form of information; the boundaries between various forms of surveillance are disappearing. Everyday people discover blogs creating an international and amorphous interaction of human agents through the digital transmission of information. Rapidly growing, blogs offer a wide scope for the researchers in future.

6.1 NEED AND SIGNIFICANCE OF THE STUDY

Blogging scenario in India is steadily growing. There are number of Indian blogs catering to various fields that are getting traction and good amount of traffic. From the literature on blogging, it is understood that blogs have become a powerful media in India in which some characteristics unite Indians. The most visible is the opportunism. This research is aimed to study the personality characteristics and other factors related to blogging behaviour in South India. Working groups of various professions and students account for the significant amount of the total online population in South India. The main reason to carry out research on this area is to explore the personality characteristics of the bloggers involved in blogging technology in South India, a developing region that can potentially benefit from greater participation in the web economy.

6.2 STATEMENT OF THE PROBLEM

The foregoing discussion and the review of related studies indicate that there is a necessity to study the personality characteristics of the bloggers with relation to their blogging behaviour especially in South India as there aren’t many studies involving the blogging behaviour among net speakers. In this regard, a study has been undertaken to
know the dimensions evolved in blogging and also to find out the relationship of psychological variables on blogging habits and also to study the effect of personal variables on blogging behaviour among net speakers.

As the main emphasis of this study is on blog user’s behaviour it will help to analyze the reasons behind the growth by finding the user’s opinion and their relationship with blogging styles. It also throws light on the user’s awareness level of blogging resources and its functions and facilities. This new information technology has made its mark in South India. In the present context, it becomes necessary for a researcher to explore how the population perceives and use blogs as a new information technology.

Thus, the study was made to know the bloggers behaviour under the topic, “Study of personality characteristics and its relation to blogging behaviour among net speakers in South India”.

6.3 OBJECTIVES AND HYPOTHESES OF THE STUDY

GENERAL OBJECTIVES OF THE STUDY

Considering the statement of the problem and significance of the present study, the following general objectives were considered.

- To study the blogging behaviour of net speakers.
- To develop and validate a tool to assess the blogging behaviour of the net speakers for the present study.
- To study the personality characteristics of net speakers.
- To develop, adopt and validate the tool to assess personal information and personality characteristics of net speakers for the present study.
- To generate and name the new dimensions of blogging behaviour of net speakers.
- To study the relationship and effect of personality and personal characteristics on dimensions of blogging behaviour of net speakers in South India.
SPECIFIC OBJECTIVES OF THE STUDY

Based on the general objectives the following specific objectives were considered to design and formulate the present study.

- To generate, identify and name the dimensions of blogging behaviour among net speakers through factor analytic study.
- To find out the relationship between dimensions of blogging behaviour and personality characteristics of net speakers.
- To find out the effect of personal characteristics on dimensions of blogging behaviour among net speakers.

HYPOTHESES

Considering the general and specific objectives, the following hypotheses were formulated in general for the present study. It is the researcher’s best guess about the outcome of the research study.

1. There will be emergence of new dimensions based on clustering of relationships in blogging behaviour among net speakers.
2. There will be a significant relationship between Social alienation and dimensions of blogging behaviour among net speakers.
3. There will be a significant relationship between Anti social practices and dimensions of blogging behaviour among net speakers.
4. There will be a significant relationship between Social Discomfort and dimensions of blogging behaviour among net speakers.
5. There will be a significant relationship between Extraversion and dimensions of blogging behaviour among net speakers.
6. There will be a significant relationship between Conscientiousness and dimensions of blogging behaviour among net speakers.
7. There will be a significant relationship between Agreeableness and dimensions of blogging behaviour among net speakers.
8. There will be a significant relationship between Emotional Stability and dimensions of blogging behaviour among net speakers.

9. There will be a significant relationship between Openness to experience and dimensions of blogging behaviour among net speakers.

10. There will be a significant relationship between Creativity and dimensions of blogging behaviour among net speakers.

11. There will be a significant mean score difference in dimensions of blogging behaviour between age groups among net speakers.

12. There will be a significant mean score difference in dimensions of blogging behaviour between gender among net speakers.

13. There will be a significant mean score difference in dimensions of blogging behaviour between course of study among net speakers.

14. There will be a significant mean score difference in dimensions of blogging behaviour between educational degree among net speakers.

15. There will be a significant mean score difference in dimensions of blogging behaviour between profession among net speakers.

16. There will be a significant mean score difference in dimensions of blogging behaviour between income groups among net speakers.

17. There will be a significant mean score difference in dimensions of blogging behaviour between hobbies among net speakers.

18. There will be a significant mean score difference in dimensions of blogging behaviour between duration of being an internet user (Less than 2 years, More than 2 years) among net speakers.

19. There will be a significant mean score difference in dimensions of blogging behaviour between rating skills as internet users (Average, Advance) among net speakers.

20. There will be a significant mean score difference in dimensions of blogging behaviour between using web primarily for (Edutainment, Infotainment) among net speakers.
21. There will be a significant mean score difference in dimensions of blogging behaviour between duration of being a blogger (Less than 1 year, More than 1 year) among net speakers.

22. There will be a significant mean score difference in dimensions of blogging behaviour between rating in terms of frequency of blogging (Frequent user, Infrequent user) among net speakers.

23. There will be a significant mean score difference in dimensions of blogging behaviour between need to blog (Blog acts as a communication media, Blog is a source for meeting new acquaintances) among net speakers.

24. There will be a significant mean score difference in dimensions of blogging behaviour between groups that become more connected through blogs (Users share same hobbies / entertaining activities, Users of same profession) among net speakers.

25. There will be a significant mean score difference in dimensions of blogging behaviour between Preference to use blogs because of (Navigability, Reciprocation) among net speakers.

6.4 VARIABLES AND TOOLS USED FOR THE PRESENT STUDY

The variables are the conditions or characteristics that the researcher either manipulates or observes in any research study. Since the present study is an online net survey the researcher can observe or collect the information. The researcher identified and made the observations of these three major variables i.e., Independent, Dependent and Intervening variables, in the present study.

INDEPENDENT VARIABLES

The independent variable is a variable where the response is measured. Independent variable is the assumed cause. The independent variables that were considered in the present study are as follows

DEPENDENT VARIABLES

The dependent variable is a variable that is varied or manipulated by the researcher; it is usually noted as assumed effect. The dependent variable of the present study is blogging behaviour among the net speakers.

INTERVENING VARIABLES

An intervening variable facilitates a better understanding of the relationship between the independent and dependent variables when the variables appear not to have a definite connection. Some of the internal and unobserved process intervenes between the dependent and independent variables. It provides a base for justifying theoretically ‘why’ or ‘how’ the selected independent variable associates with the dependant variable. In other words, the intervening variables reflect the selected theoretical perspective on the relationship pattern between the independent and dependent variables. The Intervening variables include age, gender, course of study, educational discipline, profession, income, hobbies, internet usage, rating skills of the internet users, preference of blogging, frequency of blogging, need to blog, groups that are connected through blogs and preference to use blogs among net speakers. To measure these variables, the appropriate tools (Vide Appendices) were employed.
Selection of tools for the study

<table>
<thead>
<tr>
<th>S. No</th>
<th>TYPE OF TOOL</th>
<th>TITLE OF TOOL</th>
<th>NUMBER OF ITEMS IN THE TOOL</th>
<th>TOOL STANDARDIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schedule</td>
<td>Personal information schedule (Investigator)</td>
<td>7 items</td>
<td>Standardized considering the expert's opinion</td>
</tr>
<tr>
<td>2</td>
<td>Schedule</td>
<td>Blogging usage (Investigator)</td>
<td>8 items</td>
<td>Standardized considering the expert's opinion</td>
</tr>
<tr>
<td>3</td>
<td>Scale</td>
<td>Blogging behaviour (Investigator)</td>
<td>48 items</td>
<td>Standardized considering the experts opinion and factor analysis for item validation</td>
</tr>
<tr>
<td>4</td>
<td>Questionnaire</td>
<td>Personality Assessment (Agreeableness, Conscientiousness, Emotional Stability, Extraversion and Openness to experience) (Goldberg)</td>
<td>50 items</td>
<td>Adopted</td>
</tr>
<tr>
<td>5</td>
<td>Questionnaire</td>
<td>Creativity (Goldberg)</td>
<td>50 items</td>
<td>Adopted</td>
</tr>
<tr>
<td>6</td>
<td>Questionnaire</td>
<td>MMPI (Minnesota Multiphasic Inventory) Social Alienation Anti Social Practices Social Discomfort (Starke R. Hathaway J.C. McKinley)</td>
<td>13 items 22 items 24 items</td>
<td>Adopted</td>
</tr>
</tbody>
</table>

6.5 Data Generation and Analysis of the Present Study

Considering the nature of the research and feasibility of conducting online survey, data was collected online from the respondents in two phases and a total of 120 respondents were selected for the final study. The researcher selected South India as the sample for the present study. Based on the objectives of the study, online sample survey
design was selected for generating the primary data for the study. The research selected South India as the study area and considered students and working population as the population. Respondents were from different fields such as; Media, Researchers, Human Resources, I.T Professionals, Academicians and Students. Hence a total of 120 respondents were taken as sample for the final study.

The final pre tested blogging behaviour scale was shuffled after item reduction and then allowed for online survey as final study for 120 respondents to generate and derive new dimensions (Factors) based on clustering relationship. During the factor analysis for item reliability, it was decided to include that the items which obtained the factor loadings of 0.30 values and above, were only considered in the final study. From the feedback, the tool has been finalized and at this stage, and it was identified that around 48 items were found suitable, reasonable and relevant for the final study. The personal information and blogging usage schedule along with the blogging behaviour scale (BBS) was set for item reduction and then allowed for online survey as final study for 120 respondents to derive new dimensions (Factors).

With the help of factor analysis, it was identified that all the 48 items have been generated into 6 major factors have been chosen for the present analysis.

6.6 STATISTICAL TECHNIQUES USED FOR THE PRESENT STUDY

The collected data was subjected to the factor analysis, product moment correlation and test of significance (t-test) in order to verify the hypotheses formulated for the present study.

6.7 FINDINGS AND CONCLUSIONS OF THE PRESENT STUDY

- There is an emergence of new dimensions based on clustering of relationships in blogging behaviour among net speakers. Through factor analysis six new dimensions (factors) have been derived from the analysis. Each item carries significant loadings in the analysis has been grouped and titled accordingly. Six factors emerged from the analysis representing well defined and logically interpretable major dimensions of net speakers. They were:
1. Concept of blogging

2. Nature of blogging

3. Persuasive aspects of blogging

4. Utility of blogs

5. Social aspects of blogging

6. Blog as tool for information services.

- There is no significant relationship between Social alienation and dimensions of blogging behaviour among net speakers. From the results it is inferred that when there is a rare exception to converse and connect with others online, there is a tendency to be isolated from the society. The less they had been going online, the more they are likely to not have a social network to promote online communities. The less willing they are to reveal their true identity while blogging with others.

- There is no significant relationship between Anti social practices and dimensions of blogging behaviour among net speakers. It is proved that anti social practices do not have any significant relationship between dimensions of blogging behaviour.

- There is no significant relationship between Social discomfort and dimensions of blogging behaviour among net speakers. This may be due to the fact that when persuasive aspects of blogging decreases the tendency towards social discomfort increases. It is also noted that due to computer mediated communication there has been fewer social cues than face-to-face interaction. The more people are not socially connected, the more intensely they are likely to develop discomfort in communicating online decreasing in social engagement.

- There is a significant positive relationship between Extraversion and certain factors such as concept of blogging, nature of blogging, persuasive aspects of blogging, utility of blogs, social aspects of blogging and blog as a tool of information services are statistically significant at 0.05 level among net speakers. The results conclude that the recent advancements in computer technology has created the possibility of another form of electronic extroversion, that is blogging makes an individual to develop social relationships with high level of interactions with other online users.
It also shows that as they know the blogging concepts, the users show that they are outgoing and have great aspiration to communicate, socialize more which includes high level of interaction with other users.

- There is a positive significant relationship between Conscientiousness and certain factors such as concept of blogging, nature of blogging, utility of blogs and blog as a tool of information services which is statistically significant at 0.05 level where as there is no significant relationship between Conscientiousness and factors like persuasive aspects of blogging and social aspects of blogging which are not statistically significant at 0.05 level. It can be presumed specifically that, Conscientiousness is the level to which the user thinks before searching, organizing and retrieving the information, thus enhancing for a social presence and social feedback in computer mediated communication. It also shows that the users keep their blogs updated with information, photos and videos in a systematically disciplined and organized way. It also shows that they focus mainly on completing their tasks thus showing a high level of interaction expressing a variety of online entertainment behaviour.

- There is no significant relationship between Agreeableness and dimensions of blogging behaviour among net speakers. According to the table, there is positive correlation between agreeableness and factors such as nature of blogging and Social aspects of blogging, statistically significant 0.05 level. However the table also denotes that there is no significant relationship between Agreeableness and factors such as Concept of blogging, Persuasive aspects of blogging, Utility of blogs and Blog as a tool of information services which are not statistically significant at 0.05 level. This trait shows that bloggers have good communication dynamics as they are sensitive to others feelings to ensure for an active participation in blogging. The results also show that bloggers are eager on going online with fellow bloggers as they are familiar with nature of blogging styles because it creates an awareness and opportunity to transfer knowledge to other online users. Blogs also turn to be instrumental in building interpersonal relationships and also to strengthen online social bond relationships.
There is no significant relationship between Emotional Stability and dimensions of blogging behaviour among net speakers. The positive significant relationship in factor one shows how effectively bloggers handle acquiring and expressing the content with high demand in an easy manner, blogs are also good at building online community and efficient in sharing and distributing information as they know the basics of blogging where as there is no relationship between emotional stability and other factors.

There is a significant positive relationship between openness to experience and factors such as concept of blogging, nature of blogging, persuasive aspects of blogging, utility of blogs, social aspects of blogging and blog as a tool of information services are statistically significant at 0.05 level. From the results it is inferred that, openness to experience is positively related with all the dimensions of blogging behaviour, this may be due to the fact that bloggers try to seek new social experiences in creating a vivid imagination about his/her social presence. The message in the blog also tries to captivate their heart and mind thus making the users to think creatively about their experiences with fellow bloggers, as online users are always receptive to new technologies. There will also be an association of exploring new ideas in order to attract the attention of the online users because through blogging different thoughts could be evoked and stimulate feelings which motivates the user to blog more.

There is a significant relationship between Creativity and dimensions of blogging behaviour among net speakers. The results also show the significant positive correlation between creativity and all the factors such as concept of blogging, nature of blogging, persuasive aspects of blogging, utility of blogs, social aspects of blogging and blog as a tool of information services which are statistically significant at 0.05 level. All the factors have strong positive correlation with creativity, this may be due to the fact that blogging helps in exploring new ideas and approaches. An interesting feature of the results is that the respondents show their willingness to use blog creatively as the information consumption habits is eye catching.
There is a significant mean score difference in certain dimensions of blogging behaviour between age group among net speakers. The factors such as concept of blogging, nature of blogs, persuasive aspect of blogging, social aspects of blogging are statistically significant at 0.05 level, however the factors such as utility of blogs and blog as a tool for information services is not statistically significant at 0.05 level. Further, it is implied that age influences in the above mentioned four factors where as it is not significant in the other two factors among net speakers. From the significant factors it is understood that diversity of age in the study shows that blogs provide rich knowledge that facilitates an understanding and experience in the field of computer mediated communication among net speakers.

There is a significant mean score difference in dimensions of blogging behaviour between gender among net speakers. From the results, it is confirmed that the gender has strong emphasis on all the dimensions and shows that there is a rising number of both male and female bloggers, exercising a powerful influence on all the above derived six factors among net speakers.

There is no significant mean score difference in dimensions of blogging behaviour between course of study (Arts, Science) among net speakers. The factors such as persuasive aspects of blogging and Social aspects of blogging are statistically significant at 0.05 level where as factors such as Concept of blogging, Nature of blogs, Utility of blogs and Blog as a tool for information services are not statistically significant at 0.05 level. is rejected. The results also confirm that the course of study influences the persuasive and social aspects of blogging among net speakers. Persuasive and social aspects of blogging coupled along with adequate experience of academics is always challenging continuously to update, expand and improve the respondent’s skills. It also increases the awareness and recognition of technology among net speakers.

There is no significant mean score difference in dimensions of blogging behaviour between educational grade (Non Professional & Professional) among net speakers. The results show that educational grade has significance in concept of blogging, nature of blogs and persuasive aspect of blogging. Besides the educational grade is
primarily considered as a natural feature in deciding the respondent’s career. It also shows the relative importance and strength of the significant factors among net speakers.

- There is a significant mean score difference in dimensions of blogging behaviour between profession among net speakers. From the results it is presumed that profession or occupational status shows significance in all the factors because profession of the bloggers generally decides the way they are motivated to use computers as part of their work. This may be because of the rapid diffusion of computer technologies into workplace has seen a huge increase in the number of jobs involving the use of information technologies. Technological skills are becoming one of the most important factors affecting at all levels of workplace which are increasingly viewed by employees as a basic requirement among net speakers.

- There is a significant mean score difference in dimensions of blogging behaviour between income among net speakers. The results prove that there is a strong and higher level of significance in income in all the factors and it shows that income level of the bloggers tends to identify the users career, lifestyle and standard of living associated with computer usage in day to day activities.

- There is no significant mean score difference in dimensions of blogging behaviour between hobbies among net speakers. Therefore it can be inferred that the factors such as concept of blogging, nature of blogs, persuasive and social aspects of blogging facilitates hobbies (Traditional & Net related) among net speakers. The results also prove that the users have their own choice of communication and willing to spend time more on net related hobbies.

- There is no significant mean score difference in dimensions of blogging behaviour between duration of being an internet user among net speakers. Therefore, the research hypothesis no. 18 is rejected.

- There is no significant mean score difference in dimensions of blogging behaviour between rating skills of internet user among net speakers. The factors such as concept of blogging, nature of blogs, utility of blogs and social aspects of blogging
(3.130) is statistically significant at 0.05 level, however factors such as persuasive aspect of blogging and blog as a tool for information services is not statistically significant at 0.05 level. Therefore it can be inferred from the results that the significant factors indeed shows that the users know the importance and acceptance of internet technologies.

- There is a significant mean score difference in dimensions of blogging behaviour between primarily use of web among net speakers. It is also evident from the values that edutainment and infotainment is viewed as the most vital medium, mostly the primary use or purpose of the use of blogs which is considered to be indispensable technologies among net speakers. It is also noted that blogs are significantly cutting into the reach of traditional media outlets (newspapers, TV, magazines, etc.).

- There is no significant mean score difference in dimensions of blogging behaviour between duration of been a blogger among net speakers. Hence from the results it is proved that there is significance in the factors like concept of blogging, nature of blogging, persuasive aspects of blogging and social aspects of blogging, hence the results prove that there is a healthy level of computer literacy among the net speakers.

- There is no significant mean score difference in dimensions of blogging behaviour between frequency of blogging among net speakers. From the results obtained from the significant factors, it can be deduced that there is a rapid acceptance of usage of blogs among net speakers.

- There is a significant mean score difference in dimensions of blogging behaviour between need to blog among net speakers. The results also confirm that there is an ease in developing new on-line relationships and their apparent willingness to go online in search for new connections /acquaintances and it also proved that blogs are the most suitable communication media for establishing community forums among net speakers. Due to the user friendliness, sociability and interactive nature of the blogging technology, necessity to blog shows the relative strength on all the factors.
There is a significant mean score difference in dimensions of blogging behaviour between groups that are more connected through blogs among net speakers. Hence it can be presumed from the results that when blogs are delivered in a voice that clearly shows interest among the same groups, it is infectious, and strengthens the bond between the reader and writer. The results also prove that bloggers share their ideas and opinions with their fellow online users who share their same hobbies/recreational activities and profession because when someone transmits information of interest on the blog, they feel contended thus paving way to inspire as well as giving opportunity for others to participate in their online activities.

There is no significant mean score difference in dimensions of blogging behaviour between preference to use blogs among net speakers. From the results it can be affirmed that preference to use blogs is significant in certain factors such as concept of blogging, persuasive aspect of blogging and social aspect of blogging. This is due to the fact that blogging has increased our informational interactive capabilities in unimaginable ways. It is also about navigating and encountering new social situations and gaining new social skills through blogging. Perhaps the strongest aspect of blogging is that it directs links to archival material or other sources for easy navigation and reciprocation of information. It is also about navigating and encountering new social situations and gaining new social skills through blogging.

6.8 DISCUSSION AND CONCLUSIONS OF THE PRESENT STUDY

Research cannot function in a vaccum. It must have an environment to support. Researchers in educational technology especially cannot ignore the larger framework of society around, and hence it is important that the findings of any research should be understood fully by taking the social environment around. After making handful of inferences through analysis and discussing them, concluding the research is very important.

The findings of the present study clearly indicate that some of the personality traits do influence the blogging behaviour among net speakers. Few personality traits like Extraversion, Openness to experience and Creativity show significant relationship with all the factors (concept of blogging, nature of blogging, persuasive aspects of blogging,
utility of blogs, social aspects of blogging and blog as a tool of information services). From the observation of the study it is understood that individual differences play an important role in every aspect of human life. Bloggers communicate better through computer mediated communication involving a creative personality and openness to new experiences paving way to influence other online users through innovative ideas and messages. The trend towards blogging is increasing as much of the bloggers feel that they are part of the blogging society and are more socially integrated as they rant and explore their views, emotions and opinions. In the blogosphere, there is a chance to get connected with bloggers as they develop, contribute, and distribute ideas in expressing and showcasing innovative ideas in the field of communication and information sharing as blogging is the fastest way to promote ideas and thoughts. The results also show that bloggers are extraverts and involve more in social conversations and have a great desire to start and exchange few words through interaction and establishing strong acquaintances through social networking sites.

The study also shows that Conscientiousness has a relationship with certain dimensions such as (Concept of blogging, Nature of blogging, Utility of blogs, Blog as a tool of information services) which shows that bloggers are determined in achievement striving in organizing and classifying the messages or information received and also competent in updating and finding a new information on a particular topic. Agreeableness shows relationship with only two significant factors (Nature of blogging and Social aspects of blogging) and shows that there is confidence, openness and fulfillment among the net speakers arousing for motivational interest and playing a vital role in creating the social awareness in usage of blogs.

Other personality traits such as the Emotional Stability, Social alienation Anti social practices and Social Discomfort indicate significant relationship with only single dimension of blogging behaviour among the net speakers. The reason may be the samples selected for this study is from heterogeneous groups, and hence not much relationship is observed in psychological variables among net speakers. It may also be noted that psychological variables like work interference, stress, depression could be included in the study in order to see the relationship in dimensions of blogging behaviour. It is concluded that psychological variables like Social alienation, Social Discomfort, Anti social practices, Emotional Stability do not have any relationship with the dimensions of blogging behaviour among net speakers.
The intervening variables considered for the present study such as gender, profession, income, primary use of web, need to blog and groups that are more connected through blogs show a significant difference in dimensions of blogging behaviour among net speakers. Gender the most understandable difference in blogging proves that it is significant in all the six factors. This also shows that both men and women understand the basics of using blog with different blogging styles in search for information. They also show a variety of usage in online entertainment behaviour like photo sharing, downloading tones and sharing video. They are drawn in more into the room of computer mediated communication and are exposed to online entertainment behaviour.

Further, it is also proved that bloggers primarily use web for both edutainment and infotainment, but the purpose for using edutainment is greater compared to infotainment. This is because the respondents selected for this study were from both academic (Researchers, teachers, students) and Non academic (Media, I.T and Administration). The study also shows that there is a significant difference in need to blog because blog acts as a source for meeting new acquaintances as well as blogs are also proved to be the best communication media for online users to explore new information on a topic. The results also show that blogs are also helpful in searching new connections, an array to express new social relationships and cultures. It also shows that groups are created among bloggers who share the same profession and same recreational activities and hobbies. This may be due to the fact that bloggers are getting influenced by their fellow bloggers who are in the same profession or users who share their same hobbies, it also shows their willingness to share or search information with others who belong to the same online group. Thus a varied set of social connections can be easily formed through blogging communities because blogging allows numerous views and thoughts to be widespread and gain more public attention among these users.

Other variables like age, course of study, educational discipline, hobbies, duration of being an internet user, rating skills of internet users, duration of being a blogger, frequency of blogging, preference to use blogs do not reveal any significant difference in all the dimensions of blogging behaviour among net speakers.
The results of the present study provide an in-depth understanding of the personality characteristics of the bloggers related to their blogging behaviour. Based on the discussions and conclusions of the present study, it can be summarized that personality characteristics like extraversion, openness to experience, creativity relate with the dimensions of blogging behaviour and intervening variables like gender, profession, income, using web primarily for (Edutainment and Infotainment), need to blog (Blogs act as communication media and Blog is a source for meeting new acquaintances) and groups that are more connected through blogs (Users sharing same hobbies/ entertaining activities and Users of same profession) show significant difference in dimensions of blogging behaviour among net speakers. The findings of the present study in relation to the factors like concept of blogging, nature of blogging, persuasive aspect of blogging, utility of blogs, social aspects of blogging and blog as a tool of information services have proved that dimensions play an essential role in determining the blogging behaviour among the net speakers. The study also shows that online audience could be better understood with regard to the time spent online, their information search behaviour, information acquisition and importance of user - content interaction through this new online technology. Results in the study also show that new breeds of more interactive audience from various fields are emerging as there is willingness among these users to accept and welcome the latest online technologies.

6.9 LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

The researcher tries to conduct the research in strictly maintained conditions and bring out the best results, as limitations are inevitable. In the present study, the investigator has come across a few limitations. They are as follows:

- The respondents who have been chosen for the present study mostly belong to heterogeneous groups and hence the investigator was unable to select a homogeneous group.

- The investigator used only certain psychological variables and was not able to consider other variables involving the personality characteristics of the bloggers for the present study.
- Inspite of the concerned effort, the test could not be administered to a larger sample because of technical difficulties experienced.

- Sample size could have been further strengthened so that the study could be done at a broader spectrum.

- Moreover, difficulties were also experienced in conducting online survey as repeated reminders had to be sent by the investigator because of the respondents heavy work schedule.

- Another survey with more appropriate sampling targeting a wider range of specific users is needed to determine to study the blog behaviour.

- Blogging is a medium still in its infancy and new audience formations evolve every second, arising with varied personality characteristics that the researcher should explore.

6.10 SUGGESTIONS FOR FURTHER RESEARCH

The present study has opened up new directions and dimensions for future studies in the field of blogging. In the present scenario, one sees blog as a powerful medium that seems to create a vital link in the global scenario enabling instant inter connected communication with networks rapidly transmitting essential information. Everyday, people discover blogs creating an international and amorphous interaction of human agents through digital transmission of information. The findings of the present study reveal the immense possibilities for other studies. Some of the variables have been proved significant in dimensions of blogging behaviour among net speakers. Similar studies can be extended to a number of online respondents irrespective of geographic region with more sample size. The present research paves way for undertaking various innovative researches in the years to come. The present study has opened up new directions and dimensions for future research studies in the area of study, a few of which are given below,

- More studies can be conducted on bloggers attitude and perception towards information search behaviour.

- Research studies can be carried out to see the performance of the same group of online users using different types of psychological variables.
The same study may be extended to another geographical region so as to generalize the findings of the present study and compare with other regions.

In same fashion of the present study, serious study can be carried out with a view to unearth by adding more intervening variables to enhance for better relationship.

Studies may be also undertaken in comparing the online blogging entertainment behaviour with the traditional media.

In the field of blogging, not many research studies have been conducted to identify the personality characteristics of the respondents in South India. Since some of the variables have proved significance affecting the net speakers, similar studies can be extended to more number of on-line users both in urban and rural areas of South India. The sample size could be increased by conducting the test on online to specific group of online users. Identifying the user profile by studying the influence of independent variables on dependent variables would enable for a more appropriate study. However from the analysis of data it could be utilized to form several hypotheses to use in further investigations.