

Appendix III – B

FOCUS GROUP DISCUSSION GUIDE



團體訪談問題集

首先非常感謝您抽空來參與這個訪談。為方便研究分析，現場有攝影並錄音，您在討論中發表的所有意見、想法以及個人資料，都僅供學術研究使用，絕不會外流。等一下訪談進行的方式係由我提問之後，請各位一一回答，全部都是開放性問題，沒有對錯之分，只須誠實表達自己的想法即可。

第一部份 對彎彎或女王部落格的整體印象與認知

Q. 如何得知女王或彎彎部落格?

Q. 在什麼情況下開始看女王或彎彎的部落格? 有持續在看嗎? 為什麼會想要看? 是什麼吸引你?

Q. 是否有訂閱、連結或把女王/彎彎的部落格加入最愛或加入好友? 為什麼會想要這麼做呢?

Q. 您認為女王或彎彎的知名度為何會這麼高?

您認為她們為什麼會受歡迎?

如果用一句話來形容女王或彎彎，您會怎麼形容?

如果用一句話來形容女王或彎彎的部落格，您會怎麼形容?

Q. 彎彎和女王都會在部落格上寫與商品相關的文章，甚至接廣告代言、出席記者會等，您覺得這些對彎彎或女王的知名度以及您們對他們的觀感有什麼樣的影響?(如電視廣告[彎彎台灣固網、女王韓劇]、網路廣告[po文]、代言、出席品牌記者會、出書...)

第二部份 對互動的想法與態度

Q. 您認為彎彎或女王，甚至廣泛的部落客，應該要與部落格讀者互動嗎?

您有看過哪些互動方式? 不單指網路上的，包含網聚、見面會等

您有參與過哪些互動? 為什麼會(不)想參與?

您本身喜歡什麼樣的互動方式? 為什麼?

與部落客互動會讓您更喜歡這個部落客或部落格嗎? 為什麼?

第三部份 部落格與部落格出版品

Q. 有看過女王或彎彎的書嗎? 哪幾本?

有買過女王或彎彎的書嗎?

沒有: 為什麼呢? 平常會買書嗎? 都是因為什麼原因買書?

有: 女王和彎彎都會在網路上發表作品，為什麼您還會想買書?

有買過其他網路部落客的書嗎? 哪些人的? 為什麼會想買?

第四部份 對部落格整體觀點與想法

Q. 您認為部落客或部落格要成功最重要的因素是什麼? 為什麼?

Q. 您本身是否有經營部落格? 為什麼(不)想經營部落格?

Q. 部落格對您來說是什麼? 形容詞、名詞、一句話都可以...

Focus Group Discussion Guide

Thank you very much for attending to the discussion. For research purpose, there is going to be video taping and recording, all your opinions, ideas and personal information are solely for research use, and are extremely confidential. Let me briefly explain the discussion procedure. Later, I'll raise a few questions, and you are free to speak up anytime, except interrupting others. There is no correct or wrong answer. All you have to do is to express your opinion honestly.

Section I. General Impression & Understanding of Target Blogs

Q. How to you get to know Wan Wan or Queen's blog?

Q. What makes you start to read Wan Wan or Queen's blog?

Do you continue to read the blog?

What attracts you?

Q. Do you save the linkage of the blog?

If yes, in what way?

Why do you want to do that?

Q. In your opinion, is Wan Wan or Queen popular?

In your opinion, is Wan Wan or Queen well-known?

In your opinion, what makes them so popular or well-known?

Please describe Wan Wan or Queen in one sentence or a short comment.

Please describe Wan Wan or Queen's blog in one sentence or a short comment.

Q. Wan Wan and Queen both write postings about products, they even have endorsements, or attending media events. Do these behaviors influence your point of view toward Wan Wan and Queen, or their blogs?

What do you think about these commercial events and the effects on the blogger or the blog?

Section II. Attitudes toward Interactions

Q. Do you think Wan Wan or Queen, or bloggers in general, should interact with their readers?

What kinds of interactions have you ever seen, heard, or participated in?

What makes you want to participate or not to participate?

What kinds of interaction do you prefer? Why?

Do interactions make you like the blogger or blog more? Why?

Section III. Blogs & Sales of Blog Publications

Q. Have you ever purchased any of Wan Wan or Queen's blog publications?

Why do you want to purchase it/them?

(Why don't you want to purchase it/them?)

Have you ever purchased any blogger's publications?

Who are these bloggers? Why?

Section IV. Opinions & General Ideas about Blogs

Q. What is the most important factor for a blog to succeed? Why?

Q. Do you have your own blog? Why or why not?

Q. To, what is a blog? What is blogging?

This is the end of the discussion, thank you again for coming!!

