

**Blogger/Reader Interaction:  
How Motivations Impact Pathways to Political Interest**

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## **ABSTRACT**

As blog readers continue to leave traditional media outlets behind in favor of blogs, exposure to new topics via blogs becomes an increasingly important source of new and growing political interest. Since bloggers driven by intrinsic motivation will likely spend less time blogging outside their own thought processes than those driven by extrinsic motivation, and since intrinsic and external motivations occur independent of one another, there appear to be two pathways for bloggers to impact their readers levels of political interest. One of those pathways starts with high levels of intrinsic motivation and ends with lower reader interest; the other starts with high levels of external motivation and ends with higher reader interest. Pathways from three types of external blogger motivation, one type of intrinsic motivation and four additional research questions are tested using unique survey data from a sample of both bloggers and their readers. Weighted regression analysis finds that blogger's media critique motivation was a significant positive predictor of political interest ( $\beta = .10, p < .001$ ), while blogger's intrinsic motivation was a significant negative predictor ( $\beta = -.05, p < .05$ ); blogger's political and informative motivations were not significant predictors. Additionally, the blogger's self-view as an activist positively predicts readers' political interest ( $\beta = .11, p < .001$ ), while a journalist self-view negatively predicts interest ( $\beta = -.08, p < .001$ ). Both measurements of readers' motivation – activism ( $\beta = .12, p < .001$ ) and surveillance ( $\beta = .26, p < .001$ ) – were positive predictors of their political interest.

Since first rising to prominence in 2002, political bloggers and their blogs have become important parts of the American political discourse. Blogs have been credited with, among other things, the downfalls of Trent Lott and Dan Rather (Kurtz, 2005), the emergence of Howard Dean as a viable presidential candidate and his rise to chairman of the Democratic National Committee (Grieve, 2005), and the breaking of the ongoing U.S. Attorney scandal (McLeary, 2007). Less well documented and understood is the potential impact of political blogs on individuals' interest in paying attention to and participating in the political process.

The place of blogs in the process of developing political interest is likely a very important one, particularly as more and more 18-year-old cohorts enter the electorate. However, it is not only 'Net-savvy young people who might find their interest in politics enhanced through the use of blogs – many blog readers, particularly readers of liberal blogs, have described blogs as renewing interest in politics that had withered away during the late 1980's and 1990's, or helping to keep stoked an interest that was sparked by the aftermath of the 2000 presidential election (Armstrong & Zúniga, 2006; Chait, 2007). For many of these readers, blogs offer them their first community of like-minded political affiliates, and for some their first political community of any kind. A commenter at the prominent liberal blog MyDD describes the phenomenon thusly:

This has been described before many times but to put it in the simplest (Brooksian) terms: there are the children of 1972, the children of 1992, and the children of 2000. The children of '72 transformed the country culturally but were inept at the nuts-and-bolts of electoral politics and were oblivious of a conservative counter-revolution happening in less-urban parts of the country. They have been stuck in the attic by the children of 1992 for about 20 years, but were let out (with conditions) by the children of 2000. ... The children of 2000 basically see the modern political environment as one of perpetual crisis engendered by conservative over-reach. It's the sense that conservatives **have gone too far** that fuels their outrage in general and deep frustration at the children of 1992 specifically.<sup>1</sup>

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<sup>1</sup> <http://mydd.com/comments/2007/3/16/152539/433/12#12>

At another prominent site, a blogger who goes by the name Digby identifies a similar timeframe for her political awakening: “Right about the time that Republicans started impeaching presidents for minor sexual indiscretions and dishonestly manipulating every lever of power they had to attain the presidency I knew politics had gone insane, not me.”<sup>2</sup> For these members of the blogging community colloquially known as the “netroots” and others like them, the ability to find like-minded and like-motivated others online helped to pull them into the political arena. This study aims to examine how both the motivations of bloggers and the motivations of their readers can interact to produce political interest within those readers. This development of interest may play out most readily through the process described by Hidi and Renninger as the “four-phase model” (2006), with bloggers and other members of the blog communities introducing concepts to spark new interest. Using survey data gathered from bloggers and their readers, I provide a preliminary test of a model linking blogger motivation, reader motivation and reader interest; subsequently, further research is proposed, which would more closely examine the relationships involved and allow for the establishment of causality among them.

Before presenting the model directly, I examine literature pertaining to interest and motivation, as well as to the intentions of bloggers and their interactions with their readers.

## **LITERATURE REVIEW**

### *Interest and Motivation*

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<sup>2</sup> <http://digbysblog.blogspot.com/2007/05/why-i-fight-by-digby-i-have-not-had.html>

Interest in a particular topic or concept arises as the result of a person interacting with that concept in some way, under the constraints of his or her environment and personal characteristics (Hidi & Baird, 1986; Sansone, Weir, Harpster, & Morgan, 1992; Schraw & Dennison, 1994). Because of this, the development of interest is unique to a given set of circumstances relating to the concept in question, and is not constant for an individual across all subject areas (Renninger, 2000).

Hidi and Renninger (2006) describe a four-phase process by which interest is developed, moving from situational interest, that which is triggered by something in one's environment (Hidi & Baird, 1986), to an enduring individual interest, at which point a person becomes predisposed to re-engage with a particular concept unprompted (Renninger, 2000). The necessary spark for this process to begin operating can come from one of several sources, such as exposure to surprising, inconsistent or personally relevant information (Garner, Brown, Sanders, & Menke, 1992). Situational interest can be maintained given meaning or personal involvement with the concept, typically through an external support mechanism (Harackiewicz, Barron, Tauer, Carter, & Elliot, 2000; Sansone et al., 1992).

As an individual reaches the point of having a well-developed individual interest, the need for external support falls away (Pressick-Kilborn & Walker, 2002); however, continued external support can help an individual to better understand and achieve goals within the interest area (Renninger, 2000). In the political realm, an enduring individual interest may translate into the purposive seeking of broader and deeper political information, and into the tendency to pursue well-developed political opinions (Atkin, 1972). White (1959) describes this need for competence within one's environment as

“effectance motivation,” and it additionally serves the purpose of reducing one’s uncertainty (Kagan, 1972).

Effectance motivation, or intrinsic motivation, is spurred largely by interest, which places interest at the emotional center of human behavior (Izard, 1977). Deci and Ryan (1985) note that self-determination is additionally necessary for true intrinsic motivation – that is, that one must “feel free from pressures, such as rewards or contingencies” (p. 29) in order to be driven by intrinsic motivation. The need for cognitive closure stems out of these motivations (Kruglanski & Webster, 1996). In pursuit of definite knowledge about a subject, people may be motivated to both attain closure quickly and permanently. For political bloggers, this may mean that those driven by intrinsic motivation tend to focus on fewer subjects and fewer approaches to those subjects, presenting their readers with fewer new ideas about which to generate interest.

### *Blog Motivations*

As blogging and blog readership have grown over the past several years, scholars have taken many approaches to study this phenomenon. In a survey of over 3,700 blog readers, Kaye (2005) established six motivations for reading blogs: desire to seek information on current issues and check media coverage, having greater convenience in accessing particular content, desire to gather information to fulfill discussion preparation needs, surveillance of the political landscape, surveillance of social issues, and desire to express views with like-minded people. Kaye also finds that blog readers have higher levels of self-efficacy, interest in politics and current issues, and, interestingly, trust in the government.

Bloggers themselves tend to have motivations that only partly complement the motivations found in their readers. Examining blogging as a form of personal communication, Nardi and her colleagues (2004) compiled a non-exhaustive list of five motivations for blogging: self-documentation, commentary, catharsis, muse and community. Notably, they see the catharsis and muse motivations as internally driven, pointing out that a blog “often serves as a release valve, a place to ‘get closure out of writing,’” and can let bloggers “test...ideas by writing them down for an audience.” These findings track well with previous, less-detailed research looking at the “purpose” of a sample of blogs (Herring, Scheidt, Bonus, & Wright, 2004).

When taken out of the genre-agnostic realm of these early studies, blogs show distinct differences across types. Political bloggers generally have more extrinsic motivation than do personal bloggers, particularly when it comes to activism and reputation concerns, but they have roughly equal and widely varied levels of intrinsic motivation (Su, Wang, & Mark, 2005). Interestingly, a study of British political blogs finds very little intrinsic motivation among the handful of prominent citizen and Member of Parliament bloggers that were interviewed (Ferguson & Griffiths, 2006). The subjects of this study all have explicit political or instrumental goals that they seek to achieve through their blogs. This suggests that levels of intrinsic motivation vary not just across genres but also along the scale of prominence, and that bloggers with a certain amount of clout or a large enough readership find themselves driven by external concerns.

#### *Blogger/Reader Interaction*

Most research on the blog phenomenon has focused on bloggers and their acts of expression, but some work has looked at how readers use blogs, how they view bloggers

and how the two groups interact. Herring and her colleagues (2004) found that blogs offer limited interactivity between the blogger and the reader – more than so a traditional web page, but less than that offered by e-mail. The asynchronous nature of control over this interaction – the blogger makes any post at any time  $t$ , the reader may only make comments in response to the post and only at time  $t + x$  – provides bloggers with a way to both initiate and dominate the discussion that occurs on their blogs. Gumbrecht (2004) takes this a step further and examines blogs as a “protected space” for the blogger, where he or she can create a discourse in which he or she controls all elements – participants, topic, tone, rhetoric, etc. However, she notes that “bloggers still exercise self-control over how they present their material in order to shield themselves from potentially harmful future interactions.” That is, social constraints are still operative in this environment, because a tyrannical blogger will soon find that he or she has no more readers or incoming links.

Not all blogs are alike in their behavior as a “protected space,” however. Blogs with higher traffic and more incoming links – “A-list” blogs – have exponentially more readers than their smaller counterparts. While they retain structural control over how content is created,<sup>3</sup> bloggers at these sites are unable to control how discussion grows out of that content simply because the discussion is too big (Herring et al., 2005). At most, they become a kind of privileged participant within the community by directly responding to comments in discussions, rather than indirectly by creating new posts to address what readers are saying.

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<sup>3</sup> Even this is partially untrue for a handful of sites, such as Daily Kos and MyDD, which allow users to post “diaries” – essentially secondary blogs within the site that get some front page exposure.

These factors become especially important for those bloggers who see informing or persuading their readers as a primary goal of their blogging. Blogs provide a platform that is well suited to both calls to action and calls for advice, allowing bloggers to follow motivations both extrinsic (e.g. a political goal) and intrinsic (e.g. better understanding of an issue) within the same communication framework (Nardi, Schiano, & Gumbrecht, 2004). Acting under either type of motivation, the blogger retains the same set of tools for presenting information to his or her readers, and the readers may have no inclination as to what is driving the blogger's work. Because of this, we might expect bloggers who focus narrowly on those issues that they are specifically interested in thinking about or better understanding to provide readers with fewer points of entry into new topics, and thus with fewer opportunities to develop sustained interest in new topics.

## **HYPOTHESES & RESEARCH QUESTIONS**

Because bloggers largely have only their own motivations to guide them in operating their blogs – as opposed to traditional media actors, who have a variety of institutional concerns and colleagues' interests to take into account – they are in a unique position to impact their readers' attitudes. The extent to which they are driven by, for example, refining their own thought processes rather than persuading people to their points of view will likely help to determine how often they approach new topics in their blogging. As blog readers continue to leave traditional media outlets behind in favor of blogs, exposure to new topics via blogs becomes an increasingly important source of new and growing political interest.

Since bloggers driven by intrinsic motivation will likely spend less time blogging outside their own thought processes than those driven by extrinsic motivation, and since

intrinsic and external motivations occur independent of one another, there appear to be two pathways for bloggers to impact their readers levels of political interest. One of those pathways starts with high levels of intrinsic motivation and ends with lower reader interest; the other starts with high levels of external motivation and ends with higher reader interest. Two hypotheses are proposed to test these pathways:

**H1.** Bloggers' intrinsic motivation will be negatively related to readers' political interest.

**H2.** Bloggers' external motivation will be positively related to readers' political interest.

Beyond simple motivational measures, it is unclear how other blogger characteristics that relate to motivation and intention, such as the role the blogger sees him or herself playing in the blogosphere, might impact this process. Additionally, the motivation of readers to seek out information or participation opportunities may play a mediating role in the development of their own political interest. Therefore, four research questions will additionally be addressed:

**RQ1.** What relationship does the blogger's self-view as an activist have to the reader's political interest?

**RQ2.** What relationship does the blogger's self-view as a journalist have to the reader's political interest?

**RQ3.** What mediating role does the reader's activism motivation play in the development of political interest?

**RQ4.** What mediating role does the reader's information-seeking motivation play in the development of political interest?

These hypotheses and research questions are preliminarily tested using survey data as a first step to developing a more fully developed research design.

## **METHODS**

The number of weblogs varies according to different estimates by monitors such as Technorati, Blogstreet and the Perseus Development Corp., but can rank as high as hundreds of millions if all foreign language blogs are included. When examined more closely, the popularity of blogs becomes less marvelous. First, such astronomical numbers are inflated because many blogs are rarely updated or have become inactive. These are blogs posted by people as a lark or as an experiment, typically with free-and-easy programs like Blogger or LiveJournal, which are then abandoned, leaving the blog corpse to linger in cyberstasis.

Indeed, many blogs live short or inactive lives. Research by the Perseus Group found that 1.09 million blogs were abandoned on the day of creation, and within four months 66 percent of blogs had been temporarily or permanently left in limbo by their original creators (Perseus Development Corp., 2003). Early counting methods included such lost blogs. Population counts are also deceptively inflated by fake or spam blogs, a new form of passive spam called “clogs.” (Perlmutter, forthcoming) As of 2005, Technorati does track “clogs” but admits this is imperfect science. By their count, two to eight percent of new blogs are created simply to sell products.

More than half of blogs survive the first three months after their creation – that is, their editors keep posting. Also, about 5.8 percent of all posts on blogs are spam or fakes; usually, the number of such fake blogs increases in parallel to the number of legit ones that correspond to major news events such as the London bombings or Hurricane Katrina (Sifry, 2005). A 2006 survey by BlogAds categorized blogging into four blog communities: politics, gossip and celebrity news, motherhood and family issues, and music (K. Kaye, 2006).

The model proposed in this research is preliminarily examined using data from a large survey of bloggers and their readers. To gain a representative sample from within the blogosphere is both a qualitative and quantitative proposition. Technorati<sup>4</sup> offers its “biggest blogs in the blogosphere, as measured by unique links in the last six months.” The Blogstreet<sup>5</sup> ratings metric is its Blog Influence Quotient (BIQ). By such metrics not all blogs are equal. Some blogs have huge ratings, by traditional measures. Blogs such as the Huffington Post, Redstate, Powerline and MyDD are all frequently “blogrolled,” that is listed, in the blogs of affiliation lists of other blogs as well as repeatedly mentioned as “kings and queens” of the blogosphere by the political press.

In sum, any survey of bloggers must take into account that some bloggers receive much more attention than others. In response, the data collection process for this study began with the 2006 lists of the top 300 most popular blogs using the above metrics, which were then narrowed down to political blogs, that is those that have mostly political content. The sample was further refined by eliminating blogs that were in a foreign language because that would create problems for survey design and interpretation. Blogs that had not been in operation by the same blogger or groups of bloggers for at least two years were also culled in order to gain samples of both experienced bloggers and an audience that was well familiar with the blog content and style.

On the basis of this sample selection process, a survey solicitation was emailed to 154 top political blogs. This solicitation produced 66 usable responses from blog authors. Of these, 40 bloggers also posted a link to a separate survey for the readers of their blog. This survey produced 3,909 usable responses from the readers of these top

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<sup>4</sup> <http://www.technorati.com/pop/blogs/>

<sup>5</sup> <http://www.blogstreet.com>

political blogs. Of the total reader respondents, 26.2% were women and 73.8% were men. The mean age of the respondents was 46 years ( $SD = 12.3$ ). Ethnic distribution of the sample was 90.1% white. The median educational level was some graduate education and the median annual household income range was \$80,000 – 100,000. The gender, education and income skews in this data are consistent with previous research on blog readers (Pew, 2005). Notably, this procedure also produced a very ideologically diverse sample, with 43% describing themselves as Democrats, 31% as Republicans and 14% as Libertarians.

### *Measures*

Bloggers' were asked 14 questions on an 11-point Likert scale regarding their motivations for blogging, which factor analysis reduced to four indices. Political motivation (e.g., to help a political party or cause; mean = 6.26,  $SD = 2.30$ ) was measured using five items with a Cronbach's alpha of .72, media-related motivation (e.g., to critique the mainstream media; mean = 6.50,  $SD = 2.15$ ) was measured using three items with an alpha of .75, informative motivation (e.g., to inform people about topics of interest; mean = 6.73,  $SD = 2.28$ ) was measured using two items with an alpha of .74, and intrinsic motivation (e.g., to keep track of thoughts; mean = 6.95,  $SD = 2.32$ ) was measured using two items with an alpha of .55. Two individual 11-point items were used to measure bloggers' views of themselves as an activist (mean = 4.25,  $SD = 3.61$ ) and a journalist (mean = 4.02,  $SD = 3.51$ ).

Readers' blog use motivations were measured with ten items, which factor analysis reduced to two indices. A blog surveillance motivation (e.g., to learn how politicians stand on issues; mean = 6.82,  $SD = 1.66$ ) was found, comprised of six items

with an alpha of .84, as well as a mobilization motivation (e.g., to find ways to participate in the political process; mean = 5.24, SD = 2.32), comprised of three items having an alpha of .74. Readers' political interest (mean = 8.02, SD = 1.72) was measured with two items having an alpha of .71. Complete question wording for all items can be found in Appendix 1.

### **PRELIMINARY ANALYSIS**

A preliminary test of the motivation-interest model was performed using weighted least squares regression. Weighted regression was employed because the blogger-level contextual variables occur at different frequencies – some blogs had as few as a single reader submit responses to the reader survey, while the most responsive blog community had 1182 members submit responses. Hierarchical linear modeling is often used to handle data in which cases are grouped into contextual clusters, such as a survey data which includes information about a respondents' home towns (Bryk & Raudenbush, 1992), but these data do not lend themselves to such analysis because the groups at the contextual level are not necessarily discrete. Most, if not all, respondents read blogs other than the one which they are connected to through the survey, and may even read other blogs which are included in this data collection. Weighted regression allows for different error variances across the blog groups to be accounted for (Draper & Smith, 1981).

Because of the need to use weighted regression with this dataset, a full picture of the relationships described in the model cannot be seen; rather, we can only look at the final relationship to the political interest outcome variable when all the endogenous variables are entered into the regression model together. Other mediating relationships

may still exist within this model, a possibility that is addressed in a proposed follow-up research design.

The current analysis finds significant relationships between political interest and all of the endogenous variables except blogger's political motivation and blogger's informative motivation. Blogger's media critique motivation was a significant positive predictor of political interest ( $\beta = .10, p < .001$ ), while blogger's intrinsic motivation was a significant negative predictor ( $\beta = -.05, p < .05$ ). Additionally, the blogger's self-view as an activist positively predicts readers' political interest ( $\beta = .11, p < .001$ ), while a journalist self-view negatively predicts interest ( $\beta = -.08, p < .001$ ). Both measurements of readers' motivation – activism ( $\beta = .12, p < .001$ ) and surveillance ( $\beta = .26, p < .001$ ) – were positive predictors of their political interest. The complete regression model can be seen in Table 1.

### *Implications*

These preliminary results provide some circumstantial evidence for the theorized dual pathway model. Bloggers' intrinsic motivations – opinion development and thought tracking – not only fail to predict higher political interest in readers, they actually predict lower interest, a noteworthy finding in a sample of highly interested individuals. Only one of three external blogging motivation measures is a significant predictor of readers' political interest when all three are entered into the model; however, this finding is unsurprising given the high mean inter-item correlation – .38 – among the three variables. Based on this outcome, it is likely that the media critique motivation fully accounts for whatever spurious relationship might exist between political interest and the other two external motivations.

These findings suggest that the role of political blogs in the development of individuals' interest in politics should not be considered a monolithic one. The fact that bloggers driven by intrinsic motivations have readers with significantly less interest in politics than do other bloggers is highly suggestive of a causal mechanism, in light of the threshold of interest required to become a political blog reader in the first place. In practical terms, for example, one would not expect an intrinsically motivated blogger to post on an all-encompassing range of topics, but to instead stick with the topics of his or her interest, thereby lessening the opportunity for new interests to take hold among readers. However, the current data cannot answer the question of causality, owing to their cross-sectional nature. To address this issue, I propose a follow-up design.

### **PROPOSED RESEARCH DESIGN**

Examining the effects of blog readership directly presents a number of challenges. Beyond the difficulty of establishing an externally valid sample of blog readers – either through the general population or through blogs themselves – there is much more varied content being consumed via blogs than via traditional media outlets. To get an understanding of how an individual's blog use relates to his or her political attitudes and orientation will require a relatively extensive amount of low-level coding to come up with a measurement of what kinds of blogger approaches they tend to be exposed to. Therefore, a two-part research design is proposed.

First, a wide-ranging survey of bloggers will be conducted to establish values that can later be associated with readers' blog use patterns. This survey would be sent to all of the bloggers who were approached in the previous study, as well as to any other political bloggers whose sites had entered the top 300 blogs in the intervening timeframe.

Bloggers would be asked to complete a survey themselves, but would not be asked to recruit their readers into the study. The survey would include more detailed questions about bloggers' motivations and intentions, adapted from the findings of Nardi et al (2004) and Kaye (2005).

Next, eight bloggers would be recruited to participate in case studies and to help in recruiting a panel from their readership. Content from the eight blogs would also be coded to determine what range of topics each blogger tended to cover. This sample of blogs would have four liberal and four conservative blogs, with four bloggers indicating higher intrinsic motivation and four indicating higher external motivation; these categories would be crossed to have two blogs in each combination. From each blog a panel of 100 readers would be recruited and surveyed three times, at six-month intervals. To account for the changes in political interest likely to accompany the 2008 election cycle, these surveys would begin in January 2008, allowing the final wave to be conducted a full two months after the elections. While there will still be political events associated with the election happening at that time, those events will not attract the kind of casual attention that accompanies a presidential campaign (see Schlagheck, 1998). Additionally, a 200-member panel of non-readers would be recruited from the general population to serve as a control group.

The advantage of this type of design over an experimental approach is that, while not totally generalizable, it retains the external validity that is inherent in readers' entire blog-reading history, as well as the natural environments created by bloggers based on their particular set of motivations. It also provides for a naturalistic, long-term examination of individual- and group-level change in political interest, which an

experimental treatment-based study would not be able to do. The case study panel design is limited by its analysis of only eight blogs, but provides a starting point from which to examine the causal relationship between bloggers' motivations, blog content and readers' levels of political interest.

## **CONCLUSION**

Although blogs have shown some ability to stimulate participation in the political process among their readers (Gil de Zuniga et al., 2007; Veenstra et al., 2007), the model and preliminary results presented here are the first indication that political blogs may broadly raise interest in politics, apart from the relatively sporadic attention associated with political participation. Perhaps more importantly, this study provides the first indication that certain blogs – those with bloggers who are primarily intrinsically motivated – may decrease or suppress growth of readers' political interest.

For those readers whose political interest is strongly self-motivated, this may not be an issue. For those with a more situational interest in politics, the model suggests that some blogs may act as a kind of interest-sink, preventing them from encountering the wide range of topics that might lead to a more sustained interest. As blogs and other new media increasingly fragment political discourse, political communication scholars would do well to remember the necessary place of interest as a precursor to political participation and discussion, and be prepared to examine the impact of media changes on it.

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Table 1 – Relationships to Reader's Political Interest

Blogger's Political Motivation	0.000
Blogger's Informational Motivation	0.005
Blogger's Media Motivation	0.101***
Blogger's Intrinsic Motivation	-0.049*
Blogger's Journalist Self-View	-0.084***
Blogger's Activist Self-View	0.107***
Reader's Activism Motivation	0.124***
Reader's Surveillance Motivation	0.264***

\*\*\* p < .001, \* p < .05  
Cell entries are standardized betas

## APPENDIX 1

### Blogger Questionnaire

To what extent are the following motivations CURRENTLY reasons for why you blog? (0-10)

Political:

- \* To influence public opinion
- \* To help society
- \* To help your political party or cause
- \* To critique your political opponents
- \* To serve as a political watchdog

Media:

- \* To critique mainstream media
- \* To influence mainstream media
- \* To provide an alternative perspective to the mainstream media

Informational:

- \* To inform people about the most relevant information on topics of interest
- \* To inform people about the most recent information on topics of interest

Internal:

- \* To formulate new ideas
- \* To keep track of your thoughts

To what extent do you consider yourself: (0-10)

- \* A journalist?
- \* An activist?

### Reader Questionnaire

To what extent do you agree with the following statements? (0-10)

Surveillance Motivation:

- \* I use blogs to give me more facts to back up my opinions
- \* I use blogs to learn how politicians stand on issues
- \* I use blogs to learn about political maneuvering/strategy
- \* I use blogs to learn about rumors from the political world
- \* I use blogs to help me understand the main events of the day
- \* I use blogs to help me make up my mind about things

Activism Motivation:

- \* I use blogs to find others who think like me
- \* I use blogs to find ways to participate in the political process

\* I use blogs to organize or engage in collective action for a political or social movement

Political Interest:

\* I closely follow political issues

\* I am interested in political strategy