

# **On Blogging and Bloggers: An Active Consumer Theory Perspective**

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## **Abstract**

A blog, which is short for Web log, is a frequently updated Web site that consists of the posts of personal observations, opinions, excerpts from other sources and so on, which is typically run by a single person and encourages the readers to comment on the posts and contribute to the site. Blogs, or often called Web journals, influence just about everything from politics to business to journalism.

Blogs now have emerged as a novel Web-based communication tool. There are over 9 million blogs on the Web, with 40,000 new ones appearing each day.

Then, what makes blogging so popular over conventional forums, Web sites, and other Web-based information sharing mechanisms? Why does the number of bloggers ever increase and why do people surf everyday to the 9 millions or so blogs? Are there any new features of blogs that the conventional mechanisms cannot match? Or simply, is blogging a fad? In this paper, we try to answer the questions from an active consumer theory perspective.