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Subject Areas

1. Title: [Redacted]
Author(s): Hsu Chun-Cheng
Conference: 1st International Symposium on Computing in Science and Engineering Location: Kusadasi, TURKEY Date: JUN 03-05, 2010
Source: EXPERT SYSTEMS WITH APPLICATIONS Volume: 39 Issue: 1 Pages: 187-193 DOI: 10.1016/j.eswa.2011.07.006 Published: JAN 2012
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Evaluation criteria for blog design and analysis of causal relationships using factor analysis and DEMATEL

Author(s): Hsu, CC (Hsu, Chun-Cheng)

Source: EXPERT SYSTEMS WITH APPLICATIONS Volume: 39 Issue: 1 Pages: 187-193 DOI: 10.1016/j.eswa.2011.07.006 Published: JAN 2012

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Conference: 1st International Symposium on Computing in Science and Engineering Location: Kusadasi, TURKEY Date: JUN 03-05, 2010

Abstract: The purpose of this study is to find the key factors influencing blog design, and explore the causal relationships between the criteria for each factor. Since design is a multiple criteria decision-making (MCDM) problem, this study adopts a model which is a hybrid of factor analysis and the Decision Making Trial and Evaluation Laboratory method (DEMATEL). The DEMATEL method is used to simplify and visualize the interrelationships between criteria in making a decision. This study found five core factors that influence blog design: visual clarity, interface and usability, content and searchability, programming, and sociability. In addition, the key criteria for each factor were identified and the impact-relation maps obtained. The results of this study can provide useful guidance to blog designers for developing better blog platforms. (C) 2011 Elsevier Ltd. All rights reserved.

Accession Number: WOS:000296214900022

Document Type: Article; Proceedings Paper

Language: English

Author Keywords: Blog design; Factor analysis; DEMATEL; Multiple criteria decision-making (MCDM)

KeyWords Plus: TECHNOLOGY ACCEPTANCE; MODEL; INTRANET; USAGE

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Publisher: PERGAMON-ELSEVIER SCIENCE LTD, THE BOULEVARD, LANGFORD LANE, KIDLINGTON, OXFORD OX5 1GB, ENGLAND

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