

**THE SOCIAL IMPACTS OF
POLITICAL BLOG ON PERLIS CITIZEN**

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UNIVERSITI UTARA MALAYSIA

2008

**THE SOCIAL IMPACTS OF
POLITICAL BLOG ON PERLIS CITIZEN:**

**A thesis submitted to the Graduate Department of Computer Science in partial
fulfillment of the requirements for the degree Master of Science (Information &
Communication Technology)
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ABSTRACT

The aim of this study is to develop deeper and broader levels of conceptual understanding relating to the impacts that political blogs give socially to the community focusing on Perlis citizen.

In examining the increasingly common social activity of blogging, we must consider the experiences, roles, and contributions of readers, even when less readily apparent than those of bloggers. This study presents a qualitative study that focuses on the social impact of political blog on Perlis citizen. The findings presented in this study indicate that the activity of blogging, of which readers are an integral part, is far more heterogeneous and multifaceted.

This study describes various ways in which blog reading is more than just reading. It leads the reader to form complex definitions of the term “blog,” each of which differs to varying degrees from the definitions used by bloggers. The study also offers a view into the perception of the digital presentation of self in blogs. Blog reading allows for widely varied means of “being a part,” giving rise to new notions of community and belonging.

ABSTRAK

Tujuan kajian ini adalah untuk membina kefahaman yang lebih mendalam dan meluas berkait dengan kesan blog politik secara sosial ke atas rakyat negeri Perlis, Malaysia.

Bagi mengkaji peningkatan penggunaan blog untuk tujuan aktiviti sosial, perkara berkenaan pengalaman, peranan dan sumbangan pembaca blog haruslah diambilkira. Kajian ini memaparkan penggunaan kaedah kajian kualitatif yang memfokus kepada impak sosial blog politik ke atas penduduk negeri Perlis. Penemuan kajian ini menunjukkan bahawa aktiviti blog adalah terlalu meluas dan digunakan untuk pelbagai fungsi.

Kajian ini memberi pelbagai gambaran berkenaan bagaimana pembacaan blog adalah lebih dari suatu aktiviti pembacaan. Ia membawa pembaca ke arah maksud blog yang lebih mendalam dan berlainan mengikut ketentuan interpretasi pembaca itu sendiri. Kajian ini juga menyediakan pelbagai pandangan dan persepsi dari segi persembahan diri secara digital melalui ruang blog. Pembacaan blog membenarkan maksud yang luas dalam erti kata pergaulan komuniti.

ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah. I am very grateful for having this opportunity to thanks several individuals that have been helping me not only through out finishing this thesis, but for all those years that I have been struggling to conclude this study.

First of all my thousand appreciations to all my lecturers especially Puan Nor Iadah Yusop for being my supervisor and has been guiding with patience and criticism until this thesis is finally prepared and also not to forget Dr. Fauziah Baharom which has been my unofficial advisor, your concern is most appreciated and may Allah cherish both of your lives with cheer and happiness.

Second, I would like to thank my employer, Mr. Nasrudin Abd. Shukor for fulfilling my desire and approved me to continue in this study. Your understanding is much appreciated.

My utmost gratitude to all my family members which has been there for me and giving me spirit to pursue on this study. And not to forget my beloved wife, Nor Azima Abu Seman, thanks for your endlessly support. I couldn't imagine without having you at my side.

Last but not least thanks to my friends, Nor Shubaily Khamis, Mohd. Noorulfakhri Yaacob and Farihan Ghazali, whom have been my loyal advisors through out all semesters, I can't imagine pursuing this study without yours company.

Thank you all.

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CHAPTER 1

INTRODUCTION

1.1 Blog Definition

Blog in a clear and general definition is a personal online journal that serves as a platform to present and capture thoughts, and comments, and making them available to the public. It is an individual web site for other individuals to read and give response. Now, it has become an established communications tool of the Internet publishing. Blogging has evolved from its origins as a medium for the online publication of personal diaries to a respected vehicle for editorials on specific topics. In their latest incarnation, blogs represent an alternative to mainstream media publications. The personal perspectives presented on blogs often lead to discourse between bloggers, and many blog circles generate a strong sense of community.

1.2 The Symbolic Of Blog

Blogs actually uphold the concept of free practice of the human right to communicate and are occupied widely by human rights advocates, activists, and reformers. It is a prime example of the utopian Habermasian conceptualization of public discussion. Blogs adapts the idea of the public sphere, a concept of ancient Greek socio-political practice in which a kind of public debate can be carried out legally without interference from the state. The concept of the public sphere is closely intertwined with the idea of the human right to freely communicate, and can be expanded to describe the case where

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