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STUDY ON CHINESE, MALAY AND TAMIL BLOGOSPHERES IN SINGAPORE

CAROL SOON
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Foreword

The genesis of this study goes back to a dinner in August, 2013 at Arab Street hosted by Dr Ameen Talib, then Chairman of The Centre for Research on Islamic and Malay Affairs (RIMA), on the eve of Hari Raya Haji. I had asked my IPS colleague Dr Faizal bin Yahya to arrange for a visit to Arab Street for the benefit of IPS colleagues so they may gain an insight into Hari Raya and its significance. He not only arranged a visit to observe Hari Raya preparations but also roped in Dr Ameen to brief us on the significance of the festival and the splendors of Arab Street and its fabled history.

While we were savoring the culinary delights offered by Dr Ameen, it occurred to me how most of us know so much about Christmas even while we are not Christians and so little about other religions even though Buddhism is a much bigger religion in Singapore than Christianity and even though Islam is practiced by a substantial minority. It is so largely due to our Western orientation and our imprisonment by the English language. What is not in the English language and what is not Western don't reach us easily. Rather, we don't reach them easily.

As if to confirm this bias, it suddenly dawned on me that in the very area that I have been specializing in for over ten years – the world of the Internet and blogs – I know so little about what was going on in Chinese, Malay, or Tamil -- our other official languages. I had been entirely focused on English-based cyberspace.

On the spur of the moment, I asked Dr Ameen if RIMA could collaborate with IPS in exploring the world of Malay blogs. IPS has in-house expertise in Mandarin and Tamil within my own unit, but not in Malay. Dr Ameen agreed immediately. Thus was born the idea of the first ever study of the Chinese-Malay-Tamil blogospheres in Singapore.

The origins of the blogosphere in Singapore go back to the late 1990s. It was then that the early shoots of what we call blogs – web logs – started to sprout in the cyberspace. As in much of the world, they were tentative and self-indulgent at first but developed into a social, political and economic phenomenon over the next decade. Academic and media interest focused on this new phenomenon but, as often happens in Singapore, it was the English language blogosphere that drew their attention. Admittedly, there were far fewer blogs in Chinese, Malay or Tamil in the early days but even then hardly anyone paid any heed to their role in or impact on our society. This study is, thus, a path-seeking effort into the worlds of Chinese, Malay and Tamil blogs.

When we compare the findings of this study with what we know of the English language blogosphere, we can see these worlds are both akin and alien to each other in different ways. They resemble each other in that they are mostly personal takes on subjects that interest them. Yet the subjects they choose to speak about publicly vary significantly though one noticeable difference between them and the English language blogs is the paucity of political content in the former. In any case, the Chinese, Malay and Tamil blogs are growing in numbers and expanding their influence. It is important that we keep an eye on such developments lest we miss out on the rich and diverse blogospheres that reflect the rich and diverse society we are.

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Executive Summary

EXECUTIVE SUMMARY

Discussions on what people do online and their implications for the society permeate state, media and public discourses. Existing research on blogs focuses on those written in the English language. Little attention has been given to non-English language blogs despite Singapore's multiculturalism and the state's bilingual language policy¹, which requires all students to study English and a mother tongue language.

A first in Singapore, this study seeks to examine Chinese, Malay and Tamil language blogospheres. By examining the size of these three blogospheres; who the bloggers are; the issues they blog about; their reach and the structural attributes of their blogs, this study provides an empirical snapshot of non-English language blogs in their current form.

Through keywords searches and snowballing the sample, we identify blogs that are written in the three mother tongue languages and are related to Singapore. The blogs that met the study's criteria comprise 201 Chinese language blogs, 30 Malay language blogs and 20 Tamil language bloggers. We used content analysis to determine the characteristics of these blogs and augmented our analysis with an online survey and insights shared by participants at an IPS seminar held on 2 April 2014.

The study shows that the online space is a richly diverse one; there is a wide variation in terms of who blogs, what they blog about and how they use their mother tongue languages. Locals make up the majority in the Chinese and Malay language blogospheres while long-term non-Singapore-born residents of Singapore dominate the Tamil language blogosphere.

While both Chinese and Malay language blogospheres are dominated by personal-type blogs, most Tamil blogs are mixed-type blogs. Personal experiences dominate both the Chinese and Malay language blogospheres. Although a small minority of Chinese language bloggers discuss politics, political discourse in the Malay language blogosphere has shifted to

1. The bilingual policy requires students to take English as the first language and their designated mother tongue language as a second language. A mother tongue is the language of an ethnic group. There are three official mother tongues in Singapore: Chinese for the Chinese, Bahasa Melayu for the Malays and Tamil for the Indians. Non-Tamil Indians have the option of choosing a non-Tamil Indian Language such as Bengali, Gujarati, Hindi, Punjabi or Urdu.



Facebook. Content in the Tamil language blogosphere focuses on current affairs and politics related mostly to India.

The study also found some differences in terms of language use. While Chinese and Tamil language bloggers write using the formal register that adheres strictly to the grammar in written form, the language in Malay language blogs is mostly informal.

The survey also shed some insights into the reasons why bloggers blog and do so in their mother tongue languages. Most bloggers write to share their experiences with others, record their activities, to provide commentaries and to express themselves. Some of the main reasons given for blogging in their mother tongues include the competency factor, a desire to preserve those languages and to communicate more effectively with their communities.

The study serves as a record for purposes of comparison with future stages in the evolution of non-English language blogs, and provides a starting point for further research on their significance.



Chapter 1

Introduction



CHAPTER 1: INTRODUCTION

In Singapore, public discourse surrounding blogs focuses on those written in English, especially socio-political blogs. Several of these socio-political blogs have gained many “eyeballs” and are well known for their critique of the government and its policies.

Besides socio-political blogs, there is a smorgasbord of non-political blogs that are also written in English, addressing topics that run the gamut of lifestyle, beauty, art, entertainment, food, travel and photography. In addition to being outlets for self-expression, blogs reach out to different communities of interest and provide spaces for like-minded people to connect with one another. Some of these blogs also play an economic role by stimulating consumer interest, encouraging transactions, and building customer loyalty for brands and products.

While much of the current debate focuses on English language blogs and their impact on Singapore’s society, scant attention has been paid to non-English language blogs, particularly those written in the three official mother tongue languages (OMTLs) of Singapore: Chinese, Malay and Tamil. To date, little is known about Chinese, Malay and Tamil language blogs, the characteristics of these three blogospheres, and their societal and cultural implications.

RESEARCH OBJECTIVES

Academic research on the English blogospheres follows these main strands: the impact of political blogs on public discourse and political participation (Ibrahim, 2009; Kluver, 2007; Skoric & Ng, 2009; Soon & Cho, 2014; Soon & Kluver, 2014); use of blogs for teaching and learning (Jyh, 2009; Sim, 2008; Tan & Tan, 2010; Ubaidullah, Mahadi & Lee, 2013); and use of blogs by diasporas residing in Singapore (He, 2007; Huang, 2009).

However, there is a paucity of analysis on blogs written in Chinese, Malay and Tamil. A first in Singapore, this study seeks to answer the following questions:

- What is the number of Chinese, Malay and Tamil language blogs in the Singapore blogosphere?
- Who are the Chinese, Malay and Tamil language bloggers?
- What do they blog about?

- What is the reach of their blogs?
- What are the structural attributes of blogs written in Chinese, Malay and Tamil?

In so doing, this study provides an empirical snapshot of non-English language blogs in their current form. It will serve as a record for purposes of comparison with future stages in the evolution of non-English language blogs, and also provides a starting point for further research on their significance and contributions.

METHOD

The sample for this study was collected in two stages: keyword searches via commercial search engines and by snowballing the sample. Keyword searches¹ were conducted using Google in the three OMTLs (i.e., Google Chinese, Google Bahasa Melayu and Google Tamil), and Google English and Yahoo! to locate “seed blogs”². The second phase of sample collection was to “snowball” the population, which involved tracing hyperlinks from each seed blog to other blogs. We repeated the snowballing process till we reached sample saturation (i.e., when we stopped finding new blogs). As we are interested in “active” blogs, blogs that have not been updated within a year prior to data collection were excluded. We collected the sample from November 2013 to January 2014 (see Appendices A, B and C for the sample).

As we are studying blogs related to Singapore only, we used the following criteria to identify relevant blogs:

- At least 50% of the blog content is written in the Chinese, Malay or Tamil language;
- The blogs are related to Singapore, meaning they are either started by Singaporeans, Singapore-based bloggers or bloggers located out of Singapore blogging on Singapore-related issues;
- Where the nationality or residency of bloggers is unknown, at least 50% of the blog content must be related to Singapore.

1. Researchers conducted keyword searches in English and in the mother tongue languages for respective blogospheres. Search terms such as “Singapore Chinese/Tamil/Malay blogs”, “Singapore Chinese/Tamil/Malay websites” and “Singapore blogs” were used.

2. “Seed blogs” are those that emerged from keyword searches and they form the first tier of the sample.



We used content analysis to analyse the data. In addition to the study of the content in the blogs, we also conducted a survey among bloggers to augment our understanding of the three blogospheres.

Content Analysis

We used content analysis to determine the following:

- Size of Chinese, Malay and Tamil language blogospheres: The two-staged process described earlier enabled us to determine the number of bloggers who blog in Chinese, Malay and Tamil.
- Who the Chinese, Malay and Tamil language bloggers are: We determined their age, gender, marital status and professions by studying their profile pages or, if these are not available, by drawing inferences from their blog content (e.g., text and images). In some cases, however, there was no information and no inferences were possible.
- Blogging patterns: We used the coding scheme developed by Herring, Scheidt, Bonus & Wright (2004) and analysed:
 - Recency of update (date of the most recent post)
 - Interval of update (length of time between the most recent and the previous entry)
 - Age of blog (the length of time from the first blog post)
- Blog type³:
 - Personal-type blogs: The blogs serve as bloggers' online diaries where bloggers narrate and reflect on their personal life and experiences, e.g., school, work, family life and leisure.
 - K-logs (or knowledge blogs): Knowledge management systems or repositories where the information or references blogged about are specific to the domain, e.g., food, history and weddings.
 - Aggregators: Blogs that collate information from multiple online sources.
 - Filter blogs: Blogs that develop narratives or discussions based on commentaries of selected hyperlinks to other sites (e.g., other blogs, social media and YouTube).
 - Mixed-type blogs: These bear the characteristics of two or more of the blog types mentioned above.

3. We used categories developed by Herring, Scheidt, Bonus & Wright (2004) who conducted a baseline analysis of 203 randomly selected blogs and added aggregators (a new blog type which emerged after 2004) to the list.

- Issues blogged about: We adopted categories of topics (“politics”, “social issues” and “sports”, etc.) from existing studies (Trammell, Tarkowski, Hofmokl & Sapp, 2006; Yu, 2007). To determine the topics bloggers write about, we studied the blog posts, used the frequency count method and recorded all the topics a blogger blogs on.
- Reach of blog: This was measured by the number of visitors, hits and page views listed on the blog.
- Structural attributes of blog: We analysed the home page of each blog for the presence of certain commonly seen features such as archives, badges, comment and email functions, commercial advertisements, search function, calendar, guest book and the blog’s links to other sites.

Survey

We conducted an online survey from 24 February to 31 March 2014 to collect information on bloggers’ blogging experiences, motivations and reasons for blogging in the OMTLs. Invitations were sent via email to bloggers who published their email contacts on their blogs. Where email contacts are not available, we left invitations in the comment section on their blogs. Invitations were sent to all bloggers identified through the sampling method described earlier.

This report details findings from the content analysis of blogs in each language, followed by the survey findings. Our discussion of the findings is supplemented with insights shared by participants at the IPS seminar (held on 2 April 2014)⁴.

4. IPS organised a seminar on 2 April 2014 to present findings of the study. The seminar was attended by over 50 participants, comprising bloggers, policymakers, educators, academics, representatives from non-governmental and community organisations, and members of the media.



Chapter 2

The Chinese Language Blogosphere

CHAPTER 2: THE CHINESE LANGUAGE BLOGOSPHERE

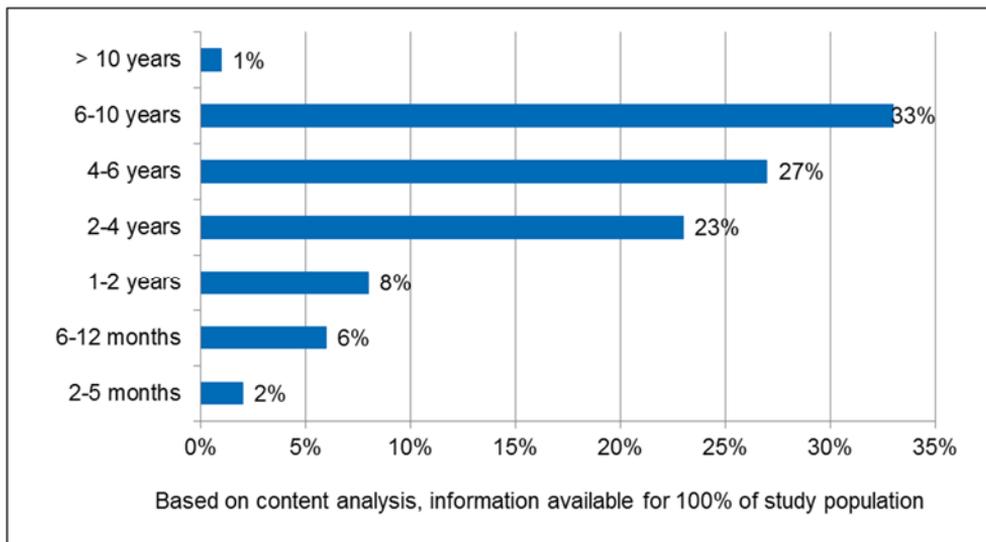
SIZE OF CHINESE LANGUAGE BLOGOSPHERE

Through keyword searches and snowballing, we found a total of 201 Chinese language blogs that met our criteria.

AGE OF BLOGS¹

The mean age of the 201 blogs was five years; 50% of the blogs had been active for two to six years, while 33% the blogs were six to 10 years old (see Figure 1).

Figure 1: Age of Chinese Language Blogs



The youngest blog was two months old and the oldest blog was almost 31 years old. One possible explanation for the latter's long presence (given that blog technology emerged only in the mid-1990s) is the blogger had started writing about his experiences on another platform and migrated to the blogging platform when the latter was developed.

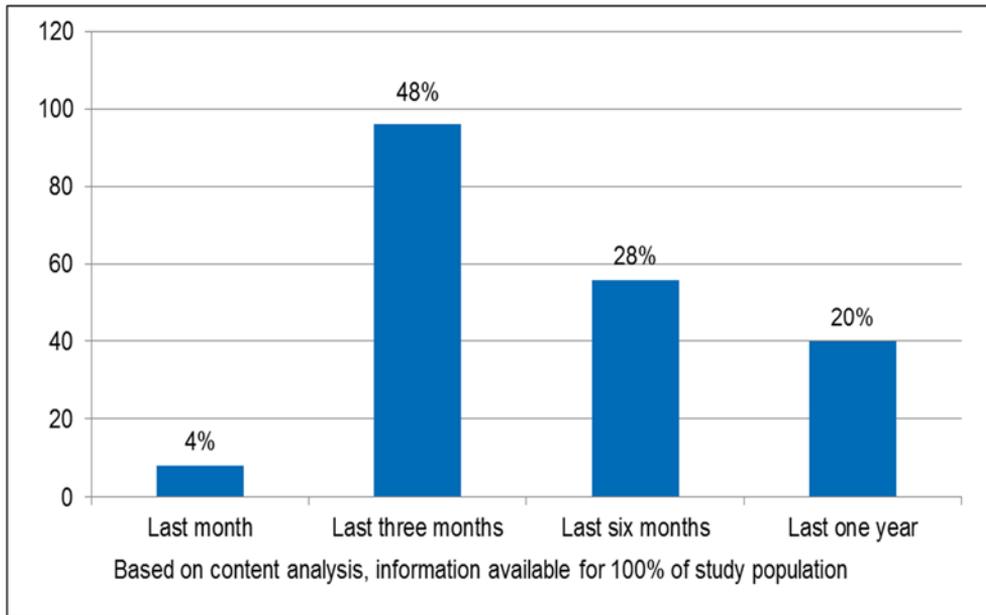
1. Regarding overlapping categories, blogs that were older than one year, two years, four years, six years and 10 years were grouped under "1–2 years", "2–4 years", "4–6 years", "6–10 years" and "over 10 years", respectively.



RECENCY OF UPDATES

Chinese language blogs had medium activity level, with nearly half (48%) that were updated within the last three months (see Figure 2 for a breakdown of the most recent updates).

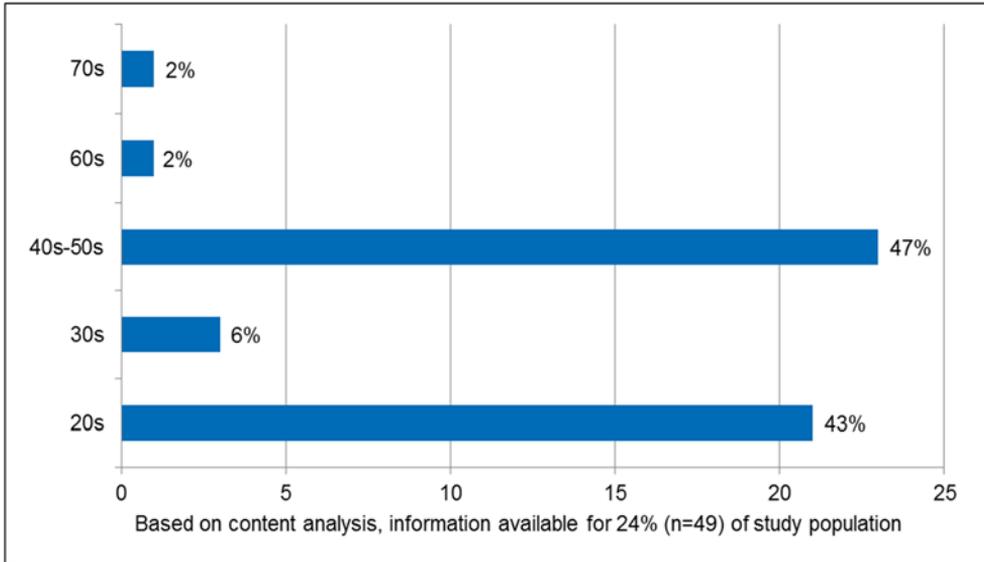
Figure 2: Recency of Updates in Chinese Language Blogs



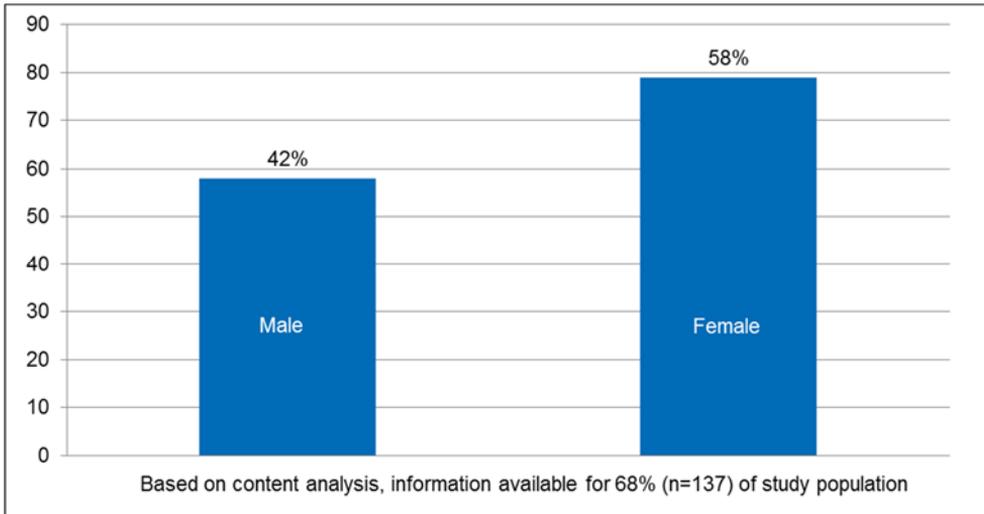
BLOGGERS' AGE

Based on content analysis, we were able to categorise the age of the bloggers for 49 out of 201 blogs. Of this group, 43% were in their 20s and 47% were in their 40s to 50s² (see Figure 3).

2. The categories were developed ground-up by researchers, with "40s–50s" being used in the general sense representing the middle-aged.

Figure 3: Age of Chinese Language Bloggers**BLOGGERS' GENDER**

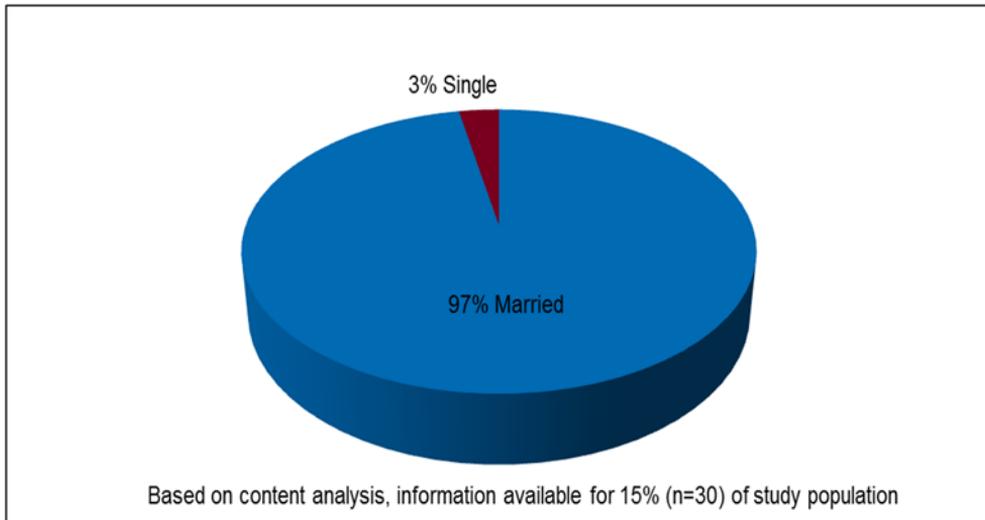
Out of the 137 blogs where researchers were able to determine the bloggers' gender, 42% were male and 58% were female (see Figure 4).

Figure 4: Gender of Chinese Language Bloggers**BLOGGERS' MARITAL STATUS**

Information on the bloggers' marital status was either stated in or deducible from 30 of the blogs. The majority (97%) were married (see Figure 5).



Figure 5: Marital Status of Chinese Language Bloggers

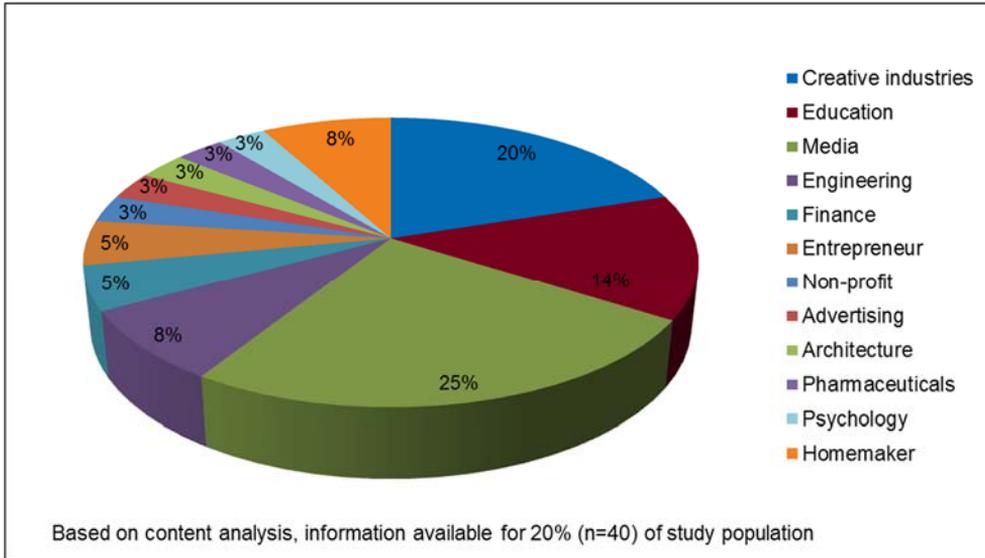


BLOGGERS' PROFESSIONS

Information on bloggers' professions was either stated in or deducible from 40 blogs. The three largest occupational groups were media (including journalists and radio deejays at 25%); creative industries (such as graphic designers and illustrators at 20%); and education (consisting of academics, researchers and teachers at 14%; see Figure 6).

The professional profiles of the bloggers show that the Chinese language formed an integral part of their professional and personal lives. Among the bloggers were radio presenters, journalists from newspapers, magazines and television, undergraduates majoring in Chinese studies, and teachers and academics doing research pertaining to the Chinese language, literature and culture.

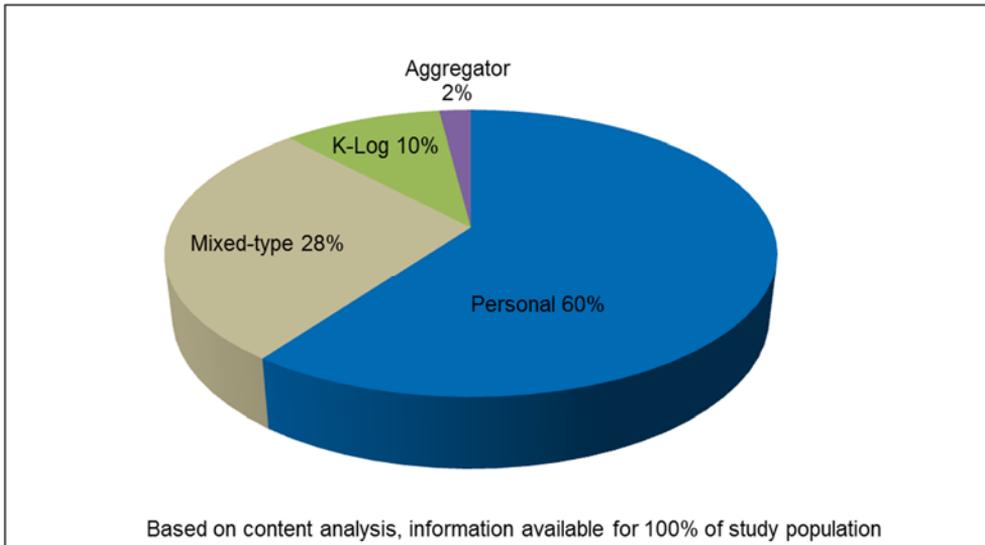
Figure 6: Professions of Chinese Language Bloggers



BLOG TYPES

Chinese language blogs consist of personal-type blogs, k-logs, aggregators and mixed-type blogs.

Figure 7: Types of Chinese Language Blogs





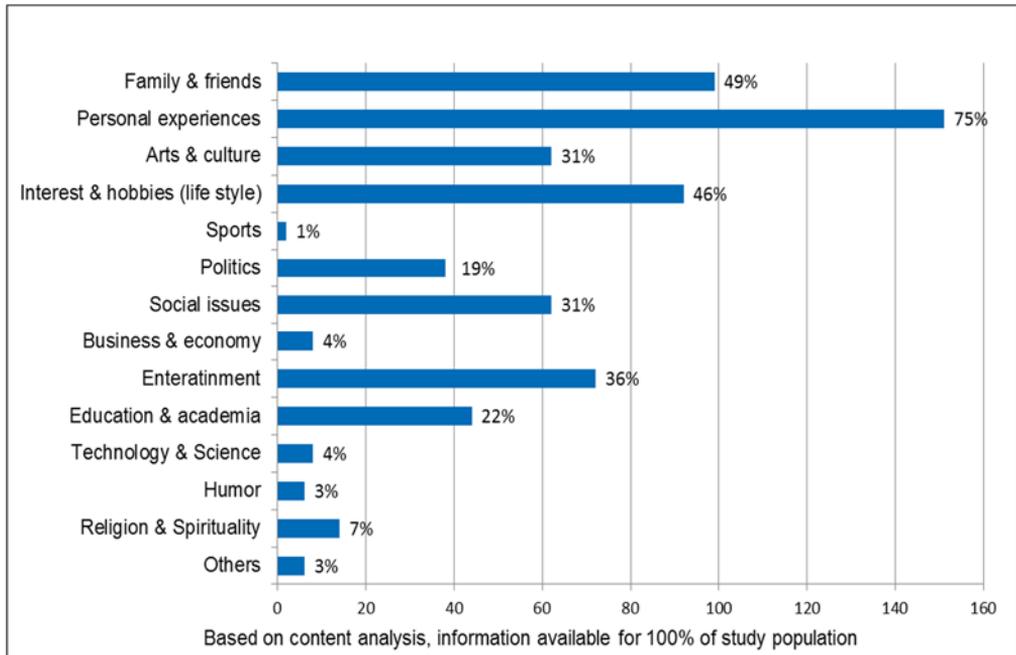
The majority (60%) were personal-type blogs that served as bloggers' online diaries, e.g., "fungtasia" in Appendix D (see Figure 7). Around 10% of the blogs were k-logs. Some examples of k-logs include blogs that focused on food, Chinese history and the Bukit Brown cemetery (e.g., "Bukit Brown Tomb" in Appendix E). Only 2% were aggregators that collated news articles on politics, the economy and culture in Singapore (e.g., "New Country Magazine/New Governance" in Appendix F). Filter blogs where bloggers developed narratives or discussions based on commentaries of selected hyperlinks to other sites did not exist in the Chinese language blogosphere.

The remaining 28% of the blogs are mixed-type blogs, which had the characteristics of two or more of the blog types mentioned above. Some of these mixed-type blogs were personal-type blogs and k-logs that included commentaries based in hyperlinks to news websites and YouTube videos (e.g., "Anna's Closet" in Appendix G).

TOPICS BLOGGED

The most common topic is "personal experiences", with 75% of Chinese language blogs containing such entries (see Figure 8). Some of these experiences included travelling overseas or dining at a popular restaurant.

Figure 8: Topics in Chinese Language Blogs



Bloggers' friends and family members also featured prominently in their blog entries, evident in the blog posts and photographs taken of their family outings or at gatherings with former classmates.

The third most common topic was "interests and hobbies" (46% of the blogs) and some examples of the interests and hobbies included food, photography and collecting phone cards. Another commonly blogged topic is "entertainment", with 36% of the blogs discussing and reviewing television programmes, films and music videos.

Two categories of topics merit some discussion. When it came to arts and culture, 31% had posts related to the topic. This category includes Chinese language, culture and traditions. A dominant theme that emerged from this category is the concern over declining standards of Chinese as a mother tongue language. Some bloggers cautioned against implementing any policy of making it easier to learn Mandarin in schools, which they feared might lower its standard. Other bloggers called for greater relaxation in the use of Chinese dialects in mainstream media.

A small group of bloggers (19%) provided occasional commentaries on certain policies or political issues, ranging from media regulation to transportation policies. For example, some bloggers questioned the rationale behind the move to license online news websites while others suggested that traffic congestions could have been alleviated with better planning.

The study also established that "politics" as blogged about in the local Chinese language blogosphere was not limited to Singapore politics. Since the study includes foreigners working or studying in Singapore, there have been instances of Malaysians blogging about political campaigns and elections in Malaysia. These Malaysian Chinese bloggers did not blog about Singapore politics.

STRUCTURAL ATTRIBUTES

Reach of Blogs

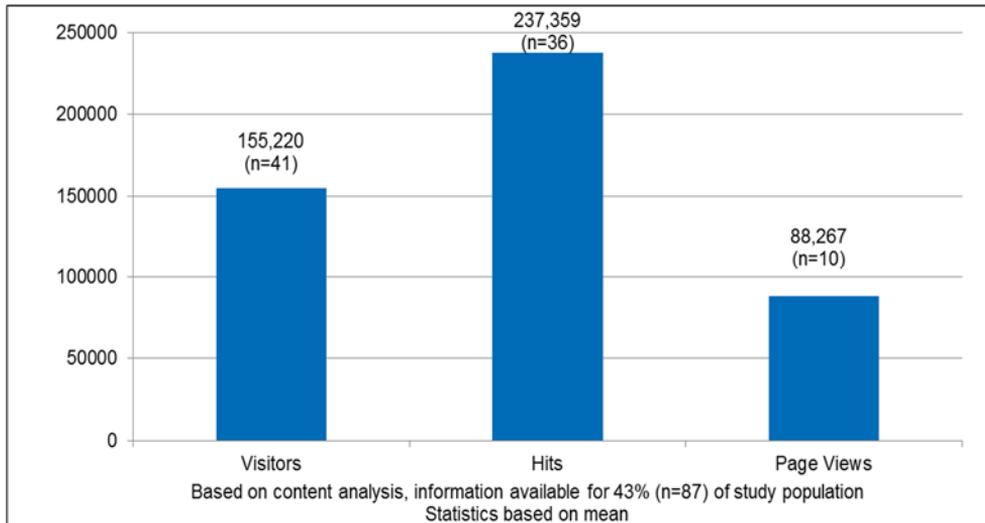
Chinese language bloggers used three methods to track the reach or popularity of their blogs: visitors, hits or page views³ (20%, 18% and 24%, respectively). Of the 41 blogs that counted the number of visitors, each

3. Based on the definitions from Open Tracker, visitors are measured by the number of browsers which accept a cookie, and since only humans use browsers, visitors here refer to the people who visit the sites. Hits are files sent to a browser by a web server. The number of page views a site receives is the number of times visitors view a single page on the site.



received an average of 155,200 visitors (see Figure 9). Thirty-six blogs measured the number of hits, with the average at about 237,400 hits. Finally, only 10 blogs tracked the number of page views received and each blog had an average of about 88,300 page views.

Figure 9: Reach of Chinese Language Blogs



The top three blogs in terms of page views are “Sally Just In” (<http://sallyjuslin.blogspot.sg/>), “Wang Zuo Sen” (<http://nvms.blogspot.sg/>) and “5am Bento” (<http://5ambento.blogspot.sg/>). A common topic in these three blogs was food and recipes. In terms of visitors count, the top three blogs were “Wen Dao Shi” (<http://cass-tsl.blogspot.sg/>), “Chimology” (<http://blog.omy.sg/chimkang/>) and “Kinigu” (<http://kinigu.blogspot.sg/>). The topics blogged about were personal, ranging from food, recipes, personal musings and travel.

Use of Archives and Badges

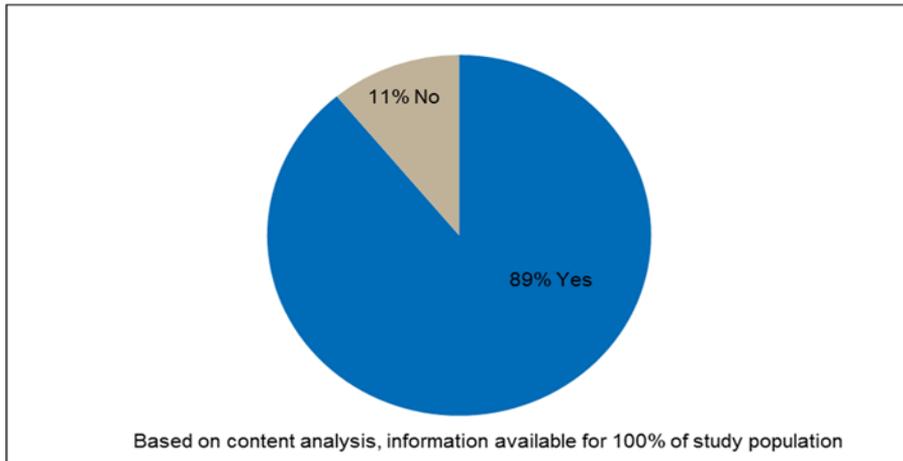
All 201 blogs archived their blog posts in a chronological manner, by the year and month in which a blog post has been published.

Most blogs carried badges⁴ (89%; see Figure 10). The most common badges were those related to blogging awards such as the Singapore Blog Awards; bloggers who featured these badges were usually nominees or recipients of such awards. Other examples of badges included those of the Liverpool Football Club and Bento Bloggers Network. Besides a badge that featured a ribbon symbol of HIV/AIDS, there were no indications of

4. Badges are visual representations of a blogger’s affiliation with a group, association or cause (e.g., an icon or logo).

Singapore's Chinese language bloggers' affiliations or support for campaigns and movements such as Repeal 377A, Pink Dot Sg or Save Bukit Brown.

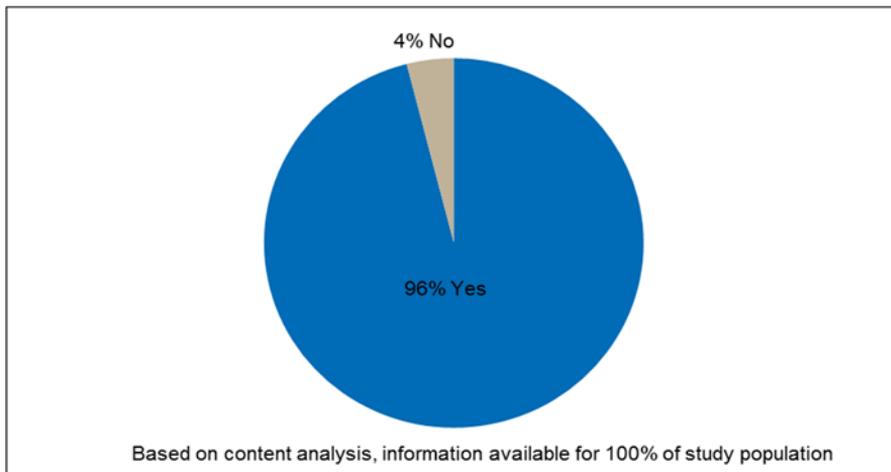
Figure 10: Use of Badges in Chinese Language Blogs



Comment Function and Email Contact

When it came to communicating with their readers, 96% of bloggers (193 bloggers) allowed readers to post comments on their blog entries (see Figure 11). This perhaps reflects the bloggers' desire to gather feedback from their readers.

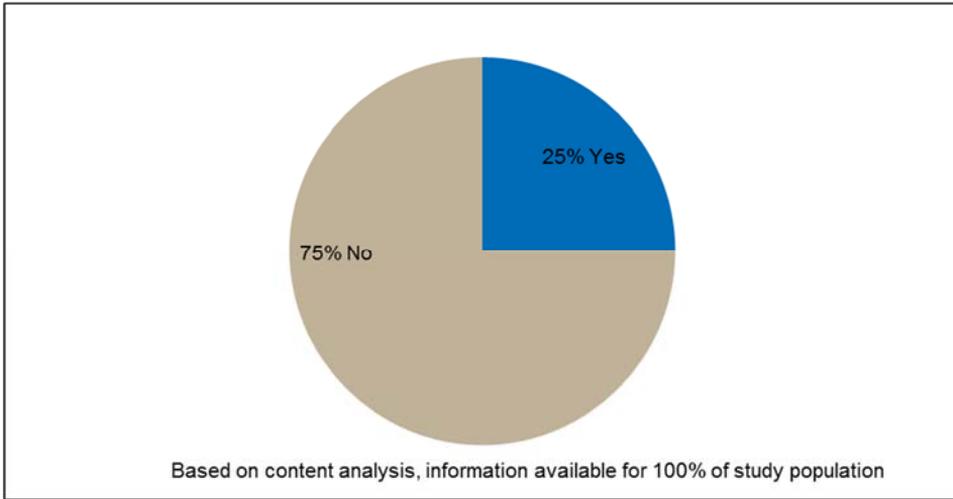
Figure 11: Use of Comment Function in Chinese Language Blogs



However, only 25% (50 blogs), contained links to an email address, which suggests the bloggers' preference for privacy (see Figure 12).



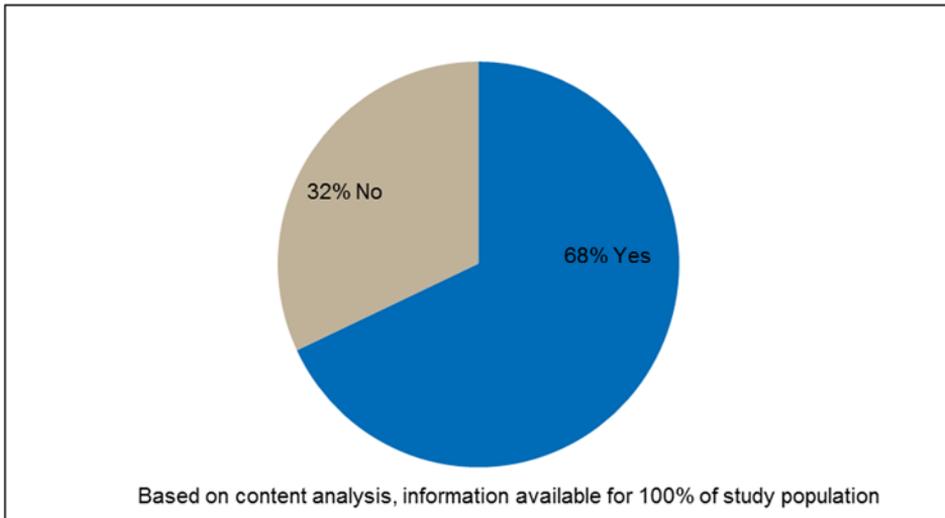
Figure 12: Chinese Language Blogs Containing Bloggers' Emails



Use of Advertisements and Search Function

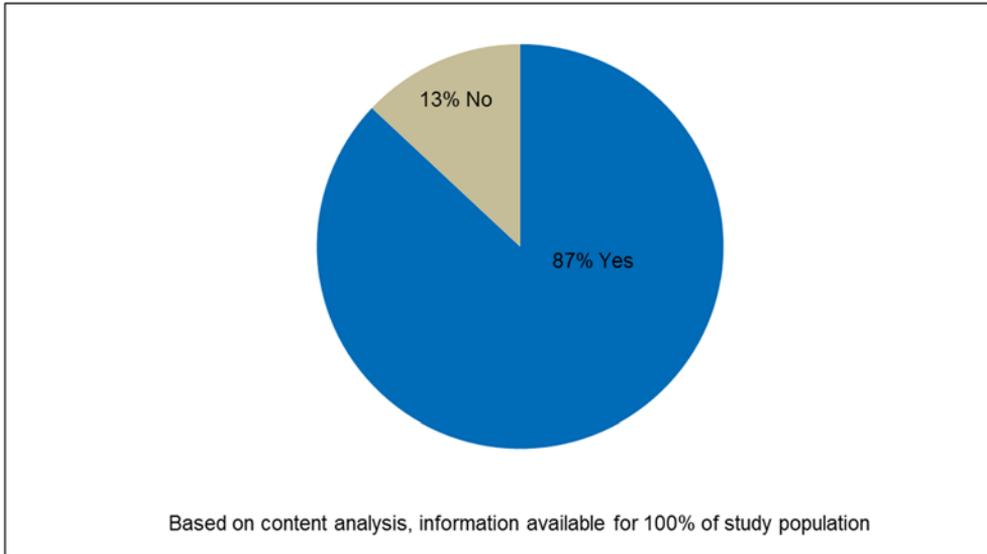
Majority of the blogs (68%) carried commercial advertisement banners, such as those for lifestyle and beauty products (see Figure 13). A small number (5%) carried advertisements under the Nuffnang banner, which is a blog advertising community for the Asia-Pacific region.

Figure 13: Use of Commercial Advertisements in Chinese Language Blogs



Furthermore, 87% of the blogs (175 blogs) had a search function (see Figure 14).

Figure 14: Availability of Search Function in Chinese Language Blogs



Use of Calendar and Guest Book

The majority of bloggers (78%) used the calendar function but only 1% (2 bloggers) used the guest book function (see Figures 15 and 16).

Figure 15: Use of Calendar in Chinese Language Blogs

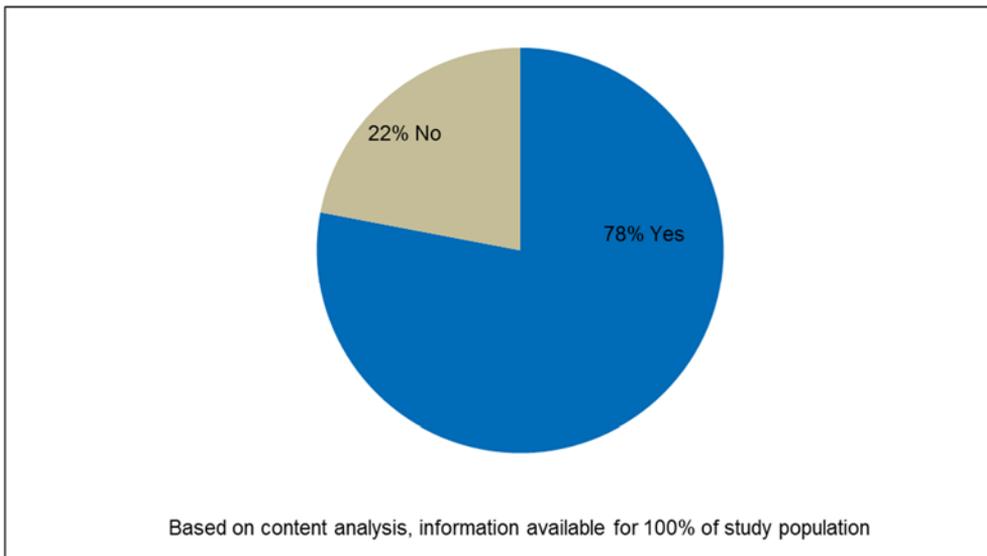
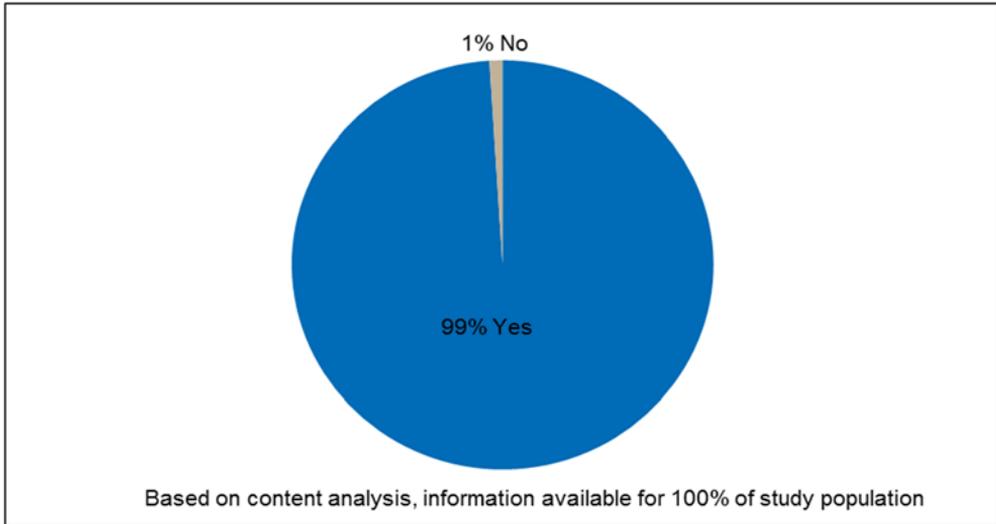




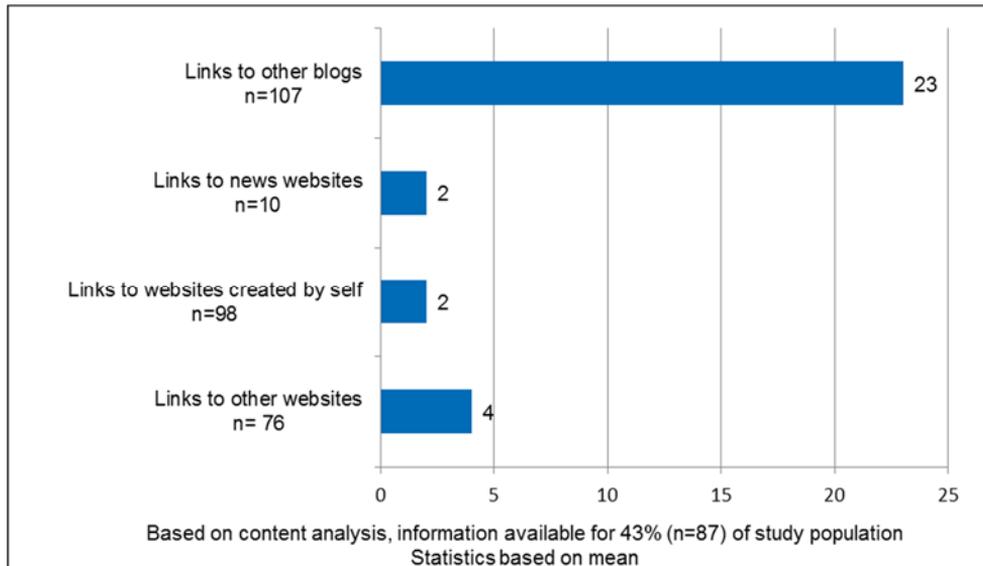
Figure 16: Use of Guest Book in Chinese Language Blogs



Links to Other Sites

We analysed bloggers' hyperlinking patterns to ascertain the types of networks the bloggers had in cyberspace. Over half (107 blogs) linked to other blogs on their blog rolls, with an average of 23 links to other blogs (see Figure 17).

Figure 17: Chinese Language Blogs Linked to Other Sites



On the whole, bloggers were more likely to link with other blogs if the linked blogs were also written in Chinese, or if they covered similar topics. Some 30

bloggers also included links to other blogs that were maintained by individuals that they were personally acquainted with. For example, a blogger studying at the National University of Singapore linked to other blogs by students from the same university.

Of the 10 blogs with links to news websites, each linked to two news websites on average. Besides the websites of the Chinese newspapers *Lianhe Zaobao* and *MyPaper*, Google News was another popular linked news website. Only one blog linked to The Singapore Daily, a news aggregator of alternative news on Singapore. None of the 10 blogs were linked to the websites of the English language newspapers such as *The Straits Times*.

Nearly half (98 blogs) linked to websites and blogs created by the same blog owners. Some of these linked blogs were created earlier by the owner and have since been discontinued. On average, each of the blogs was linked to two other blogs or websites that were created by the same blogger.

Around 38% (76 blogs) also had links to other websites. Similarity in content or focus could be a possible reason for these links. For example, a blog with photographs documenting a blogger's travels had links to a website that imparted tips on photography. Similarly, food blogs featured links to websites related to nutrition and restaurant guides. On average, each of the 76 blogs has links to four other websites.

DISCUSSION

Chinese Language Used in Standard Form

Most of the blogs were written in standard Chinese (using the Simplified Chinese script) as taught in schools and used in the Chinese language media in Singapore. There was little mixing of languages in the writing. Different languages were used for different blog entries in bilingual blogs where bloggers wrote in both Chinese and English, i.e., a blog entry written entirely in English and another blog entry written completely in Chinese. English words were used to reference proper nouns such as names of specific places or particular persons (e.g., Lee Kuan Yew's book *One Man's View of the World*, "PSI" for the Pollution Standard Index and "Marina Bay Sands").

The bloggers also demonstrated a good repertoire of language usage, with some who wrote in simple Chinese while others demonstrated an extensive vocabulary and used idiomatic language and Chinese proverbs to express their ideas and opinions. "Quah Bak Lim" (<http://kuabaklim.blogspot.sg/>) was one such example.



Preservation of Chinese Language and Culture

There is an indication that Chinese language bloggers' concerns over the declining standards of the Chinese language and the disappearance of Chinese dialects serve as an impetus for them to write in Mandarin so as to preserve the language. For example, "She Hu" (<http://blog.omy.sg/shehu/>) was set up by a group of Singaporeans — some based in the United States — who are passionate about the Chinese language. Their blog posts consisted of Chinese riddles, reflecting their espoused aim of promoting the learning of Chinese among the younger generation in a fun manner. Similarly, "Grandma Grandpa Story" (<http://blog.omy.sg/ahgongahmagoodoldtimes/>) was the brainchild of a group of Ngee Ann Polytechnic students and is dedicated to raising awareness of the Chinese storytelling tradition among the younger generation. The blogs' focus on the younger generation as the key audience suggests that these bloggers believe in the importance of transmitting the Chinese language and culture to the future generations.

For the majority of bloggers whose blogs were of the personal-type blogs and not dedicated solely to the preservation of the Chinese language and culture, their writing on these issues was sporadic and largely shaped by external events happening in Singapore. For instance, a blogger who is also a local media personality wrote that the onus was on parents and not the government to teach Chinese dialects to the young. His blog post responded to a comment made by Education Minister Heng Swee Keat (<http://blog.omy.sg/dannyyeo/page/22>). Likewise, the discussion on Chinese dialects resurfaced with the screening of the local film *The Girl in Pinafore* which featured a song that contains some lyrics in Chinese dialects and was previously banned on local radio (<http://lanyu.wordpress.com/2014/02/>).

References to Mainstream Chinese Media

Chinese language blogs that linked to Chinese news websites featured links to *Lianhe Zaobao* and *MyPaper*. They posted scanned images of newspaper articles or included hyperlinks to news websites, and structured commentaries around the topics featured in the mainstream media. There is a marked difference between Chinese language blogs and English language blogs in their references to mainstream media (MSM) in Singapore. Very few Chinese language blogs actually referred to MSM as mentioned above; and when they do, it is usually as a source of basic information. There is little or no critique of MSM coverage of issues and its leanings. This is different from English language socio-political blogs which used mainstream media as an extensive source of ideas and comments for blogs and at the same time as an object of critique, pointing out limitations and perceived biases in their coverage of news and issues.

An example of the typical relationship between MSM and Chinese language blogs is “Sg Facts Blog” (<http://sgfactblog.wordpress.com/>). It is a 15-year-old blog that was among the few aggregators in the Chinese language blogosphere. The blogger aggregated mainstream Chinese media articles and reported and organised them according to categories such as “Population”, “Housing”, “Education” and “New Media”.

Apolitical Nature of Chinese Language Blogs

A small number of Chinese language bloggers wrote about political issues (e.g., language policies) and they do so on an ad hoc basis. They occasionally adopted a political stance when raising their objections to newly implemented policies. Examples of such narratives of resistance included voicing one’s doubts about the Nominated Member of Parliament scheme and criticising the logic behind subjecting news websites to licensing. However, such contrarian viewpoints on politics and policies were rare and not sustained.

Of all the Chinese language blogs, less than 5% (nine blogs) can be considered as socio-political blogs where most of the blog posts were about social and political issues. However, this does not necessarily mean that Chinese language blogs are less politicised than English language blogs. Earlier studies by one of the authors found that even in the English language blogosphere, socio-political blogs formed a minority in the total number of blogs (Soon & Cho, 2014; Soon & Kluver, 2014). This is also supported by two earlier studies conducted by IPS⁵, which found that only a small group went online and participated in political discussions. However, English language socio-political blogs have attracted much attention in the official and public discourse due to the wider appeal and access afforded by the English language.

An interesting question to ask is if there is a difference in discourse. A discernible difference is observed in the approach these bloggers adopted when writing about political issues as compared to English language bloggers. While English language socio-political bloggers were more critical of the government and its policies, the few Chinese language socio-political blogs adopted a more balanced and moderate approach.

This is evident in how they acknowledged different perspectives when discussing different policies. Two such examples are “Ren Min Lun Tan”

5. See “Survey on Political Traits and Media Use” (<http://kyspp.nus.edu.sg/ips/research/surveys/survey-on-political-traits-and-media-use>) and “Media Myths and Realities: Findings of National Survey of Media Use in The General Election” (http://kyspp.nus.edu.sg/ips/wp-content/uploads/sites/2/2013/06/S1_1_Tan-Tarn-How_0410.pdf)



(<http://wangruirong.wordpress.com/>) and “Unlimited Blue Skies” (<http://kokchwan.blogspot.sg/>). When the blogger of “Unlimited Blue Skies” commented on the Punggol by-election of 2013, the blogger discussed the implications of Workers’ Party’s win and what their victory meant for local politics. However, the blogger also cautioned that only time would tell if having more opposition in the Parliament would make a difference.

A blog entry entitled <<多元性的消失>> (“The demise of diversity”)⁶ is another example of the more moderate commentaries found in Chinese language blogs. The blog post discussed how the inability of many Chinese Singaporeans to speak their mother tongue well was harming the diversity of Singapore’s culture. The blogger expressed that the mother tongue was important not only for cultural but also economic reasons. He then recommended what could be done.

A participant at the IPS seminar in April 2014 noted that language and politics remained a minefield. Advocates for certain language policies have been jailed before, such as Chinese newspaper editors who were jailed in 1970s. He suggested that English is probably a more neutral instrument for writing about the Chinese language policies.

In addition, there is a stark absence of name-calling and vitriolic speech in Chinese language socio-political blogs. Their apolitical nature is also manifested in the absence of endorsement (through use of badges) of popular civic campaigns, unlike in the English language blogosphere (as presented in the earlier section).

Blogging Alone

Although Chinese language bloggers shared their thoughts on issues such as the declining standards of the Chinese language, the disappearance of Chinese dialects, censorship’s impact on the arts, Singapore’s immigration policies and the elderly’s welfare (e.g., a Chinese blogger in his 70s wrote about his encounter with an elderly cleaner in a food court and the plight of Singapore’s elderly citizens), they do so on an ad hoc basis.

Other characteristics of the Chinese language blogs also raise the question of whether the bloggers were blogging alone, meaning that blogging was solely a personal activity as opposed to a community-related one. Most of the content on their blogs were about their personal experiences; their blogs served to express their personal viewpoints and to showcase their pastimes and interests (e.g., food, travel, photography and music). Furthermore, with the exception of linking to other blogs and websites on their blog rolls, there appears to be little interaction among the blogs. This

6. See blog post on <http://prahpnom.blogspot.sg>

means that most Chinese language bloggers did not hyperlink, cite or quote other bloggers in their blog posts.

Our content analysis found that Chinese language bloggers did not use their blogs to organise or disseminate information on online and offline campaigns, or mobilise readers to take action (e.g., take part in online petitions).



Chapter 3

The Malay Language Blogosphere

CHAPTER 3: THE MALAY LANGUAGE BLOGOSPHERE

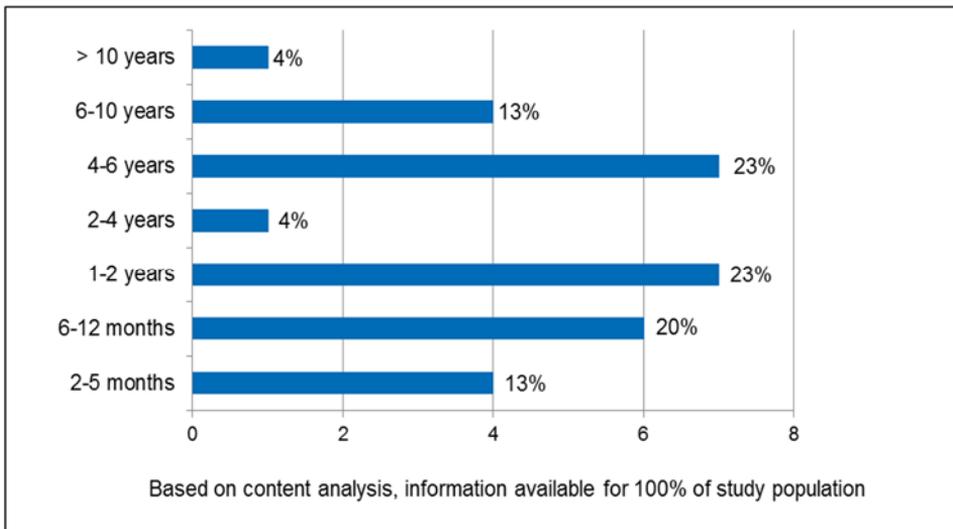
SIZE OF MALAY LANGUAGE BLOGOSPHERE

The Malay language blogosphere is significantly smaller than the Chinese language blogosphere in Singapore. A total of 30 Malay language blogs were found through keyword searches and the snowballing process detailed under “Method” in the Introduction.

AGE OF BLOGS

The age of the blogs ranged from two months to 10 years (at the time of the data collection). As shown in Figure 18, the majority of Malay language blogs (50%) were one to six years old. Four blogs (13%) had been around for six to 10 years.

Figure 18: Age of Malay Language Blogs



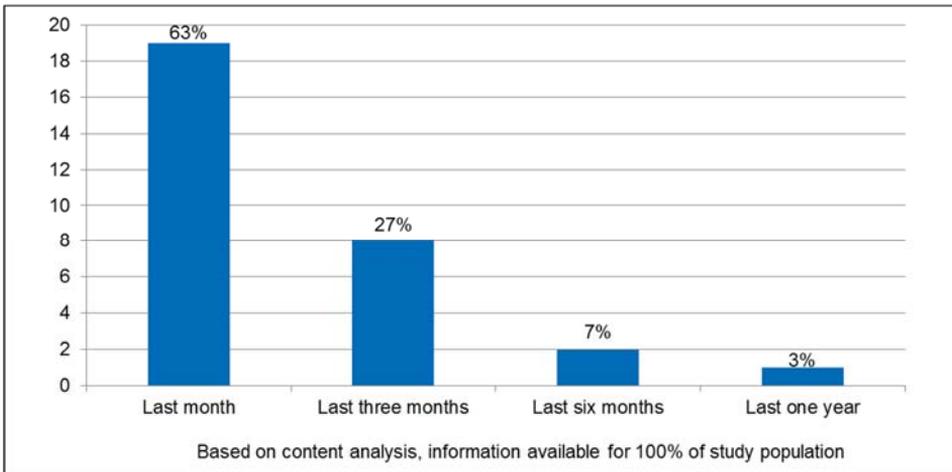
Most of the blogs that were less than a year old were started by brides-to-be who wanted to document their wedding preparations. An example is the latest blog, the two-month-old “disebaliktabirbride” (<http://disebaliktabirbride.wordpress.com>). The oldest blog, 12-year-old “KampungNet” (<http://www.kampungnet.com.sg>), is a community-based website maintained by several writers. It discusses socio-political issues as well as themes relating to the Singapore Malay-Muslims.



RECENCY OF UPDATES

Most blogs were of high activity level, with 63% being updated within the last month of the study and 27% within the last three months (see Figure 19).

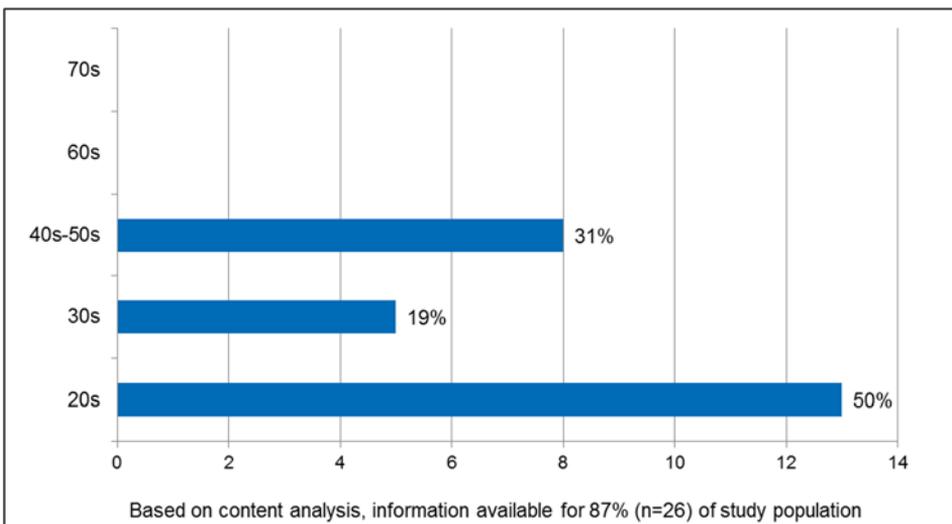
Figure 19: Recency of Updates in Malay Language Blogs



BLOGGERS' AGE

Information on the age of the bloggers was available for 87% of the blogs (26 blogs). Half of the bloggers were in their 20s (see Figure 20).

Figure 20: Age of Malay Language Bloggers

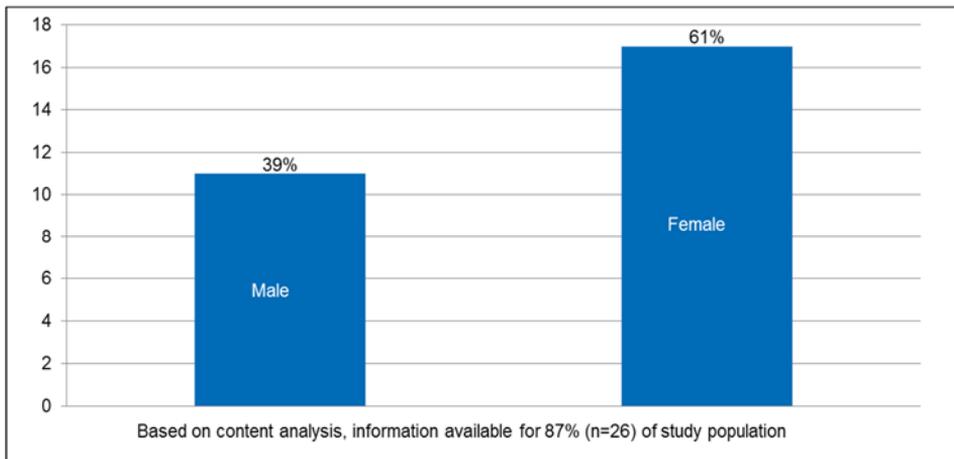


Three Chinese undergraduates at the National University of Singapore were among the youngest Malay language bloggers. Their blog content suggested that they were undergraduates who were blogging to fulfil a course requirement, indicating that blogs are sometimes utilised as a teaching tool. See Appendix H for one of these blogs (“Blog Melayu Syl”/ “Syl’s Malay Blog”).

BLOGGERS’ GENDER

Information on gender could only be captured from 87% of the blogs (26 blogs). There were more female than male bloggers (see Figure 21).

Figure 21: Gender of Malay Language Bloggers



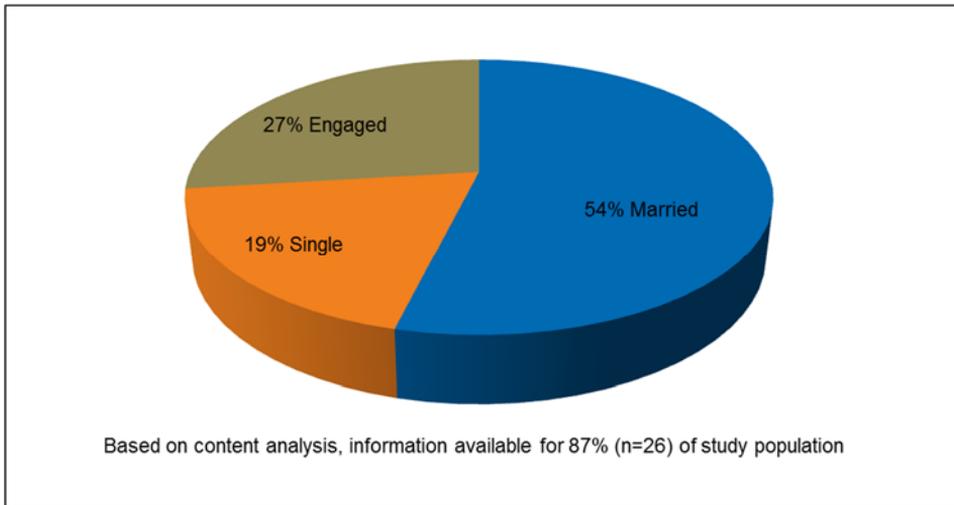
Most female bloggers were in their 20s, with a large proportion either being brides-to-be or recently married females who continued to write during the initial period after their marriage. Male Malay language bloggers were usually older. A question may be raised as to whether the blogs initiated by the first group would be able to stand the test of time. Defunct Malay language blogs suggest that brides-to-be and recently married female Malay language bloggers were unlikely to continue blogging for long after their wedding.

BLOGGERS’ MARITAL STATUS

Information on Malay language bloggers’ marital status was available for 26 blogs (87%). Out of the 26 bloggers, 14 (54%) were married, seven (27%) were engaged and five (19%) were single (see Figure 22).



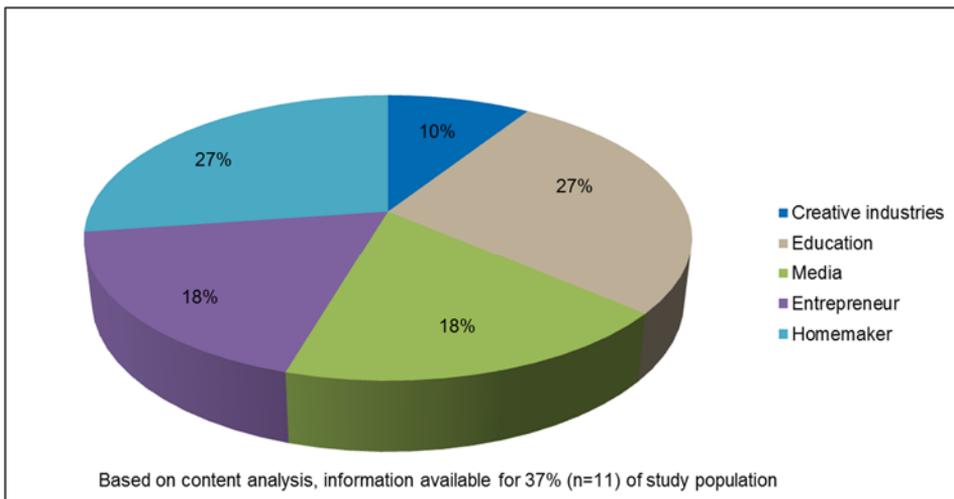
Figure 22: Marital Status of Malay Language Bloggers



BLOGGERS' PROFESSIONS

Information on bloggers' professions was only available for 11 bloggers (37%).

Figure 23: Professions of Malay Language Bloggers

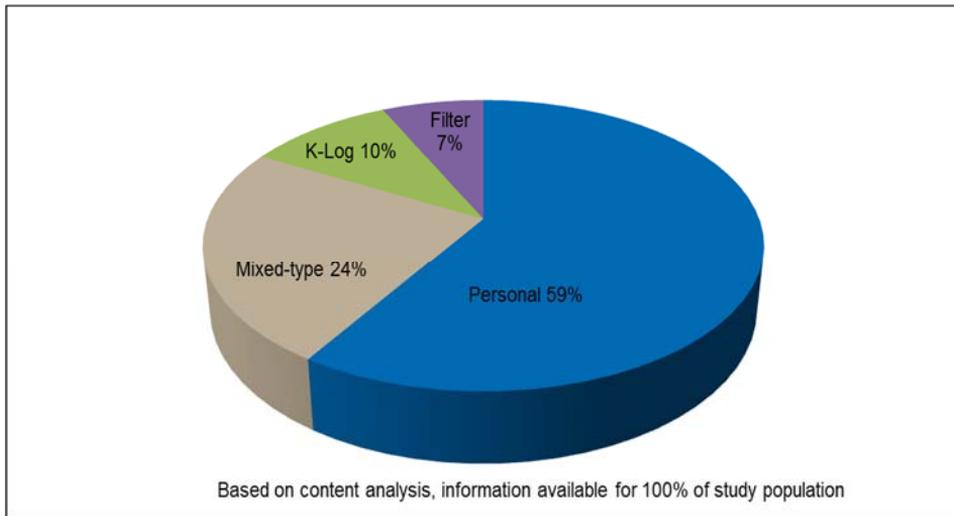


Of the 11 bloggers, three (27%) were in education, three were homemakers (27%), two were entrepreneurs (18%), two worked in the media (18%) and one in the creative industry (10%) (see Figure 23). Although data on the bloggers' occupations was limited on the whole, the small sample still reflects diversity in the bloggers' backgrounds.

BLOG TYPES AND TOPICS BLOGGED

Based on the content analysis of all 30 blogs, we found four types of Malay language blogs: personal-type blogs, k-logs, filter blogs and mixed-type blogs. Refer to Figure 24 for the breakdown of blog types.

Figure 24: Types of Malay Language Blogs



Majority of the blogs (59%) were personal-type blogs. The popular topics in these blogs included bloggers' personal experiences, family and friends, lifestyle and entertainment.

An example of a personal-type blog is "*Kahwin Khronicles*" (Wedding Chronicles) (<http://kahwin-khronicles.blogspot.sg/>). The female blogger, Farhana, was in her late 20s and provided personal reviews of wedding vendors while writing about her experiences planning for her own wedding (see Appendix I).

Another 24% of the blogs were a mix of k-log and personal-type blogs. These blogs focused on themes such as arts and culture, politics, social issues, education and family and friends. An example of a mixed-type blogs is Sujimy.com (<http://sujimy.com>) (see Appendix J). Sujimy is a prominent figure in the media industry; he is the Chief Executive Officer of a media company that produces Malay television programmes and content. He was also a host for a Malay infotainment series. In his blog, he shared about his experiences as an entrepreneur championing the Malay language and of his personal experiences as a father and husband.



Do-It-Yourself (DIY) blogs and blogs discussing food recipes are other examples of mixed-type blogs. An example is “Welcome to RSR” (<http://rozzan.blogspot.sg>) which had been around for more than seven years (see Appendix K). The blogger shared his recipes, reviews new dishes that he tried and provided kitchen tips.

K-logs (10%) written in the Malay language mainly focused on religious issues, many written by experts. One example is “Abahyasir.com” (<http://abahyasir.com>), a blog maintained by Ustaz Yusri, a religious authority who has worked with the Islamic Religious Council of Singapore and was educated in Al-Azhar University (see Appendix L). His articles focused on issues relating to Islam as well as those pertaining to the Malay-Muslim community in Singapore.

There were two filter blogs that provided news on entertainment, social issues and religion. One of them is “Rilek 1 Corner” (<http://rilek1corner.com>), a relatively new blog which publishes controversial and readable articles such as the Lesbian, Gay, Bisexual and Transgender (LGBT) debate and multi-level-marketing scams in the Malay community (see Appendix M).

Figure 25: Topics in Malay Language Blogs

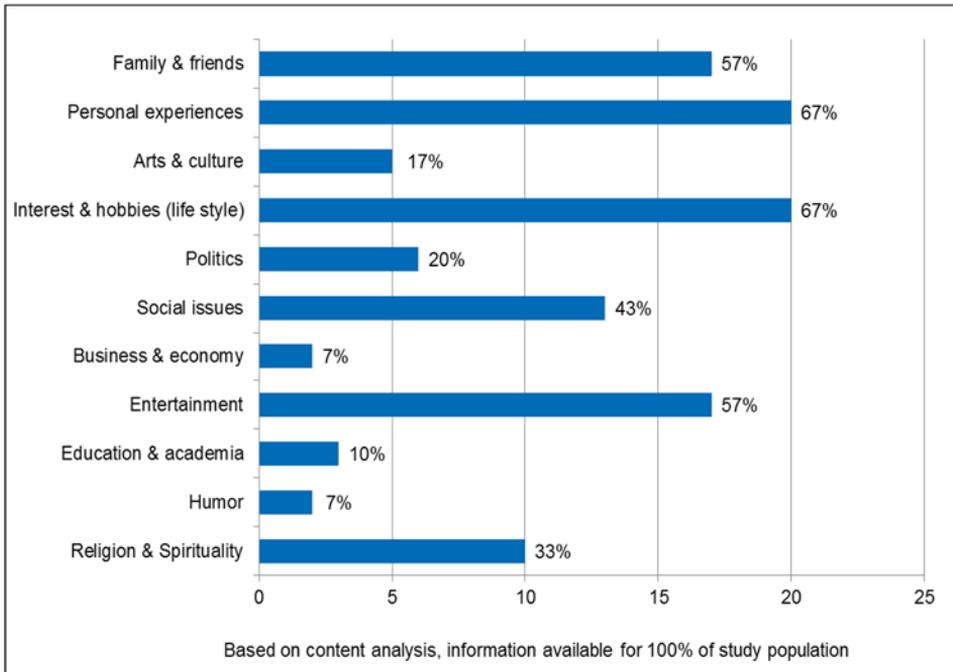


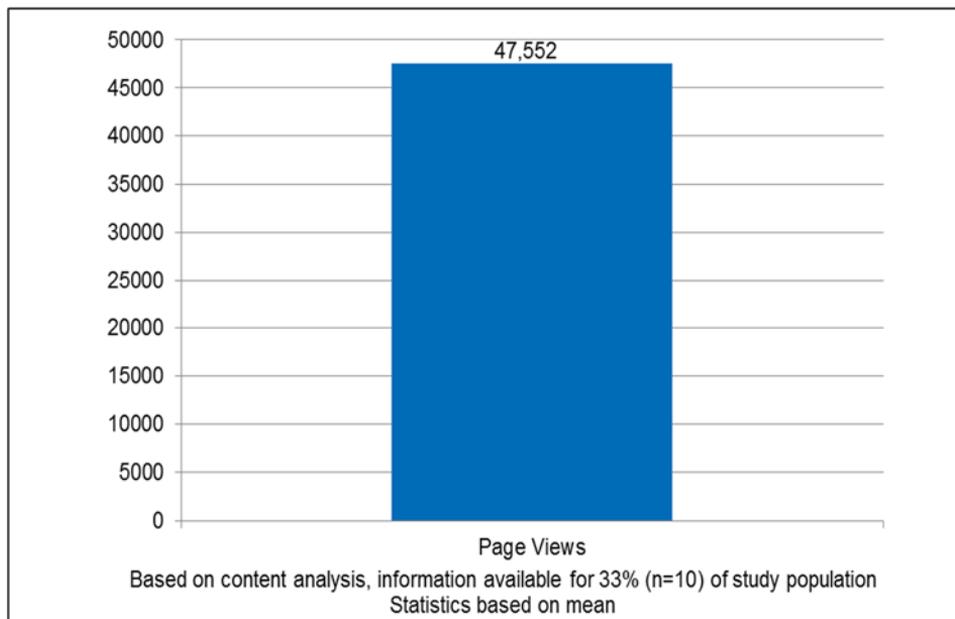
Figure 25 shows a breakdown of topics among Malay language blogs. The most frequent topics were personal experiences and interests and hobbies, with 67% (20 blogs) writing about these. This was followed by family and friends, and entertainment, in 57% (17) of the blogs, social issues in 43% (13) blogs, religion and spirituality in 33% (10) blogs, politics in 20% (6) blogs, arts and culture in 17% (5) blogs, education in 10% (3) blogs, and lastly, business and humour in 7% (2) blogs respectively. This shows a high proportion of non-formal and personal topics discussed in the Malay blogosphere.

STRUCTURAL ATTRIBUTES

Reach of Blogs

Information on the number of visitors and hits were not available for Malay language blogs. Based on statistics available from 10 blogs, the average number of page views per blog was 47,552 (see Figure 26).

Figure 26: Reach of Malay Language Blogs

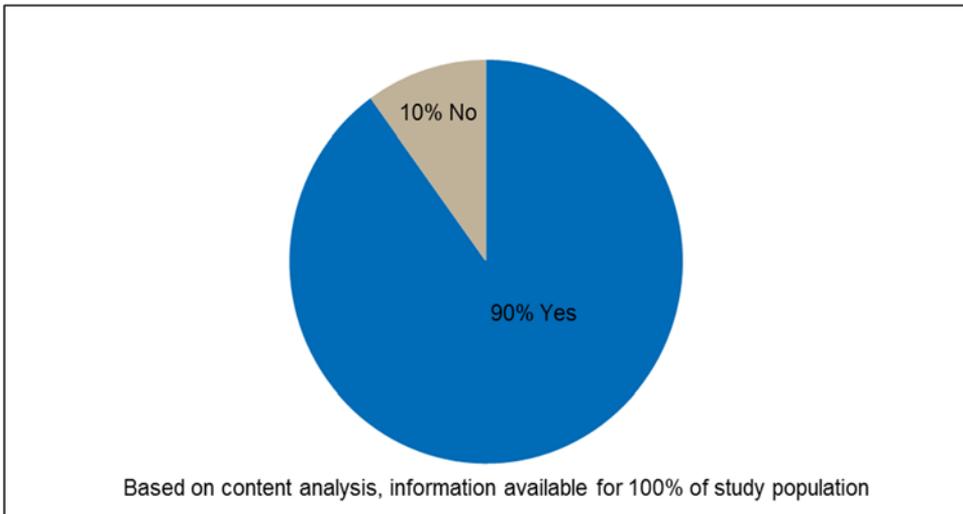


Use of Archives and Badges

Most blogs (90%) had archives, allowing visitors to view older posts (see Figure 27). Only three blogs did not have archives.

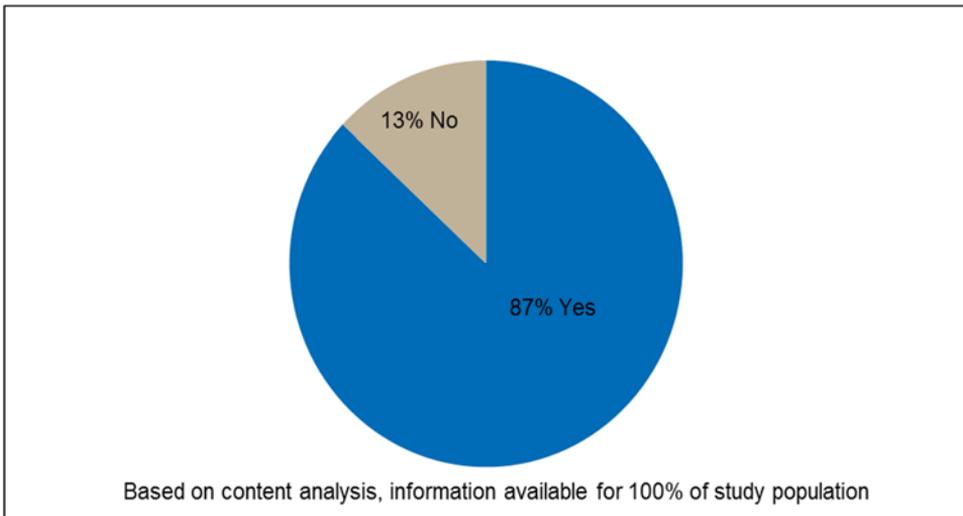


Figure 27: Use of Archives in Malay Language Blogs



In terms of usage of badges, 87% of the blogs had badges displaying their allegiances to different causes, groups and organisations (see Figure 28). The remaining 13% did not display any badges.

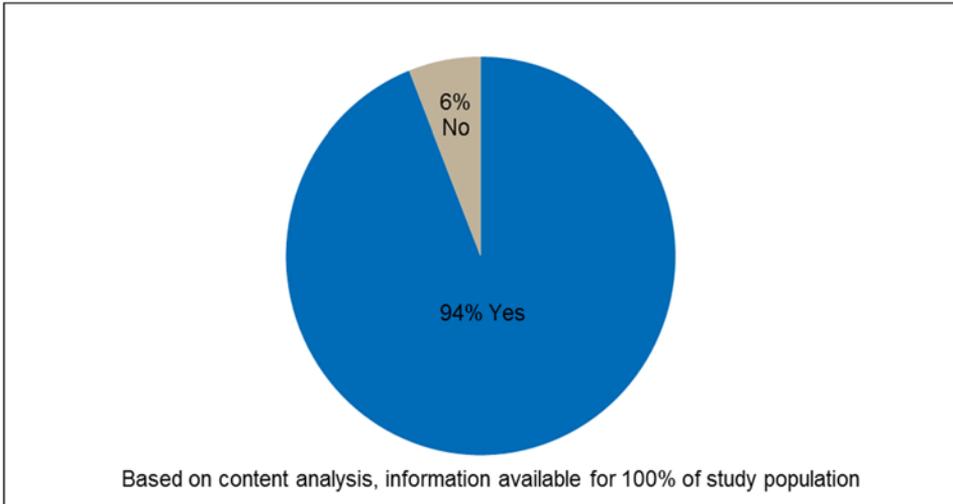
Figure 28: Use of Badges in Malay Language Blogs



Comment Function and Email Contact

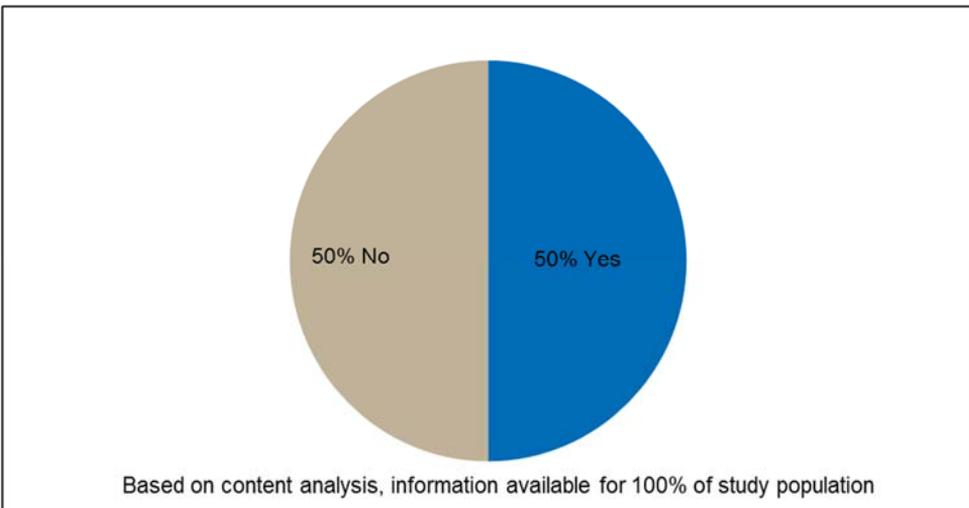
The majority, 94% of the blogs (28 blogs), allowed readers to leave comments on their blogs (see Figure 29), indicating bloggers' openness to receiving comments from readers and interacting with them.

Figure 29: Use of Comment Function in Malay Language Blogs



Only 50% of the blogs contained links to an email address (see Figure 30).

Figure 30: Malay Language Blogs Containing Bloggers' Emails





Use of Advertisements and Search Function

Only 17% of the blogs (five blogs) featured commercial advertisements under the Nuffnang banner (see Figure 31). One exception is the blogger of Sujimy.com who advertised his own products and services such as his books and DVDs on entrepreneurship and running a business. The majority, 83% of the blogs (25 blogs), did not contain advertisements.

Figure 31: Use of Commercial Advertisements in Malay Language Blogs

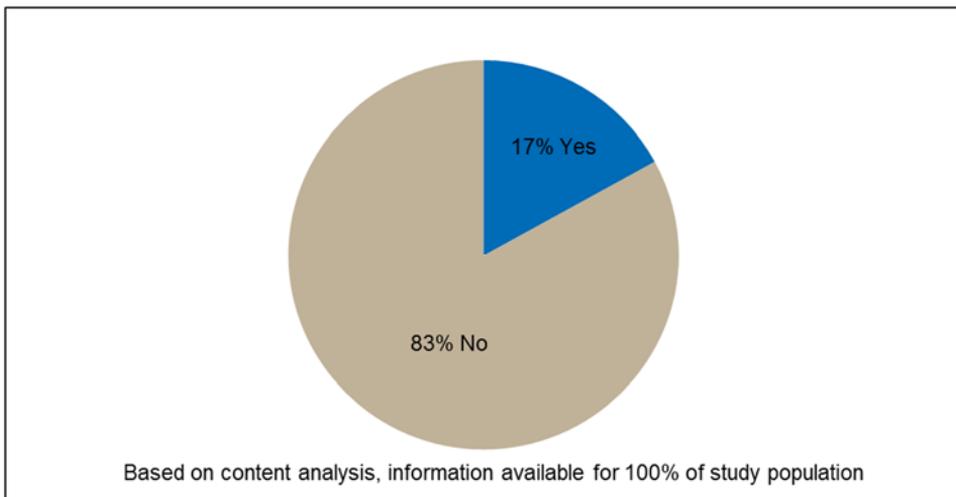
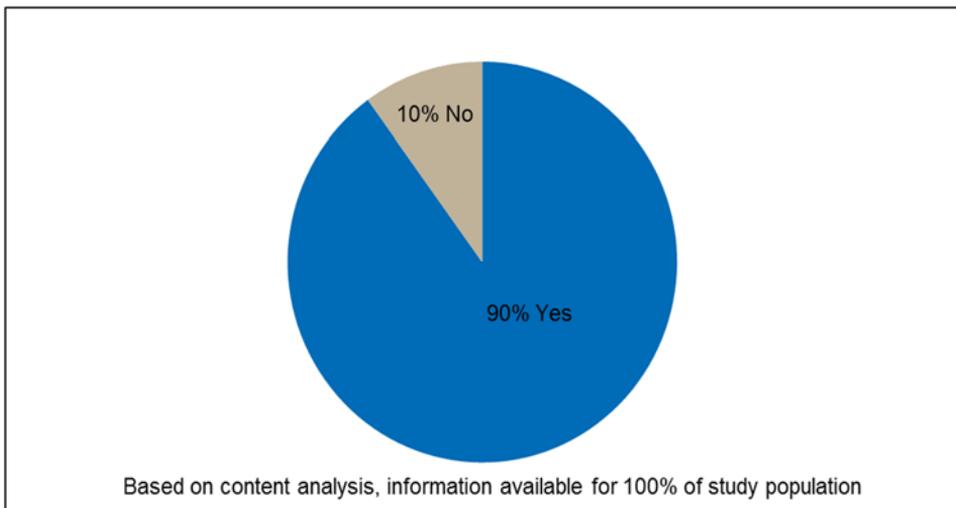


Figure 32: Availability of Search Function in Malay Language Blogs



As presented in Figure 32 above, the search function was available to readers in 90% of the blogs (27 blogs) and this was more prevalent among mixed and knowledge blogs.

Use of Calendar and Guest Book

As shown in Figures 33 and 34, 23% of Malay language bloggers used calendars (seven blogs) and only one blogger used the guest book function.

Figure 33: Use of Calendar in Malay Language Blogs

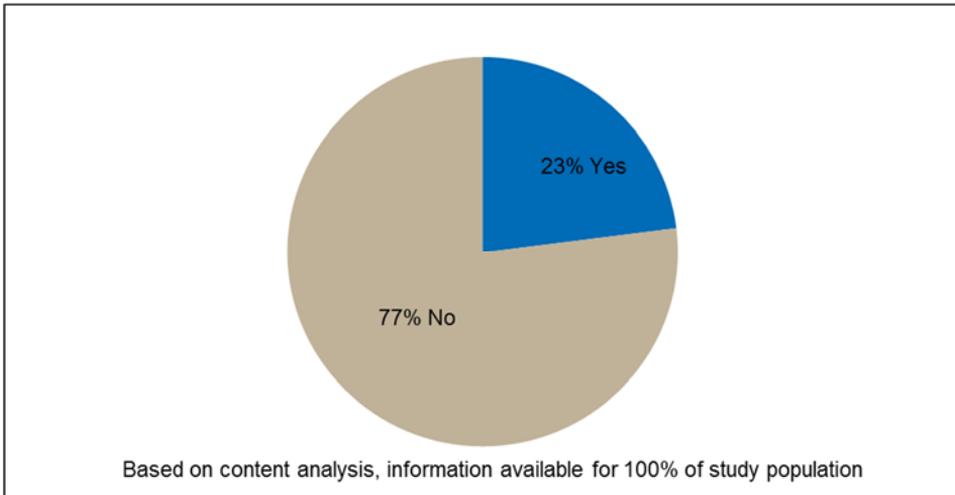
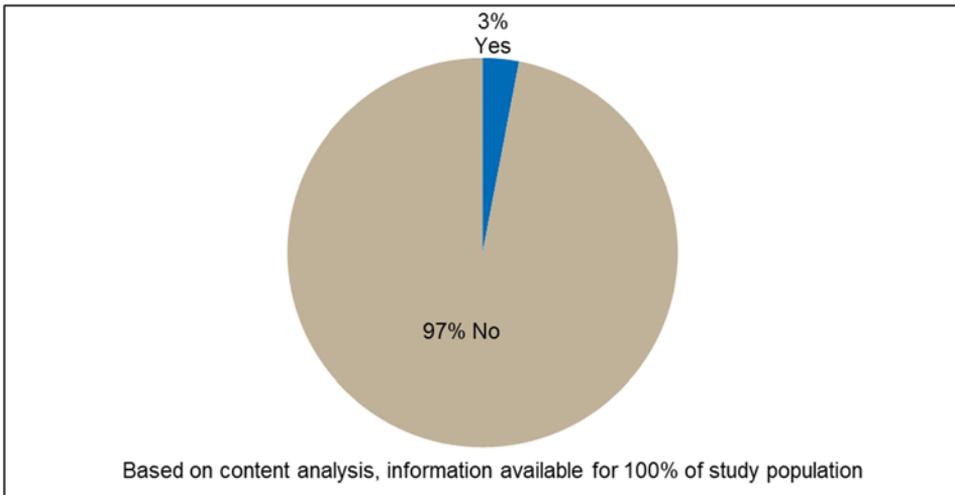


Figure 34: Use of Guest Book in Malay Language Blogs

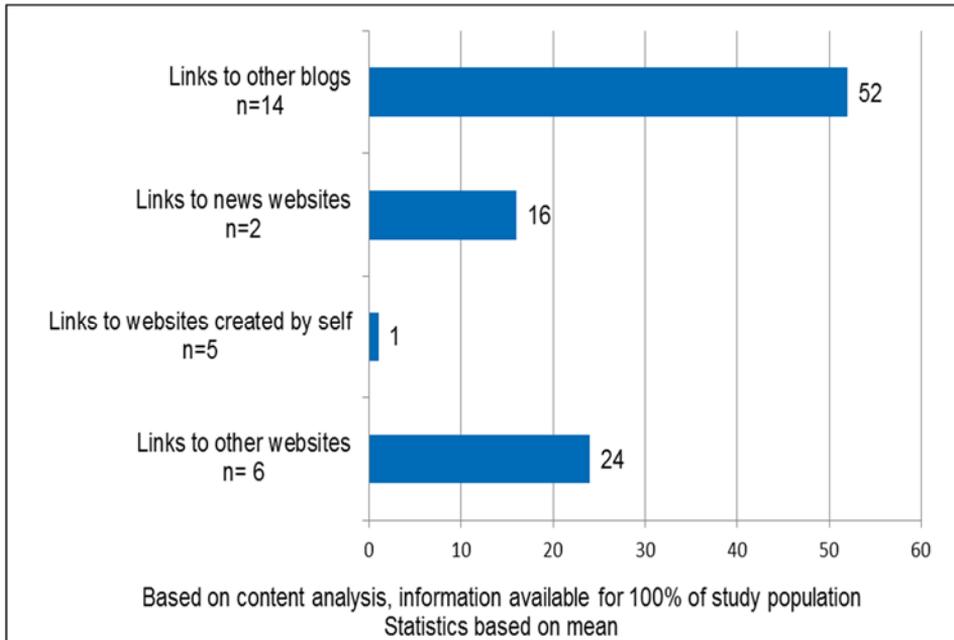




Links to Other Sites

47% of Malay language blogs (14 blogs) had an average of 52 out-links to other blogs on their blog rolls (see Figure 35).

Figure 35: Malay Language Blogs Linked to Other Sites



Malay language bloggers typically out-linked to blogs with similar content. For example, a bride-to-be and a food blogger linked to blogs that posted articles on wedding preparations and food recipes, respectively.

DISCUSSION

Formal Versus Colloquial Language

Only 10 of the 30 Malay language bloggers used the pure form of Malay exclusively. The other bloggers wrote using mixed languages — this is a key distinction between Malay language blogs and those written in Chinese and Tamil.

We observed a relationship between the subject matter and the blogger's writing style. The tone of writing ranges from the formal to the colloquial and down-to-earth. For instance, the writer of Abahyasir.com personally identified himself to be a cleric trained in Islamic theology. His blog provided information on how he was once a key appointment holder with the Majlis Ugama Islam Singapura (MUIS, i.e. Islamic Religious Council of Singapore). The writer blogged on how the Islamic doctrine

impacts areas such as wearing of the hijab and status of LGBTs. His tone was formal and serious to reflect the gravity of his commentaries.

Sujimy.com is another example of a blog written in formal Malay. As mentioned earlier on, the blogger, Sujimy, is the owner and Managing Director of Screenbox Pte Ltd, a media production company with a large market share of programmes catering to Malay viewership. Sujimy is a known personality followed by many from the Malay community. A current member of the country's Malay Language Council, he is also seen as a champion of the language and serves as a role model as a Malay language speaker for the community to emulate.

The versatility of some bloggers writing in formal Malay can also be seen in how they used different languages when they write about different topics. One example is “Penggubalfikiran” (<http://penggubalfikiran.wordpress.com/>) where the blogger wrote about topics relating to halal food and the use of EduSave for madrasah education in Malay, while discussing politics and current affairs in English. As emphasised by Skiba (1997), the writer adapts the formality of the language to suit the inherent importance of the subject matter and the intended audience.

Bloggers who wrote in colloquial Malay were those who dealt with subject areas that were more light-hearted. In the blogs that we examined, many such writers were brides-to-be documenting the countdown to their wedding day. Their blogs provided personal accounts of their wedding preparations, such as the printing of their wedding invitation cards or post-marriage events such as getting the keys to their HDB flats. Their blog posts were usually peppered with slangs and jargon that reflected their happy yet anxious state of mind.

At the IPS seminar, a Malay language blogger who wrote about Malay weddings said that she wrote in a mixture of English and Malay because of her readers. They had communicated with her via email and told her that they appreciated her inclusion of English on her blog because they were not very proficient in Malay. Hence, although she preferred to blog in Malay, she did not want to alienate her readers and hence used English as well. Her topics included the Malay culture, and although some points were better communicated in Malay, she explained them in English so that her readers could understand her. She also had Chinese readers who had converted to Islam and appreciated her use of English in her blog posts.

Although excluded from this study, there were a number of Malay writers who blogged purely in English. Besides political content, many of these bloggers also wrote about cultural matters and some controversial



issues. A seminar participant, an academic who studied Malay culture and identity, provided a possible reason for these writers blogging in English. If a contentious issue is introduced and discussed in Malay — for example, a debate on the notion of “free will” in the LGBT controversy — the person arguing for acceptance of the idea in the same ethnic language will have difficulty making his case because of the religio-cultural paradigm in which the ethnic language predisposes itself to. Terms, phrases and nuances of the Malay language serve to reinforce a “mental model” which sees unorthodox sexual orientation as deviant and sinful. Words such as *haram* (“forbidden”), *menyeleweng* (“deviance”), *bukan semula jadi* (“unnatural”) are frequently used in such arguments. This provides conservatives the edge in debates on changes to the status quo. However, when the issue is discussed in English, the cultural attachment becomes more diluted.

Code Switching

We also observed a predominance of code-switching specifically between the use of the Malay and English languages for different blog entries. One such blog was “A Journey of a Lifetime” (<http://juzustwo.wordpress.com/>). The interchanging of words and phrases from one language to another occurs when the writer requires a “spontaneous expression of emotion” (Flyman-Mattsson, 2009) but is not be able to express himself or herself in one language and so switches to another to compensate for the deficiency. According to Moreno (2002), from the point of view of the bilingual speaker, code-switching can be regarded as just a change in language form, with the same meaning conveyed using a more available word that happens to be from another language.

In this respect, the blogger of “A Bittersweet Memories to the Big Day” (<http://mybridejourney2014.blogspot.sg/>) justified her style of writing by stating that she was merely practising *dwibahasa* or “dual language”. Another blogger who set up the blog “Kahwin Khronicles” (<http://www.kahwin-khronicles.blogspot.sg>) related that she was compelled to code-switch as her readers were more comfortable with the *dwibahasa* style due to their lack of competency with the Malay language.

Displacement to Facebook

There has been a gradual migration of Malay language blogs to the Facebook platform with writers either downgrading their involvement in the blogosphere or abandoning it altogether in favour of the latter. For example, the blog “Mohd Nazem Suki” (<http://mohdnazemsuki.blog.com/>) was regularly updated by the website owner until around May 2012 when he ceased posting new articles. This occurred at around the same time when lengthy posts were uploaded onto his Facebook page

(facebook.com/MOHD.NAZEM.SUKI). It suggests that the writer had inadvertently converted his Facebook page into a “pseudo-blog”. Currently, much of his Facebook posts centred on the LGBT issue and his support of the “Wear White” Movement.¹

Similarly, the discerning online user will notice a proportional increase in the appearance of Facebook groups catering to Malay/Muslim readers during this same period. Examples of these are Suara Melayu Singapura (“Singapore Malay Voice”), Singapura Kita (“Our Singapore”) and Jaringan Muslim Senusantara (“Archipelagic Muslim Network”). However, only the last Facebook group actively enforces a rule that makes it compulsory that all its members communicate in the Malay language. For most of these groups, apart from the preoccupation with the LGBT debate, much of the current talk also focused on the situation in the Middle East, especially in areas such as Gaza and Syria. In fact, heated political discussions on other topics had also surfaced in previous months and these touched on issues such as the ethnic community’s lack of trust in the Malay political leadership, the debate over the *Suara Musyawarah: Conversations with the Community* report as well as unhappiness resulting from what was perceived as the government’s failure to stem the erosion of the Malay identity.

When asked about the shift from blogs to Facebook during the Q&A session at the IPS seminar, some former bloggers cited spontaneity of engagement, excitement of interaction, and real-time responses as reasons for their move. One might also deduce that the shift in political discussions from blogs to the Facebook platform occurred as the latter is naturally “co-optive” in its structure and delivery. Creating consensus and involving multiple contributors in the discussion thread works to minimise full blame on any particular individual should there be backlash arising from an overly contentious deliberation of a sensitive issue. Feelings of insecurity are downplayed as risks are then spread out.

A blogger at the seminar added that the displacement from blogs to Facebook was indeed happening. He cited his experiences as an example; he blogged actively for three months before he switched to Facebook. Because his Facebook posts were disseminated quickly and automatically, he enjoyed instant gratification via friends’ “likes” and comments, which then motivated him to write and share more. His blog did not give him the same gratification because people had to visit his

1. Started by Ustaz Noor Deros, a Muslim teacher, the Wear White Movement urged Muslims not to take part in the Pink Dot event (held on 28 June 2014) and to wear white garments to prayers on that night to usher in the holy month of Ramadan.



blog. Also, he felt less compelled to write long posts on Facebook as people preferred bite-sized information and did not have the patience to read.



Chapter 4

The Tamil Language Blogosphere

CHAPTER 4: THE TAMIL LANGUAGE BLOGOSPHERE

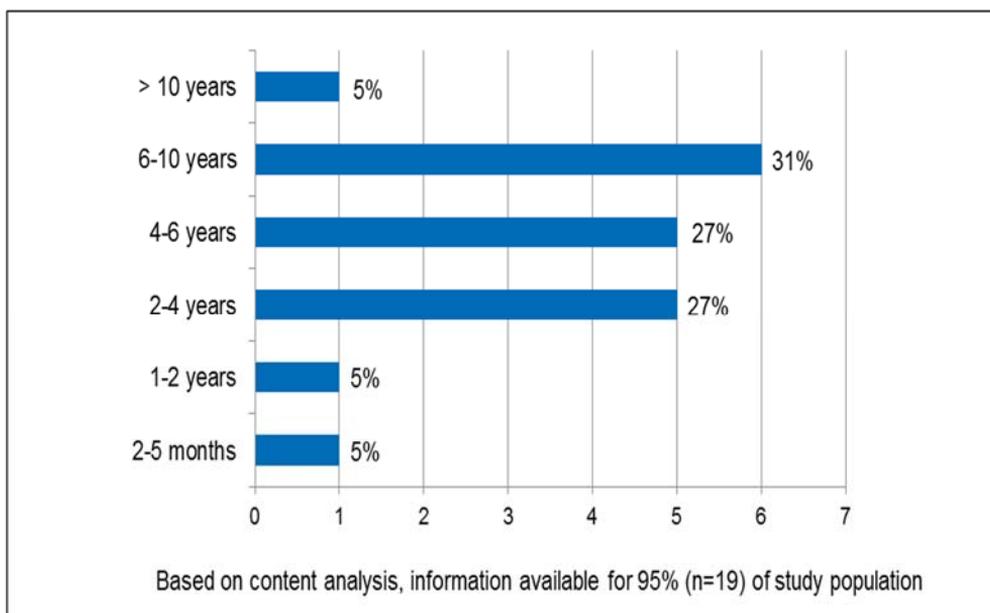
SIZE OF TAMIL LANGUAGE BLOGOSPHERE

Combining keyword searches, snowballing and references from members of the Singapore Tamil community, 20 Tamil language blogs which met the criteria for this study were identified.

AGE OF BLOGS

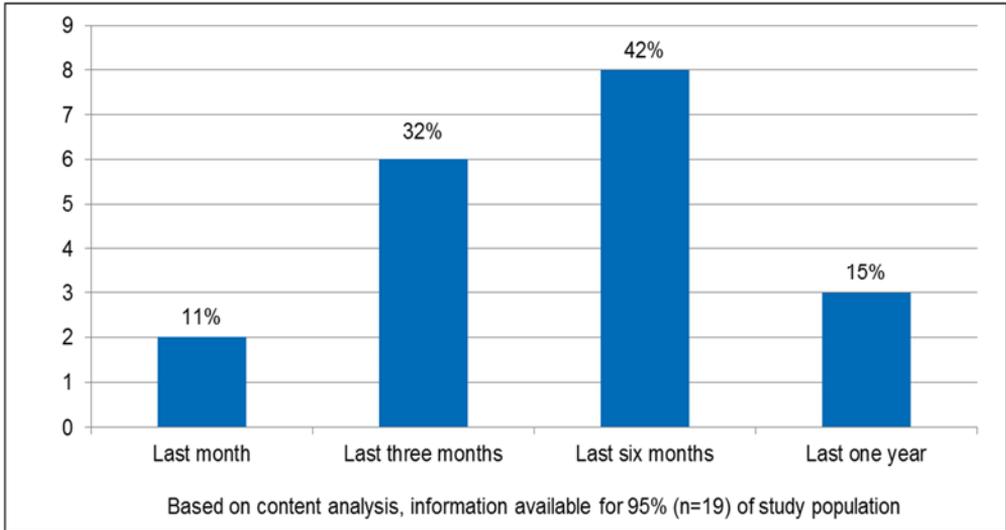
Figure 36 presents the distribution of the ages of blogs. More than half (63%) of Tamil language blogs had been around for four years or more, and the remaining 37% were less than four years old.

Figure 36: Age of Tamil Language Blogs



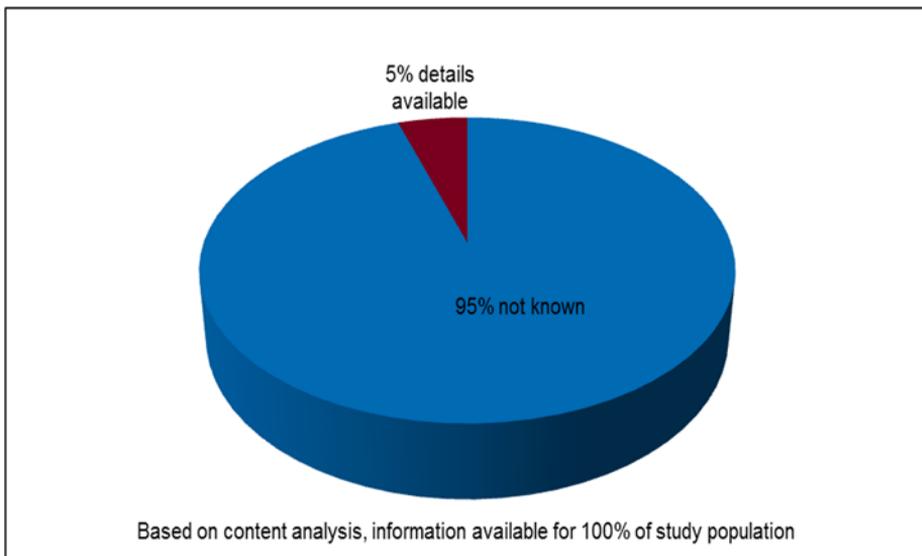
RECENCY OF UPDATES

Only 11% of the bloggers (two bloggers) updated their blogs within the last month of the study, while 74% of the bloggers (15 blogs) updated theirs within two to six months (see Figure 37 for the breakdown).

Figure 37: Recency of Updates in Tamil Language Blogs

BLOGGERS' AGE

Tamil language bloggers were less forthcoming in revealing their age on their blogs, unlike Chinese and Malay language bloggers. Only one (5%) out of the 20 bloggers revealed his age — he was 33 years old (see Figure 38). The others did not disclose any information about their age nor could we infer their age from their blog content.

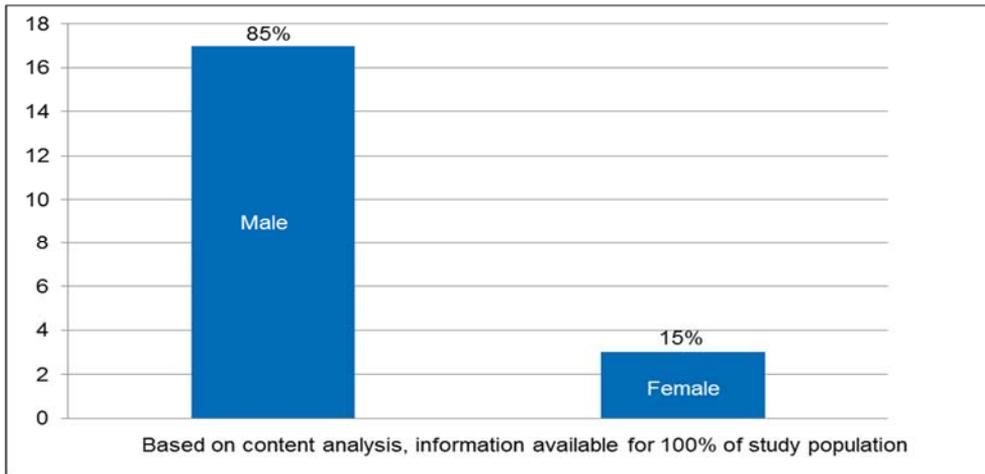
Figure 38: Age of Tamil Language Bloggers



BLOGGERS' GENDER

The study showed that there were significantly more male bloggers than females, 85% versus 15% (see Figure 39). This is in contrast to the Chinese and Malay language blogospheres where the majority of bloggers were female.

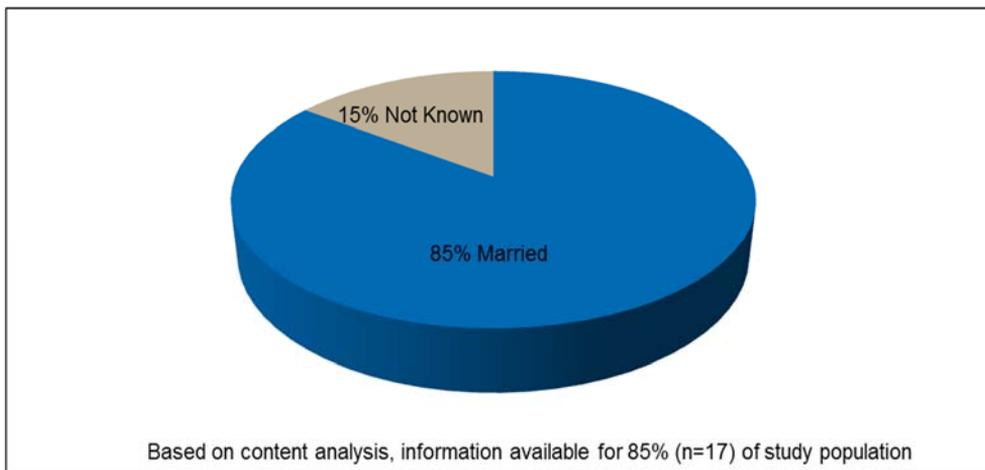
Figure 39: Gender of Tamil Language Bloggers



BLOGGERS' MARITAL STATUS

Information published in bloggers' profiles and their blog posts or photos suggests that 85% of the bloggers were married (see Figure 40).

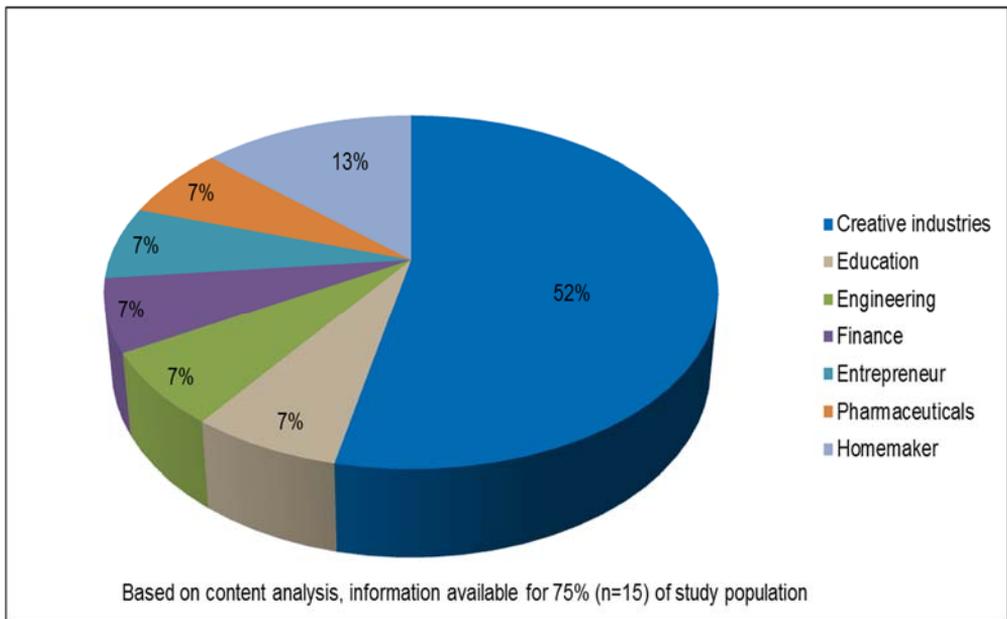
Figure 40: Marital Status of Tamil Language Bloggers



BLOGGERS' PROFESSIONS

Information on the profession of the bloggers was available for 15 blogs (75%). Among them, more than half (52%) had an engineering background and the remaining bloggers came from disparate sectors such as creative, education, finance and pharmaceutical industries, and some were entrepreneurs (see Figure 41).

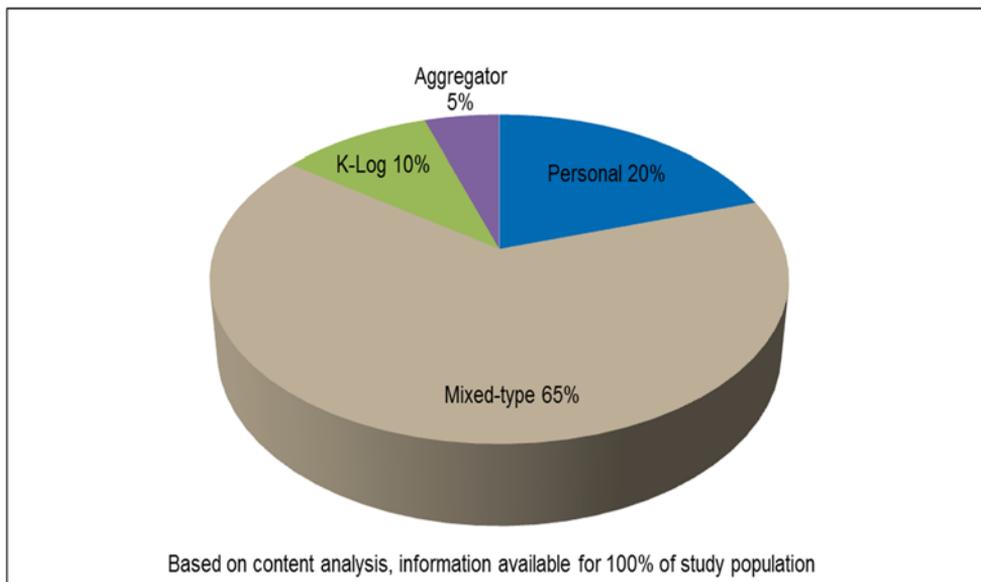
Figure 41: Professions of Tamil Language Bloggers



BLOG TYPES

There were four types of Tamil language blogs: personal-type blogs, k-logs, aggregator and mixed-type blogs. Unlike Chinese and Malay language blogs, the majority (65%) of Tamil language blogs were of the mixed-blog type (see Figure 42). Most of these blogs combined their personal narratives with other blog types (e.g., personal reflections and information sources on a subject matter in different sections on the blog). There were no filter blogs in the Tamil language blogosphere.

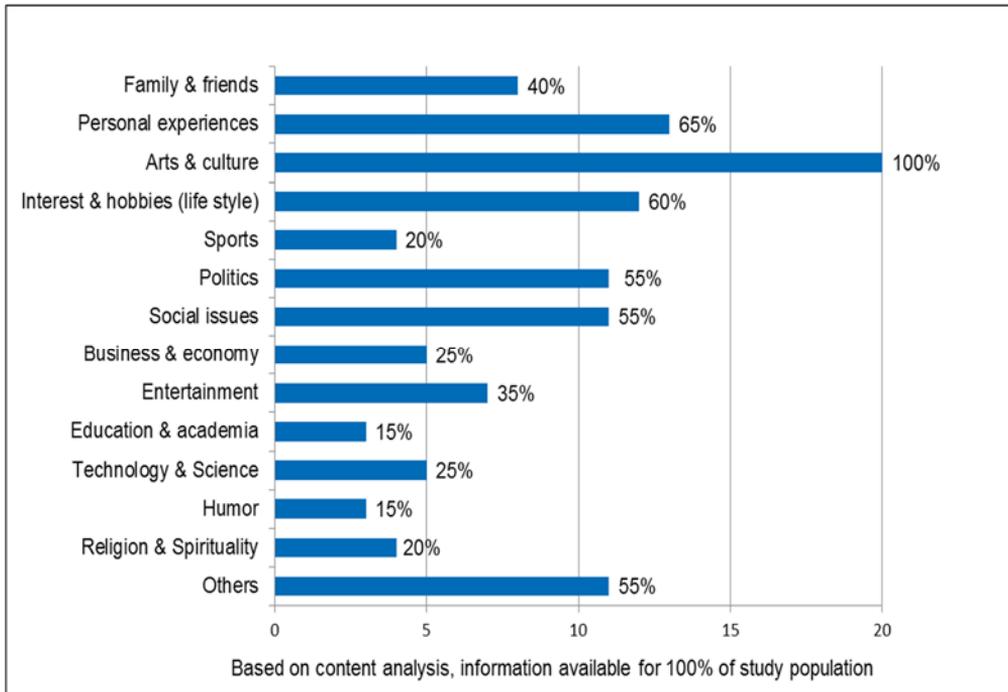
Figure 42: Types of Tamil Language Blogs



TOPICS BLOGGED

The topics discussed in Tamil language blogs were wide-ranging, from arts and culture, humour, personal trivia to technology and science. Perhaps the most interesting finding in terms of content in Tamil blogs is that language and literature, which falls within the category of Arts & Culture, was the most popular theme and was featured prominently in all 20 blogs (see Figure 43). The next most popular content was the bloggers' own views and experiences (65%). Social and political issues were also popular blog topics among more than half of the Tamil language blogs (55%). However, there was a noticeable lack of Singapore-related issues in their blogs. The little coverage they provide was apolitical, neutral and non-critical, a stark contrast to their critical and in-depth analyses of social and political issues in India.

As a general observation, it may be said that Tamil language bloggers valued their privacy as very little of their private lives or personal details were given in the blogs. References to their families and friends were made as part of their commentaries and reflections on attending public events, writing movie reviews or while pursuing hobbies etc. There were no distinct differences between male and female bloggers in terms of preferences for certain topics.

Figure 43: Topics in Tamil Language Blogs

STRUCTURAL ATTRIBUTES

Reach of Blogs

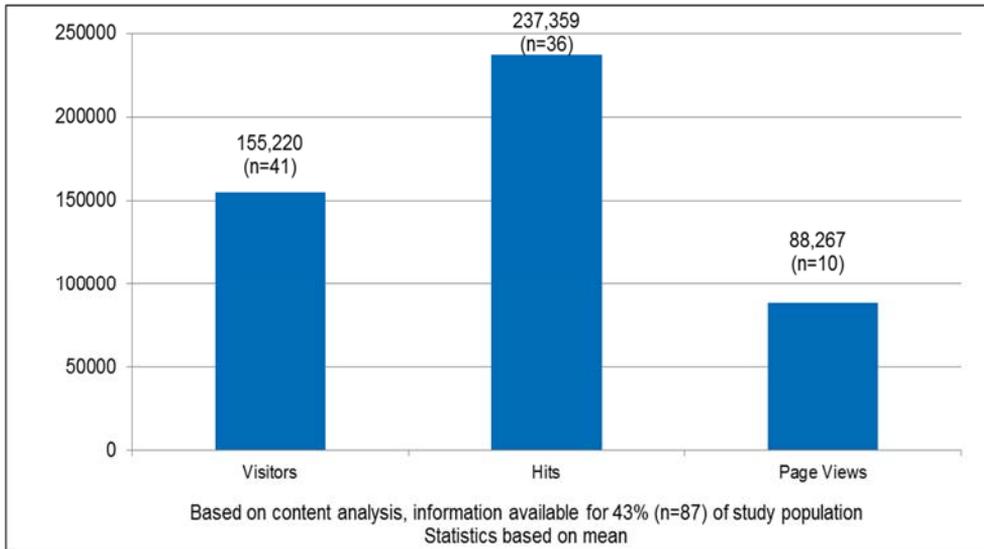
The reach of blogs was determined from the blog counters and the bloggers' profiles. Details were available for 55% of the blogs (11 blogs). They used three measurement counters: visitors, visits¹ or page views, to determine the reach of their blogs (see Figure 44).

Visitor traffic recorded by location indicates that visitors were not only from Singapore but also from a large number of countries where the Tamil diaspora has spread. Details of other reach indicators such as the number of followers in other digital platforms were not available.

1. A visit happens when someone or something (robot) visits a site. It consists of one or more page views or hits, and a visitor can make multiple visits to the site (source: Open Tracker).



Figure 44: Reach of Tamil Language Blogs

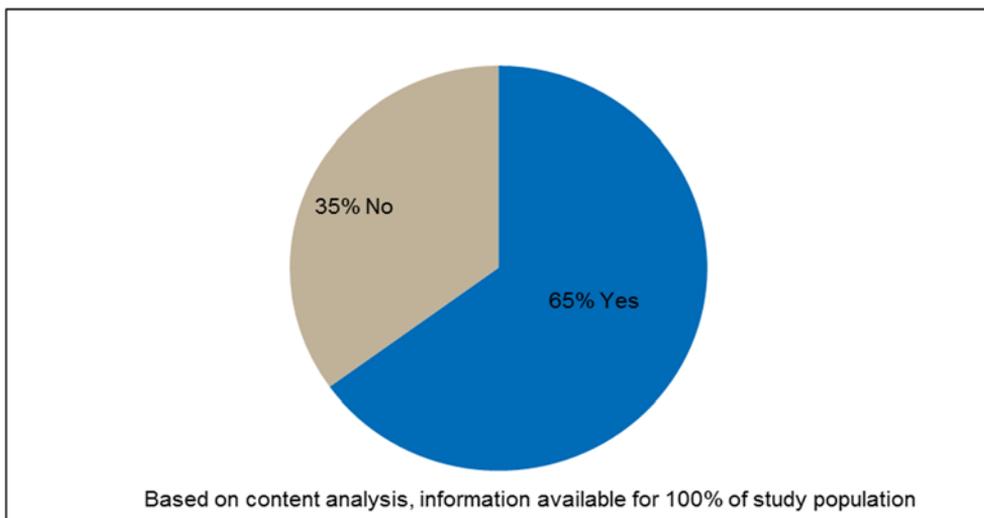


Use of Archives and Badges

All 20 blogs (100%) used archives and bloggers organised their blog posts either chronologically or thematically. The majority of Tamil language bloggers (65%) used badges (Figure 45), drawn from international Tamil blog aggregators. This affinity suggests their preference for being part of the Tamil diaspora.

The Tamil language blogs did not have any links to Singapore blog aggregators and did not display badges of local aggregators in their blogs.

Figure 45: Use of Badges in Tamil Language Blogs

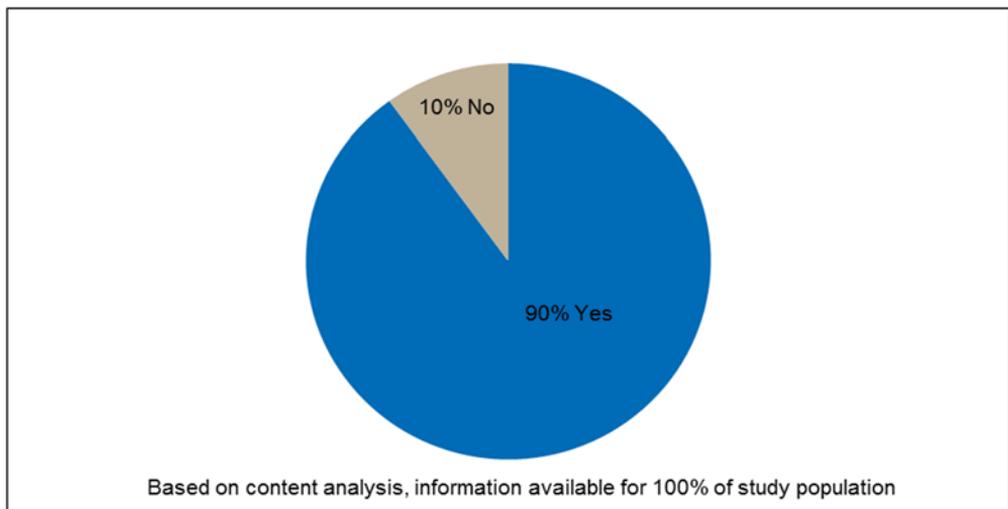


Comment Function and Email Contact

The comment facility in blogs offers interactivity and relationship building between the blogger and his or her readers. It also acts like an asynchronous chat room where bloggers could solicit feedback for their posts, receive reviews of their poems and other literary works and hear stories from the community. All Tamil language bloggers allowed their readers to post comments on their blogs. Most of the discussions in the comments revolved around Tamil language and literature issues. All the comments were moderated, probably to avoid abusive criticism or irrelevant comments.

Most (90%) of the bloggers also provided links to an email (see Figure 46), suggesting a desire to be connected to their readers. This percentage is much higher for Tamil language blogs compared to 75% for Chinese language blogs and 50% for Malay language blogs.

Figure 46: Tamil Language Blogs Containing Bloggers' Emails

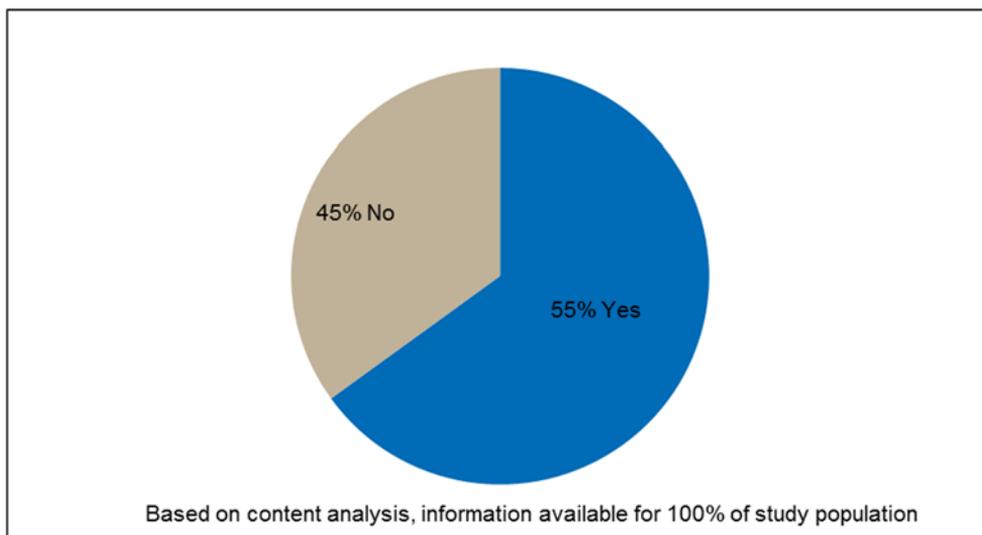


Use of Advertisements and Search Function

There were no commercial advertisements in Tamil language blogs, except for a few on altruistic causes such as medical charities and anti-corruption. Though there are businesses targeting Tamil speakers in Singapore such as saree shops, garlands for weddings and religious rituals and spices for Indian cooking, none seemed to have found its way into the Tamil language blogosphere. It is also not clear if bloggers sought advertising but could not secure any.

Slightly more than half (55%) of the bloggers had search options in their blogs (see Figure 47). Most of the blogs did not have any advanced functions beyond the basic ones in the blog service such as “Archive”, “Search” and “Contact”.

Figure 47: Availability of Search Function in Tamil Language Blogs

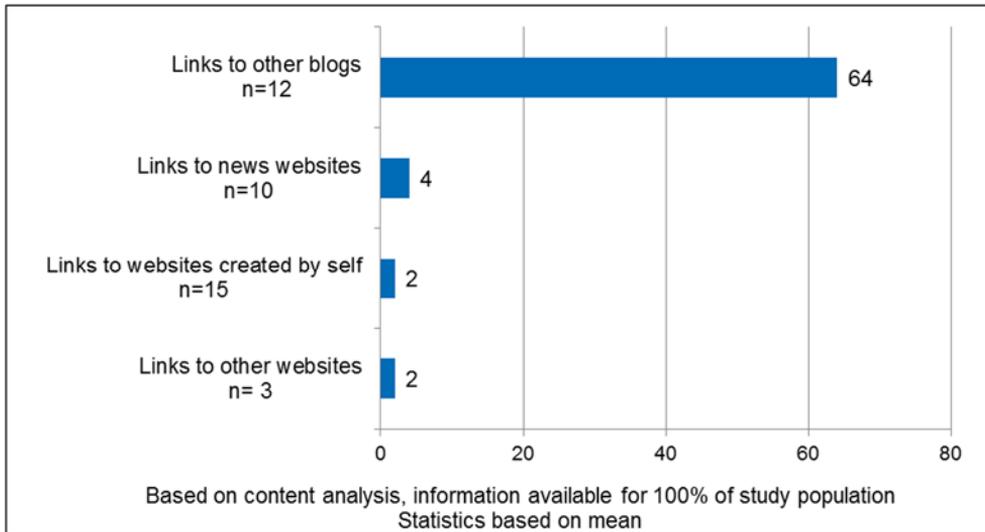


Use of Calendar and Guest Book

None of the Tamil language blogs in the study had calendars or guest books.

Links to Other Sites

In terms of connectivity, 75% of the blogs (15 blogs) linked to websites and blogs created by the same blog owners (see Figure 48). These websites included their English language blogs, IT-related sites and Tamil community blogs that they maintained. About 60% (12 blogs) linked to other Tamil language blogs that had similar interests. Some of the bloggers linked to their colleagues’ and friends’ blogs. They also linked to some prominent Tamil language news websites that were found in international Tamil aggregators. It is interesting to note that 50% of the blogs (10 blogs) linked to news websites, all based in India. None was connected to news sites from Singapore.

Figure 48: Tamil Language Blogs Linked to Other Sites

DISCUSSION

Several Tamil language bloggers featured in the study were present at the seminar convened by IPS to present the preliminary findings of the study. They provided useful information and valuable insights on the Tamil blogosphere. We have incorporated relevant input from them in this section.

It is to be noted at the outset that the small sample size makes it exceedingly difficult to draw any generalisations.

Size of Tamil Blogosphere

Though our initial assessment was that there were only 20 suitable blogs for our study, the anecdotal evidence that emerged during the seminar suggests that there are other suitable Tamil blogs, which we were not aware of during our research. However, the numbers were thought to be still very small.

The scarcity of Tamil language blogs is somewhat surprising for a number of reasons. First, when one observes the Tamil literary scene in Singapore, there is a large amount of Tamil creative writing in the Tamil media. Both Tamil print and broadcast media have featured many local creative writers over decades. Yet, there are few such contributors in the blogosphere. Perhaps blogging is not that well known among such writers. Second, there were no technical impediments in writing blogs in Tamil. Third, Tamil is an official language of Singapore and is taught as a second language in the Singapore school system, thus creating a sizable Tamil-proficient young population. There are even a number of Tamil blogs by teachers and



students within the school system, which is not accessible to the public. Yet hardly any Tamil teacher or student uses the public blogosphere. Therefore, it is not clear what is holding back many from entering the Tamil blogosphere.

One plausible explanation offered during the seminar for the dearth of Tamil blogs is that Tamil bloggers have migrated to Facebook and other social media to convey their views and news. As this study did not cover those media, it remains a speculative suggestion.

One other suggestion made during the discussion segment at the IPS seminar was that some writers fear that their works may be plagiarised if they posted their literary works. It is difficult to determine if this is indeed a major factor in the lack of Tamil blogs in Singapore.

Profiles of Bloggers

Looking closely at the profiles of the Tamil bloggers in this study, several interesting features emerged. Though a common assumption is that writing in Tamil would mostly originate from those who had formal and long-term education in Tamil, many of the bloggers in this sample came from professions (half of them are engineers) where Tamil is almost never used in Singapore. That adds credence to the conclusion that many of the bloggers were from Tamil Nadu, India, as will be noted in other contexts below. It is also interesting to note that Chinese and Malay language blogospheres do not have such preponderance of professionals within their blogospheres.

A seminar participant, also from Tamil academia, stated that most Indian expatriates are native speakers of Tamil and hence are proficient at the language. She added that many studied at Tamil-medium schools in India. This could explain why Tamil language bloggers who were engineers were also proficient in the language.

In contrast, the near total absence of any well-established Tamil Singaporean or those who could be clearly identified as Singaporean in the Tamil blogosphere is also noteworthy. All students studying Tamil in Singapore since the mid-1980s have been taking the language as a second language, with English as their first language. Most Singapore Tamils in the elite community hardly speak Tamil and are mostly incapable of writing Tamil. Two Tamil-stream academics at the seminar also argued that language proficiency is a major factor in the scarcity of Tamil language blogging in Singapore. The number of people who feel they have the linguistic talent to write blogs in Tamil may actually be quite small.

Another interesting finding is that Tamil language bloggers were mostly male, unlike in Chinese and Malay language blogospheres. The offline Tamil literary scene has long been dominated by males and the Tamil blogosphere may be equally reflective of that pattern. On the other hand, in school debates and literary competitions in Singapore, female students have often equalled or even surpassed male students. The tendency of blogs being of more personal nature may also have caused some inhibition on the part of potential female Tamil bloggers, as culturally, Tamil females are more guarded about their private lives.

The most interesting exception we found was writer and blogger Kamaladevi Aravindan who is both Singaporean and female. One of the best-known Tamil and Malayalam writers in Singapore, Kamaladevi started her own blog (see Appendix N) in 2008. Her blog may be said to be an extension of her writer's role and she used it effectively to publish most of her writings and also report on events in which she participated.

Another interesting contributor to the blogosphere is Shanavas, also an author of essays and short stories (see Appendix O). He was a trained engineer who switched to the restaurant business due to family circumstances but has taken to writing in a serious manner and has produced copious amounts of writing in print and social media. He is a good example of the very few Tamil bloggers who straddle both old and new media.

Singapore Tamil Bloggers Forum

An attempt was made in 2010 to bring Tamil bloggers in Singapore together to discuss common interests and concerns. On that occasion, one of the organisers, Tamil Veli, a Tamil blog aggregator, also released a print publication called *Manarkeni* featuring selections from Singapore Tamil blogs (see Appendix P). As far as we know, there were only two such gatherings to date. There does not seem to be any further developments. However, we noticed that among many of the 20 bloggers in this study, there was a high degree of offline connectivity as they shared a number of common interests such as Tamil language and literature and Indian current affairs. The Tamil participants at the seminar confirmed this view.

Characteristics of Blog Content

One of the significant differences between the Tamil language blogosphere and the other two blogospheres in this study is the extent of non-Singapore content in Tamil blogs. As has already been indicated, many of the Tamil bloggers in this study seemed to have a strong India-orientation. Their posts were often centred on Indian affairs — Indian politics, Indian issues, Indian movies, Indian music, etc. This suggests that the bloggers had



recently arrived or even were even new citizens who still seemed to have strong links with India.

Also, when they discussed affairs concerning India, these bloggers were much more vocal and critical in expressing their views. In contrast, they seldom dealt with Singapore issues and even then in neutral or muted tones. For example, the Indian community as a whole was greatly affected by the Little India riot that took place in December 2013, the worst street violence in over 40 years in Singapore. Yet, the Tamil language blogosphere was quite mute on that, with few exceptions, and when they did blog about the riots, they were very cautious in their expressions.

It is not clear whether this seemingly tenuous relationship with Singapore affairs was born out of a lack of familiarity with public issues here or whether there was a chilling effect created by anecdotal evidence of bloggers running afoul of the government on account of critical posts. Even if the fear factor exists, it is surprising to note that they did not have many favourable things to say about Singapore either. The overall impression was that these bloggers were not well integrated into the Singapore society and remained disengaged.

In comparison, the few clearly identified Singaporean bloggers tended to focus almost exclusively on language and literary matters. They did not deal with political or critical issues either. With the exception of Kamaladevi, none is even active on a regular basis. (See Appendix Q and R for two examples of Singaporean bloggers whose blogs are now defunct.)

Tamil Language Use

In general, there is a strong tendency among Tamils to intersperse their spoken Tamil with English words. Even in written Tamil, some writers in Tamil Nadu had no hesitation in rendering English words in transliteration. However, in the blogs in this study, the use of Tamil was of a good standard and the blog posts were written almost purely in Tamil, with very few English words.

Recency of Updates

The frequency of updates in Tamil blogs seemed rather low. Several blogs that were started in mid-2000's had not been updated for a long period or were abandoned. During the seminar, it was observed that some bloggers had both English and Tamil language blogs and that they might be paying more attention to the former.

However, the more plausible reason could be that some of the active bloggers had switched to Facebook for their regular communication as it had more traction as a medium. Azhagiya Pandiyan, one of the seminar

participants and a Singaporean Tamil blogger, added that displacement from blogs to Facebook was certainly taking place. He cited himself as an example: The blog he started in 2009 was only active for three months before he switched to Facebook. To him, the primary reason was the instant gratification that Facebook gave via friends' "likes" and comments. Therefore, he said, he was more motivated to write and share more, as he did not get this instant gratification on his blog space. Besides, his views were easily propagated on Facebook. Another reason he cited was that he did not need to write long posts on Facebook, as most people preferred bite-sized information.



Chapter 5

Survey Findings

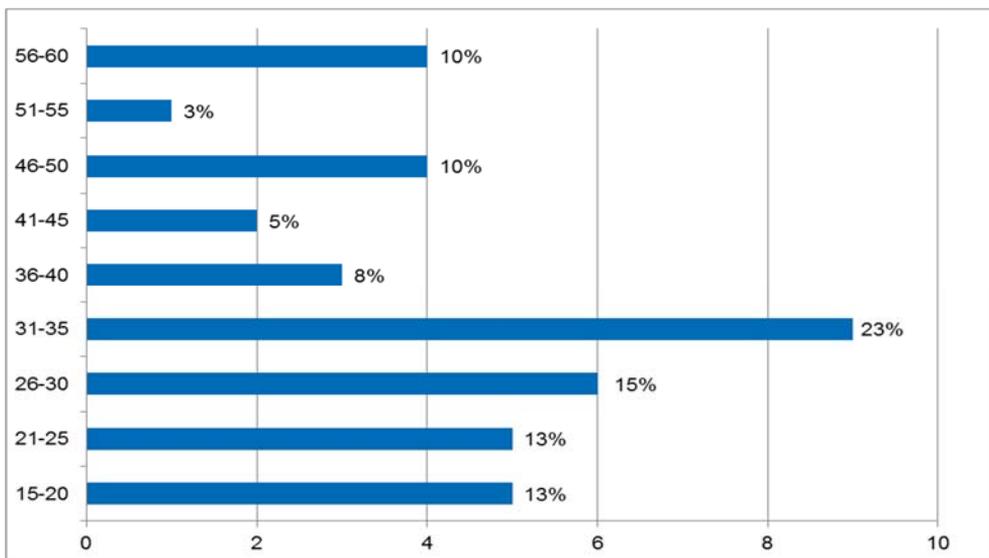
SURVEY FINDINGS

The following is a summary of the findings of the survey mentioned in the Introduction. A total of 39 usable responses were obtained through the online survey. The participation rates are 14% for Chinese language, 14% for Malay language and 35% for Tamil language bloggers. The following sections report the findings for four survey questions, including information which could not be gathered through content analysis: (i) the age bloggers started blogging, (ii) the frequency at which they blog, (iii) their reasons for blogging, and (iv) their reasons for blogging in the official mother tongue language.

AGE AT WHICH BLOGGERS STARTED BLOGGING

The respondents were asked the question, “At what age did you start blogging?”. Among the 39 respondents, the largest group (23%) started blogging when they were 31–35 years old (see Figure 49). Among the respondents, 15% started blogging in their mid- to late-20s (i.e., 26–30 years); 13% when they were in their early 20s (21–25 years); 13% when they were in their late teens (15–20 years). In total, 64% started blogging when they were youths (defined by the National Youth Council as those aged between 15 to 35 years old). This suggests that blogging as an activity could be linked to one’s leisure time and commitments to others or other activities.

Figure 49: Age at which Bloggers Started Blogging

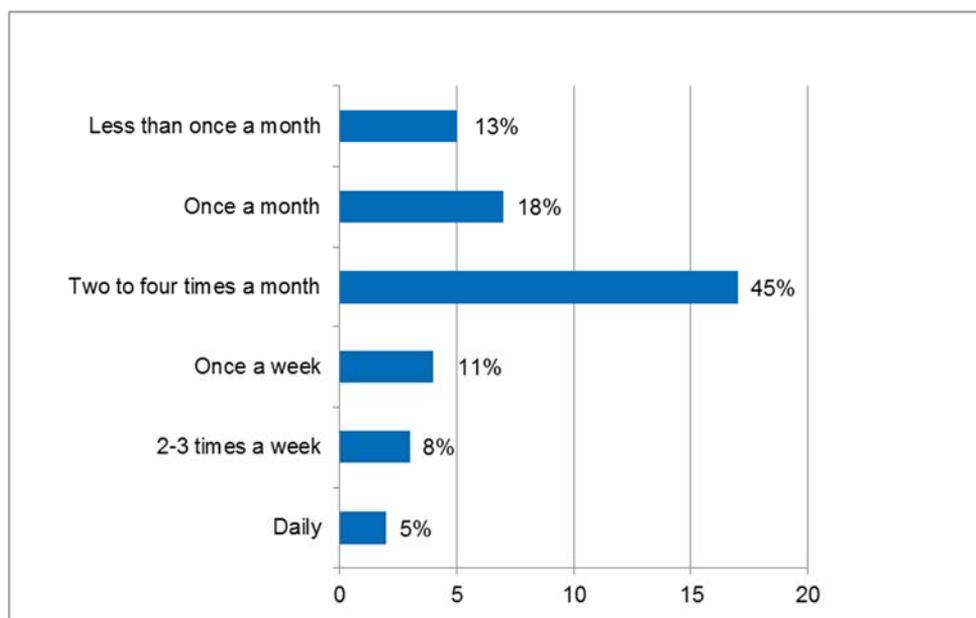




FREQUENCY OF BLOGGING

To the survey question “How frequently do you blog?”, 45% of the respondents said that they blogged between two to four times a month (see Figure 50). Another 13% blogged either daily or between 2–3 times a week, and 11% blogged once a week. The remaining 31% blogged once a month or less. As revealed during the discussion segment at the IPS seminar, bloggers have adopted or are adopting other social media platforms, which may account for less frequent blogging.

Figure 50: Frequency of Blogging



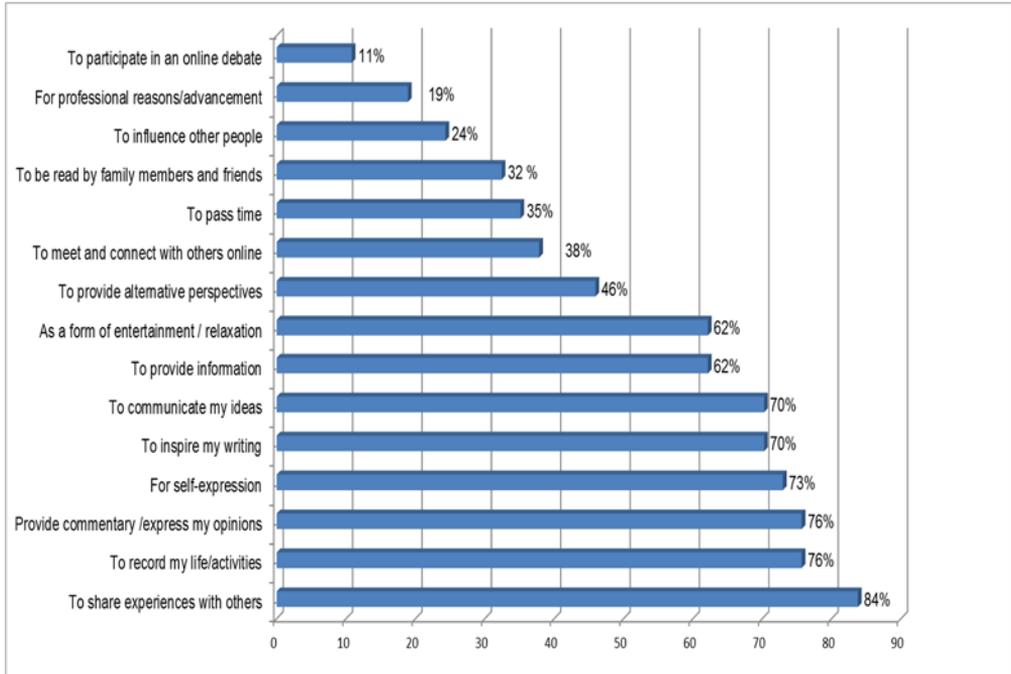
REASONS FOR BLOGGING

The respondents were asked to rate various reasons for blogging on a scale of 1 to 5 (1 being “strongly disagree”; 2 being “disagree”; 3 being “neither agree nor disagree”; 4 being “agree”; and 5 being “strongly agree”) for the question “Why do you blog?”. Figure 51 shows the percentage of respondents who strongly agreed or agreed with each reason.

“To share experiences with others” is the most popular reason for blogging; 84% responded in the affirmative. The next most frequently cited reasons were “To record my life/activities” and “provide commentary/express my opinion”, both at 76%. “Participating in an online debate” and “to influence other people” are among the least popular reasons, with only 11% and 24% citing such reasons, respectively. Slightly less than half of the respondents

(46%) said that they blogged to provide alternative perspectives. These findings suggest that blogging was primarily a personal activity for Chinese, Malay and Tamil language bloggers instead of a political or civic engagement tool, supporting findings from the content analysis.

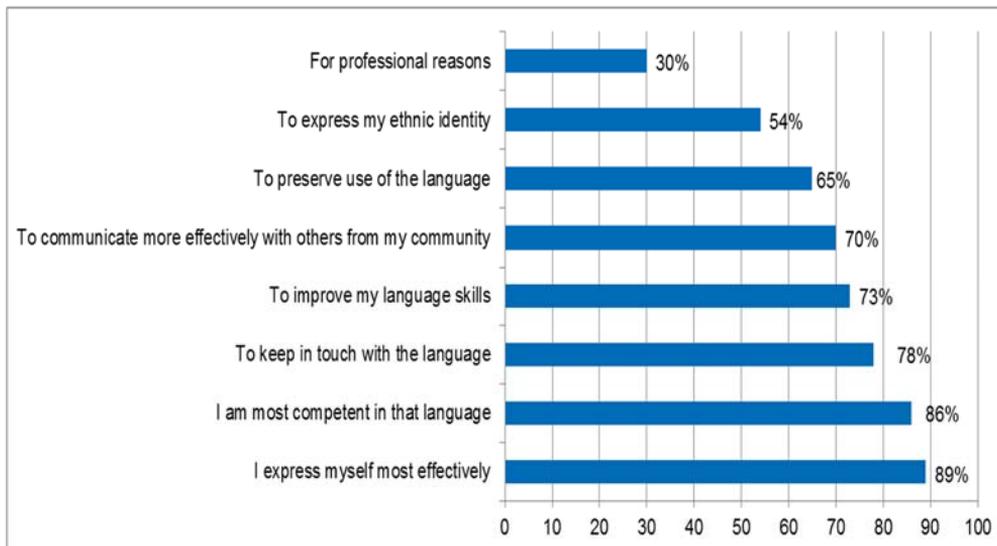
Figure 51: Motivations for Blogging



REASONS FOR BLOGGING IN DOMINANT LANGUAGE

The respondents were asked the question “Why do you blog in the dominant language?” after the survey ascertained that the dominant language for the bloggers is their official mother tongue language. The respondents were asked to rate various reasons for blogging in the dominant language on a scale of 1 to 5 (1 being “strongly disagree”; 2 being “disagree”; 3 being “neither agree nor disagree”; 4 being “agree”; and 5 being “strongly agree”). Figure 52 shows the percentage of respondents who strongly agreed or agreed with each reason.

Figure 52: Reasons for Blogging in Dominant Language



The survey revealed interesting results relating why bloggers blogged using their official mother tongue languages. The highest number (89%) cited that they expressed themselves most effectively using their official mother tongue languages and another 86% felt that they were most competent in that language. A desire to preserve the language was expressed by 78% who said that “they would like to keep in touch with the language”; 73% who would like to “improve their language skills”; and 65% who wanted to “preserve the use of the language”. Language seems to be an integral part of their cultural identities, with more than half (54%) of the respondents saying that using the language helped them to express their ethnic identity.

Some qualitative comments submitted by the respondents shed further light on their motivations for blogging in their official mother tongue languages. A Tamil language blogger wrote: “Tamil language blogging has focused only on entertainment topics. There is a lack of awareness on ancient history, literature, classics and alternative ideas, which go against the idea of Tamils as an intellectual community. I would like to share these insights on the language and make it known to the public.” A Malay blogger said that while she deliberately mixed English language with Malay in order not to alienate English-speaking Malay audiences, she would use her mother tongue language when writing about issues that were specific to the Malay community.



Conclusion



CONCLUSION

In summary, the study shows that the online space is a richly diverse one. There is wide variation in who blogs, what they blog about and how they use language. The Chinese language blogosphere comprised mainly Singaporean Chinese and a small group of Malaysian Chinese. Singaporean Malays made up the vast majority of the Malay language blogosphere while long-term non-Singapore-born residents of Singapore dominated the Tamil language blogosphere. In terms of blog types, our study shows that a mix of different blog types was present in all three official mother tongue language blogospheres. While both Chinese and Malay language blogospheres were dominated by personal-type blogs, the Malay language blogosphere did not have any aggregators unlike in the first. Most Tamil blogs were mixed-type blogs.

One of the most popular topics in the Chinese language blogosphere was personal experiences and a small minority of bloggers discussed politics in a civil tone. The Malay language blogosphere was dominated by commentaries and reflections on the bloggers' personal experiences, such as their marriage and culinary interests. The researchers observed a shift in political discussions from Malay language blogs to Facebook. A large number of Tamil language bloggers had an interest in Indian affairs that far outstripped their interests in Singapore affairs; there was little content on Singapore's major issues or even on issues focused on the Indian community. When and if they wrote about Singapore issues, they were mostly apolitical whereas on Indian issues they displayed greater engagement and personal preferences. The one area where the Singapore element was strong in their blogs is the literary scene in Singapore. A number of Tamil bloggers were well connected to the local Tamil literati and some of the bloggers were themselves leading lights in the local literary scene.

In terms of language use, Chinese and Tamil language bloggers wrote using the formal register that adheres strictly to the grammar in written form. While a few Malay language bloggers used formal Malay for selected subject matters, the language in Malay language blogs was mostly informal. There was also noticeably more "borrowing" from other languages compared to Chinese and Tamil language blogs, and their colloquial style may be a deliberate strategy used to appeal to their target audience.

A participant at the IPS Seminar asked if there were examples of interculturalism, that is, blogs linking to those of other languages and if there were common topics which bridged the language divide. The study shows that a small minority of Chinese language bloggers linked to English-

language blogs although most linked to other Chinese language blogs with similar interests. None of the Chinese language blogs linked to Malay language and Tami-language blogs and vice versa. In the Tamil language blogosphere, there are blogs that are bilingual (Tamil and English) but very few linked to English-language blogs. As for the Malay language blogosphere, many Malay language blogs linked to English-language blogs or bilingual (Malay-English) blogs.

There are a few limitations to this study. First, the small number of the Malay and Tamil language blogospheres makes it difficult to draw any generalisations. However, the small sample and findings provide enough of an interesting “first cut” to be shared with interested observers of the online space. It is also noteworthy that there are significant differences among the three language blogospheres and this study helped explore some of them. Also, although keyword searches and the snowballing process have yielded as exhaustive as possible a sample for the three blogospheres, there is a possibility that some blogs may have been excluded. For example, blogs that did not provide any information on the bloggers’ locality and nationality, and did not have any content related to Singapore may have been excluded even though they may be written by Singaporeans or Singapore residents.

As mentioned earlier, some bloggers might have “migrated” to social media such as Facebook and we would not have captured the discourse on those platforms. Although the study focused on blogs, there was initial consideration among the researchers on whether or not to include Facebook and Twitter in their data collection. However, no baseline analysis has been conducted on mother tongue language blogs. Past studies examined the political use of (English-language) blogs and the use of mother tongue blogs (in Malay) as a medium of instruction. The scope of the study was also limited by available resources, given the expansiveness of the online space. In addition, researchers are able to access blogs that are mostly public, compared to Facebook where many accounts have strict privacy settings.

Despite the limitations, this study is a first in Singapore in exploring the contours of non-English language blogospheres. It has presented the characteristics of Chinese, Malay and Tamil language blogs and identified trends in terms of issues blogged about, the bloggers’ approach, their levels of engagement with political and social issues and their use of the mother tongue languages. Future work should explore other social media platforms but some consideration must be given to the constraint in access posed by platforms with privacy settings.



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Appendices

Appendix A: List of Chinese Language Blogs

| No. | Name of Blog | URL |
|-----|------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1 | 189 Person | http://189person.blogspot.sg/ |
| 2 | 543 Mi Lu ("543 Miles of Road") | http://543milu.blogspot.sg/ |
| 3 | 5AM Bento | http://5ambento.blogspot.sg/ |
| 4 | A Lil' Bit of Nonsense | http://conversation23.wordpress.com/ |
| 5 | A Stranger At Home | http://solidair23.blogspot.sg/ |
| 6 | Ace Khong's Inception Zone | http://acekhong.wordpress.com/ |
| 7 | Ah Bao Gong Zhu ("Princess Ah Bao") | http://blog.omy.sg/childishbaby/ |
| 8 | Ah Nya De Zao Jiao ("Ah Nya's Kitchen") | http://ahnyasimplestove.blogspot.sg/ |
| 9 | Ai Shang Shi Yi Sheng Huo ("In Love with Poetic Life") | http://www.yuminstation.com/ |
| 10 | Anna's Closet | http://blog.omy.sg/annalim/ |
| 11 | Bai Ma Fei Ma ("White Horse, Not a Horse") | http://yennyhanaike.wordpress.com/ |
| 12 | Bai Se Wu Yue ("White, May") | http://blog.omy.sg/sukiyowhitemay/ |
| 13 | Bian Dan Xin Fu Wu ("Bento Happiness House") | http://bentohappiness.blogspot.sg/ |
| 14 | Bu Luo | http://jieying1012.wordpress.com/ |
| 15 | Cai Hong Zhi Road ("Road of Rainbows") | http://xiaofongfan.blogspot.sg/ |
| 16 | Cai Xin Ban Jin ("Chye Sim Half Kilo") | http://linchi10.wordpress.com/ |
| 17 | Cao Ming De Ge Ren Kong Jian ("The Commoner's Personal Space") | http://www.sgwritings.com/71802 |
| 18 | Che ("Through") | http://chedizixin.blogspot.sg/ |
| 19 | Cheng Bao Nei Guan ("Views from inside the Castle") Prahphnom | http://prahphnom.blogspot.sg/ |
| 20 | Chong Xing Qi Dong ("Rebooting") Ctrl Alt Del | http://eexieng.wordpress.com/ |
| 21 | Chuan Zao Er Bu Shi Huan Xiang ("Create not Fantasise") | http://earthy1983.wordpress.com/ |



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| 22 | Chuang Wai De Chun, Xia, Qiu, Dong ("The Spring, Summer, Autumn, Winter outside the Window") | http://chuangwai881.blogspot.sg/ |
| 23 | Ci Qiong Wang Sui Pi ("Casual Writings of Vocabulary-starved King") | http://blog.omy.sg/hengkangwei/ |
| 24 | Cong Xin Chu Fa ("Setting off from the Heart") | http://about-leechoo.blogspot.sg/ |
| 25 | Da Fu Hao ("Tycoon") | http://blog.omy.sg/shihhow/ |
| 26 | Dai Xi De Yi Xiang Shi Jie ("Daisy's Imaginative World") | http://ningxianlin.wordpress.com/ |
| 27 | Dang Wo Men Zhai Yi Kuai ("When We Stay Together") | http://chenlinchng.wordpress.com/ |
| 28 | Danny Yeo... doing it Chin up and my Wei | http://blog.omy.sg/dannyyeo/ |
| 29 | Dao Yu Gua Xiang/ Island Observatory | http://shyhjih.wordpress.com/ |
| 30 | De Er: Zai Lu Shan, You Suo Si, You Suo Gan ("De Er's Reflections and Emotions on the Road") | http://de-er.blogspot.sg/ |
| 31 | Dian Dian Di Di ("Drips and Drabs") | http://www.ysoonk.blogspot.sg/ |
| 32 | Dong Shi Feng Ge ("The Style of Tung") | http://tungism.com/ |
| 33 | Dong Wu Yuan ("Zoo") | http://tonfucius.blogspot.sg/ |
| 34 | Dong Xie Xi Du ("Understanding Unconventionality, Liking Poison") | http://blog.omy.sg/yiduan/ |
| 35 | Dou Le Mi ("Doeraymee") | http://doeraymee.blogspot.sg/ |
| 36 | Du Wu Si Ren ("Cultured Witness") | http://wilsonsihan.wordpress.com/ |
| 37 | Du Wu Si Ren ("Eye Witness") | http://blog.omy.sg/sihan/ |
| 38 | Fan Fu Su Zi ("Ordinary Person") | http://ckssg.blogspot.sg/ |
| 39 | Fly to Freedom? | http://correr.wordpress.com/ |
| 40 | Foodeology | http://www.foodeology.com |
| 41 | From Dusk to Dawn | http://navalants.blogspot.sg/ |
| 42 | Fu Jian Bin ("Hokkien Platoon") | http://jackccc28.wordpress.com/ |
| 43 | Fungtasia | http://blog.omy.sg/fungtasia/ |



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| 44 | Goh Meng Seng | http://gohmengseng.blogspot.sg/ |
| 45 | Guan Gao Ye Fong Kuang ("Even the Advertisements are Crazy") | http://ilovetvc.blogspot.sg/ |
| 46 | Hei Hei Bu Yu ("Ha Ha Not Meeting") | http://heihei69.blogspot.sg/ |
| 47 | Hong Dou Shu Qian ("Red Bean Book Mark") | http://ilofen.blogspot.sg/ |
| 48 | Hor = Art + Photo + Kopi | http://horjunior.blogspot.sg/ |
| 49 | Hua Wen Ju Chang Yu Biao Yan ("Mandarin Theatre and Performance") | http://chinese214.blogspot.sg/ |
| 50 | Huang Hun ("Sunset") | http://low008.blogspot.sg/ |
| 51 | Hwang Indeok Singapore Fan Club | http://blog.omy.sg/huangrendesg/ |
| 52 | In The Box | http://blog.omy.sg/inthebox/ |
| 53 | Jack Neo Blog | http://blog.omy.sg/jackneo/ |
| 54 | Jiawei's Space | http://jiawei072590.wordpress.com/ |
| 55 | Jimmy Boy Photo Diary | http://jimmyboyphotodiary.wordpress.com/ |
| 56 | Jin Xing Bo Ke ("Jin Xing's Blog") | http://chinsinblogger.blogspot.sg/ |
| 57 | Jing Li Jing Wai ("Inside and Outside the Mirror") | http://blog.omy.sg/muij |
| 58 | Ka Fei Shan Mu Bei ("Bukit Brown Tomb") | http://bukitbrowntomb.blogspot.sg/ |
| 59 | Kai Kou Bi Kou ("Opening Mouth, Shutting Mouth") | http://kaikoubikou.blogspot.sg/ |
| 60 | Kai Xin Guo ("Pistachio") | http://limkhnggeok.blogspot.sg/ |
| 61 | Ke Ji Da Ren ("Technology Guru") | http://blog.omy.sg/tech/ |
| 62 | KF's Drawing Room | http://leekowfong.wordpress.com/ |
| 63 | Kinigu | http://kinigu.blogspot.sg/ |
| 64 | Ku Ku Le Ling De Sui Sui Nian ("Cool Senior Citizen's Nagging") | http://blog.omy.sg/sweet60/ |
| 65 | Kua Bak Lim | http://kuabaklim.blogspot.sg/ |
| 66 | Kuai Bi Ye Le ("Graduating Soon") | http://4practise.blogspot.sg/ |
| 67 | Kuai Le Tian Shi ("Happy Angels") | http://happyangelclub.wordpress.com/ |
| 68 | Lan Yu | http://lanyu.wordpress.com/ |



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| 69 | Lang Ji Tian Ya - Ah Liang De Lu Tu ("Wandering in the World - Ah Liang's Journeys") | http://rajali1954.wordpress.com/ |
| 70 | Leng Yan Heng Mei ("Cold Eyes Straight Eyebrows") | http://botakray.blogspot.sg/ |
| 71 | Li Da Sha Te Bie Ji Hua ("Silly Li's Special Project") | http://blog.omy.sg/ahgongahmagoodoldtimes/ |
| 72 | Lian @ Hong Cheng ("Lian at this Human World/Samsara") | http://padmaland.blogspot.sg/ |
| 73 | Life is Beautiful | http://lucidapp1e.wordpress.com/ |
| 74 | Lightning Bug | http://55lightningbug.blogspot.sg/ |
| 75 | Lim Peh Ka Li Kong ("Let Your Old Man Tell You") | http://oldbeng.blogspot.sg/ |
| 76 | Liu An Hua Ming ("Light at the End of the Tunnel") | http://wwwliuanhuaming.blogspot.sg/ |
| 77 | Liverpool | http://blog.omy.sg/liverpool |
| 78 | Lonelivz | http://lonelivz.pixnet.net/blog |
| 79 | Lovely Rose & Valen | http://valentan.blogspot.sg/ |
| 80 | Lu He Kan Shi Jie ("Lu He Looking at the World") | http://lv-he-new.blogspot.sg/ |
| 81 | Lu Xing De Ji Zhe ("Travelling Journalist") | http://blog.omy.sg/chihhorng/ |
| 82 | Luan Lu Xing ("Anyhow Travel") | http://blog.omy.sg/yexiaozhong/ |
| 83 | Luo Ke Guo Du ("Luo Ke's World") | http://kunzaikingdom.blogspot.sg/ |
| 84 | Man Man Tu Hua ("Drawing and Talking Slowly") | http://blog.omy.sg/eggroll/ |
| 85 | Man Tian Xing Yu (Translations: Language of a Starry Sky) | http://blog.omy.sg/littlenotesjetty/ |
| 86 | Ming Ke Shi Guang ("Remembering the Times") | http://secret-ahwei.blogspot.sg/ |
| 87 | Ming's Blog | http://blog.omy.sg/ming/ |
| 88 | Mo Ge Mo Xing ("Silent Songs") | http://mirrormomo1986.wordpress.com/ |
| 89 | My Life | http://choylaipeng882.blogspot.sg/ |
| 90 | Nan Hai De Gu Shi ("A Boy's Story") | http://huangsirong.wordpress.com/ |
| 91 | NTU HX9201 | http://ecriture312.blogspot.sg/ |
| 92 | Once in a Lan Yue ("Once in a Blue Moon") | http://onceina-bluemoon.blogspot.sg/ |



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| 93 | Ou Xie Jian Yi ("Occasionally Written Viewpoints") | http://chenwp1.wordpress.com/ |
| 94 | Outcast Tales | http://blog.omy.sg/outcasttales/ |
| 95 | Pan Yao Tian Bo Ke ("Phoon Yew Tien's Blog") | http://phoonyewtien.blogspot.sg/ |
| 96 | Pei Yun Li Fong Yi Qi Qu Dou Fong ("Accompanying the Clouds and Wind for a Jaunt") | http://blog.omy.sg/cloudywindz/ |
| 97 | Personal Biography on Song Lyrics | http://blog.omy.sg/comical81/ |
| 98 | Pi Ji Tai Lai | http://pijitalai.blogspot.sg/ |
| 99 | Pian Duan Ji Yi ("Snippets of Memories") | http://huang-suhuai.blogspot.sg/ |
| 100 | Post Hellen | http://posthellen.wordpress.com/ |
| 101 | Qi Xi Yu ("Seventh Dusk Rain") | http://seventhdusk.wordpress.com/ |
| 102 | Qian Jing ("Thousand Realisations") | http://www.charmax101.blogspot.sg/ |
| 103 | Qian Zui Yi Sheng ("Drunk a Thousand Times in Life") | http://xiaosally.blogspot.sg/ |
| 104 | Qing Zai Ren Jian ("Feelings in the Human World") | http://limhe.wordpress.com/ |
| 105 | Qiu Fong ("Autumn Wind") | http://hopk-college.blogspot.sg/ |
| 106 | Quan Bo Liu Sheng Ji (Uncle Quan's Gramophone") | http://blog.omy.sg/quanbo/ |
| 107 | Ren Min Lun Tan ("Discussion Platform for the People") | http://wangruirong.wordpress.com/ |
| 108 | Ren Sheng Liang Dao ("The Two Paths in Life") | http://honggu.blogspot.sg/ |
| 109 | Ri Chu ("Sunrise") | http://block1613.blogspot.sg/ |
| 110 | Sally Jus In | http://sallyjuslin.blogspot.sg/ |
| 111 | Sam @ Dun Dian ("Sam at Squatting Position") | http://blog.omy.sg/mingde/ |
| 112 | San Jiao Jiu Liu Zhi Shuo ("Three Teachings and Nine Exchanges") | http://3jiao9liutalk.blogspot.sg/ |
| 113 | Sense & Sensibility | http://liusu.blogspot.sg/ |
| 114 | Serene Koong | http://blog.omy.sg/serenekoong/ |
| 115 | Sg Facts Blog | http://sgfactblog.wordpress.com/ |
| 116 | Shao Nian Zi Di Jiang Hu Lao ("Youthful but Worldly") | http://www.cpengng.blogspot.sg/ |



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| 117 | She Hu Da Ren ("Shooting Tiger Experts") | http://blog.omy.sg/shehu/ |
| 118 | Sheng Chou Xiao Ji (Translated: Extracts of a Tiny Diary") | http://drawerunknownplayground.blogspot.sg/ |
| 119 | Sheng Huo Xiao Zhu ("Life's Little Pillar") | http://heart1992.blogspot.sg/ |
| 120 | Sheng Ran | http://shengran.wordpress.com/ |
| 121 | Shi Cheng Xiao Ren Wu De Xing Sheng ("An Ordinary Voice in the Lion City") | http://rsi-rongde.blogspot.sg/ |
| 122 | Shi Li Dao De Ge Ren Kong Jian ("The Private Space of Shi Li Dao") | http://www.sgwritings.com/1582 |
| 123 | Shi Ren Zheng Cang ("A Poet's Prized Collection") | http://ashley0401.wordpress.com/ |
| 124 | Shi Wu Da Ji | http://qxojoxp.wordpress.com/ |
| 125 | Si Xu Zhi Gui/ A Frame of Mind | http://corinneks.wordpress.com/ |
| 126 | Singapore Alternatives | http://singaporealternatives.blogspot.sg/ |
| 127 | Small White | http://blog.omy.sg/smallwhite/ |
| 128 | Study Room | http://yapphenghui.wordpress.com/ |
| 129 | Sui Bi Xiao Pin ("Little Works of the Casual Pen") | http://km-work.blogspot.sg/ |
| 130 | Sui Yuan Ren Sheng ("Life of going with Fate") | http://limgangyu.blogspot.sg/ |
| 131 | Sui Yue Bu Ju ("Time Does Not Stand Still") | http://mapletree8913.blogspot.sg/ |
| 132 | Sunny's Space | http://weesionsune.wordpress.com/ |
| 133 | Sze Ping's Photography Journey | http://blog.omy.sg/szeping/ |
| 134 | The Elusive Sleuth | http://jennyteo.wordpress.com/ |
| 135 | The Mobile Armchair | http://mobile-armchair.blogspot.sg/ |
| 136 | This is Me. My Springnote | http://pikaboy90.wordpress.com/ |
| 137 | Tian Kao Li De Yi Pian Yun ("A Cloud in the Skies") | http://cloudland109.blogspot.sg/ |
| 138 | Tie Chi Zhi Duan ("Metal Teeth Until Broken") | http://blog.omy.sg/mobeizao/ |
| 139 | Tokyo Rendezvous | http://blog.omy.sg/yueintokyo/ |
| 140 | Transitional Eternity | http://xuyun74.blogspot.sg/ |
| 141 | Travelgraphy | http://travelgraphy.wordpress.com/ |
| 142 | Two Three Five Nine | http://two3five9.livejournal.com/ |



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| 143 | Vagrant in Life | http://www.v1love.blogspot.sg/ |
| 144 | Vivian Shu Fa Xin Qin Wu ("Vivian's Expressive House") | http://vivian1419.blogspot.sg/ |
| 145 | Wai Xiang Zai Nan ("Extroverted Homebody") | http://outdoorhouseman.wordpress.com/ |
| 146 | Wan Wan Xia Wu Cha ("Wan Wan's Afternoon Tea") | http://kwanwan.blogspot.sg/ |
| 147 | Wang Zhong Ren ("Man in the Net") | http://fongmyong-fmy.blogspot.sg/ |
| 148 | Wang Zuo Sen @ Sen Pin Tang ("Wang Zuo Sen in a Room of Taste") | http://nvms.blogspot.sg/ |
| 149 | Wen Dao Shi ("Wiping off/Smelling of Food") | http://cass-tsl.blogspot.sg/ |
| 150 | Wen Xin Da Ren ("Heartwarming Guru") | http://blog.omy.sg/ahchu/ |
| 151 | When the Sun Rises | http://xin1227.blogspot.sg/ |
| 152 | When Words Fail, Music Speaks | http://blog.omy.sg/ongchangsong/ |
| 153 | Wings on the Way | http://wingsontheway.wordpress.com/ |
| 154 | Wo Shi Lao Shi ("I am a Teacher") | http://heartynn.blogspot.sg/ |
| 155 | Wo Shou... Wo Shou ("I Say, I Say") | http://nicdino.blogspot.sg/ |
| 156 | Wo Si Gu Wo Zai ("I Think, Therefore I am") | http://lowchunmeng.wordpress.com/ |
| 157 | Wonderfuu | http://blog.omy.sg/wonderfuu/ |
| 158 | Wongys707 | http://wongys707.blogspot.sg/ |
| 159 | Wu Hu Si Hai ("Five Lakes Four Seas") | http://ayswong.blogspot.sg/ |
| 160 | Wu Se Tiao Ban ("Colourless Palette") | http://tanpingpalette.blogspot.sg/ |
| 161 | Wu Yin De Lan Tian ("Borderless Blue Skies") | http://kokchwan.blogspot.sg/ |
| 162 | Xi Yang Zi Le ("Finding Joy in Sunset") | http://quanfujisingnetcomag.blogspot.sg/ |
| 163 | Xiao Qing De Shi Jie ("Xiao Qing's World") | http://xiaqingworld.blogspot.sg/ |
| 164 | Xiao Sa Zuo Yi Hui ("Travelling Without a Care") | http://xiaosaujun.blogspot.sg/ |
| 165 | Xin Ai Xing Ai ("New Love, Sex Love") | http://blog.omy.sg/walters/ |



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| 166 | Xin Guo Zhi (“New Governance”) | http://xinguoazhi.wordpress.com |
| 167 | Xin Jia Po Qing Shi Yan Jiu Wang; Qing History Society Singapore | http://qinghistorysg.com/ |
| 168 | Xin Jia Po Wen Shi Da Ren (“Singapore’s Social History Guru”) | http://blog.omy.sg/sgstory/ |
| 169 | Xin Jia Po Wen Xian Guan/ Sg Insight | http://www.sginsight.com/xjp/ |
| 170 | Xin Yi (“Name of Blogger”) | http://www.ixinyi.net/ |
| 171 | Xin Yi Ci (“Xin’s Intentions and Words”) | http://xinyici.blogspot.sg/ |
| 172 | Xin Zi Xun (“Singapore Information Search”) | http://www.sgcninfo.com/ |
| 173 | Xing Xing She Se (“Manifold Shapes and Colours”) | http://calviny.blogspot.sg/ |
| 174 | Xiong Zai Wu Yu (“Ah Xiong’s Enlightened Words”) | http://blog.omy.sg/vocalxiong/ |
| 175 | Xiu Xing Dao (“Buddha Path”) | http://mybuddhapath.blogspot.sg/ |
| 176 | Xue De Xiao Chu Fang (“Sabrina’s Little Kitchen”) | http://sabrinalkitchen.blogspot.sg/ |
| 177 | Xue Li Nei Xin De Tian Kong (“The Inner Sky of Xue Li”) | http://shirley-xueli22.blogspot.sg/ |
| 178 | Xun Yi Cao De Xiu Xian Kong Jian (“Lavender’s Leisure Space”) | http://lavender-studio.blogspot.sg/ |
| 179 | XY | http://xy101.blogspot.sg/ |
| 180 | Yang Hong Peng’s Blog | http://blog.omy.sg/sghpility/ |
| 181 | Ye Shan Zhu (“Wild Boar”) | http://jasperthong.wordpress.com/ |
| 182 | Yi Xiang Tian Kai De Sui Yue (“Years of Wistful Thinking”) | http://yixiangtiankai.blogspot.sg/ |
| 183 | Yong Huai Xiao Mei (“Eternally Remember Hsiao Mei”) | http://changhsiaomei.blogspot.sg/ |
| 184 | You Chang Lai Le (“Friend Comes Here Often”) | http://www.sgwritings.com/2550 |
| 185 | You Kong Lai Kan Kan (“Take a Look when Free”) | http://lowlip.livejournal.com/ |
| 186 | You Spark My Ripples | http://hongkai0818.wordpress.com/ |
| 187 | You You Ji (“Diary on Leisurely Journeys”) | http://blog.omy.sg/yewniverse/ |



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| 188 | Yu Le Yuan (“Entertainment Park”) | http://blog.omy.sg/hanyu/ |
| 189 | Yu Ren Xiao Zhu | http://blog.omy.sg/tingting/ |
| 190 | Yuan Feng (“Fate”) | http://adachowlee.blogspot.sg/ |
| 191 | Zai Shui Yi Fang (“On One Side of the Water”) | http://pingyangju.blogspot.sg/ |
| 192 | Zhe Yang De Yi Ge Wo (“This Type of Me”) | http://harriet1979.blogspot.sg/ |
| 193 | Zhi Yan You Yu (“Drunken Speech, Quality Language”) | http://zhiyanyouyu.blogspot.sg/ |
| 194 | Zhong Guo Cai Zai Wo Jiao Xia (“China under my Feet”) | http://sgchinese888.blogspot.sg/ |
| 195 | Zhou Mo Guan Qing (“Weekend Concerns”) | http://satleisure.blogspot.sg/ |
| 196 | Zhuang Shi Xin Jia Po De Tai Ke (“Reincarnated Singapore”) | http://chongleong.blogspot.sg/ |
| 197 | Zi Zai (“At Ease with Oneself”) | http://weijuan01.wordpress.com/ |
| 198 | Zu Ji (“Footprints”) | http://yuanquanquan.blogspot.sg/ |
| 199 | Zui Ai De (“Most Beloved”) | http://mymeloves.blogspot.sg/ |
| 200 | Zui Shen Jiang Hu Chimology | http://blog.omy.sg/chimkang/ |
| 201 | Zuo Chu Zhi Shi (“Stories of Going Out”) | http://itsmejoey1802.blogspot.sg/ |

Appendix B: List of Malay Language Blogs

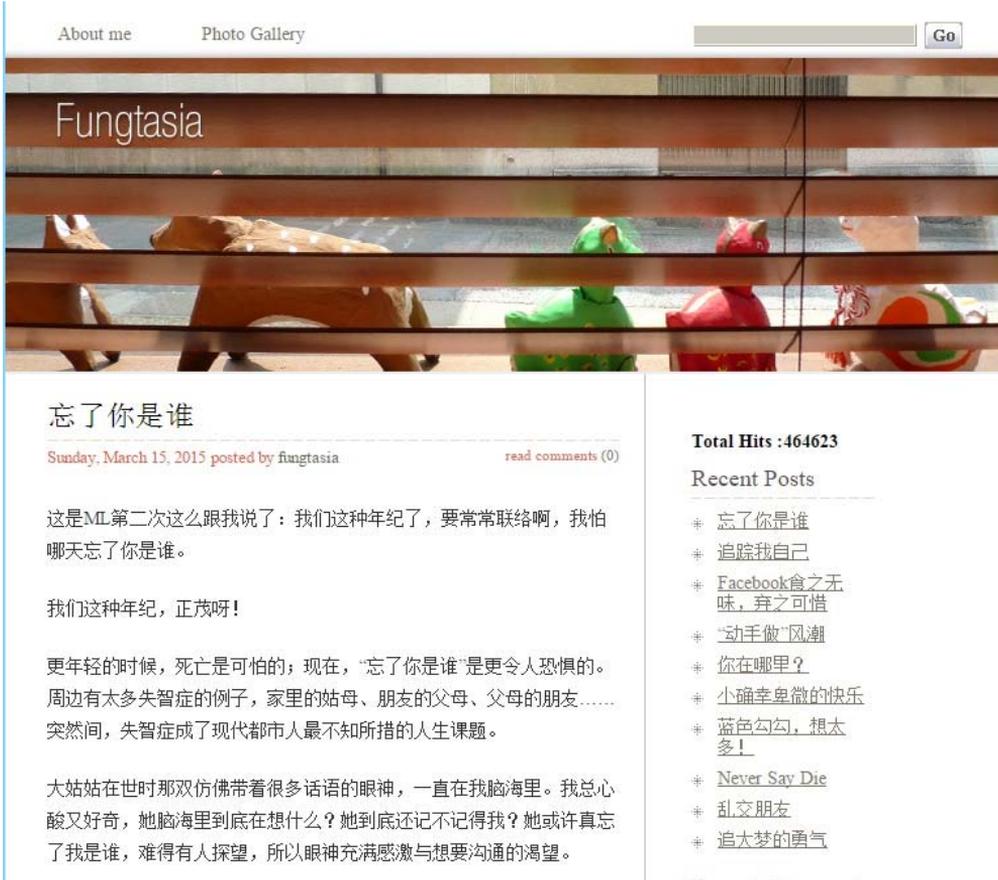
| No. | Name of Blog | URL |
|-----|-------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1 | A bittersweet memories to the big day | http://mybridejourney2014.blogspot.sg/ |
| 2 | A journey of a lifetime | http://juzustwo.wordpress.com/ |
| 3 | A Malay Gen Y Living in Singapore | http://penggubalfikiran.wordpress.com/ |
| 4 | Abang Boy & Putri ("Brother Boy & Putri") | http://abangboyputri.com |
| 5 | ALIGNVISION | http://alignvision.wordpress.com/ |
| 6 | Behind the scenes of a bride | http://disebaliktabirbride.wordpress.com/ |
| 7 | Blog @ U-start | http://haniff.sg/ |
| 8 | Blog Bahasa Melayu Saya | http://jurnalmagdalene.livejournal.com/ |
| 9 | Blog Melayu Syl :D Saya Suka Bahasa Melayu | http://bogmelayusyl.wordpress.com/ |
| 10 | Building a community of excellence | http://www.kampungnet.com.sg/ |
| 11 | Cetusan. Luahan. Pandangan ("Thoughts.Expressions. Perspectives") | http://abahyasir.com/ |
| 12 | Curlybabe's Satisfaction | http://curlybabesatisfaction.blogspot.com |
| 13 | Dandyar | http://dandyar.wordpress.com/ |
| 14 | For the simple yet choosy | http://dijahfaizal29.wordpress.com/ |
| 15 | Fragments @ Sugarnova | http://sugarnova.wordpress.com/ |
| 16 | His Neighbour: The Bride | http://ohmyknot.wordpress.com/ |
| 17 | I'm getting personal | http://imgettingpersonal.blogspot.sg/ |
| 18 | Kahwin Khronicles ("Wedding Chronicles") | http://www.kahwin-khronicles.blogspot.sg/ |
| 19 | Mama Hawa | http://mama-hawa-nani.blogspot.com/ |
| 20 | Mrs MishBubbles. | http://diarijazreen.blogspot.sg/ |
| 21 | My Little Kitchen | http://fiqah99.blogspot.com/ |
| 22 | Our Neverending story | http://fsquared4ever.wordpress.com/ |
| 23 | Rilek 1 Corner jom layan..... | http://rilek1corner.com/ |
| 24 | Rozzan | http://rozzan.blogspot.sg/ |
| 25 | Saat Jais: Pakar Urut ("Saat Jais: Massage Expert") | http://saatjais.wordpress.com/ |
| 26 | Slumbering Away | http://slumber-nuisancelife.blogspot.sg/ |
| 27 | Singapura Kita ("Our Singapore") | http://singapurakita.com/ |
| 28 | Suara - dari isi hati dan budi bicara | http://chairulfahmy.wordpress.com/ |
| 29 | Sujimy Mohamad | http://www.sujimy.com/ |
| 30 | Teratak Alang Budiman | http://alangbudiman.wordpress.com/ |



Appendix C: List of Tamil Language Blogs

| No. | Name of Blog | URL |
|-----|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 1 | Sundaravanam ("Beautiful forest") | http://pon1234a.blogspot.sg/ |
| 2 | Rojak Different Taste | http://shaanavas.wordpress.com/ |
| 3 | Perithinum Periyathu Kel ("Ask for the biggest among the big") | http://clickmathangi.blogspot.sg/ |
| 4 | Aa Pakkangal Katrathinal Anana Payan ("Ah..pages, benefit of learning") | http://amaruvi.com/ |
| 5 | En Arambam ("My beginning") | http://pandiidurai.wordpress.com/ |
| 6 | Kamalaganam ("Kamala's Song") | http://kamalagaanam.blogspot.sg/ |
| 7 | Manathiluruthivendumm ("Be stout hearted") | http://manathiluruthivendumm.blogspot.com/ |
| 8 | Padiyungal Suvaiyungal ("Read and taste") | http://blog.zquad.in/ |
| 9 | Eerthathil ("Among the attractions") | http://blog.nilavan.net/ |
| 10 | ManaaVizhi ("Eye of the mind") | http://manavili.blogspot.sg/ |
| 11 | En Kalvettu ("My stone inscription") | http://www.en-kalvettu.blogspot.sg/ |
| 12 | Anbuda Nnan ("With affection from me") | http://anbudannaan.blogspot.sg/ |
| 13 | Kalam ("Time") | http://govikannan.blogspot.sg/2013/12/blog-post.html |
| 14 | Kuzhali Pakangal ("Pages of Kuzhali") | http://kuzhali.blogspot.sg/ |
| 15 | Nenjin Alaigal ("Waves of the heart") | http://yemkaykumar.blogspot.sg/ |
| 16 | Priyamudan Prabhu ("With love from Prabhu") | http://priyamudan-prabu.blogspot.com/ |
| 17 | Manavan ("Student") | http://urssimbu.blogspot.com/ |
| 18 | Enna Ooviam ("Painting of the mind") | http://theivamohan.blogspot.sg/ |
| 19 | Giri Blog | http://www.giriblog.com/ |
| 20 | Thiraikadal Odi Thiraviyam Thedu ("Go across the oceans to seek your fortunes") | http://bashkaran.blogspot.sg/ |

Appendix D: Example of Personal-Type Blog Fungtasia



About me Photo Gallery Go

Fungtasia

忘了你是谁

Sunday, March 15, 2015 posted by fungtasia [read comments \(0\)](#)

这是ML第二次这么跟我说了：我们这种年纪了，要常常联络啊，我怕哪天忘了你是谁。

我们这种年纪，正茂呀！

更年轻的时候，死亡是可怕的；现在，“忘了你是谁”是更令人恐惧的。周边有太多失智症的例子，家里的姑母、朋友的父母、父母的朋友……突然间，失智症成了现代都市人最不知所措的人生课题。

大姑姑在世时那双仿佛带着很多话语的眼神，一直在我脑海里。我总心酸又好奇，她脑海里到底在想什么？她到底还记不记得我？她或许真忘了我是谁，难得有人探望，所以眼神充满感激与想要沟通的渴望。

Total Hits : 464623

Recent Posts

- * [忘了你是谁](#)
- * [追踪我自己](#)
- * [Facebook食之无味, 弃之可惜](#)
- * [“动手做”风潮](#)
- * [你在哪里?](#)
- * [小确幸卑微的快乐](#)
- * [蓝色勾勾, 想太多!](#)
- * [Never Say Die](#)
- * [乱交朋友](#)
- * [追大梦的勇气](#)



Appendix E: Example of K-Log Blog 咖啡山墓碑 (Bukit Brown Tomb)

咖啡山墓碑

在咖啡山，即使一个不起眼的墓碑，背后也可能隐藏一个大时代的动人事迹，它所蕴藏的不是骨骸与碑石，而是五彩斑斓不可多得的文化遗产，更是中国和东南亚人民共同的记忆，各界应该重新探讨咖啡山的价值 —— 星洲浪人

2014年3月14日 星期五

武吉布朗之万种风情



热门帖子

- [从咖啡山看中国百年变迁](#)
- [中国共和党新加坡支部](#)
- [寻踪余有进坟墓及排香园遗址](#)
- [廖芳林家族坟墓受道路工程影响](#)
- [颜永成家族](#)
- [咖啡山的由来](#)
- [国民党新加坡交通部](#)

热门帖子

- [武吉布朗之最后一战](#)
- [武吉布朗——精英乒乓文化](#)
- [从咖啡山看中国百年变迁](#)
- [武吉布朗之万种风情](#)
- [拼凑咖啡山历史](#)

武吉布朗相关链接

- [武吉布朗之旅预告](#)
- [Heritage Singapore - Bukit Brown](#)

Appendix F: Example of Aggregator Blog

新国志 (New Country Magazine/New Governance)

新国志

有关新加坡政治、社会、文化的报道、分析与评论

一九六五断想

with 2 comments

童典我 2015-3-15
怡和世纪 2015年2月 - 5月号 总第25期

五十年后，经历反殖独立、投身时代风暴的一代人相继谢世，作为新一代成长起来的国人，也越来越想了解历史到底长得是什么模样。而过去简单教科书式的对历史的叙写，显然已经不能够满足信息时代年轻者的求知欲，回答不了他们心底升起的问题。

在新加坡河口不大的区域范围里，竖立着两座莱佛士爵士的雕像，一白一黑，如果没有建筑物相隔，两座塑像也只不过相距一箭之遥，是在招手互见、呼唤相闻的距离之间。

这本来就拥挤的地方，因着旧建筑的增建和新装置的添设，越来越显得拥挤，就像走向独立五十周年的新加坡共和国的历史陈述一样，突然变得多元而略显嘈杂了一点。

在迎接新加坡独立五十周年的日子里，“建国”一词变得显贵了起来，一时成为岛国语境里一个几乎被使用到泛滥程度的词组：从几年前最早的“建国总理”，到时下最为国人挂在嘴边的“建国一代”。然而，岛国华人名字却少见有叫“陈建国”、“蔡建国”、“林建国”等的；概凡“建国”云云，从不见得是一种植根于岛国草根的民间说法。

每一个新加坡人心中都有一个一九六五年，若非亲身经历，就是听身旁亲朋长者话语中曾经谈起过的，或者是从书本上读来的。

处在文明时代，人类都有衣衫遮羞。每一块有人类活动的地方，也都有一件用以文饰的衣裳，地区历史叙述不失为人类自己为自身裁剪的一套华服。

新加坡作为一方生命水土，自地孕育以来，一直在生长。随着这块土地的变迁，在此土地上人民的劳作和成长，由荒岛、变渔村、再港口、且城市、终立国，体魄在不断长大、人口在连续繁殖、文化在进步多元、思想在开放演变。



这是一个汇集有关新加坡政治、社会、文化的报道、分析与评论的博客。欢迎投稿或推荐好文章，也欢迎你提出意见及建议。电邮地址：xinguozhi@gmail.com

精为繁體

最新文章

- [一九六五断想](#)
- [公积金是准的道德义务问题？](#)
- [国会里的金光现象](#)
- [2.67的遗孀](#)
- [乌虎宪法之 特殊宪制问题](#)
- [每一个新加坡人，都是为大选而准备](#)
- [同袍同泽理念之说](#)
- [反马共纪念日和内部安全法令](#)

最热门文章

- [郭义林：选新加坡总理是黑龙按](#)
- [近道报的博客主](#)
- [一九六五断想](#)
- [公积金是准的道德义务问题？](#)
- [2.67的遗孀](#)

[关注](#)

Appendix G: Example of Mixed Blog 安娜私房话 (Anna's Closet)



Omy 海外也能淘宝, 这真真是极好的! 

NEWS SHOWBIZ LIFESTYLE EAT YZONE VIDEO BLOG SINGAPORE BLOG AWARDS SINGAPORE ENTERTAINMENT AWARDS

Total Hits :1896994

安娜私房话 **Anna's Closet**
喜欢文字. 图画

其实没有很喜欢说话 却当上了DJ

最强“人生”
03 21st, 2014 Author: annalim

Recent Posts

- 最强“人生”
- 新年的feel
- 跳跳马蹄响
- 被绑架了!
- 飞入寻常百姓家
- 零分
- “微”不足道?
- 疯狂的窒息
- 电脑的危害?
- 爸妈不在家

Recent Comments

- natuurstenen keukenwerkblad on 去吃Buffet你吃...

5 11:28:05 GMT+0800 (Malay Peninsula Standard Time)

Appendix H: “Blog Melayu Syl” (Syl’s Malay Blog)



Blog Melayu Syl :D
 Saya Suka Bahasa Melayu!

Utama Profil

NOV 3 **Sesuatu yang saya sangat sukai**
 Posted on November 3, 2013 by sohrys

Sesuatu aktiviti yang saya sangat sukai adalah membuat kek, kuih dan biskut. Semasa saya kecil, nenek saya mengajar saya bagaimana membuat kek dan kuih. Saya menjadi 'pembantu dapur kecil' nenek dan menolongnya mengukur dan mencampurkan bahan-bahan.

Selepas saya membesar, selain daripada kadang-kadang menolong nenek membuat kek, saya juga membuat kek, biskut dan kuih tanpa apa-apa bimbingan. Biasanya, saya membuat kek, biskut dan kuih pada cuti sekolah atau hari jadi kawan-kawan dan keluarga. Semasa perayaan Kuih Bulan, saya membuat kuih bulan dialek 'teochew' dan kuih bulan 'kult saji' untuk keluarga dan kawan-kawan. Berikut adalah gambar kuih bulan dibuat.

Kiriman Terbaru

Sesuatu yang saya sangat sukai

Menghadapi masalah

Adat di dalam hidup kita

Pengalaman di Pusat Warisan Melayu

Salam! :)



Appendix I: “Kahwin Khronicles” (Wedding Chronicles)



Contact

Email: [farnamals\[at\]gmail\[dot\]com](mailto:farnamals[at]gmail[dot]com)

Previously blogged at [Kahwin Khronicles @ Wordpress](#)

Monday, February 3, 2014

Goodbye, Kahwin Khronicles

Countdown

500:01:37:05
days hours min sec
since Our Wedding

197:23:37:05
days hours min sec
since Our New Home



Appendix J: Sujimy.com





Appendix K: Welcome to RSR

WELCOME TO RSR
- my passion, my hobby - yours, for sharing...

Join this site
with Google Friend Connect

Members (1856) [More »](#)

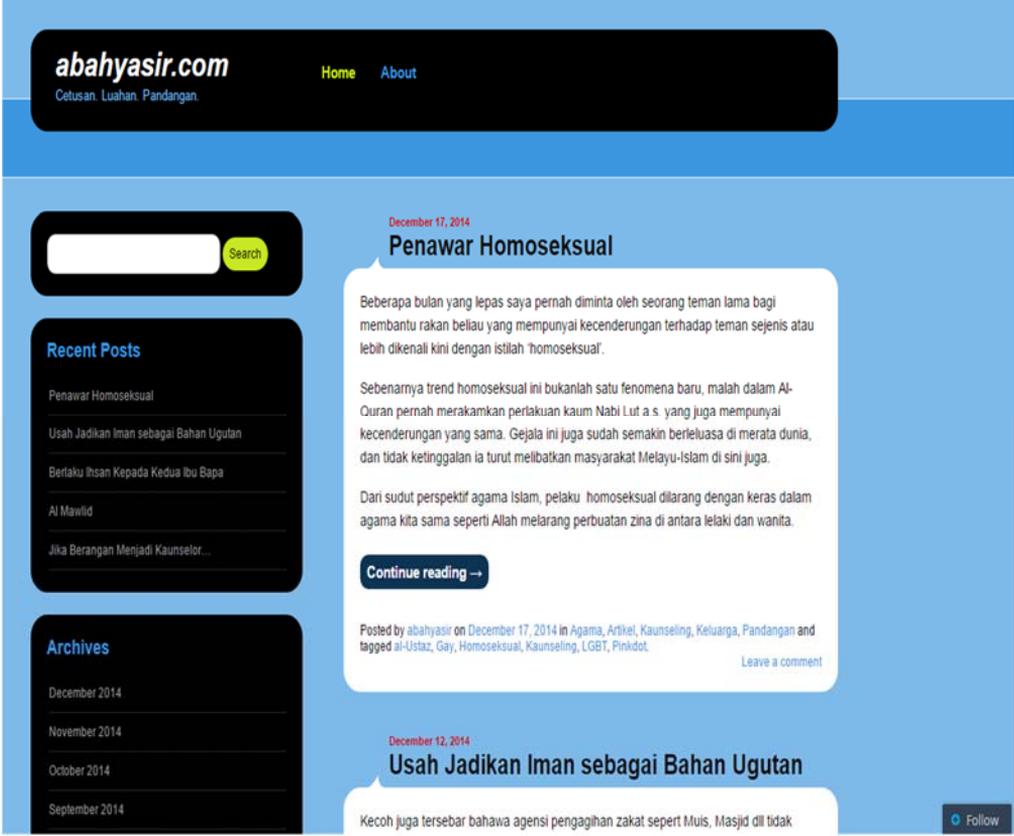
Friday, October 25, 2013

Sinfully CHOCOLATE INDULGENCE CAKE

Baked this Chocolate Indulgence Cake for the 2nd time this year, This time its for my ex-sec school classmate birthday. As if the chocolate-filled mousse in between the layers are not enough, I had placed some Belgium praline chocolate on top of the cake. And that is why I called Sinfull! If you ever bake this cake, you may have noticed some flaws LOL! Never mind, there's always a third attempt. Didnt manage to get much of the dissected cake piece though.

BR
North East, Singapore

Appendix L: Abahyasir.com



abahyasir.com
 Cetusan. Luahan. Pandangan.

[Home](#) [About](#)

[Search](#)

Recent Posts

- Penawar Homoseksual
- Usah Jadikan Iman sebagai Bahan Ugutan
- Berlaku Ihsan Kepada Kedua Ibu Bapa
- Al Mawlid
- Jika Berangan Menjadi Kaunselor...

Archives

- December 2014
- November 2014
- October 2014
- September 2014

December 17, 2014

Penawar Homoseksual

Beberapa bulan yang lepas saya pernah diminta oleh seorang teman lama bagi membantu rakan beliau yang mempunyai kecenderungan terhadap teman sejenis atau lebih dikenali kini dengan istilah 'homoseksual'.

Sebenarnya trend homoseksual ini bukanlah satu fenomena baru, malah dalam Al-Quran pernah merakamkan perlakuan kaum Nabi Lut a.s. yang juga mempunyai kecenderungan yang sama. Gejala ini juga sudah semakin berleluasa di merata dunia, dan tidak ketinggalan ia turut melibatkan masyarakat Melayu-Islam di sini juga.

Dari sudut perspektif agama Islam, pelaku homoseksual dilarang dengan keras dalam agama kita sama seperti Allah melarang perbuatan zina di antara lelaki dan wanita.

[Continue reading →](#)

Posted by abahyasir on December 17, 2014 in Agama, Artikel, Kaunseling, Keluarga, Pandangan and tagged al-Ustaz, Gay, Homoseksual, Kaunseling, LGBT, Pinkdot [Leave a comment](#)

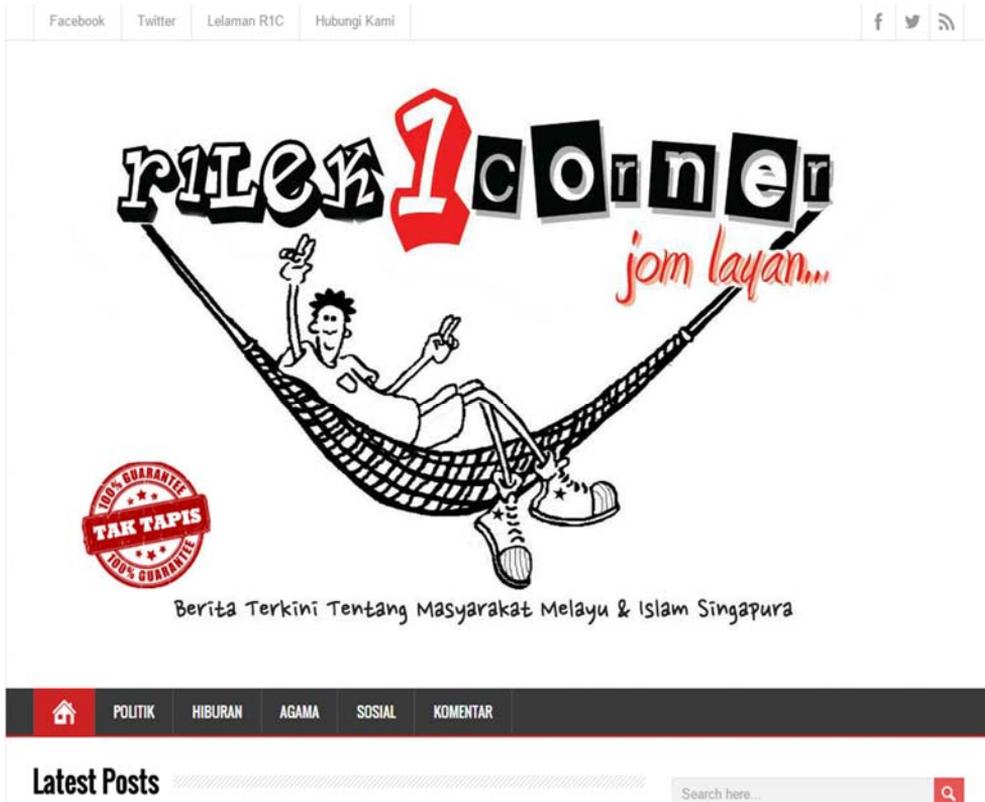
December 12, 2014

Usah Jadikan Iman sebagai Bahan Ugutan

Kecoh juga tersebar bahawa agensi pengagihan zakat seperti Muis, Masjid dll tidak

[Follow](#)

Appendix M: Rilek 1 Corner



The image shows the header and navigation menu of the Rilek 1 Corner website. At the top, there are social media links for Facebook, Twitter, Lelaman R1C, and Hubungi Kami. The main header features the logo "RILEK 1 corner" in a stylized font, with "RILEK" in black, "1" in red, and "corner" in black. Below the logo is a cartoon illustration of a man in a white tank top and shorts, sitting in a hammock and making peace signs with both hands. To the right of the illustration, the text "jom layan..." is written in red. Below the illustration is a red circular stamp that says "100% GUARANTEE TAK TAPIS 100% GUARANTEE". Underneath the stamp, the text "Berita Terkini Tentang Masyarakat Melayu & Islam Singapura" is displayed. At the bottom, there is a dark navigation bar with a home icon and the following categories: POLITIK, HIBURAN, AGAMA, SOSIAL, and KOMENTAR. Below the navigation bar, the text "Latest Posts" is visible on the left, and a search bar with the placeholder text "Search here..." and a magnifying glass icon is on the right.

Appendix N: கமலகானம் (Kamala's Song)



The screenshot shows a web browser interface with a search bar and a navigation menu. The main content area features a post titled "9-வது உலகத் தமிழ் ஆராய்ச்சி மாநாடு 9 international conference kl 2015" with a sub-headline "டாக்டர் கிரிஷ்ணன் மணியம் யோஹான்னாஸ் கண்ணனும் நானும்". Below the text is a photograph of a man and a woman standing together. The background of the page is decorated with orange and yellow swirls.

More ▾ Next Blog»

Singapore

கமலகானம்

சிறுகதைகள் நிகழ்வுகள் நேர்காணல்கள் படங்கள் மதிப்பீடுகள் விருதுகள்

Monday, March 16, 2015

9-வது உலகத் தமிழ் ஆராய்ச்சி மாநாடு 9 international conference kl 2015

டாக்டர் கிரிஷ்ணன் மணியம் யோஹான்னாஸ் கண்ணனும் நானும்



Appendix O: ரோஜாக் different taste (Rojak Different Taste)



இல்லை உயிரோசைகாம் - ஒரு முட்டை பரோட்டாவும் சாதா பரோட்டாவும் சிங்கப்பூர் கிளிகே - 11
ரோஜாக் சிங்கப்பூர்

ரோஜாக்

different taste

stay updated via rss 

→ சிங்கப்பூர் இலக்கிய விருதுகள்-2014 3

Posted செப்டெம்பர் 13, 2014 in வணக்கப்படுத்தப்படாதது

இரண்டு ஆண்டுகளுக்கு ஒருமுறை வழங்கப்படும் சிங்கப்பூர் இலக்கிய விருதுகள் 2014 இம்முறை புனைவு, அபுனைவு மற்றும் கவிதை என மூன்று பிரிவுகளில் தலா 10 ஆயிரம் வெள்ளி விலும் நான்கு மொழிகளுக்கும் மொத்தம் ஒரு லட்சத்து இருபதாயிரம் பரிசாக தேசிய புத்தக வாரிபத்தால் வழங்கப்படுகின்றது.



இம்முறை போட்டிக்கு அனுப்பப்பட்ட 182 நூல்களில் 45 நூல்கள் இறுதி தேர்வுக்கு தேர்வு செய்யப்பட்டுள்ளன. சீன எழுத்தாளர் ஏற்கனவே கலாச்சார விருதுபெற்ற திரு. யூ சின் புனைவு

[Follow](#)

ஓர்நவாஸ்

ஓர்நவாஸ்

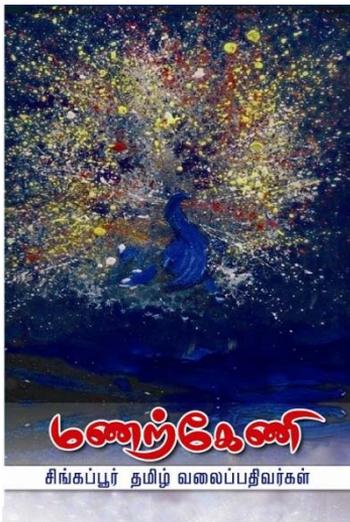
அண்மைய பதிவுகள்

- சிங்கப்பூர் இலக்கிய விருதுகள் -2014
- "சிந்தனை" -வந்தும் தொலைக்காட்சி நிகழ்ச்சி
- சிங்கப்பூர் சிறந்த உரைவகல்கள் விழா -2014
- ஸ்க்கா நீண்ட நாடகவா: நாடகர் முடிபெரும் விழா சிறப்பு மலர் கட்டுரை
- தங்கப்பல்லவனி விருந்தினர்-2014 மாத உயிரினம் இதழ் கட்டுரை

Appendix P: சிங்கப்பூர் தமிழ்ப் பதிவர்கள் குழுமம் (Tamil Bloggers Forum)



Photos from bloggers meet, book release and awards plaque





Appendix Q: Tholkaappiyam/பதிவாளர்: மீனாட்சி சபாபதி, சிங்கப்பூர் Tholkaappiyam/Blogger: Meenatchi Sabapathy, Singapore)

Tholkaappiyam/ பதிவாளர்: மீனாட்சி சபாபதி, சிங்கப்பூர்

by Meenatchi Sabapathy, Tamil Teacher, Ex Senior Broadcaster of Singapore's National Tamil Radio Station, Oti96.8 FM

FRIDAY, JUNE 18, 2010

ஆசாரக் கோவை

ஆசாரக் கோவை
7.7.008 monday
"எச்சிலார் பொருள்"
- பசு, துறவி, நெருப்பு, தேவர் எனும், மேல் உலகத்தார், உச்சந்தலை இவற்றை தொடக்கூடாது என்ற உறுதி அனைவரிடமும் இருக்க வேண்டும். குறிப்பாக உடலில் எச்சில்கள் கழுவப்படாமல் பல் விளக்காமல் அகத்தமாக இருந்தால் தூய்மையானவற்றை நினைக்கவே கூடாது.
8.7.08 tuesday
" எச்சிலார்விரைந்து"
- நல்லறிவு உள்ளவர்கள், உடல் தூய்மையில்லாதபோது விட்டுக்கு வெளியே வந்து தொழிலாளர், நிலவு, சூரியன், நாய், நட்சத்திரம் முதலியவற்றை காண மாட்டார்கள். முழுத் தூய்மையுடன் வெளியேவர வேண்டும் என்பது கருத்து.
9.7.08 wednesday
" எச்சில் பலவும் இந்நான்கு "
- மனித உடலில் இருந்து வெளியாகும் எச்சில் என்பது பல வகையாகும் . குறிப்பாக 3 வகை கழிவுகளும் வாயின் உமிழ்நீரும் உட்பட 4 வகையாகும். இந்த நான்கு தொடர்பாக தூய்மையை கடைபிடிக்க வேண்டும் என்பது கருத்து.
10.7.08 thursday

About Me



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 - [A press realease in 2002. I was chosen as a Lifelo...](#)
 - [ஆசாரக் கோவை](#)
- ▶ 2012 (1)

Appendix R: அன்புடன், அழகிய பாண்டியன் தமிழுக்காக, தமிழால், தமிழுடன் (With Affection, Azhagiya Pandiyan For Tamil, By Tamil, With Tamil)

: அன்புடன், அழகிய பாண்டியன் தமிழுக்காக, தமிழால், தமிழுடன்

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| March 2014 | | | | | | |
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வளமான கற்றலுக்கு உரமூட்டும் கற்பித்தல்

June 25th, 2009 by Azhagiya Pandiyan

வளமான கற்றலுக்கு உரமூட்டும் கற்பித்தல் தமிழாசிரியர்களுக்கான கருத்தரங்கு 25 ஜூன் 2009

அனைவருக்கும் வணக்கம். ஒரு தச்சனுக்கு மகனாக, மிக ஏழ்மையான குடும்பத்தில் பிறந்து முறையாகக் கல்வி கற்க முடியாமல் தவித்த ஒரு வரலாற்று நாயகர். தான் பிறந்த மண்ணில் வேருன்றியிருந்த அடிமைத்தனம் என்ற அறியாமையை எப்படியாவது அழிக்க

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