Investigating the factor structure of the blog attitude scale

Abstract

Due to the wide application of advanced technology in education, many attitude scales have been developed to evaluate learners' attitudes toward educational tools. However, with the rapid development of emerging technologies, using blogs as one of the Web 2.0 tools is still in its infancy and few blog attitude scales have been developed yet. In view of this need, a lot of researchers like to design a new scale based on their conceptual and theoretical framework of their own study rather than using available scales. The present study reports the design and development of a blog attitude scale (BAS). The researchers developed a pool of items to capture the complexity of the blog attitude trait, selected 29 items in the content analysis, and assigned the scale comprising 29 items to 216 undergraduate students to explore the underlying structure of the BAS. In exploratory factor analysis, three factors were discovered: blog anxiety, blog desirability, and blog self-efficacy; 14 items were excluded. The extracted items were subjected to a confirmatory factor analysis which lent further support to the BAS underpinning structure.