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1. 論文標題

Evaluation criteria for blog design and analysis of causal relationships using factor analysis and DEMATEL

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摘要

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

關鍵字

作者關鍵字: Blog design; Factor analysis; DEMATEL; Multiple criteria decision-making (MCDM)
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