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Abstract
Around 2005, some Bloggers start to draw their life and use the comic genre in there Blogs. The most representative and famous Blogger in Taiwan is “Wan-Wan”. Her Blog are always located on top of different Blog competition rankings. What makes “Comics-Blog” so charm? And what power let most of Blogger continued to share their everyday life and works to public? The gole of this research is trying to adopt “Zaltman Metaphor Elicitation Technique”(ZMET) as the main methodology to elicit and analyze Blog-reader’s thought maps, mental models, and their consumer behaviors. All of resorts will help us to understand Blog-readers more and find out what it the significant value about this new Comics-Blog culture.
This research obtains the primary charm of Comics Blog from The Consensus Map of the survey candidate. There have seven factors. 1.To obtain the "virtual intimate" from similar experience, that can own the approval and the support from the author. 2.Comics Blog are like a fairy tale world in real world, full of "positive thinking". 3. Comics Blog cause the successful model that common people can reach that model make someone try to "Independent study". 4.As a life recorder, Comics Blog are diversified and amazed, there are full of "Unusual feel".5.Share their positive thinking in love record are making the reader full of "Happiness Contagion".6.To create a talking topic between their friends and finding the sense of be close. 7.The main purpose of reader is "Obtain pleasure" They can easy release their stress by reading the nonsense comics of Comics Blog. Moreover, in this research, we also generalize the attraction in lives subject and know the contribution to readers.
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