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Abstract
Personal interaction is one of the important factors in the public media industry. Nowadays people interact through technology of internet. Blog is the best evidence in this area. The goal of the research is to understand the demand and culture definition of new generations of blog users through the interactive among them. First of all, I will use survey to understand the motive and satisfaction of bolg users. In addition, I will set up interview to realize their living styles and the culture meaning behind.

The questionnaire survey indicates there are four motives as following: “information exchange”,” self confirmation”,” expand interpersonal relationship” and” Connection with friends”. Different personal interaction will cause different factors of satisfaction. For example, the factors of satisfaction of article posting and article replying are helping users to discuss in public, and kill time, and answer questions, and self confirmation. The factors of satisfaction of leaving a message and message replying are helping users to answer questions, and expand interpersonal. The factors of satisfaction of mailbox send / reply mails are helping users to contact media and approve self, and emotion maintain. From above, we can know that users will get different degrees of satisfaction from using interactive functions of blog of the above.

Moreover, the result of interview shows two main motives. The first motive is personal interactive. Part of users only interact with their friends or some people they familiar with. They improve the interactive with friends and at the same time avoid people they don’t know by anonymity. In addition, the second motive is the effect of internet technology. Users increase interactive with people through pictures, voices, and words.

As a result, due to different motives, users have different demands and satisfactions. The process of interactive and cultural definition will be different because of other variations such as gender.
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