

# **Blog in Nepal**

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**A Dissertation Submitted**

In the partial fulfillment of the requirement for the degree of Master of Journalism and

Mass Communication in the Central Department of Journalism and Mass

Communication,

Tribhuvan University, Kathmandu, Nepal

September, 2007

## **Recommendation**

I hereby certify that Mr. Kiran Chapagain has prepared this dissertation on *Blog in Nepal* under my supervision and guidance.

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## Letter of Approval

The dissertation work entitled **Blog in Nepal** by Mr. Kiran Chapagain has been accepted as the partial fulfillment of the requirements for the Master's Degree of Humanities and Social Sciences in Journalism and Mass Communication.

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## **Acknowledgement**

This dissertation has been prepared as per the partial fulfillment of the requirement of Master of Arts in Journalism and Mass Communication, 2nd year, Tribhuvan University. This dissertation would not have come in this form had my supervisor Mr. Chiranjibi Khanal, associated with the Central Department of Journalism and Mass Communication, RR College, TU, guided me with encouragement. I would like to express my profound gratitude to my teacher Mr. Khanal. At this time, I would also like to thank you all my teachers at the Central Department of Journalism and Mass Communication, RR College, TU for their valued input and encouragement to me to complete this dissertation.

And I am extremely grateful to Mr. Ujjwal Acharya, my friend and pioneer blogger, for providing me information and relevant literature on blog and blogging. I owe him very much. A very special appreciation goes to Mr Dinesh Wagle, another pioneer blogger, for his help to prepare this dissertation. Similarly, I would also like to thank Mr. Tilak Prasad Pathak, a journalist of Nepal Magazine, for helping me to develop the format of this thesis. It would be injustice to my wife Januka Mainali if I forget to thank her since she helped me in my every step during the study period. Actually, the credit for this study equally goes to my friend Ujjwal Prajapati for his help in the successful completion of this study.

Finally, I am indebted to all the above-mentioned individuals and all the respondents, both bloggers and journalists, for their guidance, support and participation to make this study a success.

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## **Abbreviation**

BA	Bachelor of Arts
BLOGAN	Bloggers' Association of Nepal
HTML	Hypertext Mark up Language
MA	Master of Arts
MP	Member of Parliament
No	Number
PHD	Doctor of Philosophy
SLC	School Leaving Certificate
SMS	Short Message Service
TLA	Text Link Ad
TU	Tribhuvan University
URL	Uniform Resource Locator
UK	United Kingdom
UWB	United We Blog

# Chapter One

## Introduction

### 1.1 Background of the Study

We have now entered a new age of information access and dissemination. That is the age of blog or weblog. So what is blog then?

There have been several media revolutions in the world, each accompanied by technological and political change (*Gillmor, 2*). History shows that each revolution has seen birth of a new kind of media. The phenomenal technological revolution – satellite technology and the Internet- seen during the 1990s led to emergence of alternative media. Blog is also one of them.

In simple terms, a blog is a web site, where one writes stuff on an ongoing basis. New stuff shows up at the top, so visitors can read what's new. Then, they comment on it or link to it or email to anyone they live (*Blogger. "What is Blog?". Online posting. <<http://www.blogger.com/tour-start.g>>.*)

Generally speaking, it's an online journal comprised of links and postings in reverse chronological order, meaning the most recent posting appears at the top of the page (*Gillmore, 29*).

Similarly, a blog is website where entries are written chronologically and displayed in reverse chronological order. Blogs are source of commentary or news on a particular subject such as food, politics, or local news. Some blogs function as more personal online dairies. A typical blog combines text, images, and links to other blogs, web pages, and

other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Most blogs are primarily textual. However, some focus on art (artlog), photographs (photoblog), sketchblog, videos (vblog), music (MP3 blog) or audio (podcasting), and are part of a wider network of social media

There is no unanimous definition of blog. For some, blog is a personal diary while it is a daily pulpit for others. Likewise, it is a collaborative space for many; others take blog as a soapbox.

So it is difficult to get a unanimous definition of blog. But from the perspective of journalism, blog is a new media or alternative media. It is a breaking news-outlet (*Blogger. "What is Blog?". Online posting. <<http://www.blogger.com/tour-start.g/>>.*).

A blog is often a mixture of what is happening in a person's life and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people.

People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems, most notably Blogger at blogger.com. Thousands of people use services such as Blogger to simplify and accelerate the publishing process ("*Bog*". *Online posting. <<http://www.marketingterms.com/dictionary/blog/>>.*).

Blogs are alternatively called web logs or weblogs. However, "blog" seems less likely to cause confusion, as "web log" can also mean a server's log files (*Weblogs at Harvard Law School. "What makes a Weblog a Weblog?" Online posting. <<http://blogs.law.harvard.edu/whatMakesAWeblogAWeblog/>>.*).

Since the Blogger was launched, blogs have reshaped the web, impacted politics, shaken up journalism, and enabled millions of people to have a voice and connect with others.

Technically speaking, a weblog is a hierarchy of text, images, media objects and date, arranged chronologically, that can be viewed in an HTML browser.

Before blogging became popular, digital communities took many forms, including Usenet, commercial online services such as GENie, BiX and the early CompuServe, e-mail lists and bulletin board systems (BBS) (*Wikipedia. "Blog." Online posting. <www.wikipedia.com>.*). In the 1990s, Internet Forum software, such as WebEX, created running conversations with "threads". Threads are topical connections between messages on a metaphorical "corkboard". Some have likened blogging to the mass observation movement of the mid-20th century.

## **1.2 Is Blogging Journalism?**

Since the blog was began, a debate on whether blogging is journalism or not is going on. There are arguments and counter arguments on whether blogging is journalism or not.

Those who take blog as new genre of journalism argue that blog is a form of citizen journalism and there are some similarities between blogging and journalism. Blog is the new media by the people, for the people and of the people. Weblogs can be as a new form of citizens' media (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005.*)

In a question "Are bloggers journalists?" Mackinnon further says, "Certainly they can be". Several journalists keep Weblogs, although only a handful of them actually get paid to do so by their news organizations.

There are certainly similarities between the practices behind these Weblogs and some of the activities required to produce a newspaper or news broadcast. Just as a newspaper editor chooses which wire stories to run, the Weblog editor chooses which stories to link. But bloggers are never in a position to determine which events will be reported. And just as opinion columnists use news accounts as a springboard to present their interpretation of events, bloggers are usually very happy to tell you what they think of what they link.

There are opinions that instead of inflating the term “journalism” to include everyone who writes anything about current events, the term “participatory media” should be used for the blogger’s practice of actively highlighting and framing the news that is reported by journalists, a practice potentially as important as—but different from—journalism (Mackinnon, Rebecca. *Journalism and Credibility: Battleground and Common Ground*. Conference. Harvard University. 21-22 Jan. 2005).

In the recent years, mainstream media have also begun blogging. For instance, *The New York Times*, *The Guardian*, *The Washington Post*, *MSNBC* etc. have their own blogs maintained by their editorial staffs. This also lends support to the argument that blog is also a genre of journalism.

There are also arguments that all the practice and activity of bloggers are not journalism. Weblogs will be used in mainstream journalism, without question. But the vast majority of bloggers will continue to have a very different mandate from journalism (“Unlocking WSIS for the World”. Conf. 1 March. 2004. Geneva. Online Posting. <<http://www.dailysummit.net/>>.)

There is another school of thought that differentiates blog and journalism from the perspective of ethics. Critics of blog say that bloggers do not abide by ethics. But those

who oppose the criticism of blog on the ground of ethics maintain that it is unrealistic to apply the standards of journalism to bloggers who rarely have the time or resources to actually report the news (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005*).

Supporters of blogging say that they deliberately reject the journalistic standards of fairness and accuracy in favor of transparency as the touchstone for ethical blogging.

Though reportorial contributions have been made by the Web generation, it is fair to say the vast majority of blogging does not qualify as journalism. If journalism is the imparting of verifiable facts to a general audience through a mass medium, then most blogs fall well short of meeting the standard (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005*).

Bloggers, in general, know little about independent verification of information and data. They lack the tools and experience for in-depth research. They don't know how to fact-check. Assigned to do an investigative report on, say, police corruption, a typical blogger would not know where to begin. Calling a typical blogger a journalist is like calling anyone who takes a snapshot a photographer. Could a blogger "cover" the D.C. sniper or report on Congress? And a Weblog would hardly provide the appropriate vehicle for full-fledged investigative journalism (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005*).

Blogs can serve also as catalysts to journalism. In the early hours of September 11, 2001, blogs became the best available source of eyewitness reporting. In 2004 a



Weblogger picked up US Senate Majority Leader Trent Lott's comments about Strom Thurmond from a C-Span broadcast and ignited an online firestorm that, in turn, prompted mainstream news organizations to become involved in reporting the story. Online information sharing has pressured the Bush administration into several retractions and has even led to key resignations, as in the case of Richard Perle's resignation as chairman of the Defense Policy Board and the State of the Union retraction concerning African-supplied uranium to Iraq (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005*). In both situations, it should be noted that print media provided the initial investigation and reporting. But whether the outcome would have happened without the online feedback cycle is open to debate. By widening the disclosure circle through information sharing, Weblogs have contributed to the truth-finding process. But so have e-mail lists, personal Web sites, community Web sites, and other Internet mechanisms that no one would confuse with journalism.

During the Iraq War, a blog from inside Baghdad got considerable attention for its street-level portrayal of daily events. Although the blog initially was questioned as possibly bogus, eventually reports surfaced that the blogger, Salam Pax (not his actual name), was authentic. In any case, his blogged observations from Iraq provided some of the best eyewitness reporting during the war. Similarly, blogs were important source of news for many media during the Tsunami in 2005.

It is true that in a world of micro-content delivered to niche audiences, more and more of the small tidbits of news that we encounter each day are being conveyed through personal media—chiefly Weblogs.

Weblogs are providing journalists with more edge—helping them show more personality, style and immediacy than they might have ever displayed in their regular reports (Mackinnon, Rebecca. *"Journalism and Credibility: Battleground and Common Ground"*. Conference. Harvard University. 21-22 Jan. 2005).

Weblogs also help journalists serve different niches within their audience. A newspaper is necessarily a smorgasbord; readers with intense interest in one area sometimes go away hungry. A Weblog can provide the added depth and detail they crave. Call it participatory journalism or journalism from the edges. Simply put, it refers to individuals playing an active role in the process of collecting, reporting, sorting, analyzing and disseminating news and information—a task once reserved almost exclusively to the news media.

Walter Mossberg wrote in his Wall Street Journal technology column in March 2003 that blogs are in some ways a new form of journalism, open to anyone who can establish and maintain a Web site (*qut. Nieman Reports. The Nieman Foundation for Journalism. Harvard University. 2003 Fall*).

By way of refresher, a Weblog is a personal publishing platform that enables its author to post news or comments easily and directly to the Web, usually with links to entries produced by other. Webloggers or to the articles of journalists whose work has been published online. But most of what exists in the blogosphere is not journalism. Some bloggers create public versions of personal journals, chronicling and assessing what's happening in their lives.

Weblogs now present a similar threat to traditional media. This threat—to the gatekeeper role that big news organizations have played—represents a more immediate

challenge than the large-scale introduction of the Internet did during the mid-1990's. Back then, the fear was that the Internet would take away huge chunks of readers and audience from traditional media.

Blogs also threaten to expose journalism at one of its weakest points—its lack of personal contact with readers and audience and the sense that journalism and its practitioners are disconnected from the communities they are supposed to serve.

But bloggers have problems that often undermine their credibility. Too many are poorly written, and bloggers often defend this tendency by saying it shows the realism of their work.

In recent years news organizations are experimenting with the idea of allowing their writers to do blogs as a supplement to their regular reporting, but it's still a learning process (*Mackinnon, Rebecca. "Journalism and Credibility: Battleground and Common Ground". Conference. Harvard University. 21-22 Jan. 2005*).

Likewise, some media experts say that blogs and journalism need each other. For instance, the transparency of blogging has contributed to news organizations becoming a bit more accessible and interactive (*Nieman Reports. The Nieman Foundation for Journalism. Harvard University: 2003 Fall*)

Mainstream news operations are businesses supported by advertising. As hierarchical organizations, they value smooth production workflows, profitability and rigorous editorial standards. Weblogs adhere to a different set of values. Bloggers value informal conversation, egalitarianism, subjective points of view, and colorful writing over profits, central control, objectivity and filtered prose.

About the relation of blog and journalism, journalist Scott Rosenberg wrote in Salon in 2002:

“Weblogs expand the media universe. They are a media life form that is native to the Web, and they add something new to our mix, something valuable, something that couldn’t have existed before the Web. “It should be obvious that Weblogs aren’t competing with the work of the professional journalism establishment, but rather complementing it. If the pros are criticized as being cautious, impersonal, corporate and herd-like, the bloggers are the opposite in, well, almost every respect: They’re reckless, confessional, funky—and herd-like (*qut. Nieman Reports. The Nieman Foundation for Journalism. Harvard University. 2003 Fall.*)

Strengthening the public discourse, and strengthening democracy, is indeed the common ground shared by professional journalists, bloggers, wikipedians and others involved in the creation of grassroots media.

In conclusion, the acts of blogging and journalism are different, although they do intersect. While some blogging is journalism, much of it isn't and doesn't aim to be. Both serve different and valuable functions within the new evolving media ecosystem. Bloggers and professional journalists alike share a common goal: a better informed public and a stronger democracy. Besides, both are complementary to each other. The world of journalism is being transformed by blogging, and that - similarly - the blogosphere is evolving and being transformed in the process. There can be no question that the phenomenon of blogging, especially blogs focused on politics and public affairs, has changed the way information becomes front page news (*Nieman Reports. The Nieman Foundation. Harvard University. 2003 Fall.*).

### **1.3 Is Blog Web Page?**

Blog is often understood as web page. But blog is different from web page. Early Webloggers linked to selected news articles and Web pages, usually with a concise description or comment. The creation of software that allowed users to quickly post entries into predesigned templates led to an explosion of short-form diaries, but the reverse-chronological format has remained constant. It is this format that determines whether a Web page is a Weblog. The Weblog is arguably the first form native to the Web. Its basic unit is the post, not the article or the page.

### **1.4 Blog Trust, Credibility and Objectivity**

Trust and credibility are social – it's recognized that they are social process. Trustworthiness, credibility and objectivity are basic of any journalism. So is/should be in the case of blog as well. But many people who are used to traditional media often question trust, credibility and objectivity of blog. In our context where the ideal of credibility, objectivity and trust of journalism are frequently questioned, it is natural to question blog that is new yet to be accepted by audience in Nepal.

The source you are like a juror when you report as a journalist, says Alex Jones, a blogger. Journalists must be accountable for that, and now blogs will hold you accountable. Accountability is the greatest thing that blogs are bringing to journalism. But as a journalist, when you are reporting a story, who you are not important. What's important is: how you did what you did, and why?

Objectivity is a process, but also a metric. Newspapers use rhetoric to tell us what we should find interesting, and on the internet there is a surge of interest in taking back this power to decide what we find interesting. Perhaps we are contending along certain axes.

One might be an economic tension, another is a tension over who is best at telling the truth, and the third is a tension over reputation. It is urgent to have mechanism to ensure credibility of blog (*Nieman Reports. The Nieman Foundation for Journalism. Harvard University. 2003 Fall*).

In conclusion, to both journalism and blogging, credibility is essential. What are the areas of common ground shared by these very different approaches to handling news and information? Can journalists who also blog do their work without conflicting standards? Might bloggers adopt standards and a transparency that will elevate their credibility? Our purpose is to bring together a small group of smart and thoughtful people to ponder these and other related issues, which will result in a published report and - we hope - will mark the beginning of an ongoing and very important dialogue.

## **1.5 History of Blog**

People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated publishing systems, most notably Blogger at [blogger.com](http://blogger.com). Thousands of people use services such as Blogger to simplify and accelerate the publishing process ("*Glossary. Online posting. <http://www.baiclass.panam.edu/mana3333/glossary/chapter02.html>>.*").

The modern blog evolved from the online diary, where people would keep a running account of their personal lives. Most such writers called themselves diarists, journalists, or journalers. A few called themselves "escribitionists" (*wikipedia*).

Early weblogs were simply manually updated components of common websites. However, the evolution of tools to facilitate the production and maintenance of web articles posted in reverse chronological order made the publishing process feasible to a

much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today. For instance, the use of some sort of browser-based software is now a typical aspect of "blogging". Blogs can be hosted by dedicated blog hosting services, or they can be run using blog software, such as WordPress, Movable Type, blogger or LiveJournal, or on regular web hosting services, such as DreamHost.

Blogging first developed in the early 1990s as an underground, counter-culture interest in the USA. The number of blogs grew tremendously in 1999 when the first free build-your-own blogging software was launched (*Ferguson and Howell 2004: 7*).

In the early days of the Internet, each new page was a cause for celebration. The early pioneers watched in excitement as the network grew, and they wanted to keep people informed about this growth. In 1992, Internet pioneer Tim Berners-Lee created the first What's New page; later, another pioneer, Marc Andreessen, put up a similar page. Each had hotlinks to the new pages springing up on the Net.

The term "weblog" was coined by Jorn Barger on December 17, 1997 (*wikipedia*). The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase we blog in the sidebar of his blog Peterme.com in April or May of 1999. This was quickly adopted as both a noun and verb ("to blog," meaning "to edit one's weblog or to post to one's weblog").

Soon, says weblogger and author Rebecca Blood, these "link-driven sites" were very popular, and webloggers became a community. Each weblog included a list of similar filter sites.

In 1999, websites Blogger and Pitas began to offer a simpler way to create a weblog (Blankenhorn, Dana. "Is Blogging Journalism?" Online posting. 29 Apr. 2005. <[http://mooreslore.corante.com/archives/2005/04/29/is\\_blogging\\_journalism.php/](http://mooreslore.corante.com/archives/2005/04/29/is_blogging_journalism.php/)>.).

These hosted services allowed any person to easily sign up, create a blog, and write numerous postings.

Since then, millions of weblogs have been created. The term is now pronounced weblog or we-blog, or shorted to blog. And these blogs evolved into personal diaries or journals. Many journal-blogs still do include a list of other similar sites. This is called a blogroll.

Other blog software programs and services include LiveJournal, Movable Type, TypePad, TextPattern, Radio UserLand and pMachine. Some of these programs are simple to use while others are more complicated to install. These programs include many powerful publishing tools, and are often called content management systems. The systems allow any individual to be a publisher on a global scale. This new type of publishing is called micro-content, thin media or nanopublishing.

Jesse James Garrett, editor of Infosift, began compiling a list of "other sites like his" as he found them in his travels around the web. In November of that year, he sent that list to Cameron Barrett. Cameron published the list on Camworld and others maintaining similar sites began sending their URLs to him for inclusion on the list. Jesse's 'page of only weblogs' lists the 23 known to be in existence at the beginning of 1999.

Suddenly a community sprang up. It was easy to read all of the weblogs on Cameron's list, and most interested people did. Peter Merholz announced in early 1999 that he was



going to pronounce it 'wee-blog' and and inevitably this was shortened to 'blog' with the weblog editor referred to as a 'blogger.'

At this point, the bandwagon jumping began. More and more people began publishing their own weblogs. Suddenly it became difficult to read every weblog every day, or even to keep track of all the new ones that were appearing. Cameron's list grew so large that he began including only weblogs he actually followed himself. Other bloggers did the same. In early 1999 Brigitte Eaton compiled a list of every weblog she knew about and created the Eatonweb Portal. Brig evaluated all submissions by a simple criterion: that the site consists of dated entries. Webloggers debated what was and what was not a weblog, but since the Eatonweb Portal was the most complete listing of weblogs available, Brig's inclusive definition prevailed.

This rapid growth continued steadily until July 1999 when Pitas the first free build-your-own-weblog tool launched, and suddenly there were hundreds. In August, Pyra released Blogger, and Groksoup launched, and with the ease that these web-based tools provided, the bandwagon-jumping turned into an explosion. Late in 1999 software developer Dave Winer introduced Edit This Page, and Jeff A (*Wikipedia*). Campbell launched Velocinews. All of these services are free, and all of them are designed to enable individuals to publish their own weblogs quickly and easily.

The original weblogs were link-driven sites. Each was a mixture in unique proportions of links, commentary, and personal thoughts and essays. Weblogs could only be created by people who already knew how to make a website. A weblog editor had either taught herself to code HTML for fun, or, after working all day creating commercial websites,

spent several off-work hours every day surfing the web and posting to her site. These were web enthusiasts.

Many current weblogs follow this original style. Their editors present links both to little-known corners of the web and to current news articles they feel are worthy of note. Such links are nearly always accompanied by the editor's commentary. An editor with some expertise in a field might demonstrate the accuracy or inaccuracy of a highlighted article or certain facts therein; provide additional facts he feels are pertinent to the issue at hand; or simply add an opinion or differing viewpoint from the one in the piece he has linked. Typically this commentary is characterized by an irreverent, sometimes sarcastic tone. More skillful editors manage to convey all of these things in the sentence or two with which they introduce the link. Indeed, the format of the typical weblog, providing only a very short space in which to write an entry, encourages pithiness on the part of the writer; longer commentary is often given its own space as a separate essay.

By 2001, blogging was enough of a phenomenon that how-to manuals began to appear, primarily focusing on technique. The importance of the blogging community (and its relationship to larger society) increased rapidly. Established schools of journalism began researching blogging and noting the differences between journalism and blogging.

In 2004, the role of blogs became increasingly mainstream, as political consultants, news services and candidates began using them as tools for outreach and opinion forming. Even politicians not actively campaigning, such as the UK's Labor Party's MP Tom Watson began to blog to bond with constituents. The Columbia Journalism Review began regular coverage of blogs and blogging. Anthologies of blog pieces reached print, and blogging personalities began appearing on radio and television

Some blogs were an important news source during the December 2004 Tsunami such as Medicines Sans Frontieres, which used SMS text messaging to report from affected areas in Sri Lanka and Southern India. Similarly, during Hurricane Katrina in August 2005 and the aftermath a few blogs which were located in New Orleans, including the Inerdictor and Gulfsails were able to maintain power and an Internet connection and disseminate information that was not covered by the Main Stream Media.

### **1.6 Blogging in Nepal**

Though it has been almost one decade since blogging began in the world, it has been only three years since the genre was introduced in Nepal. The credit for introducing the blog goes to Ujjwal Acharya and Dinesh Wagle, journalists affiliated with The Kathmandu Post and Kantipur daily. First blog was wagle.com.np (*Personal Communication with Wagle. Sept 1. 2007*) and was started in early 2004. The blog was developed as the personal diary of Wagle. As this faced some technical error, the blog was no longer in operation. Then Acharya and Wagle tried yet another blog called United We Blog. The blog was established on 1 October 2004 (*Personal Communication with Wagle. Sept 1. 2007*).

Though the history of blog as an alternative media is short, the history of other alternative media in Nepal is very long. The traditional alternative media like *Katuwal* practice began in Nepal years back. They are still in practice in some places of the country. Once very effective for rural communication, the traditional alternative media are on the verge of extinction.

Blogging was not in spotlight till February 1, 2005, when the King assumed direct power. Due to press censorship imposed after the royal takeover, journalist like Wagle and Acharya found their weblog as the place to publish uncensored news. Known to limited people, the weblog became very popular after the royal takeover. After the royal takeover Radio Free Nepal, another blog, came in existence. It was run by an anonymous blogger (*Personal Communication with Acharya. Sept 1. 2007*).

This early collection of blogs clearly relied on journalists who were open to different forms of journalism.

King Gyanendra's February 1st 2005 proclamation indirectly provided the impetus for the establishment of Nepali news and political blogs. In the first week there was an information blackout as telephone lines were cut, mobile phones were down and Internet access was blocked. Only a few journalists and academics were able to access the Internet during this period via satellite links at embassies and diplomatic missions. Bloggers certainly did not begin with the aim of creating an online discussion. After these origins the Nepali blogosphere in general became associated with news and political reporting, particularly to the Diaspora and others around the globe.

Bloggers began posting news and political items for very practical motives of telling the world about Nepal and also avoiding print censorship. With newspapers under severe pressure blogging also had the advantage of carrying few restrictions, no editors could be done anonymously.

As in Nepal, but in far greater numbers, technologically savvy young people have taken the lead in blogging.

Radio Free Nepal also later stated that their 'primary aim' in blogging was 'to get the information to the world about Nepal and to tell them that we are not happy with what's going on and we want democracy back'. The need to publicize the political situation in Nepal and a general desire to promote democratic political change helped create the first small networks in the Nepali blogosphere.

Wagle and Acharya said that blogging before the royal takeover was mainly a forum for writers to vent their feelings. Wagle first began blogging to express himself. "In the beginning, I didn't set any goal just because I wanted to blog." Things changed after the royal takeover as the Internet became the only place where uncensored information could be published. The bloggers started blogging about political situation in the country after the resumption of the Internet on February 8 in the wake of the royal takeover.

Inspired by the success of the UWB, other blogs also came into existence. It is estimated that there are 200 bloggers in Nepal, according to BLOGAN.

### **1.7 Statement of the Problem**

Blog is a new genre of journalism in Nepal. The success of United We Blog during the King's direct rule has encouraged others to begin blogging. Consequently, there might be around 200 bloggers in Nepal but no one knows for sure since they have not been registered or organized (*Personal Communication with blogger Ujjwal Acharya. Sept.2.2007*). It is true that the blogging community in Nepal is very small due to limited internet access and its newness. There is not a single study in the field of blogging in Nepal to date. Questions like, who are bloggers? What do bloggers' post? How many people do visit blogs?, have remained unanswered at present. So, this thesis aims at looking for answer to questions relating to different aspects of blogging – bloggers

profile, bloggers' age group, bloggers' education, content, income, hosting services, ethics, blog visitors, bloggers' distribution, frequency of blog post, reason of blogging, advertisement, bloggers' income and language of blogging.

Besides, there is also a question: What is the view of journalists on blogging? This study aims at getting answer to this study.

So, following questions have been set up to study Blogging in Nepal:

- ) What is the situation of blogging and different issues related to blogging in Nepal?
- ) What is the perception of Nepalese journalists towards blogging?

### **1.8 Objective of Study**

The main objective of this study was to focus on different issues of blogging and view of journalists towards the blogging. The other objectivities of the study were identified as follows:

- ) To analyze the situation of blog in Nepal.
- ) To study the perception of Nepalese journalists about blog.

### **1.9 Significance of the Study**

The proposed thesis aimed to study different issues related to blogging in Nepal. Besides, this study studied Nepalese journalists' view on blogging. This also provided the data on different issues of blogging.

The study has both theoretical and practical significance. Theoretically, the study will be a first literature in the field of blogging in Nepal and explore knowledge in the field. Besides, it will provide an insight into how Nepalese journalists view blogging. This, too, will be the first literature in the field of blogging.

Practically, as this study is first of its kind in the field of blogging in Nepal, it will help understand different issues relating to the genre, thus contribute to development and promotion of blogging. Besides, this will also help policy makers and media experts to draw strategies for the development and promotion of blogging in Nepal.

### **1.10 Organization of the Study**

This dissertation has been divided into ten chapters. The chapter one deals with introduction of the study. It contains the background, statement of problem, objectives and significance of the study and the organization of the study. The chapter two presents the literature related to this study. Similarly, chapter three presents the research methodology applied to this study. This chapter deals with various method used such as research design, sampling technique, nature and source of data, data collection techniques, reliability and validity, data processing and interpretation and the limitation of the study.

Likewise, the chapter four deals with the respondents' profile –age, sex, ethnicity, religion, occupation, education, place of blogging of the respondents. The chapter five is about information relating to blog. This chapter covers the subjects like language use in blog, hosting plan, blogging platform, subject matters of blog, blog posting frequency, blogging experience, comments on blog, daily visitors, reason of blogging, difference after and before blogging, connection to people through blogging, blogging community, influence of blog and perception of blog.

The chapter six deals with the issues like advertisement on blog, advertisement type, earning from blog, income and expenditure of blogging while chapter seven is about the blog and ethics. Similarly, problems of blogging and promotion of blogging have been presented in the chapter eight. The chapter nine is about journalists and blog. Journalists' knowledge of blog, blog reading habit of journalists, credibility of blog, journalists' view of blog as an alternative media and use of blog information by journalists in their reporting have been the subject matter covered by under this chapter. Chapter ten is the final chapter. It is about summary, major findings conclusion and recommendation of the study.



## Chapter Two

### Literature Review

Blog as an alternative media is new to Nepal. The genre is still at its preliminary stage of development. It has not been more than three years since it was introduced into Nepal (Rhodes, Arthur. "Between Activism and Journalism." Online posting. 17 Apr. 2006. <<http://www.asiamedia.ucla.edu/article.asp?parentid=43380/>>.). So, research in this field is yet to start. In this context, this study is the first one so far in the field of blogging.

There is no specific law governing blog in Nepal. Some countries like Malaysia, the Philippines, Indonesia, among others have already laws specifically for the genre. But in our context, there is no specific law to govern blog.

#### 2.1 Interim Constitution and Blog

The Interim Constitution of Nepal, 2007 has guaranteed fundamental rights in part 3. Article 12 (a) has ensured freedom of opinion and freedom of expression. Similarly, Article 15 has guaranteed the right for publication, broadcast and print. The provision also says that online media, among others, shall not be closed, seized or registration shall not be cancelled for publishing, broadcasting any reading materials. Likewise, Article 27 has guaranteed right to information.

Though the Interim Constitution is not explicit about blog, the provision relating to online media can be applicable to blog and blogging activities as well. As blogging is also an activity relating to freedom of expression, Articles 12 (a), 15 and 27 are applicable to blog and blogging activities as well. So, blog is well-protected in the Interim Constitution though indirectly.

However, the existing media policies – Media Policy 1993 and Long Term Media Policy 2003 - also do not recognize blog as a genre of media.

## **2.2 Media Policies and Blog**

Media Policy 1993, which was introduced in the spirit of the Constitution 1990, is specific about development of print and broadcast media and has laid down policies for the development of the genres. However, it is silent about online media. It seems that policy makers could not realize that online media would one day come to Nepal. It can be taken naturally not to have any plans for blog in the policy since the Internet was not introduced in Nepal then. But it is unfortunate that even the Long Term Policy of Information and Communication Sector 2003, which was introduced much later the Internet and online media were introduced in Nepal, has failed to have policies for online media in general and blog in particular. The policy covers only those traditional media - radio, television and print media.

## **2.3 Cyber Law and Blog**

Responding to the demand of the "internet community", Nepal enacted a cyber law in 2004. The Electronic Transaction and Digital Signature Act 2004 has brought activities such as hacking, deleting information, stealing documents and software, pasting wrong information, and improper and illegal materials under its purview. The activities are subject to punishment. The punishment is upto five years of imprisonment or Rs 50,000 in fine or both.

In this context, this law also governs blogging activities indirectly. On the basis of law it can be said that this law does not allow pasting improper and illegal materials on blog

as well. So the cyber law makes blogs responsible to the society and compels them to be authentic.

## **2.4 Researches on Blog**

As the genre is at its preliminary stage of development in Nepal, it is natural to have not a single research in the field to date. However, there are some media reports and a book on Nepalese blog. Journalist Binod Bhattarai has devoted one page to discuss Nepalese blog in his write-up published in the book entitled *Media Pluralism in Asia: The Role and Impact of Alternative Media* (159-160). Bhattarai writes that Nepali bloggers started being noticed after royal takeover on February 1, 2005, when the government had enforced a state of emergency that lasted until end-April 2005 and imposed direct controls on media. He discussed a brief history of blogs in Nepal and has listed 25 blogs existing in Nepal as of January 22, 2006.

Due to censorship and media control imposed after the royal takeover, blog was the main place where uncensored news could be read. In a short span of time, Nepali blogs had become popular after the King's move. This situation even drew the attention of foreign journalists, media experts and academic institutions. Some experts began studying the Nepali blogs and started writing papers for conference on the topic of blogging in Nepal.

Among such experts was James Sharrock, a British journalist. He presented a paper entitled "Nepali Blog and Democracy" in Greater Manchester, UK, in April, 2006. In the paper, he attempted to assess the nature of Nepali blogs within broader debates around the democratizing potential of the Internet, giving focus on a limited qualitative study of Nepali news blogs. He conceded that "Nepali blogosphere are fluid and impossible to

study in totality." This was also the case of this present research. Sharrock identified Nepali blogs as news and politics- related ones.

Sharrock also assessed how democratic Nepali blogs in his paper on the basis of offline trends in Nepali society. Besides, he examined how the Nepali blogs have contributed to a gradual 'localization' of the Nepali online world. The paper also showed how a relatively small blogging community, such as the Nepali blogosphere, can 'localize' online content and the blogging medium itself towards Nepali concerns and interests. Basically, the Nepali blogosphere provides a space more for the Nepalis outside Nepal than those in Nepal itself, he wrote.

Sharrock, in this small overview of Nepali news and political blogs during one particular period, mentioned that blogging as a medium has not appeared to be particularly 'democratic'. Sharrock concluded on Nepali blog thus:

The medium itself is clearly accessible only to a small, albeit influential, minority. The various access problems and the nature of online 'debate' mean Nepali news blogs can also unintentionally reflect and enhance offline inequalities. Blogs seemed to have worked best in providing information during a time of crisis and also as a site to express views, rather than as deliberative discussion forums. Though the political impact of blogs inside Nepal has been low the medium was almost ideally suited to tell the world about Nepal during Nepal's political crises. Blogs also have empowered the blogger and reader to shake up traditional media conventions and challenge authorities. Within a limited space for maneuver bloggers in and outside Nepal also created an effective online rebuttal to the royal regime, which was noted and heard internationally. It is somewhat ironic that a political crisis and media repression helped establish blogging. The actions

of the King in February 1st 2005 indirectly, helped inspire the Nepali blogosphere. Political changes following the April Movement, and the actions of Nepali bloggers themselves, may yet move the Nepali blogosphere on in more diverse, local and democratic ways.

During the king's direct rule , when media had faced problem from the government, blogs came into spotlight. Media and media rights organizations wrote articles about Nepali blog. AsiaMedia in its online journal covered Nepali blogs at different time. Arthur Rhodes, on the online wrote that blogs came into spotlight after royal takeover.

Rhodes wrote that only somewhat unregulated space that remained was the blogosphere [after the royal takeover], and blog posts quickly became one of the only uncensored sources of information for a world eager to understand what was happening inside Nepal. Wagle admits that his blog's popularity happened largely by accident. Rhodes tried to trace the history of Nepali blogs as well in his article entitled Between Activism and Journalism posted on the website of AsiaMedia.

Similarly, another writer Vincent Lim published yet another article on the Nepali blog on the website of AsiaMedia (<http://www.asiamedia.ucla.edu/article.asp?parentid=43000>). Lim, in his article entitled Blogging for Democracy in Nepal, wrote that Nepali bloggers reported from where stories about protests and brutality take place, often putting themselves in danger to do so.

Likewise, Annie Besant, another writer for AsiaMedia, wrote, in her online article entitled Blogs Rise about the Nepal Information Coup, that in the face of an information meltdown, readers turn to blogs from Nepal. She wrote:

In the fight against the King Gyanendra's media censorship, the Internet is playing a vital and unexpected role. Bloggers are becoming Nepal's new watchdogs. In the face of strict rules restricting print, television and radio communications, Nepali journalists have begun using web logs, or blogs, to communicate their opinions and news to the outside world (*Besant, Annie. "Blog rise above Nepal information Coup." Online posting. 1 Mar. 2005.* <<http://www.asiamedia.ucla.edu/article.asp?parentid=21285>>.)

Besant wrote that Nepali bloggers had remained anonymous in the beginning days of the king's direct rule in 2005. She added in her article that Nepali bloggers wrote for democracy at that time.

Local newspapers and magazines have also published reporting and articles on Nepali blog. In its January 14-28, 2006 edition, *Himal Khabarpatrika*, a fortnightly magazine, reported that "Nepali blogs are an alternative journalism". Blogs were developed after the royal takeover when media faced restrictions from the government. It further reported that blogs and bloggers dared to publish uncensored news when media were controlled by the government after the royal takeover. The magazine had tried to explore history of blog in Nepal. Blogs were begun in Nepal in sometime in 2003 and there were only two blogs – United We Blog and Radio Free Nepal—at the time of royal takeover. Other blogs were set up gradually. Blogs become effective when it adopts the path of alternative journalism instead of developing them as personal diary.

Likewise, *Nepali Times*, English weekly, reported that blogging boomed after the royal takeover (*Mallika, Aryal. "Citizen Scribes." 21 Apr. 2006.*) The paper reported:

While journalists struggled to get out the news and Nepalis desperately gobbled up all the information they could find, local bloggers kept posting on the web. Their reports, pictorials, personal essays and analysis filled the Nepali blogosphere.

The weekly English-language further reported that most blogs opposed the king's February First takeover. For instance, WeBlog Nepal asks, 'Do the royals read newspapers? Do they listen to FM? Then why is the king so silent when the street protests are deafening with slogans against him?'

Like *Himal Khabarpatrika and Nepali Times*, some other newspapers reported about earning of bloggers from blog ("*Blogger ko kamai*". *Nayapatrika 12 July. 2007: 8.*). The paper has tried to explore how much some blogger earn from their blogs, through interviewing four bloggers. However, the article does not reflect how much one can earn from blogging since it is based on interviews of only four bloggers.

The each write-up is just a fragment of information on blog. So, there is a need for a separate study on blog, which justifies the purpose of this thesis.

## **Chapter Three**

### **Research Methods**

Methodology is the major step for any research work. The method includes different tools and techniques of data collection that have been used in the study. This chapter deals with research design, rationale of the selection of the study area, nature and source of data, data collection techniques and interpretation of data.

#### **3.1 Research Design**

Research design is a plan, structure and strategies of investigation conceived so as to obtain answer to research questions. A descriptive as well as explorative research design has been followed in this study. It was exploratory because no study on blogging in Nepal was carried before. It was also designed to study different variables relating to Nepali bloggers. It will also describe about education, age, profession, income, hosting plan, blogging platform, subject of blogging, posting frequency, purpose of blogging, perception towards blogging, advertisement on blog and blogging ethics. Besides, it will also examine Nepalese journalists' perception towards blog.

#### **3.2 Rationale**

This research has been done purposively. It primarily serves academic purpose. It has been prepared as per the requirement of the curriculum of Masters' Degree in Journalism and Mass Communication, TU.

Blog is new genre to Nepal. No study has been done on blog in Nepal yet. So, this study is relevant. Major reasons of selecting this topic are as follow:



- ) No study has been conducted before on blog in Nepal.
- ) To survey the population of bloggers in Nepal.
- ) To study the distribution of bloggers.
- ) To study nature of blogging, bloggers' background
- ) To explore different aspects of blog in Nepal, and
- ) To know Nepali journalists' perception towards blog.

At the same time, this study is expected to give an outline of blogging, which is new in the Nepalese media system. As there is no study on blogging to date, this study will be a basis for other study in future. And it is also expected that the study will add new knowledge about blogging in Nepal – the point why this study is being done. Besides, it is also expected that this study will find what Nepalese journalists think about and regard blog and blogging.

### **3.3 Universe and Sampling**

Sampling is the procedure to draw a representative unit from the universe. According to BLOGAN, there are 60 bloggers in Nepal. BLOGAN also estimates that there might be more bloggers but have not come to its notice. Like most mass media researches, this study will use available or convenience type of non-probability sampling.

An available sampling or convenience sampling is a collection of readily accessible subjects for study.

Out of 60, thirty bloggers will be selected as sampling for this study. The sampling will be selected through available or convenience sampling method. It is difficult to meet each blogger individually for filling up the questionnaires since bloggers are unregistered

and scattered. In fact, blogs are operated from the room of bloggers and it is not possible to each and every bloggers.

First of all, the emails of the bloggers will be collected from BLOGAN. For this, all the member of the population will be contacted via emails asking them to fill up the questionnaires. The first thirty who will reply back will be taken as sampling units for this study.

Likewise, for this study 70 journalists will be selected as sampling through available sampling method. For that, media organizations will be visited and journalists will be asked to fill up the questionnaires.

### **3.4 Nature and Source of Data**

Both qualitative and quantitative data will be collected for the study. Primary and secondary data will also be collected using structured schedule. The schedule will be distributed to respondents through emails. Similarly, secondary data will also be collected through published and unpublished materials such as books, journalism, research reports, articles, the Internet and other documents.

### **3.5 Data Collection Techniques**

Necessary and reliable data tolls will be adopted for the study. They are as follows:

#### **3.5.1 Interview Schedule**

Interview schedule will be conducted using structured schedule which contain both open-ended and close-ended questions. The structured schedule will be prepared in such a way that it will provide both quantitative and qualitative information. Both quantitative and qualitative data will be collected through the structured questionnaires.

### **3.5.2 Key Informants' Interview**

The person who is familiar with study area will be selected as the key informants for the study. The pioneer bloggers and those who are active in blogging will be taken as the key-informants. All the information relating to blog, blogspace, history of blogging, emails of bloggers, and even some relevant literatures will be collected from the key informants. The key informants will be selected on the basis of their relatively more involvement in blogging.

### **3.6 Reliability and Validity**

In order to become a good research, the data collected must be reliable and valid. For this, an appropriate technique of data collection, structured questionnaires will be used and technically well matured key-informants will be selected to ensure reliability of the data. All the data collected will be then classified appropriately and analyzed by intensive consultation with the supervisor.

### **3.7 Data Processing and Interpretation**

After completion of collecting data from different sources, the data will be analyzed and presented both statistically and descriptively. Data relating to bloggers' income, post frequency, etc. will be analyzed descriptively and statistically.

### **3.8 Limitations**

Like other researches, this study has also some limitations. Since it has studied only bloggers recorded by BLOGAN, it has failed to cover other bloggers who may be in existence in Nepal. As blog is run by an individual and there is no necessity for blogs to be registered in any organizations, it is very difficult to trace a particular blog. So, it is the compulsion of this study to consider only those blogs that have come across the

BLOGAN. Consequently, the study will consider all the available 60 blogs as the universe and there will be no freedom of selecting sampling.

Similarly, only 70 journalists have been taken for this study as it is not possible to include a larger number of journalists to know journalists understanding and perception of blog, due to the limitation of this study. So, the finding may not represent the perception of all journalists working in Nepal because the convenience sampling may not represent the all the journalists of Nepal. Similarly, as the sampling is selected through the method of convenience sampling, some degree of error in the finding of this study is unavoidable.

Besides, the finding of the study might not be applicable to blogging of other countries. So, its external validity might be questionable.

The main purpose of this research was to serve the academic requirement of MA in Journalism and Mass Communication, only 30 bloggers and 70 journalists have been interviewed. The detailed outcome may not come out due to the lack of professional experience and expertise, time and budget.

## **Chapter Four**

### **Results and Discussion**

#### **4.1 Respondents' Profile**

In this chapter, the social settings of the respondents have been studied. It included demographic characteristics of respondents like age, sex, religion, ethnicity, present location and profession.

#### **4.2 Demographic Characteristics**

Demographic characteristics of the respondents have been studied under this sub-heading. The age and sex of respondents have been analyzed as an indicator of demographic characteristics.

##### **4.2.1 Age and Sex**

Society differentiates its members on the basis of age factor. Every age has certain norms and values to maintain. Similarly, "sex refers to biological division into males and females. This study focused on age group and sex of bloggers. On the basis of data on age group and sex, this research enabled to reach a generalization about people of which age group and sex involve in blogging.

Age group and sex of the respondents was tabulated as below:

**Table No. 4.2.1**

**Distribution of Respondents by Age & Sex**

Age Group	Male	Female	Total
10-20	--	--	--
20-30	18	1	19
30-40	10	--	10
40-50	--	--	--
50-60	--	--	--
60 above	1	--	--
Total	29	1	30

Source: Field Survey, 2007

The Table No. 4.2.1 reveals that the total age group has been classified into six groups. The highest number of respondents falls in the age group 20-30. Altogether 18 male and one female lie in this age group. The total percentage of respondents in this age group is 63.33, with the percentage of male respondents being 60. Likewise, the second highest number of respondents lies at the age group between 30 and 40. In this group, there are 10 respondents, which is 33 percent of the total respondents. There is not a single respondent in the age groups 40-50 and 50-60. But there is one male respondent in the age group 60-above. There is no female respondent in this age group.

### 4.3 Caste/Ethnicity

Caste and ethnicity is the segmental division of a society. It is the main basis of stratification of a society. The study has taken respondents of following castes. The details have been presented as below.

**Table No. 4.3**

**Distribution of Respondents by Caste/Ethnicity**

Caste/Ethnicity	Male	Female	Total
Bahun	16	1	17
Chhetri	3	--	3
Newar	4	--	4
Yolmo	1	--	1
Muslim	1	--	1
Dalit	1	--	1
No	3	--	3
Total	29	1	30

Source: Field Survey, 2007

The Table No 4.3 shows that among the 30 respondents, 53.3 percent of the respondents were Brahmin, including 3.33 percent of women. Likewise, 13.33 percent of the respondents were Newar, 10 percent Chhetris and 10 percent with no ethnicity. Similarly, 3.33 percent of the respondents were Dalit, 3.33 percent Muslim and the same percent Yolmo.

#### 4.4 Religion

Man is a social animal, is also a religious or spiritual being. It is a major concern of man. It is one of the earliest and the deepest interest of human beings. Religion is universal, pervasive and perennial interest of man. The belief values and practices of the people are very much guided by the religion. Different societies emphasize different elements of religion. The distribution of the 30 respondents by their religion was tabulated as below.

**Table No. 4.4**

**Distribution of Respondents by the Religion**

Religion	Male	Female	Total
Buddhist	6	-	6
Christian	-	-	-
Islam	1	-	1
No Religion	3	-	3
Total	29	1	30

Source: Field Survey, 2007

The Table No 4.4 showed that the highest number of respondents were Hindu. Of 30 respondents, 20, including one female, followed Hindu religion, which is 66.66 percent of the respondents. Similarly, second highest number of respondents was Buddhist. Altogether 6 respondents were Buddhists, which is 20 in percentage. Similarly, one respondent was Muslim, which is 3.33 in percentage, while three respondents, which is 10 in percentage, said they did not follow any religion.



## 4.5 Occupation

In fact, occupation is essentially a kind of work. It refers to some kind of work with which an individual becomes completely engaged. It denotes the habitual employment, profession, craft or trade of an individual. Occupation is the major factor upon which the economic system of a society depends. It has a direct link to the social status of people. Occupation as a variable in determining economic status, the research has been made to study the occupation of respondents. The purpose of describing the profession of the respondent is to find out that people of a particular are involved in blogging. The details have been given as below:

**Table No. 4.5**

### **Occupation of Respondents**

	Journalist	Professional blogger	Students	No	Other profession
	20	1	1	1	7
Total	20	1	1	1	7

Source: Filed Survey, 2007.

The Table No. 4.5 shows the profession of bloggers. It shows that the highest number of respondents were journalists. Altogether 20 journalists, who make 66.66 of the total respondents, were the respondents. Only one respondent was the professional blogger. Likewise, only one respondent was student while the number of the respondent with no employment was one. The second highest number of the respondent had "other profession." By other profession means profession other than the ones listed above. It means the situation of being employed.

## 4.6 Education

Education level of respondents is the key indicator to know who the bloggers are. As the blogging is the activity of an educated individual. So, illiterate or people with education level below SLC are unlikely to participate in blogging. Details on the education level of the respondents have been given as below.

**Table No. 4.6**

**Education Level of Respondents**

	SLC	Intermediate	BA	MA	Phd
	-	3	11	16	-
Total	-	3	11	16	-

Source: Field Survey, 2007.

In this study, the education level of the respondents ranges from Intermediate to MA level. The table shows that the majority of the bloggers were of higher educational background. There was not a single respondent with education level of SLC and Phd. Altogether 53.33 percent of the respondents were MA. Similarly, 11 of 30 respondents were BA, which is 36.66 in percentage. Similarly, three respondents, 10 percent, were Intermediate. This shows that people with higher educational background are involved in blogging.

#### 4.7 Blogging Place

This dissertation also studied where the respondents were based on. In other words, respondents were asked from where they were blogging. Details have been presented in the following table.

**Table No. 4.7**

**Distribution of the Respondents on the Basis of Blogging Place**

	Kathmandu	Outside Kathmandu
	24	6
Total	24	6

Source: Field Survey, 2007.

The Table No. 4.7 shows the place of the respondents from where they were blogging. The highest number of the respondents was based in Kathmandu. The number of the Kathmandu-based respondents was 24, which is 80 in percentage. Similarly, altogether six respondents or 20 percent of the respondents were based in outside of Kathmandu.

## Chapter Five

### Information about Blog

This chapter deals with the issues like language of bloggers, purpose of using a particular language, hosting plan and payment for the plan, blogging platform, subject matter of blogging, blogging experience, frequency post and number of blog visitors.

#### 5.1 Language

Language is the medium of communication. It plays a vital role in communication and in social life. An attempt was done to study the language used for blogging. Details have been presented as below.

**Table No. 5.1**

#### **Blogging Language**

	Nepali	English	Nepali+English
	6	17	7
Total	6	17	7

Source: Field Survey, 2007.

The table shows that 17 of 30 blogs under study were in English language. It means that 56.66 the respondents used English language for blogging. Similarly, seven respondents said they used both Nepali and English languages for blogging. The number is 23.33 in percentage. Likewise, six respondents said that they blogged in Nepali language. The number is 20 in percentage.

## 5.2 Reason of Using of Language

This research also studied why the respondents use a particular language for blogging. Details have been presented as below.

**Table No 5.2**

### **Use of Language**

	A	b	c	d	e
	5	10	14	9	1
Total	5	10	14	9	1

Source: Field Survey, 2007.

In the Table No. 5.2, "a" refers to "I could not type in other language", "b" refers to "I use it because get more readers in this language", "c" stands for "I feel comfortable to writ in this language". Likewise, "d" refers to "I am writing for international readers", and "e" refers to "other reasons."

The table shows why the respondents used a particular language for blogging. Altogether 14 of 30 respondents, 46.66 percent, said that they use a particular language because they felt comfortable with the language used in blogging. Likewise, ten respondents said that they used a particular language in the blog because they got more readers in the language. Nine respondents said that they used a particular language because they were writing for international readers while five respondents said that they used a particular language only because they did not know typing in other languages. Similarly, one respondent said he used a particular language reasons other than the ones stated above.

Those respondents who said they were writing for the international readers used English language. Similarly, some English-language respondents said that they wanted to do blogging in Nepali language but do not know the typing. Similarly, those bi-lingual respondents said when they would use a particular language solely depends on their mood. Some respondents said that they blogged in Nepali language because they hated English language and wanted to promote Nepali language.

### 5.3 Hosting Plan

Another issue studied under this topic was the hosting plan of the respondents. Details on the hosting plan have been given as below:

**Table No. 5.3**

**Distribution of the Respondents According to Hosting Plan**

	Free Hosting Plan	Paid Hosting Plan
	22	8
Total	22	8

Source: Field Survey, 2007

The Table No. 5.3 shows that altogether 22 respondents had free hosting plan. The number is 73.33 in percentage. Likewise, only eight respondents, 26.66 percent, had paid hosting plan. The payment of those having paid hosting service ranges from as low as Rs 520 to Rs 15,000 per year. The annual payment of the eight respondents for hosting service was thus: Rs 520, Rs 650, Rs 4,000, Rs 6,240, Rs 6,650, Rs. 10,000 and Rs 15,000.

## 5.4 Blogging Platform

Blogging platform is the place where bloggers host their blogs. In recent years, blogging platform have been developed, which provide free space to bloggers. These platforms like WordPress, Blogspot and Blog, the most popular and widely used blogging software, have made blogging accessible to everyone and have led to development of blogging. Details on blogging platform have been given as below:

**Table No. 5.4**

### **Distribution of Respondents on the Basis of Blogging Platform**

	Blogspot	WordPress	Blogspot + WordPress	Others
	10	14	3	3
Total	10	14	3	3

Source: Field Survey, 2007.

The table clearly shows that 14 respondents used WordPress as the platform for their blogging activities, which is 46.66 percent of the total respondents. Similarly, altogether ten respondents used Blogspot as platform. The number is around 33.33 percent of the total respondents. The number of the respondents who used both the WordPress and Blogspot was three, which are 10 in percentage. Likewise, three respondents said that they used blogging platforms other than WordPress and Blogspot. But they did not specify what they referred by others.

## 5.5 Subject of Blogging

This thesis aimed at finding subjects on which the respondents blogged. Subjects of blogging have been given as below:

**Table No. 5.5**

**Subject of Blogging**

	a	B	C	d	E	f	g	h
	7	-	-	-	5	5	9	4
Total	7	-	-	-	5	5	9	4

Source: Field Survey, 2007.

In the Table No. 5.5, "a" refers to "Politics", "b" to "Economy and business", "c" to "Sports", "d" to "Health", "e" to "Human Interest", "f" to "Social issues", "g" to "All" and "h" to "Others".

The table serves as the indicator of the subject matters that the respondents dealt with on their blogs. It shows that nine respondents blogged on all the subject matters from "a" to "h". Similarly, seven respondents replied that they blogged on politics while five respondents said they blogged on human interest issues. Likewise, another group of five respondents said they wrote on social issues for their blogs.

In the same way, four respondents said they blogged on other subjects like information communication technology (ICT), personal affairs, internet and technical aspects of blogging, technology, life, art, literature, cyber culture and search engines.

**5.6 Blog Duration**

During the study, it was tried to find out how long the respondents have been blogging. The respondents' experience has been presented in the following table.



**Table No. 5.6**

**Blogging Experience of the Respondents**

	a	b	C	d	e	f	g	h	i	j	k
	9	2	4	6	2	4	1	2	-	-	-
Total	9	2	4	6	2	4	1	2	-	-	-

Source: Field Survey, 2007.

In the Table No. 5.6, "a" stands for "Less than one year", "b" for "One year", "c" for "Less than two years", "d" for "Two years", "e" for "Less than three years", "f" for "Three years", "g" for "Less than four years", "h" for "Four years", "I" for "Less than five years", "j" for "Five years", and "k" for "Above five years".

The table is about the blogging experience of the respondents. The highest number of respondents, 9 to be precise, had less than one year of experience in blogging. Similarly, six respondents said they have been blogging for the last two years. Four respondents said they started blogging less then two years ago. The same number respondents said they have been engaged in blogging for the last three years. Similarly, two respondents replied that they have been blogging for the last two years while an equal number of respondents had four years of experience in blogging. Likewise, two respondents were two-year experienced. There were not a single respondent who had blogging experience of five years or more.

## 5.7 Frequency of Post

How frequently bloggers update their post is another issue dealt with by this study. Frequency of post indicates respondents' involvement in blogging activity. Details have been presented in the following table.

**Table No. 5.7**

### **Frequency of Post**

	Daily	A few times a week	Weekly	Whenever I like	Others
	4	7	1	16	2
Total	4	7	1	16	2

Source: Field Survey, 2007.

The Table No. 5.7 reveals blogging activities of the respondents. It shows that 16 respondents or 53.33 percent of the respondents said they updated their blogs whenever they like. Only four respondents or 13.33 percent of the respondents updated their blog daily while seven respondents or 21.33 percent of the respondents updated their posts a few times a week. One respondent or 3.33 percent of the respondents said s/he updated his/her blog once a week.

## 5.8 Comments on Blog

Comments are feedback to blog. Comments ensure a two-way communication between a blogger and readers of blog. Blog became interactive and participatory due to comments. To know readers involvement in making blog participatory and interactive, it is necessary to study comments on blog. So, this research studied the number of comments the respondents got on their blog posts.

The respondents said that the number of comments depends on the post. They replied that the number of comments per post is not fixed. The number of comments ranges from 0 to over one hundred. Some respondents said they never got comments.

### 5.9 Daily Visitors

The respondents were asked about the number of daily visitors of their blog. The answer was not the same. Five respondents said they could not say about the visitors of their blogs while some other said not a single person visited their blogs. Others gave an average of daily visitors thus: 9, 12, 15, 20, 25, 30, 55, 62, 88, 100, 550, 1,000, and so on. One respondent said that s/he had 10,000 visitors per day.

### 5.10 Reason of Blogging

An individual differs from another. So is the blog. Some maintain blog as one's diary. Others update daily happenings on the blog. Some may be blogging for social status or for social gratification. This shows different people have different purpose of blogging. Let us see why the respondents blog. Details have been given as below.

**Table No 5.10**

**Purpose of Blogging**

	A	b	C	d	E	f	g
	6	14	2	1	5	12	3
Total	6	14	2	1	5	12	3

Source: Field Survey, 2007.

In the Table No 5.10, "a" refers to "To practice writing", "b" to "To disseminate information", "c" stands for "To pass time", "d" for "For social status", "e" for "To satisfy personal ego", " f" for "It is my hobby", and "g" for "Other reasons".

The Table No 5.10 shows one respondent blogged for more than one reason. The maximum number of respondents said that they blogged to disseminate information. Similarly, second highest number of respondents blogged as their hobby. The number of such respondents was 12. Likewise, six respondents said they do blogging to learn writing skill while five wrote on blog to satisfy personal ego. Two respondents replied that they were involved in blogging just to pass time.

### **5.11 Difference Before and After Blogging**

The study also focused on what the respondents achieved after they started blogging. The respondents said they achieved something through blogging – personal satisfaction to making friends.

Some respondents said they got satisfaction from blogging while others said they succeeded to making new friends through blogging. It was an easy way in keeping in touch with friends, they said. Blogging made them know to other people. One respondent said, "Blogging made me feel me someone important, more responsible and expressive." Another respondent said his/her writing skill improved and s/he matured as a writer since starting blogging. Some said blogging enabled them to realize their inner capability as blogging provided them to express their creativity. However, some respondents replied that they did not experience difference before and after starting blogging. "I have been able to realize self-dignity through blogging." But the number of such respondents is very few.

### **5.12 Connecting People and Blogging Community**

Blogging is a platform for connecting oneself to other people. That is one of reason why blogging is done. This study focused on whether the respondents were able to get

connected with people whom they did not know before they started blogging. Of the 30 respondents, 27 said they were successful to get connected with more people through blogging. Only three respondents said "no" – they were not able to connect with other people through blogging.

Similarly, the study focused on whether the respondents were the member of any blogging community. Twenty three respondents said that they were the member of blogging community. They were also asked the reason of being member of such a community. They had different reasons of being member of the community.

They said they joined blogging community to attract new visitors, to be connected with more people, to exchange knowledge and information about blogs, to promote blogging, to share experience, culture and to increase blog's readership. Similarly, those who were not the members of any blogging community said that joining such a community was not their priority and did not want to be engaged in any community.

### **5.13 Influence of Blog**

Whether the blogs had any influence on readers was another question dealt with by this study. The respondents were asked whether their posts had any influence on readers.

Details have been presented as below:

**Table No. 5.13**

**Blog's Influence**

	Yes	No
	17	13
Total	17	13

Source: Field Survey, 2007.

The Table No 5.13 shows that majority of the respondents, 17 to be precise, said their blogs had influence on readers. The number is 56.66 in percentage. However, the respondents were also asked to specify the influence, none of the respondents replied. Similarly, 13 respondents said that they did not think that their blogs had influence on anyone.

#### 5.14 Respondents' Perception of Blog

The respondents were also asked about their opinion on the perception of blog in society. What they replied has been given below.

**Table No 5.14**

#### **Respondents' Perception of Blog**

	Good	So-So	Bad
	17	12	1
Total	17	12	1

Source: Field Survey, 2007.

The Table No.5.14 shows that altogether 17 respondents, which is 56.67 percent, said that they thought the perception of blog in society was good while 12 respondents, which is 40 percent, said the perception was so-so. Likewise, one respondent or 3.33 percent of the total respondents said that s/he found the social perception of blog in society bad.

## Chapter Six

### Blog & Advertisement

Advertisement is the main source of income of media. Similarly, it is also the source of income in blog as well. So, this chapter deals with Nepali blog and advertisement, type of advertisement, advertorial and income of bloggers.

#### 6.1 Blog Advertisement

Respondents were asked whether they had advertisement on their blog. Majority of the respondents said they had advertisement on their blogs while the remaining respondents said they did not have advertisement on their blogs. Details have been given in the following table.

**Table No. 6.1**

#### **Blog Advertisement**

	Yes	No
	16	14
Total	16	14

Source: Field Survey, 2007.

The respondents were asked whether they had advertisement on their blogs or not. The Table 6.1 reveals that 16 respondents said 'yes'. It means they had advertisements on their blogs. The number is 53.33 in percentage. Similarly, altogether 14 respondents or 46.66 percent said "no" to advertisement.

## 6.2 Advertisement Type

Those respondents who used advertisement on their blogs were also asked about the type of advertisement they used. Generally, Google, Adsense, Adbrite, TLA, Private Ads are available as advertisement for blog. Details have been given below.

**Table No. 6.2**

### **Respondents' Choice of Advertisement**

	Google	Adsense	Adbrite	TLA	Other Similar Ads	Private Ads
	9	8	2	3	1	2
Total	9	8	2	3	1	2

Source: Field Survey, 2007.

Table No. 6.2 shows that the respondents who used advertisement on their blog preferred Google most. Likewise, respondents' second choice was Adsense, third choice TLA and fourth choice was Adbrite. Similarly, some respondents said they used private advertisements as well.

Meanwhile, those respondents who did not use advertisements were also asked why they did not use any advertisement. They were asked why they did not use advertisements. They were given four choices – a) I don't know, b) I am not technically good to put one, c) I don't want any, and d) I will put later. Majority of the respondents said they did not want any advertisement on their blog while others said they were not using advertisement because they did not technically good to put advertisement.

## 6.3 Earning From Blog

This study also focused on monthly earning from blog. Earning from the blog is one of the main factors that motivate people to be active in blogging. Bloggers earn through



advertisement published on blogs. Twenty one respondents said they did not earn from the blog. However, nine respondents said they earned from their blog. Their earning ranges from Rs 350 to Rs 6,500 per month, according to the respondents.

Besides, they were also asked whether the income met their expenditure. Their replies were as shown in the table below.

**Table No. 6.3**

**Income and Expenditure of Blogging**

	Yes	No	Breakeven
	9	17	4
Total	9	17	4

Source: Field Survey, 2007.

The Table 6.3 shows that 17 of the 30 respondents said the income from blogging does not meet their expenditure. However, nine respondents relied that their blogging expenditure was covered by their earning from their blogs and they were earning from the blogging. Similarly, four respondents said they were neither losing money nor earning from blogging.

## Chapter Seven

### Blog and Ethics

#### 7.1 Ethics

Ethic is a set of 'what should be done and what should not be done' in a profession. Ethic makes a profession responsible and accountable to society. Ethic is not law, it is morally binding. Ethic makes a profession respectable and helps the profession to command respect from the society.

Like every profession, blogging should have its own ethic. But whether bloggers should follow certain ethics or not is still a subject of debate not only in Nepal but also across the world. One of the major criticisms against blog is that bloggers do not follow any ethics. So, blogging is often questioned on the ground of ethics.

In this context, this research studied whether Nepali bloggers did follow any ethics and bloggers' opinion to the need for the ethics. The respondents were asked whether they needed any ethic and whether they had ever read ethic for them. Details have been given in the table below.

**Table 7.1**

#### Need of Ethics

	Yes	No
	22	8
Total	22	8

Source: Field Survey, 2007.

The respondents were asked whether they needed separate ethics. Majority of the respondents, 22 to be precise, said "yes", meaning they wanted ethics for blogging. But eight respondents said no to a separate set of ethics for them.

The respondents were asked why they needed a separate set of ethics. They said they themselves were required to make their ethics and ethics imposed by others were unacceptable to them. Ethics were needed to prevent bloggers from infringing privacy, personal rights of individuals and to make blogging responsible to the society, they said. The respondents in favor ethics said that ethics were required to stop defamatory and pornographic contents on blogs, to prevent misuse of blogs and to discourage plagiarism. They further said that as blogs were read by thousands, ethics were needed to ensure that blog contents did not affect negatively.

Likewise, those who said nay to ethics argued that blogging should be freed and there should be no ethics to infringe bloggers' freedom of expression. They said blog was a platform to write whatever one's thinks and likes, bloggers should be let free to use their own conscience. Bloggers themselves capable to determine what should be published and what should not be, so there was no need of ethics, they argued.

## **Chapter Eight**

### **Problems and Promotion of Blog**

This dissertation also studied the problems that the respondents have been facing at present in the field of blog. Besides, this thesis also focused on exploring ways to promoting blog in Nepal.

The respondents were asked to identify the problems of blogging. Similarly, they were also asked for their suggestions for promotion of blogging in Nepal.

So, this chapter deals with the problems in the field of blogging and the ways to promoting blogging in Nepal.

#### **8.1 Problems of Blogging**

The respondents were asked what their problems were. Each respondent had one problem in common – slow and limited Internet access. Besides, they said that there was lack of technical know-how of blogging and there was a need to raise awareness about blogging.

One respondent said there was a lack of readers to blog in Nepal. Another replied that there was also lack of Nepali advertisement. Two respondents said blog was not defined in Nepal's context. A respondent said there was no law to protect the respondents' rights and activities on blog.

Besides, two respondents complained that mass media did not give priority to blogging. Three respondents said they thought that crisis of the respondents' identity and lack of government response to blog was the biggest problems. Likewise, continuity of bloggers in blogging was another problem, said five respondents. One respondent

identified lack of creativity of the respondents as major problem in the field of blogging. Lack of diversity in blog content was a problem, said another respondent. Three respondents said low computer and Internet literacy were the major problem of blogging in Nepal. Two respondents said lack of well-developed infrastructure was another problem in the field of blog in Nepal.

## **8.2 Promotion of Blogging**

This thesis also studied about ways to promoting blogging in Nepal. The respondents were asked for suggestions to promoting blogs in Nepal. Each respondent had different reply to the question and each had more than one suggestion. Twenty eight respondents suggested that the Internet should be made cheap, fast, easily available and accessible to all the people.

One respondent suggested that Nepal should have its own blogging software. Another respondent said that the state should recognize blogging in its laws and its policies. Two respondents suggested that computer literacy should be increased to promote blogging in the country.

Likewise, two respondents suggested for a unity among the bloggers. A respondent suggested that workshops, debate and interactions on blogging across the country should be held. Two respondents said blogging community like BLOGAN should organize nationwide campaigns. Seven respondents said broadband Internet should be introduced. Three respondents said bloggers should try to be more professional so as to promote blogs.

### 8.3 Need for a Separate Law

As there is no separate law to govern blog and blog related activities in Nepal. In this context, the respondents were asked whether they felt the need for a separate law for blog. The respondents' replies have been presented in the following table.

**Table No. 8.10**

#### **Respondents' View on Separate Law for Blog**

	Yes	No
	7	23
Total	7	23

Source: Field Survey, 2007.

The Table No. 8.10 shows that a highest number of the respondents said "no" to the idea of having a separate law to govern blog and blogging activities. The number of such respondents was 23, which is 76.67 in percentage. Likewise, altogether seven respondents or 21.33 said they supported the idea of having a separate law for blog.

## Chapter Nine

### Journalists and Blog

Another part of this study deals with the perception of Nepalese journalists about blog. This chapter covers the questions like whether the respondents know about blog, respondents' blog reading habit, credibility of blog on the eyes of the respondents, whether the respondents regard blog as an alternative media, and usefulness of blog information to the respondents' work of reporting.

#### 9.1 Knowledge of Blog

The respondents were asked whether they knew about bloging. Their replies have been given as below.

**Table No. 9.1**

**Respondents' Knowledge about Blog**

	Yes	No
	53	17
Total	53	17

Source: Field Survey, 2007.

The Table No 9.1 shows respondents knowledge of blog. They were asked to choose between "yes" and "no". "Yes" means the respondents know about the blog while "no" means the respondents do not know about blog. Of the 70 respondents, altogether 53 respondents or 75.71 percent of the respondents said that they knew about blog. But 17 respondents, which is 24.29 in percentage, said they did not know about blog.

## 9.2 Blog Reading Habit

This study also studied blog reading habit of the respondents. The habit has been presented in the following table:

**Table No. 9.2**

### **Blog Reading Habit of the Respondents**

	Yes	No
	11	59
Total	59	11

Source: Field Survey, 2007.

The Table 9.2 shows the blog reading habit of the respondents. The respondents were asked whether they read blogs regularly. They were given two choices as answer – "Yes" and "No". By "yes" means the respondents read blogs regularly while "no" means the respondents did not read blog regularly.

The Table shows that only 11 respondents or 15.72 percent of the respondents read blog regularly while 59 respondents or 84.28 percent of the respondents did not read blog regularly.

## 9.3 Credibility of Blog

The respondents who read blogs regularly were asked to evaluate the credibility of blogs as well. The eleven respondents who read blogs regularly replied as below.



**Table No. 9.3**  
**Credibility of Blog**

	Yes	No
	11	0
Total	11	0

Source: Field Survey, 2007.

The respondents who read blogs regularly were asked about credibility of blogs in their opinion. All the eleven respondents or 100 percent of the respondents said they found blogs credible. There was not a single respondent who questioned the credibility of blogs.

#### **9.4 Blog as an Alternative Media**

A debate on whether blog is an alternative media is pervasive among media experts worldwide. There are arguments for and against. Those who regard blog as an alternative media argue that blog is the platform for dissemination of information. Similarly, those who do not regard blog as an alternative media say that blog is just a personal diary. Amidst such debate, this dissertation studied the view of the respondents on blog.

The respondents were asked whether blog should be regarded as an alternative media. Their replies have been given in the following table.

**Table No 9.4**

**Respondents' View on Blog as an Alternative Media**

	Yes	I have no idea	No
	35	15	20
Total	35	15	20

Source: Field Survey, 2007.

The Table No. 9.4 shows the respondents' views on blog as an alternative media. They were given three choices – "Yes", "I have no idea," and "No". By "Yes" means, the respondents regard blog as an alternative media while "No" means respondents' refusal to regard blog as an alternative media. The third option referred to the respondents' confusion. The Table shows that 35 of the 70 respondents said that they regarded blog as an alternative media. The number is 50 in percentage. Similarly, altogether 20 respondents or 28.57 respondents opinioned that blog should not be regarded as an alternative media. Likewise, 15 respondents said they had not idea about whether blog should be regarded as an alternative media. The number is 21.43 in percentage.

**9.5 Usefulness of Blog Information**

The respondents were asked whether they ever found information posted on blog useful for their reporting. The respondents replied as given below.

**Table No. 9.5**

**Use of Blog Information by the Respondents**

	Yes	Not Yet
	5	65
Total	5	65

Source: Field Survey, 2007.

The Table No 9.5 shows the use of blog information by the respondents in their reporting. The highest number of respondents said they had not used blog information in their reporting yet. The number of such respondents was 65, which is 92.85 in percent. Likewise, altogether 5 respondents said they had used blog information in their reporting. The respondents were 7.15 in percentage.

## **Chapter Ten**

### **Summary, Conclusion and Recommendation**

#### **10.1 Summary**

Weblog or blog is emerging as an alternative media in the world though the debate over whether it should be regarded as an alternative media is still on. It is also regarded as a form of citizen journalism since it is by the people, of the people and for the people. Free and easy access to blog software in the recent years has led to explosion of blogging in the world. An estimation of the European Journalism Center puts the number of blogs at 34 million in the world.

Blog is at its preliminary stage of development in Nepal. According to pioneer bloggers Ujjwal Acharya, blog was started in Nepal in 2003. Till February, 2005, blog was known to only a limited circle of people. The press censorship and media control imposed by the then royal government in February 2005 prepared a background for the development for blog. Bloggers like Acharya and Dinesh Wagle started posting uncensored news and articles in their blog United We Blog, which led to popularity of blog. Then many people knew about blog in the country. Gradually, other people also started blogging after being inspired by the success of United We Blog. Now it is estimated that around 200 blogs exist in Nepal. As blog are operated by individuals from their rooms, it is not easy to have a complete and authentic census of blogs. BLOGAN has identified and recorded 60 blogs in the country.

As the genre is new to Nepal, researches in its filed are yet to be done. There are a few articles on the Nepali blog, penned by both national and international writers for their

own purposes. The articles are just about the introduction to blogs in Nepal. In this context, this dissertation is the first research in the field of blogging in Nepal. This study has been carried out in 30 bloggers, which is 50 percent of the total population identified and registered by BLOGAN as of August 25, 2007. They were selected through the convenient sampling method. Besides, an attempt has been done to know the perception of 70 working journalists regarding the blog. The journalists were also selected through the convenient sampling method.

Relevant data for the study were collected through personal interviews of 30 bloggers and 70 journalists, with the help of structured and unstructured questionnaires. And, information was collected from key informants for reliability.

Being the study first of its kind in Nepal, its findings are expected to provide general information about blog, blogging and bloggers. Major findings of the study have been given below:

- ) The subject of this dissertation was not studied in the past in Nepal.
- ) Most of the bloggers were male. Only few female were involved in blogging.
- ) Most of the bloggers were of age group 20-30 and 30-40. So, people of these age groups were involved in blogging. Only one blogger was above the age of 60.
- ) Most of the bloggers were based in Kathmandu.
- ) Bahun was the dominant caste group.
- ) Hindu was the dominant religion.
- ) Journalism was the major profession of the bloggers. Only one blogger was a professional blogger.

- ) People with higher education background MA and BA were involved in blogging. There was not a single blogger with educational background below +2.
- ) Majority of the bloggers blogged in English. A significant number of bloggers blogged both in English and Nepali.
- ) They chose a particular language for blogging because they felt comfortable to the language and got more readers in that language.
- ) Some bloggers were writing for international readers and used English language.
- ) Most of the bloggers had a free hosting plan.
- ) Most of the bloggers used WordPress and Blogspot as blogging platform.
- ) The bloggers wrote on any subject they liked, including politics, business and economy, sports, health, social issues and human interest. But they mostly blog on political issues.
- ) It had not been more than three years since the bloggers started blogging.
- ) The bloggers wrote whenever they liked. Only a few bloggers wrote on blog daily.
- ) Comments as feedback to blog depend on posts.
- ) Upto 10,000 visitors visit a particular blog. Some bloggers did not have readers at all.
- ) A dominant number of bloggers wrote to disseminate information. A significant number of bloggers did blogging since it was their hobby.
- ) The bloggers experienced a difference after they started blogging. The difference ranged from personal satisfaction, making friends to satisfying personal ego.

- ) The bloggers joined a blogging community to attract more readers, and to be connected with more people.
- ) Blogs had influence on people.
- ) The social perception on blog was good.
- ) The number of the bloggers using advertisement and those not using commercials was almost equal.
- ) The bloggers preferred Google and AdSense as advertisement most.
- ) Only a few bloggers earned from blogging.
- ) Bloggers earned Rs 350 to Rs 6,500 per month.
- ) Income from blogging did not meet blogging expenditure.
- ) There was no separate ethics for blog.
- ) Majority of the bloggers wanted ethics but wanted to make their ethics themselves.
- ) Ethics were needed to make blogging socially responsible and to prevent bloggers from infringing privacy, plagiarism, pornographic and defamatory content.
- ) Slow and limited Internet access was the major problem of blogging.
- ) Lack of technical know-how of blogging and lack of awareness about blog were other problems.
- ) Another problem was that there was no law for the protection of bloggers.
- ) Similarly, crisis of identity was another problem.
- ) Internet should be made cheaper, faster and easily available across the country to promote blogging in Nepal.

- ) Workshops, debate and interactions should be held to raise awareness about blogging.
- ) Majority of bloggers did not want a separate law for blog.
- ) Majority of the journalists knew about blogging but did not have reading habit. A few journalists read blogs regularly.
- ) Those journalists who read blog found information on blogs credible.
- ) Journalists were divided over regarding blog as an alternative media in Nepal.
- ) A large number of journalists had not yet used information of blog in their reporting.

## **10.2 Conclusion**

Blog is no doubt a newly-introduced genre of journalism. Many major media of the world like The New York Times, The Washington Post and The Guardian have their own blogs. Iranian and Iraqi bloggers are world famous and many western media depend on these blogs for their reporting on what is happening in Iraq and Iran. During the Tsunami, media were not able to reach to all the places hit by the natural calamity. Blogs were the main source to know what was happening in the Tsunami affected places. This account is sufficient enough to accept blog as a new genre of journalism.

However, the case is different in Nepal. Blog is in its primary stage of development. It is fighting for its identity. During the King's direct rule, especially in the first three months of the rule when media censorship was imposed, blog, namely United We Blog, was the place for uncensored news. Blog's popularity suddenly soared up, encouraging other aspiring bloggers to begin blogging. But as the censorship was gradually eased and traditional media started giving independent reports, blog's popularity came down. At



present when there is complete press freedom, blogs have remained known only to a limited circle.

Slow, urban-based and expensive Internet and telephone services, limited access and expensive telephone service are major problems for the development of blogging in Nepal. Similarly, the existing blogs need to be more professional and reliable.

Blogs can be very reliable citizen journalism in Nepal. They can be the source of information in rural and remote places where traditional media do not have access. Similarly, policy makers can understand the situation of rural and remote places by reading blogs done by the people there if infrastructure for blogging could be developed in the places.

At present blog is limited to urban areas only. Only people with well-off background have access to blog. It has not been the media of the poor. Likewise, there is lack of policy and law for recognizing and promoting blog. Nor is there any study on the genre to date. Such studies are necessary for formulating policy on blog and for promotion of blog. In the meantime, traditional major media have not recognized blog as an alternative kind of media.

Besides, cost of blogging is very high at present since the Internet is very expensive. Unless cost of internet is reduced, blog cannot be spread and developed in the country like Nepal where economic condition of average individual is very low.

Similarly, credibility is another question related to blog. Unless credibility is increased, society is unlikely to accept blogging. So, for the survival of blog in Nepal, bloggers should attach a high importance to credibility

People are involved in blogging simply to appease their hobby. People are yet to be fully aware of the fact that blog can bring money to their pocket. People are yet to take up blogging as a profession.

Similarly, credibility is another question related to blog. Unless credibility is increased, society is unlikely to accept blogging. So, for the survival of blog in Nepal, bloggers should attach a high importance to credibility

To sum up, blogging is yet to get legitimacy as media in our society though there is a huge prospect of blogging in Nepal. It can be expected that blogging will develop with the development of infrastructure of the Internet and telephone in the country. The faster the infrastructures are made accessible to people based in urban and remote places alike, the faster blogging will flourish in Nepal.

### **10.3 Recommendation**

No doubt, blogging bears a huge potentiality in Nepal. But it is at its preliminary stage of development at present. Our society is yet to realize the fruits that can be reaped from blogging. On the one hand, there is lack of government policy on blog while on the other hand there are a number of problems for the development of blogging in Nepal. Here a few recommendations have been made to develop and promote blogging in Nepal. They have been listed below.

Internet and telephone should be made easily available across the country.

- ) Internet and telephone charges should be made nominal.
- ) Awareness about blogging should be raised.
- ) Computer literacy should be increased.

- ) National policy on blog should be formulated.
- ) Government should recognize blog as citizen journalism.
- ) Training to bloggers should be given to enhance their technical know-how and professionalism.
- ) Bloggers should post only credible information.
- ) Nepal's own blogging software should be developed.
- ) Blog in Nepali language should be encouraged so that even the non-English Nepali readers can read blog and thus the number readers will increase.
- ) Bloggers should be recognized at par with journalists.
- ) Media and journalists should regard blog as an alternative media and give legitimacy.

#### **10.4 Subject Matter for Further Study**

There are still many issues related to blog that can be suggested for further study.

They can be listed as below:

- ) Bloggers' economic condition.
- ) Content of blogs.
- ) Credibility of blog.
- ) Blog's impact on policy making.
- ) Blog's future prospect.
- ) Politics and blog.
- ) Style of blogging.
- ) The effect of political change on blog.
- ) Standard of blog content.

) Pros and cons of blogging.

If these issues are studied, we can get a complete picture of blogging in Nepal.

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## **Annex I**

### **Interview Schedule for Respondents (I)**

Date of Information:

Respondent No:

#### **Part I**

##### **Personal Profile**

Name:

Gender:

Age:

Current Address:

Religion:

Ethnicity/Caste:

7. Profession:

8. Education Completed:

#### **Part II**

##### **BLOG INFORMATION**

9. What is your URL?

...

10. What is the language of your blog?

...

11. Why do you use particular language?

Please specify .....

12. What is your hosting plan?

- a. Free            b. Paid

13. If paid hosting, how much do you pay yearly?

...

14. Which blogging platform you use?

- a. WordPress            b. Blogspot    c. blog

c. Others [Please specify..... ]

15. On which subject do you blog?

- a. Politics            b. Economy and Business    c. Sports            d. Health            e.

Human Interest            f. Social Issues            g. All    h. Others    (Pease specify...  
).

16. How long have you been blogging?

- a. Less than one year            b. One year    c. Less than two years

d. Two years            e. Less than three Years.    g. Three years.h. Less than four  
years.    i. Four Years    j. Less than five years    k. Five years.    l. Five years    m. Over five  
years.

17. How often do you post blog?

- a. Daily            b. A few times a week            c. Weekly            d. When ever I like to write

18. How many comments do you get per blog?

...

19. How many people visit your blog daily?

...



### **PART III**

#### **BLOGGING EXPERIENCE**

20. Why do you blog?

- a. To practice writing.
- b. To disseminate information
- c. To pass time
- d. For social status
- e. To satisfy personal ego.
- g. It is my hobby.
- h. Others

If others, please specify....

21. What difference do you find in yourself before and after blogging?

...

22. Are you connected to more people through blogs?

- A. Yes.
- b. No.

23. Are you member of any blogging community?

- a. Yes
- b. No

24. If yes/no, why?

Please specify...

25. Do you think your blog has any influence on anyone?

- a. Yes
- b. No

If yes please specify...

### **PART IV**

#### **BLOG EARNING**

26. Do you have any advertisement on your blog?

27. If yes, which type?

- a. Google
- b. Adsense
- c. Adbrite
- d. TLA
- e. Other similar

f. Private Ads

28. If no, why?

a. I don't know.      b. I am not technically good to put one.

c. I don't want any.      d. I will put later.

29. Do you write / give space to advertorial?

a. Yes.      b. No.

30. How much do you earn from your blog monthly?

## **PART V**

31. Do you think bloggers need any ethics?

a. Yes      b. No

32. If yes/no, why?

...

33. Have you ever read any ethics for bloggers?

a. Yes.      b. No.

34. In your opinion, what are the problems of blogging in Nepal?

...

35. What should be done to promote blogging in Nepal?

Please specify ...

## Annex II

### Interview Schedule for Respondents (II)

Date of Information:

Respondent No:

Do you know about blog?

- a. Yes. c. No

Do you read blog regularly?

- a. Yes b. No

i) If yes, do you find blog credible?

- a. Yes b. No

ii) If no, why?

a. I am not used to it. b. I have not time c. I do not believe blog.

3. What should be done to make blogging credible?

a. Facts should be verified b. Ethics should be followed c. Professionalism should be increased.

4. In your opinion, should blog be regarded as an alternative media?

- a. Yes b. No

5. Have you ever found blog information helpful to your reporting?

- a. Yes b. Not yet

## **Annex III**

### **Checklist for Key Informants' Interview**

Name:

Address:

Age:

Sex:

Education:

Profession:

1. How was blogging started in Nepal?
2. What is the current situation of blogging in Nepal?
3. What are the reasons of slow development of blogging in Nepal?
4. What is the influence of blogging in the society?
5. What is the difference between journalism and blog?
6. What are the problems of blog?
7. What should be done to make blogs more professional?
8. What should be done to promote blogging in Nepal?
9. What should government do for the development of blog?
10. What should be done to make people aware of blogging?

## **Annex IV**

### **List of Key Informants**

Ujjwal Acharya (Journalist at *The Kathmandu Post* and a pioneer blogger)

Dinesh Wagle (Journalist at *Kantipur* and a pioneer blogger)

Ghanashyam Ojha (Journalist at *The Kathmandu Post* and a blogger)

KP Dhungana (a blogger)

Dipak Adhikari (Journalist at *Nepal*, a weekly magazine, and a blogger)

## Annex V

### Respondents' Name and URL

Name	URL
1. Ajay Dhakal	<a href="http://dhakal.info">http://dhakal.info</a>
2. Akhanda Bhandari	<a href="http://www.janaandolan.com">www.janaandolan.com</a>
3. Bhupendra Khanal	<a href="http://leplanbhups.blogspot.com/">http://leplanbhups.blogspot.com/</a>
4. Bishnu Prasad Dhakal	<a href="http://bishnubishnu.com.blogspot.com">http://bishnubishnu.com.blogspot.com</a>
5. Buddhi Narayan Shrestha	<a href="http://bordernepal.wordpress.com">http:// bordernepal.wordpress.com</a>
6. Deependra Bajracharya	<a href="http://www.clickdeep.wordpress.com">www.clickdeep.wordpress.com</a>
7. Deepak Adhikari	<a href="http://www.deepakdk.blogspot.com">http://www.deepakdk.blogspot.com</a>
8. Darshan Karki	<a href="http://www.zade.wordpress.com">www.zade.wordpress.com</a>
9. Deelip Khanal	<a href="http://www.nintynine.org">www.nintynine.org</a> , <a href="http://www.profitmakingtips.com">www.profitmakingtips.com</a>
10. Ghanashyam Ojha	<a href="http://www.denialperl.blog.com">www.denialperl.blog.com</a>
11. Harsha Man Maharjan	<a href="http://www.mediaharsha.blogspot.com">www.mediaharsha.blogspot.com</a>
12. Jitendra Raj Bajracharya	<a href="http://jitucha.blogspot.com">http://jitucha.blogspot.com</a>
13. Kamal Raj Sigdel	<a href="http://www.lookandgaze.blogspot.com">www.lookandgaze.blogspot.com</a>
14. Kamal Kumar	<a href="http://blog.kamalkumar.com.np">http://blog.kamalkumar.com.np</a>
15. Kosh Raj Koirala	<a href="http://www.everesteyes.blogspot.com">www.everesteyes.blogspot.com</a>
16. KP Dhungana	<a href="http://www.bloggernepal.com.np">www.bloggernepal.com.np</a> , <a href="http://www.hamroblog.com">www.hamroblog.com</a>
17. Mohammad Tajim	<a href="http://www.tajim.wordpress.com">www.tajim.wordpress.com</a>
18. Niranjan Kunwar	<a href="http://nirlog.com/">http://nirlog.com/</a>
19. Navin Lama	<a href="http://meroguff.com">http://meroguff.com</a>

20. Pracas Upreti [www.pracas.com.np](http://www.pracas.com.np)
21. Post B Basnet [www.writestolife.blogspot.com](http://www.writestolife.blogspot.com)
22. Rajesh KC [www.phalano.com](http://www.phalano.com), [www.rajeshkc.com/cartoons](http://www.rajeshkc.com/cartoons)
23. Rajib Dahal <http://talkingforum.wordpress.com>
24. Ram Prasad Dahal [www.nepalinfo.blogspot.com](http://www.nepalinfo.blogspot.com)
25. Rajendra Biswakarma [www.rejendraonline.wordpress.com](http://www.rejendraonline.wordpress.com)
26. Sharad Chirag <http://sharadchirag.blog.com>
27. Sailendra Kharel [www.pjsailendra.da.ru](http://www.pjsailendra.da.ru)
28. Tapas Barsimha Thapa <http://blog.tapas.com.np>
29. Tilak Pathak [www.tilak.wordpress.com](http://www.tilak.wordpress.com)
30. Ujjwal Acharya [www.nepalivoices.com](http://www.nepalivoices.com), [www.nepalivoices.com/ujjwal](http://www.nepalivoices.com/ujjwal)

## **Annex VI**

### **Name List of Respondents**

Ananta Raj Luintel	Akhilesh Tripathi
Anjali Subedi	Anil Chhetri
Anuka Bhandari	Binod Dhungel
Bijaya Ghimire	Bijaya Babu Khatri
Bhoj Raj Bhat	Bishnu Budhathoki
Bikash Bhattarai	Bikash Sangraula
Bhawana Sharma	Bhuwan KC
Chunamani Luintel	Chet Bahadur Singh
Durga Khanal	Durga Karki
Damakant Jayshi	Dipak Rijal
Ganesh Rai	Hem Dulal
Himesh Shrestha	Jagat Nepal
Januka Mainali	Krishna Regmi
Kiran Pokharel	Kishor Sapkota
Lekhanath Pandey	Lekhnath Pandey
Maina Dhital	Madhav Dhungel
Murari Parajuli	Manish Gautam
Milan Mani Sharma	Monika Upadhyay
Manju Gurung	Milan Timalseña
Nabin Khatiwada	Nimesh Acharya



Pragati Shahi

Prabhakar Ghimire

Punya Bhandari

Rishi Acharya

Raghunath Lamichhane

Sanjib Adhikari

Shanta Basnet

Suraj Kunwar

Sanjaya Neupane

Sangeeta Rijal

Suman Subba

Sohan Subedi

Saroj Dahal

Tanka Pant

Ujjwal Prajapati

Prem Khanal

Puran Bista

Prem Dhakal

Raja Ram Gautam

Rekha Shrestha

Subodh Gautam

Surendra Phuyal

Sudip Shrestha

Shris Bhandari

Snajaya Ghimire

Shreedhar Paudel

Sharada Rijal

Sushil Bhattarai

Toya Dahal

Yuv Raj Acharya