

Supplementary Material

Table S1. The measurement properties for constructs

Construct	Measurement item (indicator)	Reference
Blogging	Can present my unique personality	[1]
self-efficacy	Can attracts my audience' interests and attention	
	Can make friends through my blog	
positive	Improve my reputation	[2, 3, 4]
performance	Promote my professional image	
outcome	Increase the number of my patients	
expectation	Provide correct medical knowledge showcase my writings, music, pictures, or other works via my blogs	
Positive	Record my life	[2, 3, 4]
personal	Release my pressure	
outcome	Contact with offline/online friends	
expectation	Expand my social network Feel good	
Negative	Cause negative consequences	[2, 3, 4]
outcome	Cause harmful consequences such as dismissals	
expectation	Feel shame if exposing my weakness	
Satisfaction	Very dissatisfied/Very satisfied Very displeased/Very pleased Very frustrated/Very contented Absolutely terrible/Absolutely delighted	[5]

Continuous	continue blogging or updating my blog frequently	
intention to	continue blogging to achieve my expectations	[5]
blog	continue blogging even though I am busy	

References

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<http://www.healthcentral.com/diabetes/c/110/23419/doctors-blog>
- [3] Kovic I, Lulic I, Brumini G. Examining the medical blogosphere: an online survey of medical bloggers. *Journal of medical internet research*. 2018; 10(3): e28.
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- [5] Bhattacharjee A, Perols J, Sanford C. Information technology continuance: A theoretic extension and empirical test. *Journal of Computer Information Systems*. 2008; 49(1): 17-26.