

Blogs

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CPCW 781: CSCW



Primary Sources

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Outline

- What are blogs?
- Origins
- Software influences
- Types of blogs, focus on personal
- Audience
- Link to CSCW

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Introduction

Blogs are:

- Frequently updated webpages
- Reverse chronological order
- Interlinked
- Invite/post commentary



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In the beginning

- Distinct from web journals, e-zines
- Rudimentary in design and format
- Compilation of interesting links

"A Web page where a web logger 'logs' all the other Web pages she finds interesting"

- jorn banger (via Blood, 2004)



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Influence of Software

- Designed to automate publication
- Easy to use
- HTML knowledge not necessary
- Interface emphasis not on links
- Permalinks



WordPress

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Trackbacks

- Allows bloggers to place a reciprocal link in the entry they have just referenced
- Invites instant response
- Emphasize the conversational nature
- Blogrolls

(Blood, 2004)



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Comments & Communication

- "blogs create the audience, but the audience also creates the blog"
- Invite discussion
- Feedback
- Key element to community building
- Can be moderated by owner



<http://girlscientist.blogspot.com>

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Why blog?

For those who maintain personal blogs

blogito ergo sum

- Document one's life
- Provide commentary and opinions
- Express deeply felt emotions
- Articulate ideas through writing
- Forming and maintaining community forums

(Nardi, Schiano, Gembrecht and Schwartz, 2004)

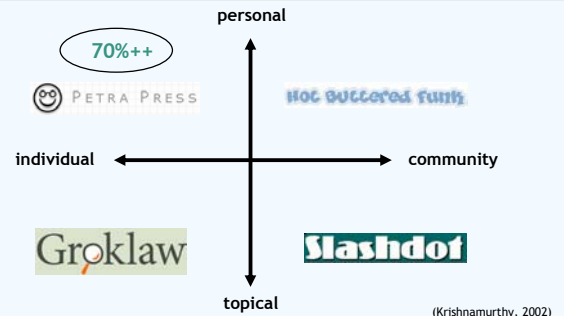
For those who maintain topical blogs:

- Create original content
- Uncover new material
- Create a secondary source to filter information

(Bar-Ilan, 2004; Carter, 2005)

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Classification



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Personal Individual blog

- Personal journals
- Diaries, record keeping
- Chronicle or newsletter
- Photo album or scrapbook
- Travelogue
- Status update or progress report



"blogging is about yourself, unlike avatars or other digital identities"

(from Schiano et al, 2004)

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Why not e-mail?

- Easier than sending mass e-mails

www.myblog.com

vs

mosk@umail.ca, apyrad@umail.ca, neth@umail.ca, lora@umail.ca, klor@umail.ca, jwe@umail.ca, mona@umail.ca, blag@umail.ca, miller@umail.ca, tdeken@umail.ca, ttre@umail.ca, jck@cpic.umail.ca, cpoh@umail.ca, lra@umail.ca, dlp@umail.ca, dh@umail.ca, dolo@umail.ca, ane@umail.ca, acros@umail.ca, yld@umail.ca, luan@umail.ca, kha@umail.ca, jsmi@umail.ca, hoe@umail.ca, dmin@umail.ca, tay@umail.ca, spar@umail.ca, gfr@umail.ca, kbier@umail.ca, clark@umail.ca, oland@umail.ca, lrs@umail.ca, spran@umail.ca, sma@umail.ca, mdr@umail.ca, cubbel@umail.ca, olson@umail.ca, gal@umail.ca, hrad@umail.ca, pish@umail.ca, rkolad@umail.ca, krgen@umail.ca, tot@umail.ca, pnyheam@umail.ca, barbara.lun@umail.ca, shahid@umail.ca, karnson@umail.ca, louisap@umail.ca, mlard@umail.ca, gfr@umail.ca, ndeo@umail.ca, eliot@umail.ca, kjudck@umail.ca, lgean@umail.ca, csefr@umail.ca, lmkay@umail.ca, pjoly@umail.ca, jhedric@umail.ca, rvanard@umail.ca, lraic@umail.ca, jwe@umail.ca, cpe@umail.ca, pash@umail.ca,

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Audience consciousness

- Editing content (i.e. family)
- Avoiding hurt feelings
- Indifference over unknown readers, yet
- Posts by strangers intriguing
- Generally unconcerned about privacy, except when designating "private" posts



(Schiano et al, 2004)

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Problems

- Blogs have no editorial control (Weiss, 2004)
- Conflict of professional vs. personal
- Ethics and legalities



<http://phantomprof.blogspot.com/>

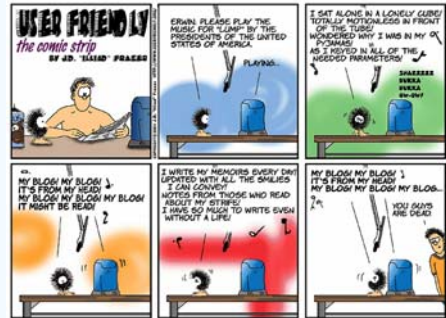
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Blogging and CSCW

- Topical - Community based
- Supports community through:
 - Comments (contributor identified),
 - trackbacks,
 - course- and fine-grained links,
 - easy access
 - RSS feeds
- Semantic blogging - blogging for knowledge management (Cayzer, 2004)

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Questions?



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