**Primary Sources**


**Outline**

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

**Introduction**

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

**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 Barger, via Blood, 2004

**Influence of Software**

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

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

(From Nardi, 2004)

Comments & Communication

- "blogs create the audience, but the audience also creates the blog"
  (From Nardi, 2004)
- Invite discussion
- Feedback
- Key element to community building
- Can be moderated by owner

http://girlscientist.blogspot.com

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

(From 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)

Classification

- Personal
- Topical
- Individual
- Community

(From Krishnamurthy, 2002)

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)

Why not e-mail?

- Easier than sending mass e-mails
- Provides a greater scope of communication
  - Comments, photos, links, group feedback

www.myblog.com vs www.myblog.com
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)

Problems

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

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)

Questions?