

Blogging



Information Technology and Social Life

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Blogging Moments in History

- The term "weblog" was coined by Jorn Barger in December 1997. The shorter version, "blog," was coined by Peter Merholz, who, in April or May of 1999, broke the word weblog into the phrase "we blog" in the sidebar of his weblog (<http://www.peterme.com/archives/00000205.html>)
- A weblog, web log or simply a blog, is a web application which contains periodic time-stamped posts on a common webpage; online journal
- Blogger launched in 1999; now owned by Google
- September 11, 2001
- Trent Lott scandal regarding Strom Thormond
- Iraq War
- Use of blogs by Howard Dean campaign
- James Guckert scandal - bloggers reveal identity
- Rathergate - documents questioning Bush's military service were said to be forgeries
- Bloggers gain press credentials for conventions
- 2004 Presidential Election - bloggers mistakenly interpret exit polls for Kerry

The totality of weblogs or blog-related websites is usually called the blogosphere.

When a large amount of activity, information and opinion erupts around a particular subject or controversy in the blogosphere, it is commonly called a blogstorm or blog swarm.

Mostly linking to articles, commenting on them; not always covering issue or writing new stories.



Types of blogs

- Software - GreatestJournal, Pitas, Blogger, LiveJournal and Xanga.
- Many more advanced bloggers prefer to generate their blogs by using server-side software tools such as Nucleus CMS, Movable Type, bBlog, WordPress, b2evolution and Serendipity
- Personal, news, political, photos, community/collaborative
- Early blog-like sites: Drudge; Slashdot
- Top blogs - Technorati rates Top 100 - <http://www.technorati.com/live/top100.html>
- Boing, Boing; Instapundit; Daily Kos; Andrew Sullivan; Wonkette; Eschaton
- Future - audio, video
- Books on blogging - Dan Gillmor's *We The Media*



Jay Rosen's Top Ten

- 1.) The weblog comes out of the gift economy, whereas most (not all) of today's journalism comes out of the market economy.
- 2.) Journalism had become the domain of professionals, and amateurs were sometimes welcomed into it-- as with the op-ed page. Whereas the weblog is the domain of amateurs and professionals are the ones being welcomed to it.
- 3.) In journalism since the mid-nineteenth century, barriers to entry have been high. With the weblog, barriers to entry are low: a computer, a Net connection, and a software program like Blogger or Movable Type gets you there.
- 4.) In the weblog world every reader is actually a writer, and you write not so much for "the reader" but for other writers. So every reader is a writer, yes, but every writer is also a reader of other weblog writers—or better be.
- 5.) an entry posted in a weblog engages the public record, because it pulls bits and pieces from it through the device of linking.

unique about online or Weblog format.

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Jay Rosen's Top Ten

- 6.) A weblog can “work” journalistically if it reaches 50 or 100 souls who like it, use it, and communicate through it.
- 7.) A weblog is like a column in a newspaper or magazine, sort of, but whereas a column written by twelve people makes little sense and wouldn't work, a weblog written by twelve people makes perfect sense and does work.
- 8.) In journalism prior to the weblog, the journalist had an editor and the editor represented the reader. In journalism after the weblog, the journalists has (writerly) readers, and the readers represent an editor.
- 9.) In journalism classically understood, information flows from the press to the public. In the weblog world as it is coming to be understood, information flows from the public to the press.
- 10.) Journalism traditionally assumes that democracy is what we have, information is what we seek. Whereas in the weblog world, information is what we have and democracy is what we seek.

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