

The Web Delivers Something New: Blogs, Bloggers, and the Blogosphere

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- I: What the *%\$# is a blog?
- II: Life in the blogosphere
- III: Becoming a blogger
- IV: Where to from here...

Blog – (weB LOG)

A blog is basically a **journal** that is available on the web. The activity of updating a blog is “blogging” and someone who keeps a blog is a “blogger.” Blogs are **typically updated daily** using software that allows people with **little or no technical background** to update and maintain the blog.

Postings on a blog are almost always arranged in **chronological order** with the most recent additions featured most prominently.

Matisse’s Glossary of Internet Term
www.matisse.net

Roll Tape...

Blogs about personal experiences

Antipixel.com
KevinSites.net
TenYearsOfMyLife.com
DrowningInTheCurrent.com

Blogs about professional endeavors

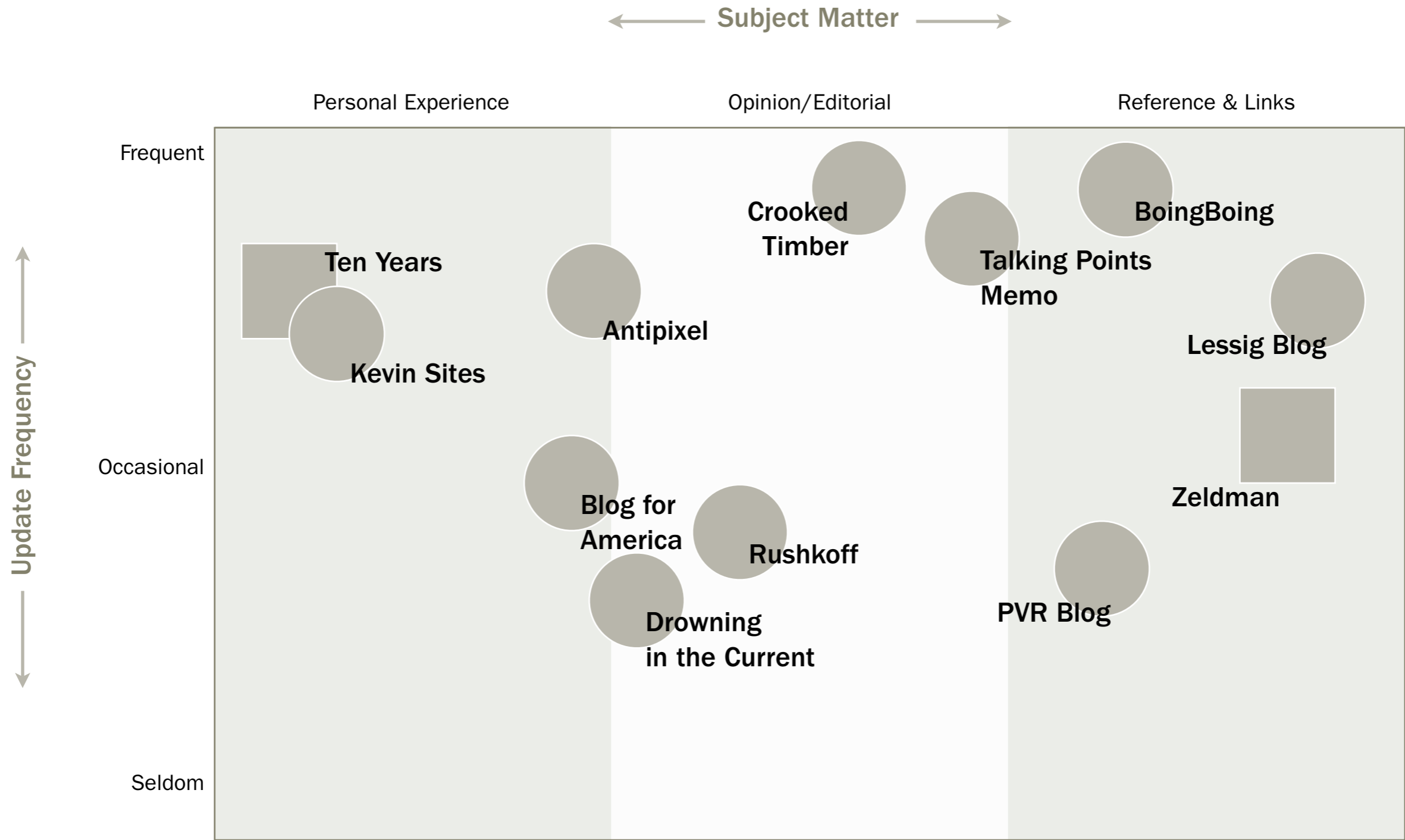
Zeldman.com
Lessig.org/blog/
Rushkoff.com/blog.php
TalkingPointsMemo.com

Blogs about group interests

BlogForAmerica.com
BoingBoing.net
CrookedTimber.org
PVRblog.com

Blog Taxonomy

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How Many Blogs Are There?

- 4.12 million blogs have been created on hosted services including Blog-City, BlogSpot, Diaryland, LiveJournal, Pitas, TypePad, Weblogger and Xanga.
- But, only 1.4 million remain active
- 107,000 updated weekly, 50,000 updated daily

*Source: Perseus Development Corp.
www.perseus.com*

**As of November 6, 2003, Technorati
was monitoring 1,192,949 blogs**

- **4 percent of the online community**
- **60 percent male**
- **61 percent, household income +\$60,000/yr**
- **73 percent online for +5 years**

Source: Jupiter Media's, CyberAtlas

Is the Blogosphere Democratic?

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In systems where many people are free to choose between many options, **a small subset** of the whole will get a **disproportionate amount of traffic** (or attention, or income), even if no members of the system actively work towards such an outcome. This has nothing to do with moral weakness, selling out, or any other psychological explanation. The very act of choosing, spread widely enough and freely enough, creates a **power law distribution**.

*“Power Laws, Weblogs, and Inequality”
Clay Shirky, www.shirky.com*

We are being pummeled by a deluge of data and unless we create time and spaces in which to reflect, we will be left with only our reactions. I strongly believe in the power of weblogs to **transform** both writers and readers from **“audience” to “public”** and from **“consumer” to “creator.”**

In a world that increasingly destroys its rough drafts, blogs are one of the few places to **witness the evolution** of opinion and thought.

rebecca blood
september 2000
www.rebeccablood.net

Technology tends to isolate individuals from their local surroundings while simultaneously connecting them to a wider, geographically dispersed community.

The blog presentation and commenting convention generally resemble natural conversation. As such, blogs provide a superior medium for distance learning than online message boards or threaded email.

The low production and distribution costs of blogs provide a useful mechanism for department publications like Stanford's "Tangents".

Why indeed?

Hosted Blogging Systems

- Typepad
- Blogger
- Inkspot
- LiveJournal
- more virtually every day...

**...or for the technically inclined,
there's MovableType.**

CGI SCRIPTS
PERL PHP
HTML CSS

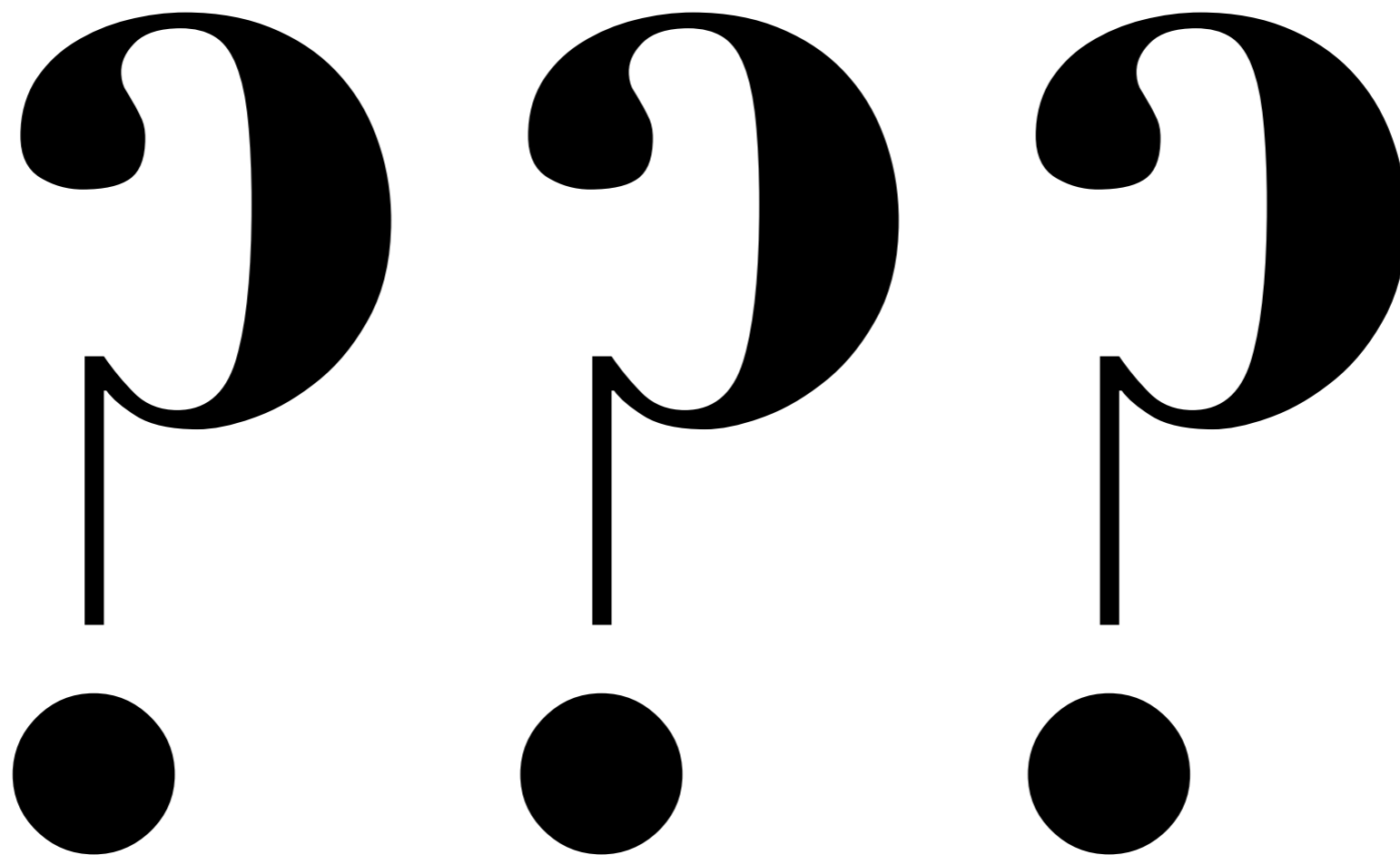
**Single-issue
news aggregators**

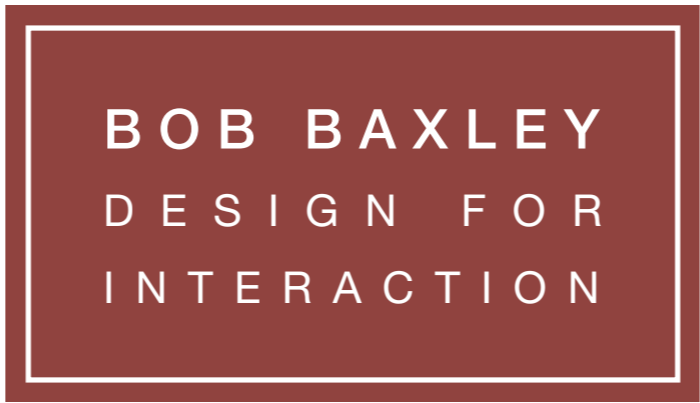
...personal
publishing.

Building reputations

Blogs are a
tool for...

**Facilitating small
group interaction**





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