WeB logs

INFSCI 3350 - Janet Ceja - February 26, 2008

Web log History

• 1997; Dave Winer’s Scripting News

"I'm a blogger, therefore I like to write short two or three paragraph essays on things I care about. The BBC asked me to write an 800-word column on new technology I want, but being a blogger, instead I want to write about five or six things in 200 words each. That's what Bloggers do."
Who Blogs?

2,869,632 likely blogs in blogosphere
(NITLE Blog Census 02.21.08)

Blog for What?

• Creative expression and the documentation of personal experiences are the predominant motivations for keeping a web log...

• ...bloggers also give reasons such as influencing other people or meeting new people.
Blog Social Activities?

- Update others on activities and whereabouts
- Express opinions to influence others
- Seek others’ opinions and feedback
- Think by writing
- Release emotional tension

Kinds of Web logs

- **Genres:**
  - filter (A-list)
  - political
  - technical
  - art
  - journalistic
  - cultural
  - personal

- **Single authored**
- **Multi-authored**
- **Corporate**
- **Photoblog**
- **Video Log**
- **Audioblog**
- **Life log (twitter)**
- **OTHERS?**
Problems with digital content for the average person:

“People are experiencing magnified curatorial problems associated with managing files in the aggregate, creating appropriate metadata, and migrating materials to maintainable formats”
Managing Blogs
Rules, Relations, Code

Rules

<table>
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<th>Type of procedural rule</th>
<th>Bloggers' role</th>
<th>Context</th>
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<tr>
<td>Selection rules</td>
<td>Reader</td>
<td>Information management</td>
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<tr>
<td>Publication rules</td>
<td>Author</td>
<td>Reading management</td>
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<tr>
<td>Networking rules</td>
<td>Networker</td>
<td>Networking management</td>
</tr>
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</table>

Table 1. Overview of procedural rules
Relations

- Blogrolls. RSS, Google Reader
- Tags. Metadata, Tag clouds
- Hypertext. Permalink, Trackback URLs, Pingbacks

Code

- **Software**: Livejournal, Blogger.com, Typepad, [Wordpress](http://wordpress.org), MovableType
- **Info Management**: technical structure (reverse-chronological order, archives; personalize-categories, RSS feeds, etc.
- **ID Management**: personalization features, backgrounds, private posts, etc.
- **Relationship Management**: APIs, widgets, etc.
Figure 1. Blogging practices: Analytical model

Conclusion and Further Research

Web logs are...

A massively distributed but completely connected conversation covering every imaginable topic of interest (Blood, 2002)

NOT REALLY.
• Central Nodes (A list blogs)
• Cliques (neighborhoods)
• Free Floating Individuals

Community: Link to link, node to node
Web log Authorship

Depends on activity and record persistence of postings amassed in archives

- E-democracy or Direct Democracy
- Privacy
- Intellectual Property
- Accountability

Web logs as e-democracy?

- Freedom of Speech
- Anonymity
Nardi, Schiano, and Gumbrecht

- 92.3% of sampled blogs included explicit personal information
- Full names were found in 31.4% of blogs
- First names were found on 36.2%
- Pseudonyms appeared on 28.7%
Should we Ask Permission to Blog About Others?

- 3% asked for permission
- 9% said they never blogged about others

Accountability

- When asked how often they had gotten in trouble because of things they had written on their blogs
  - 36% said they had gotten into trouble
  - 6% frequently got into trouble
Blogger’s Code of Ethics

www.cyberjournalist.net

- **Be Honest and Fair**: Bloggers should be honest and fair in gathering, reporting and interpreting information. Bloggers should: • Never plagiarize. • Identify and link to sources whenever feasible. The public is entitled to as much information as possible on sources' reliability. • Make certain that Weblog entries, quotations, headlines, photos and all other content do not misrepresent. They should not oversimplify or highlight incidents out of context. • Never distort the content of photos without disclosing what has been changed. Image enhancement is only acceptable for technical clarity. Label montages and photo illustrations. • Never publish information they know is inaccurate — and if publishing questionable information, make it clear it's in doubt. • Distinguish between advocacy, commentary and factual information. Even advocacy writing and commentary should not misrepresent fact or context. • Distinguish factual information and commentary from advertising and shun hybrids that blur the lines between the two.

- **Minimize Harm**: Bloggers treat sources and subjects as human beings deserving of respect. Bloggers should: • Show compassion for those who may be affected adversely by Weblog content. Use special sensitivity when dealing with children and inexperienced sources or subjects. • Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief. • Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of information is not a license for arrogance. • Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone’s privacy. • Show good taste. Avoid pandering to lurid curiosity. Be cautious about identifying juvenile suspects, victims of sex crimes and criminal suspects before the formal filing of charges.

- **Be Accountable**: Bloggers should: • Admit mistakes and correct them promptly. • Explain each Weblog’s mission and invite dialogue with the public over its content and the bloggers’ conduct. • Disclose conflicts of interest, affiliations, activities and personal agendas. • Deny favored treatment to advertisers and special interests and resist their pressure to influence content. When exceptions are made, disclose them fully to readers. • Be wary of sources offering information for favors. When accepting such information, disclose the favors. • Expose unethical practices of other bloggers. • Abide by the same high standards to which they hold others.

**Intellectual Property**

- **Cut and Paste or Stealing Ideas?**
- **Liability?**
  - Section 230 says that "No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider." This federal law preempts any state laws to the contrary: "[N]o cause of action may be brought and no liability may be imposed under any State or local law that is inconsistent with this section." The courts have repeatedly rejected attempts to limit the reach of Section 230 to "traditional" Internet service providers, instead treating many diverse entities as "interactive computer service providers."
The End