

Blog!

Nya mönster i publiceringspraxis på nätet

Nicklas Lundblad



Vad är en blog?

- ” En **blog** eller blogger eller webblogg är en webbplats som uppdateras ungefär som en dagbok på nätet och där läsarna har möjlighet att kommentera inläggen. Det används för en del nyhetstjänster och diskussionsforum. ”

Susning.nu



Ett exempel



Hemsidor och bloggar

Hemsidor

- Ofta statiska
- Få länkar
- Informerar
- Monologiska
- Autonoma

Bloggar

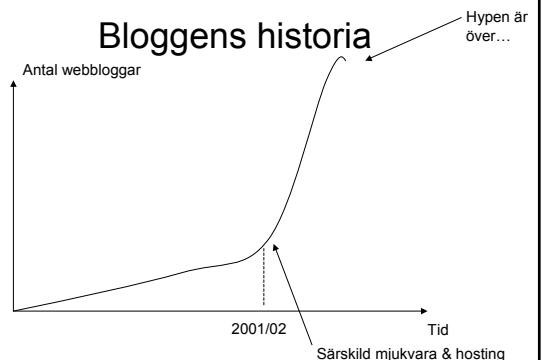
- Uppdateras ofta
- Länkar mycket
- Kommenterar
- Dialogiska
- Sammanhängande



Bloggens historia



Bloggens historia



Hur många bloggar?

- ” The number of Web loggers are growing. The U.S.-based Livejournal, one of a dozen prominent blogging services, has had 1,084,987 users. According to Livejournal, 62.6 percent of its Web loggers are female, and 90.7 percent are between the ages of 15 and 25”

eTaiwan



Drivkrafter bakom bloggar

- Bättre mjukvara och enklare uppdatering
- Bredband
- Internetvana
- Informationsöverflöd
- Fåfänga
- Kreativt uttrycksbehov
- Informations spridning
- Betalning!



Mjukvara – några exempel

MOVABLETYPE

greymatter: weblog/journal software



Installation

Hosting

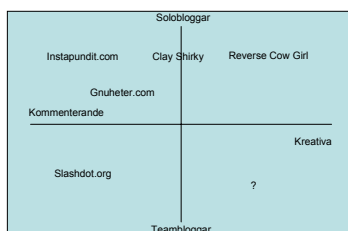


Kostnader?

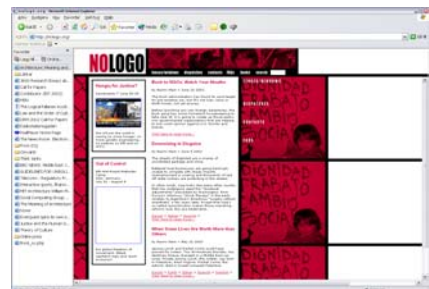
- Mjukvara: gratis med annonser eller en mindre summa för licensiering av MovableType.
- Installation: gratis med annonser eller en mindre kostnad för MT. (Krävs Perl.)
- Uppdatering, webbplats m.m.



Bloggtypologi



Några exempel 1



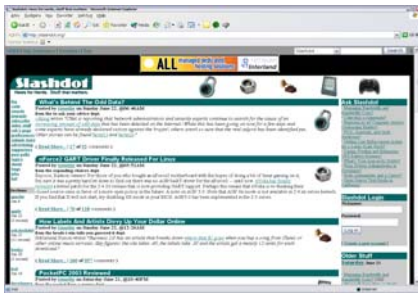
Några exempel 2



Några exempel 3



Några exempel 4



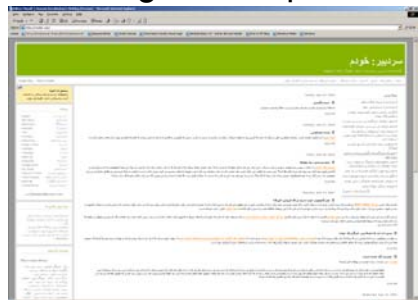
Några exempel 5



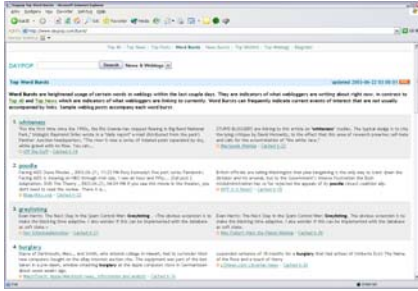
Några exempel 6



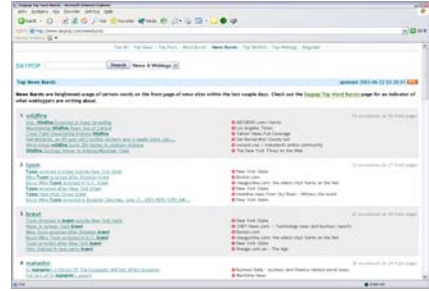
Några exempel 7



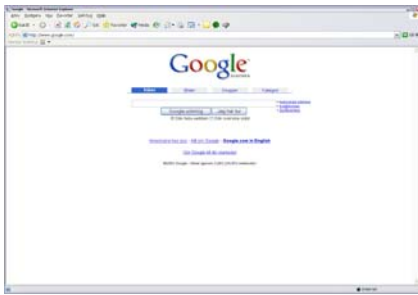
Att använda Bloggsfären



Att använda Bloggsfären



Google + Blog?

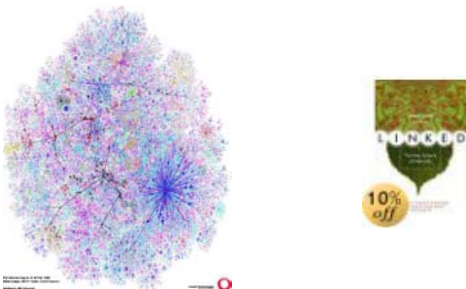


Nya medier och mångfald?

- " And in this free, decentralized, diverse, and popular medium we find **astounding inequality, inequality so extreme it makes the distribution of television ratings look positively egalitarian.** In fact, a review of any of the weblog tracking initiatives such as [Technorati](#) or the blogging ecosystem project shows thousand-fold imbalances between the most popular and average weblogs. These inequalities often fall into what's known as a power law distribution, a curve where a tiny number of sites account for a majority of the in-bound links, while the vast majority of sites have a very small number of such links. (Although the correlation with links and traffic is not perfect, it is a strong proxy for audience size.) "

Clay Shirky

Nya medier och mångfald



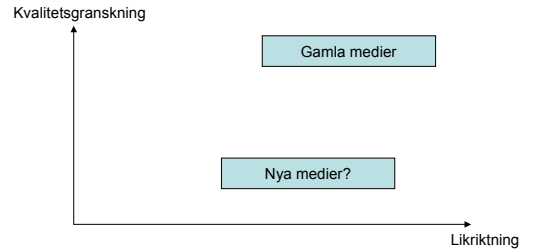
Nya medier och mångfald

- " Internet users looked for news from less traditional sources as well, such as blogs, and Nielsen//NetRatings measured a 12 percent increase to Blogspot.com, resulting in **316,000** unique visitors. More than 86 percent of the audience traffic went to http://dear_raed.blogspot.com, a personal chronicle of life in Baghdad, which [Forbes](#) included among their nominees for Best War Blog."
- " Nielsen//NetRatings notes a traffic surge of 169 percent to the Time Magazine site to more than **1 million visitors**, and The Guardian, had an increase of 137 percent to **835,000 surfers**. Fox News jumped 78 percent, attracting more than 2.3 million office workers, while NPR Online increased by 73 percent to 540,000 surfers."

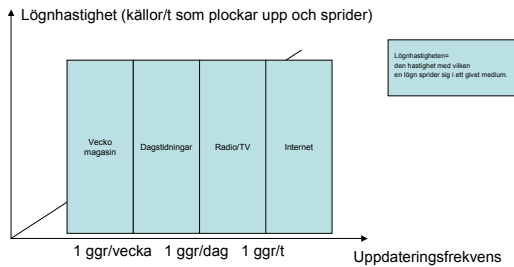
Nya medier och gamla mediers ställning



Nya medier och gamla medier



Lögnhastigheten



Bloggens framtid?

- "Hypen är över..."
- "Nytt publiceringsmönster här för att stanna"
- "Blogs are the web as it was intended to be."
- "Bilindustriscenariet"

Företagsbloggande?



Alan M Meckler Jupitermedia.com

Företagsbloggande

- "Despite the fact that more and more Microsoft employees have jumped on the blogging bandwagon, Microsoft has not announced any kind of corporate blogging policy...at least so far.
- But it seems as if Microsoft corporate is beginning to take more of an active interest in how its employees are expressing their opinions in their Web logs.
- On Tuesday, as part of its ongoing series of discussions about Microsoft and community, the company is holding an internal panel to discuss employee Weblogging.
- The meeting was called by Catherine Feldhausen, a member of the Microsoft U.S. corporate communications team. Several Microsoft bloggers are on the docket to present, including [Shawn Alexander](#), [Tim Ewald](#), [Beth Goza](#), [Andy Oakley](#), [Robert Scoble](#), [Sara Williams](#) and Sue Ventura, a senior paralegal with the company."

Användningsområden för företag?

- Nyheter
- Kommentarer – en egen röst i debatten!
- Kunskapshantering!
- Community building



Avslutande undringar

- Hur påverkar detta den personliga integriteten?
- Upphovsrättsliga problem?
- Kritisk informationsutvärdering?



E-handelskammaren.nu

The screenshot shows the homepage of E-handelskammaren.nu. The layout includes a top navigation bar, a main content area with news articles, and a sidebar with a search function and a calendar. The news items are dated June 2010 and cover topics like 'KRAAD MEDSOMMARI' and 'SVA MAGISTERUPPSATS OM BUBBLAN'. The footer of the page contains the logo of Svenska Chamber of Commerce.

