

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

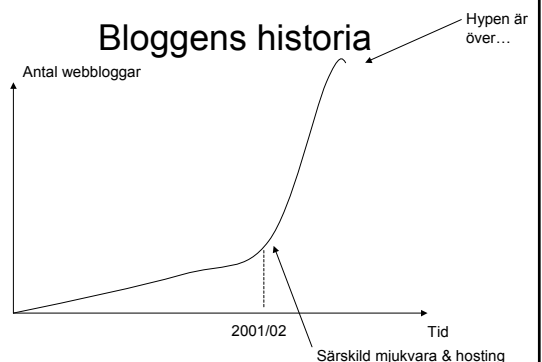
- Uppdateras ofta
- Länkar mycket
- Kommenterar
- Dialogiska
- Sammanhängande



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
- Informationsspridning
- Betalning!



Mjukvara – några exempel

MOVABLETYPE

greymatter: weblog/journal software



Installation

Hosting

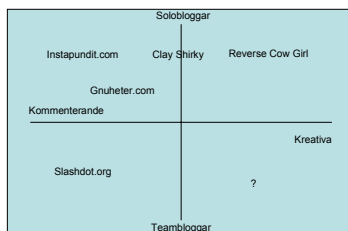


Kostnader?

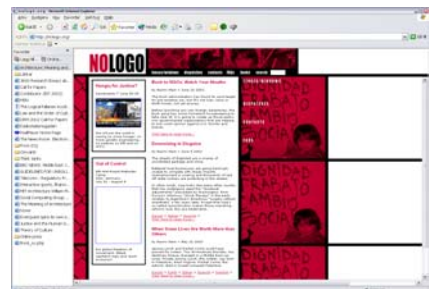
- Mjukvara: gratis med annonser eller en mindre summa för licensiering av MovableType.
- Installation: gratis med annonser eller en mindre kostnad för MT. (Krävs Perl.)
- Uppdatering, webbplats m.m.



Bloggtypologi



Några exempel 1



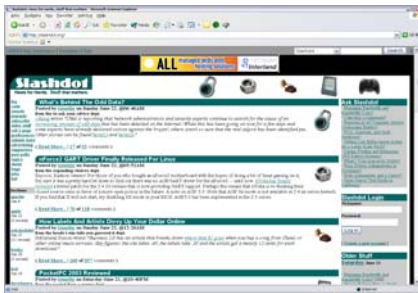
Några exempel 2



Några exempel 3



Några exempel 4



Några exempel 5



Några exempel 6



Några exempel 7



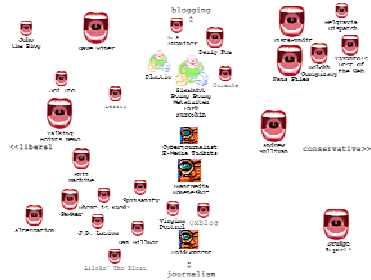
Moblogs



Photoblogs



Att kartlägga Bloggsfären



Att kartlägga Bloggsfären

59 Inbound Blogs, 96 Inbound Links to mymarkup.net

Blog last updated 120 days 10 minutes ago

Ranked by [Influence](#) (Rank by [Blog Authority](#))

1. Henrik Tjernström [Wedding on Internet](#) 3 inbound blogs, 3 inbound links (last updated 20 hrs Dan Garba Informasjonkonferansen inbound 6.0 in 1.4 gång Live bloggande från konferansen tillas hos [Tj](#) G.R. created 21 hours 7 minutes ago) (Estonia)
2. Ericsson [12 inbound blogs, 12 inbound links](#) (last updated 6 hours 12 minutes ago) to keep them out. [Hill's Marketing](#) (1 G.R. created 1 day 12 hours 38 minutes ago) (Estonia)
3. Det perfekta [konferansen](#) 22 inbound blogs, 29 inbound links (last updated 1 hour 48 minutes - Scott Helman [crash on mymarkup.com - nu körer](#) är det på en skala från 10 till 100 - som är en core Robert Kuhnert och hans bok [blowing alone - den sociala resen för all glasser, USA kanne gränser all vara G.R. created 3 day 20 hours 24 minutes ago\) \(Estonia\)](#)
4. [Lilla the Lasse](#) 4 inbound blogs, 4 inbound links (last updated 12 hours 32 minutes ago) nu [Facebook](#), med många [profiler](#) i läsa. 1 [förbrutna](#) efter [barn](#) [annat](#) [annat](#) [får](#) [är](#) [de](#) [bloggare](#) [sig](#) [regler](#) [deltagande](#). [Liv](#) [is](#) [check](#). [from](#) [Coast](#) [ranger](#). [MyMarkUp](#) [use](#) [with](#) G.R. created 2 day 1 hour 23 minutes ago) (Estonia)
5. [Lagp off - Peter Lindbergs webbplats](#) 11 inbound blogs, 14 inbound links (last updated 3 days 18:40 Peter [dömer](#) om [förslag](#) till [ny](#) [upphovsrätt](#) [lag](#) [som](#) [beaktas](#) [om](#) [Rätt](#) [i](#) [EU](#) [1](#). [Redakt](#) G.R. created 3 day 1 hour 23 minutes ago) (Estonia)

Källa: Technorati.com

Att kartlägga Bloggsfären

myelin: blogging ecosystem

The last 3 inbound 1 inbound 2 inbound 3 inbound 4 inbound 5 inbound 6 inbound 7 inbound 8 inbound 9 inbound 10 inbound

Ranking the Internet Data Database

Quick links: The number in brackets to the right of a blog name is the number of blogs. In the 'most linked' column, this is the number of people who have linked to this blog. In the 'most profiled' column, this is the number of sites. To view more on the specific data for the selected blog, click the 'V' links in a selected row of the page scroll to generate it.

Most linked

what other people think of you

1. [http://www.mylife.com/1234567890](#) 1234567890
2. [http://www.mylife.com/1234567890](#) 1234567890
3. [http://www.mylife.com/1234567890](#) 1234567890
4. [http://www.mylife.com/1234567890](#) 1234567890
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Att använda Bloggsfären

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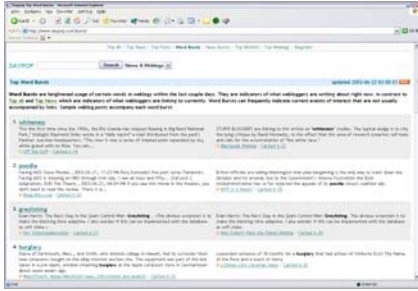
Most linked

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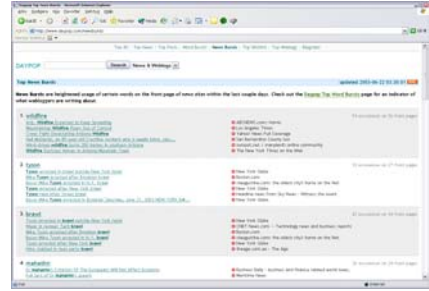
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18. [http://www.mylife.com/1234567890](#) 1234567890
19. [http://www.mylife.com/1234567890](#) 1234567890
20. [http://www.mylife.com/1234567890](#) 1234567890

Daypop.com

Att använda Bloggsfären



Att använda Bloggsfären



Google + Blog?

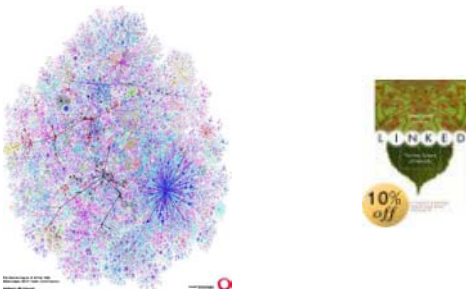


Nya medier och mångfald?

- " 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



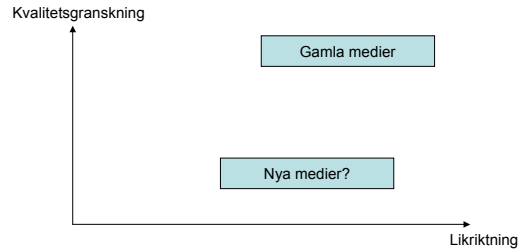
Nya medier och mångfald

- " 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."

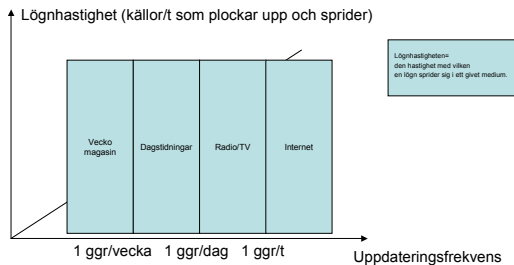
Nya medier och gamla mediers ställning



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."

