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Profile of an Internet Technology

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Blogs & Blogging are an extremely critical source of technology used in social and economic growth for everyday life for most of the world. The very nature of calling blogs or blogging a technology sounds a bit off especially for those who are not familiar with the names. In the physical aspect of this type of technology one can’t hold it, but through converging technologies this made possible. This tech is more than just one cog in the machine; there are many roles that make it what it is. People, computers, cellphones, websites, content management systems, and the Internet make up this new technology. The Internet plays the most important role because it’s needed for it to work. Blogs & Blogging are an Internet technology within the Blogosphere. Blogosphere is the collective term encompassing all weblogs. (Pack p43-44) A blogstorm happens within the blogosphere and occurs when large amounts of activity from information and opinion flows rapidly around a certain subject or controversy. (Yeo p103)

Blogs, which are characterized by postings, links, and readers’ comments, create a virtual “community” of blogger and readers. Blogs have an Internet address and one or more of postings, links, and readers’ comments. A blog forms an Internet-based, networked community centered on a theme or idea, product, industry, activity, hobby, or any other subject. (Droge, Stanko, Pollitte p66) Accordingly, the new blog format was thought to be the ideal setting for person journals or logs, but would hardly have its place among the institutions that make up the press. (Serfaty p303) Heather Armstrong writes under the pseudonym “Dooce” and was fired for her comments that were heard in or around her job back in 2002. The article states “sympathizers coined the term "dooced," meaning "to have lost one's job because of one's Web site," in her case dooce.com.” (Roberts CBSNEWS)

American newspapers and magazines developed online versions of their traditional dailies or weeklies; blogs were inserted alongside more time-honored forms, such as articles and editorials, in a movement so sweeping as to leave no newspaper untouched. (Serfaty p303) In December 1997, Jorn Barger coined “Weblog” due to the increase of people creating weblogs. In 1998 the first list of weblogs was created at

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<http://www.camworld.com/>. (Bradley p83) The contents are meant for public consumption and maintained by single or multiple authors from individual diaries to media programs, photo, galleries, corporate marketing tools, and even political campaigns. They can be either interactive or not with the public, by making them interactive readers can leave comments and email the blogger which could lead to the message being incorporated into posts. (Yeo p104) Peter Merholz established the pronunciation ‘web-log’, which then was shortened to blog, and the author or editor in turn became a ‘blogger’. (Bradley p83)

Live blogging is a new form of journalism and combines some of the attributes of social media with core journalistic practices such as live news reporting. Live blogging is defined by Thurman and Walters as a single blog post, which may concentrate on a specific topic which content is time-stamped while progressively added for a finite period

anywhere between half an hour and 24 hours. Although it may seem like live blogging is considered to be relatively new but the technology has been around since about 1999. The *Guardian* newspaper had pioneered it but they used it to cover sports. Forwarding to present day live blogging is used for just about everything in multimedia, breaking news, live or ongoing events and sports events. Live blogging also interacts with other social media applications like Twitter, Instagram, and Facebook; applying links that lead to more information on the topic. This connective platform interaction enables the blogger to further expand their reach for more audiences. Depending on what’s being covered in live blogging the tone changes, so a serious tone is needed for news stories but a more casual-interactive tone is needed for sports. (Siapera p146) Live blogging can be for professionals and a new bloggers with no experience in the journalism field but the responsibility of conveying any information is still held at a high regard so making sure to properly verify information and quotes are a must. Old media such as newspapers or the news block still serves its purpose to report, while live blogging can turn into a 24 hour online journalism job posting and updating faster information to the massive especially since they can cannot with other social media platforms also leading to their readers to comment and share information to the subject. Too much of something can be

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a bad thing and with live blogging that can be the case with an overload of constant information floating through. (Siapera p147)

The Internet created something new for the people; the ability to have a voice of their own with a platform to which often was seen as impossible do to gatekeeping within the old media. Oxford Research Encyclopedias describes Media gatekeepers as

journalists, or editors that possess the power to control the gate by determining the content delivered to audiences, opening and closing the gate of information. Gatekeepers wield power over those on the other side of the gate, those seeking to be informed (audiences), as well as those seeking to inform (politics, activists, academics, etc.). (Oxfordre.com) Gatekeeping still can happen in outside journalist and editors like in Heather Armstrong’s case where she was fired from discussing topics about her work place. Heather Armstrong states “There needs to be a dialogue going on between employers and employees.” (Roberts CBSNEWS) The open space of the Internet provides access for individuals that don’t have credibility in journalism and for those who do, so this leads to collaborative between everyone in the blogging community. (Green p187)

There are numerous ways that this technology is used on the Internet. The first example is Personal blogs that is a diary or journal that records day-to-day experiences, complaints, and thoughts. This allows inexperienced bloggers to create, format, and post entries; making it user friendly. Second is a Collaborative or Collective or Group blogs, which is usually written by a group of people on a specific topic that either is open to the public or limited to a specific community. Then there is Political blogs are posted by an individual that link to articles from news websites and criticizes what the author considers systematic errors or bias in an online newspaper or news site. Politicians also use blogs to run their campaign; one example was presidential campaign of Barack Obama for America during 2008. (Yeo p104)

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