New Forms of Communication:
Harnessing Collective Knowledge through Web Logs

Bryan Loar
Presented at the Art Libraries Society of North America’s 35th Annual Conference
April 29, 2007
INTRO

Bryan Loar
Resource Librarian
Fitch

2006 MLIS Kent State University
2005 BA History of Art, Ohio State University
2005 BA Italian, Ohio State University
INTRO

Bryan Loar
Senior Site Administrator of Art Library Students & New ARLIS* Professionals (ArLiSNAP)

www.arlisnap.org

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April 29, 2007
BLOGS – Are Not Just

Online Journals

Places for Self-Proclaimed Nerds

Vehicles for Rants

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Me
Circa 2001

Online Journals
Places for Self-Proclaimed Nerds
Vehicles for Rants

BLOGS – Are Not Just...
# BLOGS – So What?

<table>
<thead>
<tr>
<th>Blogs Can Be</th>
<th>Today’s Blogs Are</th>
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<tbody>
<tr>
<td>• Forums</td>
<td>• Economical</td>
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<td>• Collaboration Tools</td>
<td>• Easy to Set-Up</td>
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<td>• Repositories of Knowledge</td>
<td>• Easy to Maintain</td>
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<td>• Connectors to New Knowledge</td>
<td>• Easily Configurable</td>
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<td>• Efficient Professional Development Tools</td>
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April 29, 2007
BLOGS - Statistics

- An inferred 57 million adults read blogs daily
  - Pew Internet & American Life Project, 2006\(^1\)
- An inferred 12 million adults maintain a blog.
  - Pew Internet & American Life Project, 2006\(^2\)
- Over 175,000 blogs are created every day
  - Technorati, 2007\(^3\)
- Bloggers are more likely to be youthful
  - Pew Internet & American Life Project, 2006\(^4\)
### New Forms of Communication: Harnessing Collective Knowledge through Web Logs

April 29, 2007

#### BLOGS – A Brief History

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*Partially adapted from Lena Karlsson’s account*
BLOGS – Community & Collaboration

• Miami University (OH, USA)
  – Integrating Technology and Education Practicum (I-TEP)\textsuperscript{6}
• Montgomery College (MD, USA)
  – Center for Teaching & Learning (CTL)\textsuperscript{7}
• University of Warwick (Coventry, UK)
  – Academic Weblog System\textsuperscript{8}
BLOGS - ArLiSNAP

- Community
  - Sharing Experiences
    - Conferences
    - Events
  - Support
    - Forum
    - Advice
  - Belonging
    - A Common Thread
    - Beyond the Blog
BLOGS - ArLiSNAP

• Innovation
  – New Technologies in Use
    • De.licio.us
    • Flickr
    • Platial
    • FeedBurner
  – Discover New Ideas
  – Challenge Old & New Concepts
• Empowerment
  – 1 Blog - Many Voices
  – Equal Opportunity
  – Motivational
  – Activism
  – Information Becomes Knowledge
BLOGS – Start Your Own!

• Things to Consider
  – Determine a topic and stick to it
  – Know your audience
  – Choose a format to meet your objective(s)
  – Find the best Web publishing software for your needs
  – Promote

Partially adapted from Keidra Chaney’s suggestions⁹
CONCLUSION

• Blogs
  – Are Powerful Collaboration Tools
  – Archive knowledge
  – Build a sense of community
  – Give a everyone a voice

Harness Users’ Collective Knowledge
ArLiSNAP – Swag!

Buttons

ArLiSNAP

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Flyers

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STEAL THIS POWERPOINT

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REFERENCES


2. Ibid.


4. Id.


Blood gives a good overview of the history of Web logs as well as Web logs' technical development.


Butler reports the reservations that the scientific community exhibits towards Web logs.


Deuze gives an in-depth analysis of online culture in particular to independent media (indymedia).


Holtz gives a good overview of how we now live in a consumer-driven marketplace.


Although I have already cited Karlsson's paper, I did want to mention that it is a very insightful piece into Web logs as online journals.


Skinner gives good insights into Really Simple Syndication (RSS)'s potential.