

Contents

Acknowledgements	vii
Introduction	i
1 What is a Blog?	5
A brief history of weblogs	6
How blogs have adapted to a social media ecosystem	14
Three blogs	17
Defining blogs	30
2 From Bards to Blogs	36
Orality and literacy	37
The introduction of print	41
Print, blogging and reading	44
Printed precedents of blogs	45
The Late Age of Print	47
A modern public sphere?	50
Hypertext and computer lib	53
Technological determinism or cultural shaping of technology?	57
3 Blogs, Communities and Networks	62
Social network theory	66
Distributed conversations	69
Technology for distributed communities	72
Facebook and Twitter as microblogs	76
Publicly articulated relationships	82
Colliding networks	83
Emerging social networks	86

4	Citizen Journalists?	90
	Bloggers' perception of themselves	93
	When it matters whether a blogger is a journalist	94
	Objectivity, authority and credibility	97
	First-hand reports: blogging from a war zone	101
	First-hand reports: chance witnesses	104
	Bloggers as independent journalists and opinionists	107
	Gatewatching	108
	Symbiosis	112
5	Blogs as Narratives	115
	Goal-oriented narratives	116
	Ongoing and episodic narration	118
	Blogs as self-exploration	127
	Fictions or hoaxes? Kaycee Nicole and lonelygirl15	129
6	Blogging Brands	135
	The human voice	136
	Advertisements and sponsored posts on blogs	139
	Micropatronage	145
	Sponsored posts and pay-to-post	147
	Exploitation and alienation?	152
	Corporate blogs	155
	Engaging bloggers	161
	Corporate blogging gone wrong	164
7	The Future of Blogging	169
	Implicit participation and the perils of personalized media	170
	References	176
	Blogs Mentioned	186
	Index	189