

Blogger Perspectives on Digital Preservation: Attributes, Behaviors, and Preferences



Carolyn Hank

School of Information and Library Science
University of North Carolina at Chapel Hill

Future of Today's Legal Scholarship
Georgetown Law Library
July 25, 2009



Bloggers

57%

post several posts a week



Bloggers

~5 hours

working on blogs a week

(Mode = 1 - 2 hours)



Bloggers

80%

read other blogs daily

core group

33

223

completed surveys

Web Survey

46 questions

Active bloggers

Snowball Technique

Method...



Bloggers

43%

have blogged for 3 years or more

Bloggers

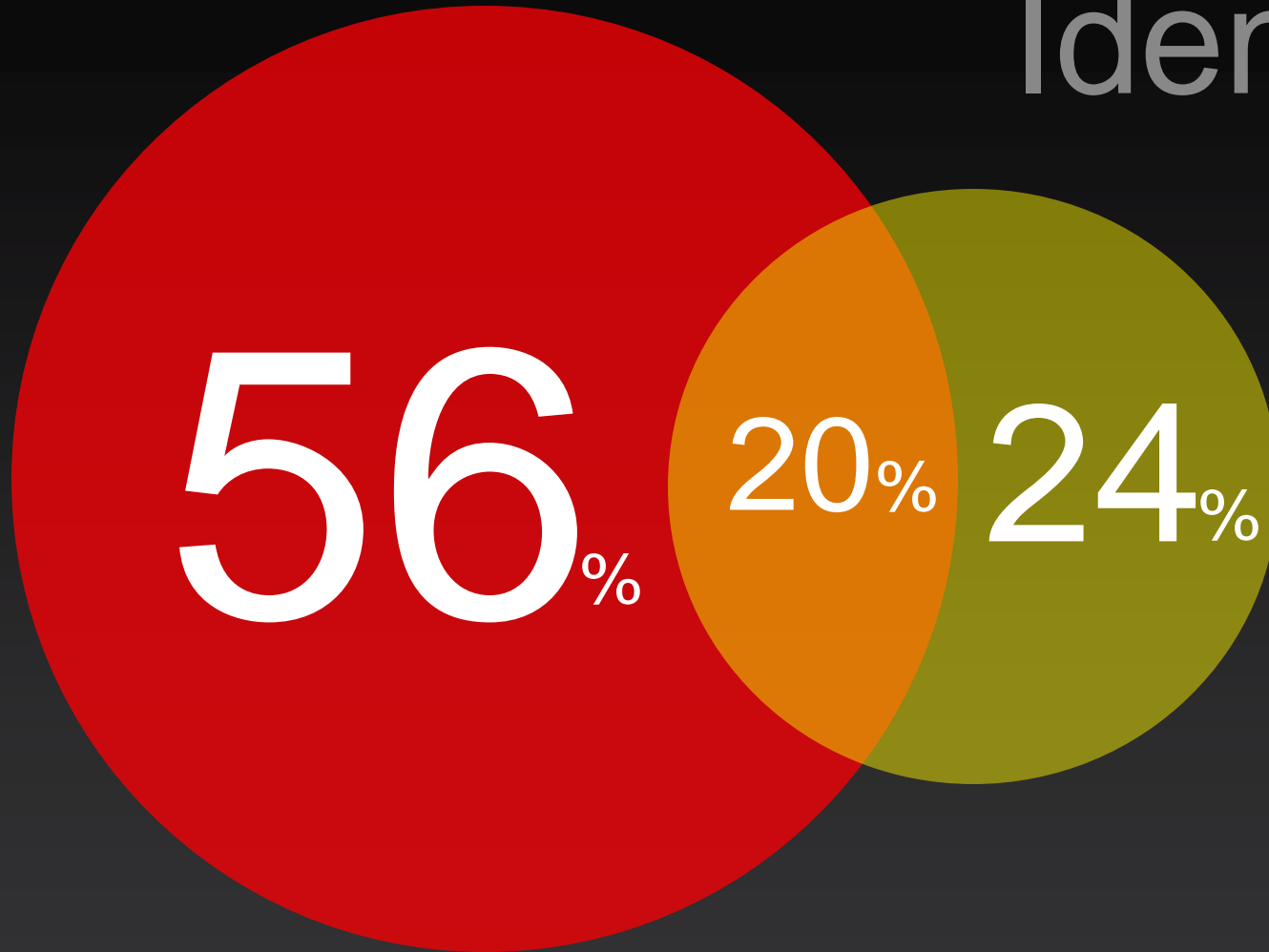
41%

contribute to two or more **single-author** blogs

47%

contribute to two or more **collaborative** blogs

Identity



Real name | Both | Pseudonym

Topical Areas

Professional

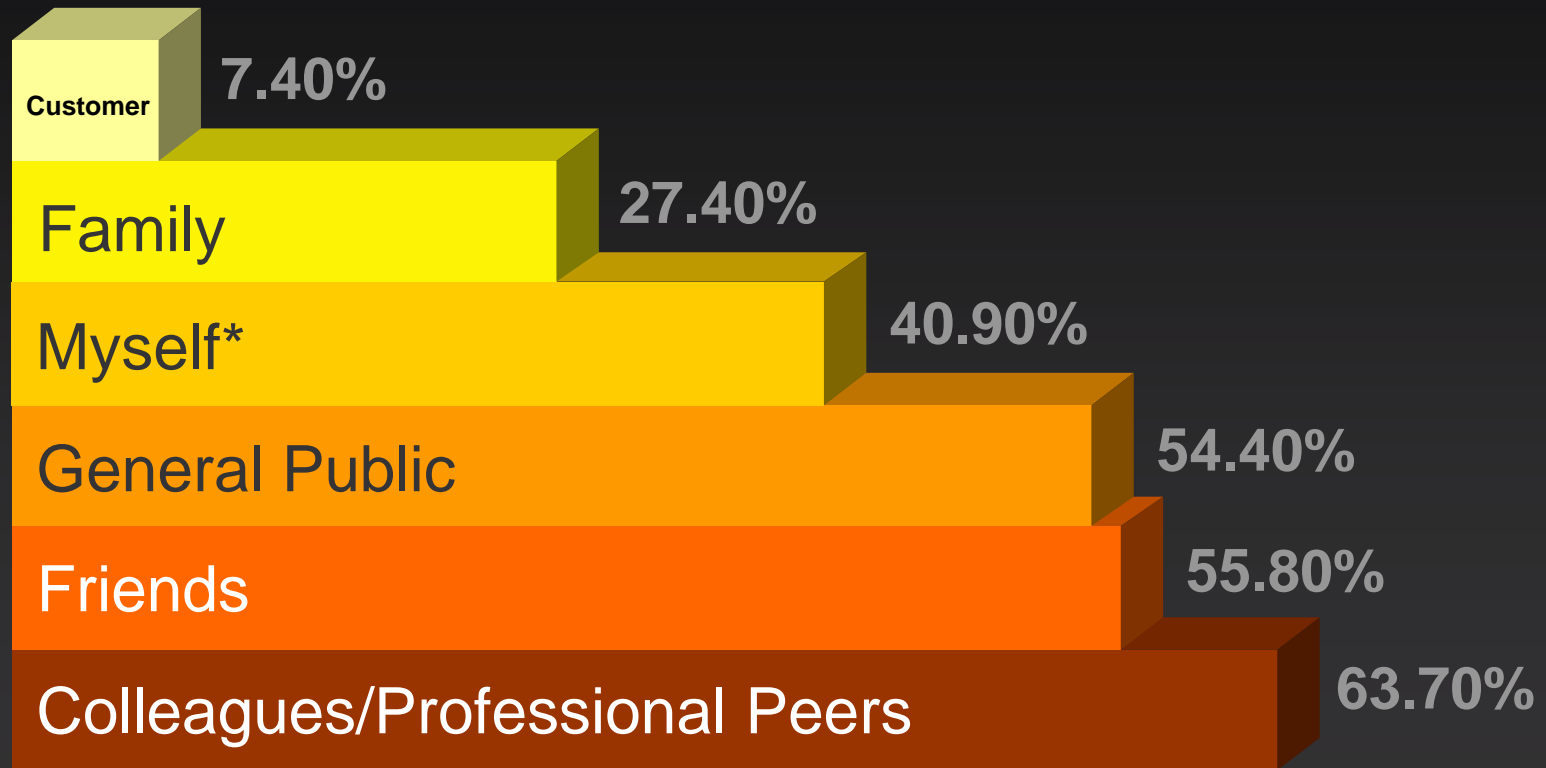
Technology Personal

Academic News Politics

Hobbies Entertainment Family/friend

Religion Business Health Sport

Audiences



Preservation

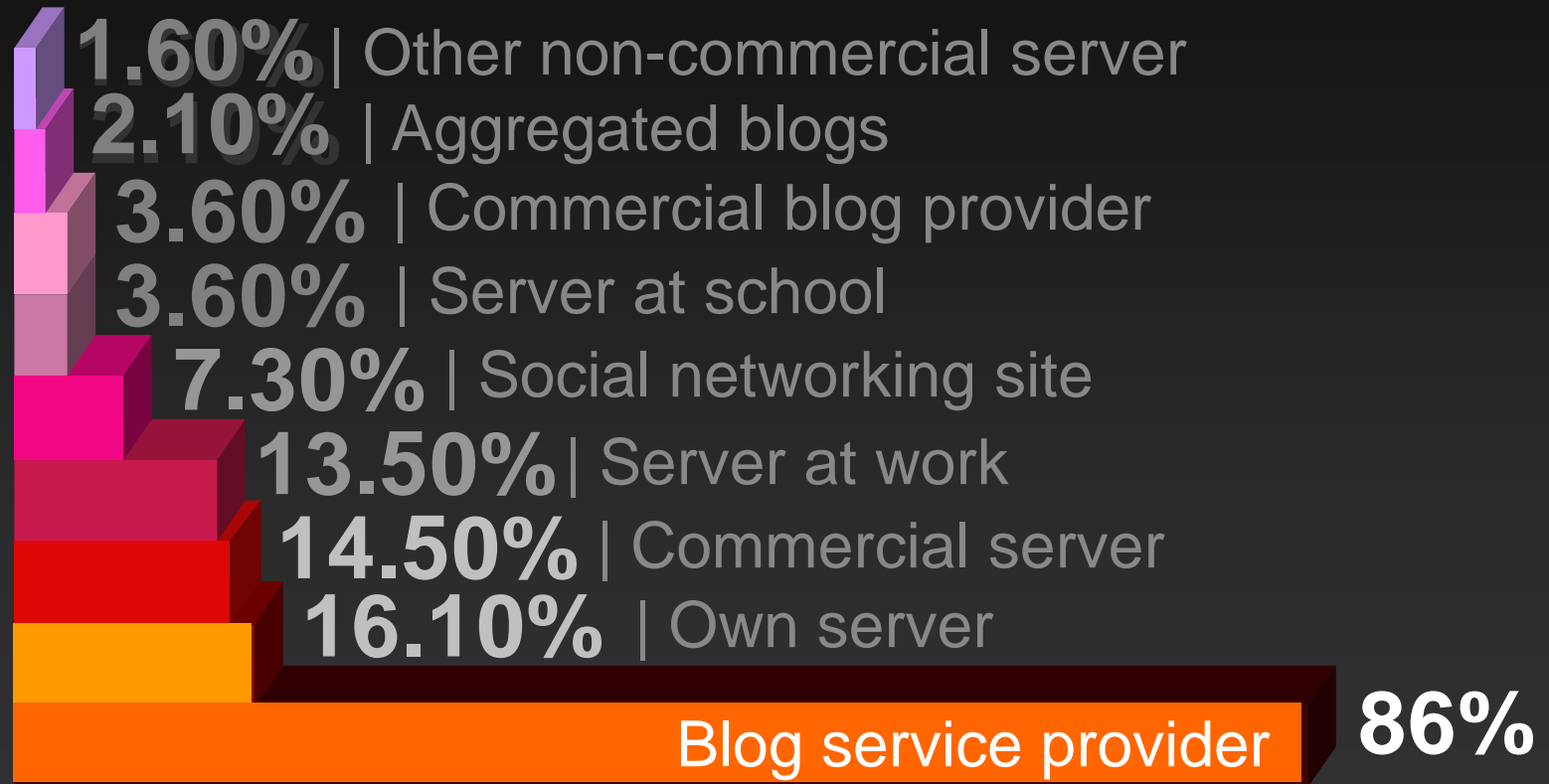
71%

agree that their **own**
blogs should be
preserved

36%

agree that **every**
blog should be
preserved

Hosting



Composing

Often use

blog editor

Alternative way:

Word processor (desktop and online)

Email composer

Mobile phone/PDA

Desktop plug-in blog editor

Instant messenger

Password

2% require
password to
view **ALL**
posts

19%
require password to
view **CERTAIN** posts

EDIT Posts

96%

edited content **after**
it was posted

Spelling & grammatical errors
Rephrasing
Updating links
Erroneous information

DELETE Posts

39%

deleted content
after it was posted

Remove opinions no longer held
Remove info no longer correct
Erroneous information

DELETE Entire Blog

23%

have deleted an
entire blog

Presentation

84%

have changed the
appearance of their
blogs

Duplication

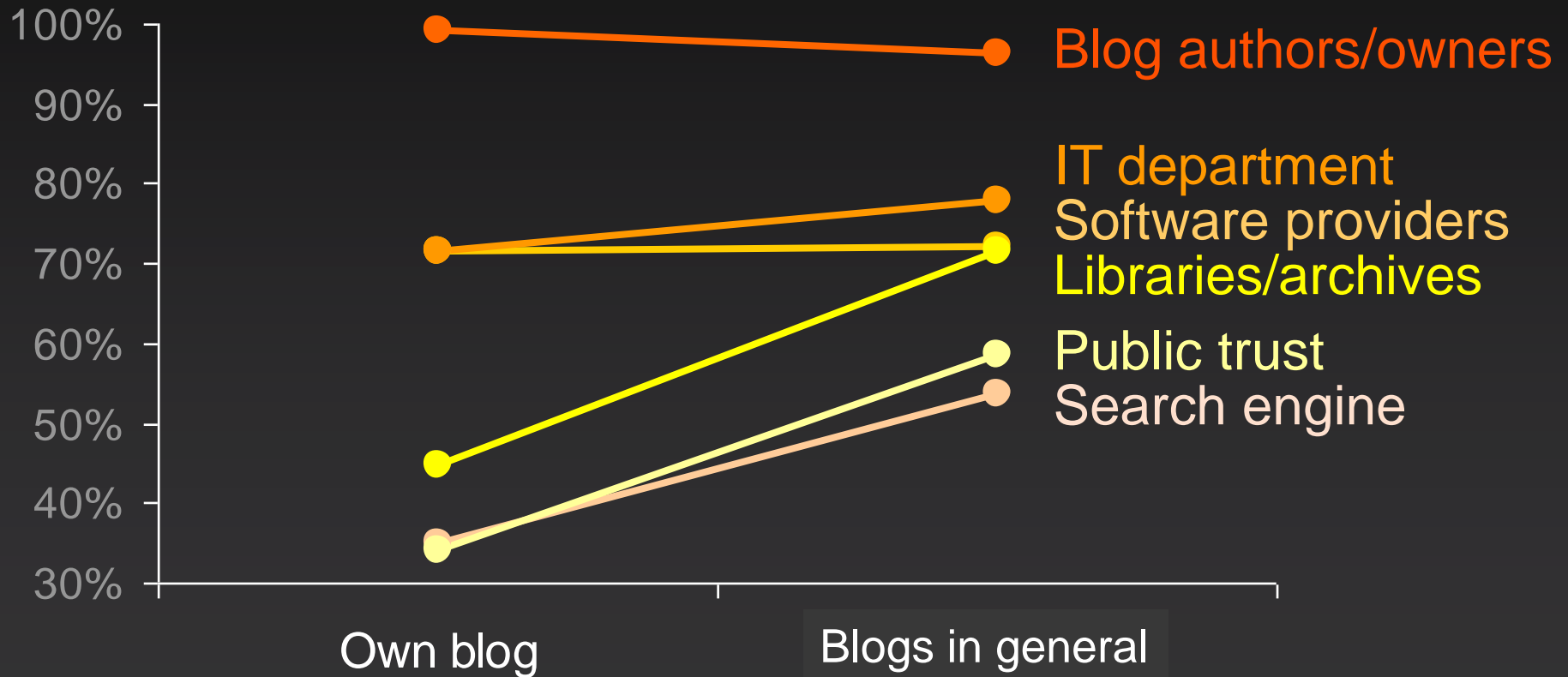
67%

duplicate some **posts**
(18% duplicate all)

36%

duplicate some **comments**
(12% duplicate all)

Responsibility



Investment

54%

Would not pay to
preserve their **OWN**
blog

ANNUAL

\$1 – 200


Avg. \$36.82

Characteristics

- * Unique/innovative content
- * Cultural significance of bloggers
- * Preservation preference

Important

Characteristics

- 
- * Number of readers
 - * Age of blog
 - * Size of blog

Unimportant

Selection Criteria

context | representative & significant

content | subject & attribute

style | expression & utility

format | elements (next slide)

audience | readership & preference

author | credentials & affiliations

Selection Criteria

context

content

style

format

audience

author

Text Photos

Video Audio Other_multimedia

Comments

Keywords

Links

Imported_images

Bookmarks

Imported_tags Feeds

Exclusion Criteria

context | ephemeral & insignificant

content | personal & inappropriate

style | hate speech

format | splog, storage concerns

audience | popularity

author | personal

Impact

*“[S]hout,
plead to
my boss
not to fire
me!”*

“I would seek back-up files from the sys admin, as I have a hard time believing that a blog would just disappear.”

*“[D]rink some coffee
and do other hobby.”*

“I have no sense of identity invested in my Weblog, so I probably wouldn't do anything, but simply let it go.”

Conclusions

Findings

Bloggers are interested
Save some but not all
New content added
Old content altered
Personal responsibility
Defining roles of others

Future

Selection and appraisal
Responsibility
Access scenarios
Versioning
Intellectual property
Changing roles

THANK YOU



Acknowledgements...

Songphan Choemprayong

Laura Sheble

Resources...

<http://archivepress.ulcc.ac.uk/>