

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



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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

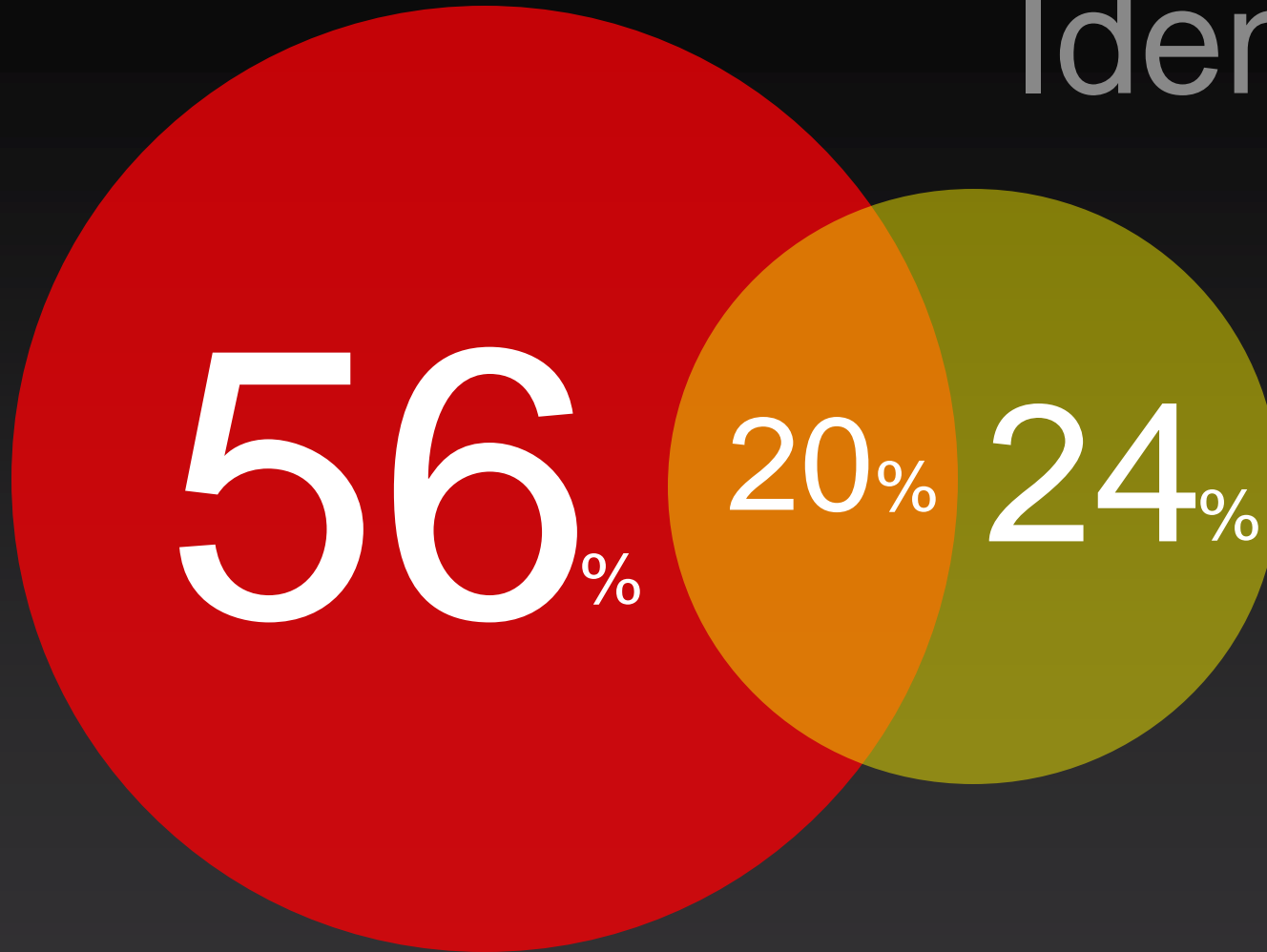
41%

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

47%

contribute to two or more **collaborative** blogs

# Identity



Real name | Both | Pseudonym



# Topical Areas

Professional

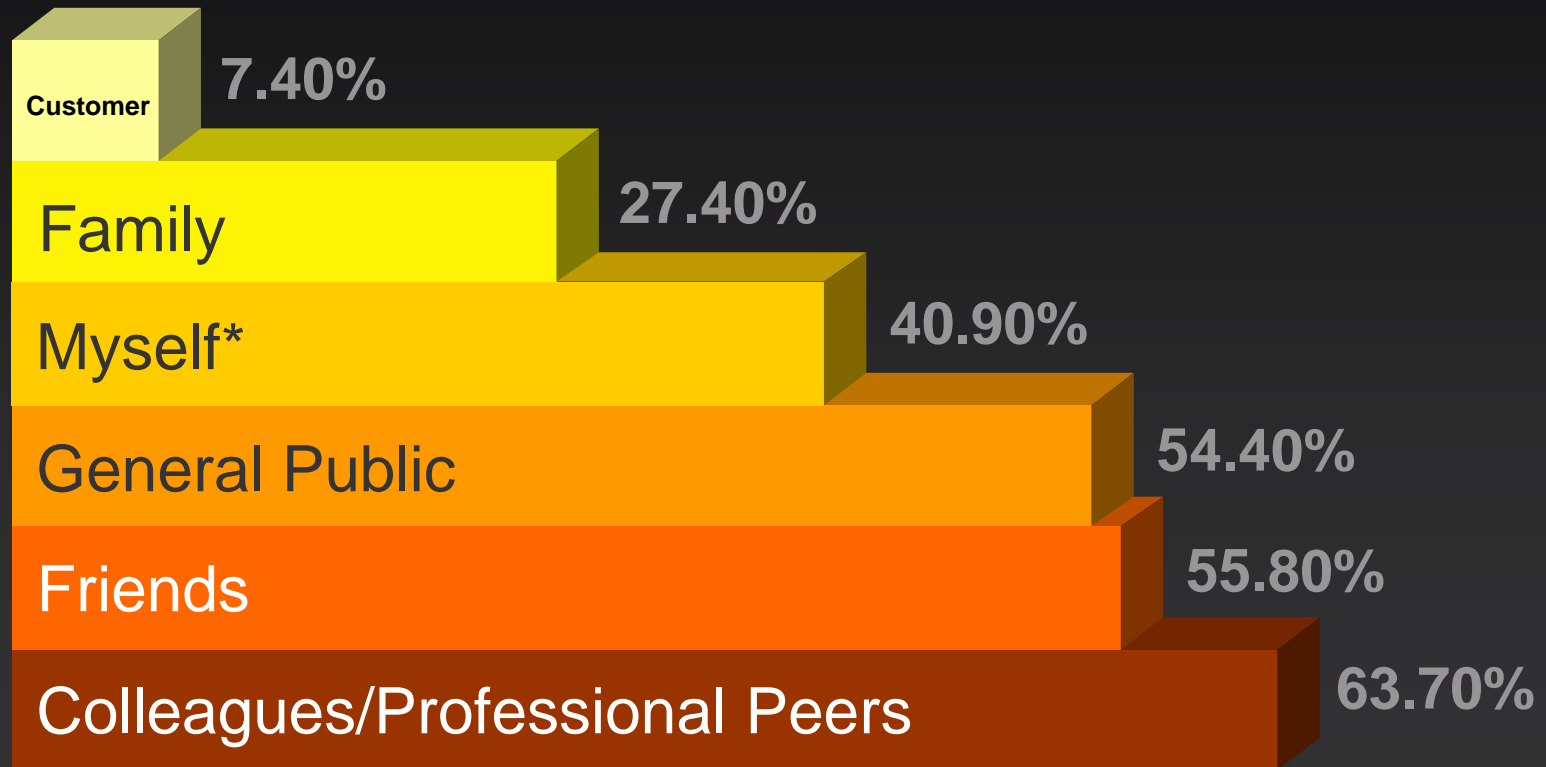
Technology Personal

Academic News Politics

Hobbies Entertainment Family/friend

Religion Business Health Sport

# Audiences



# Preservation

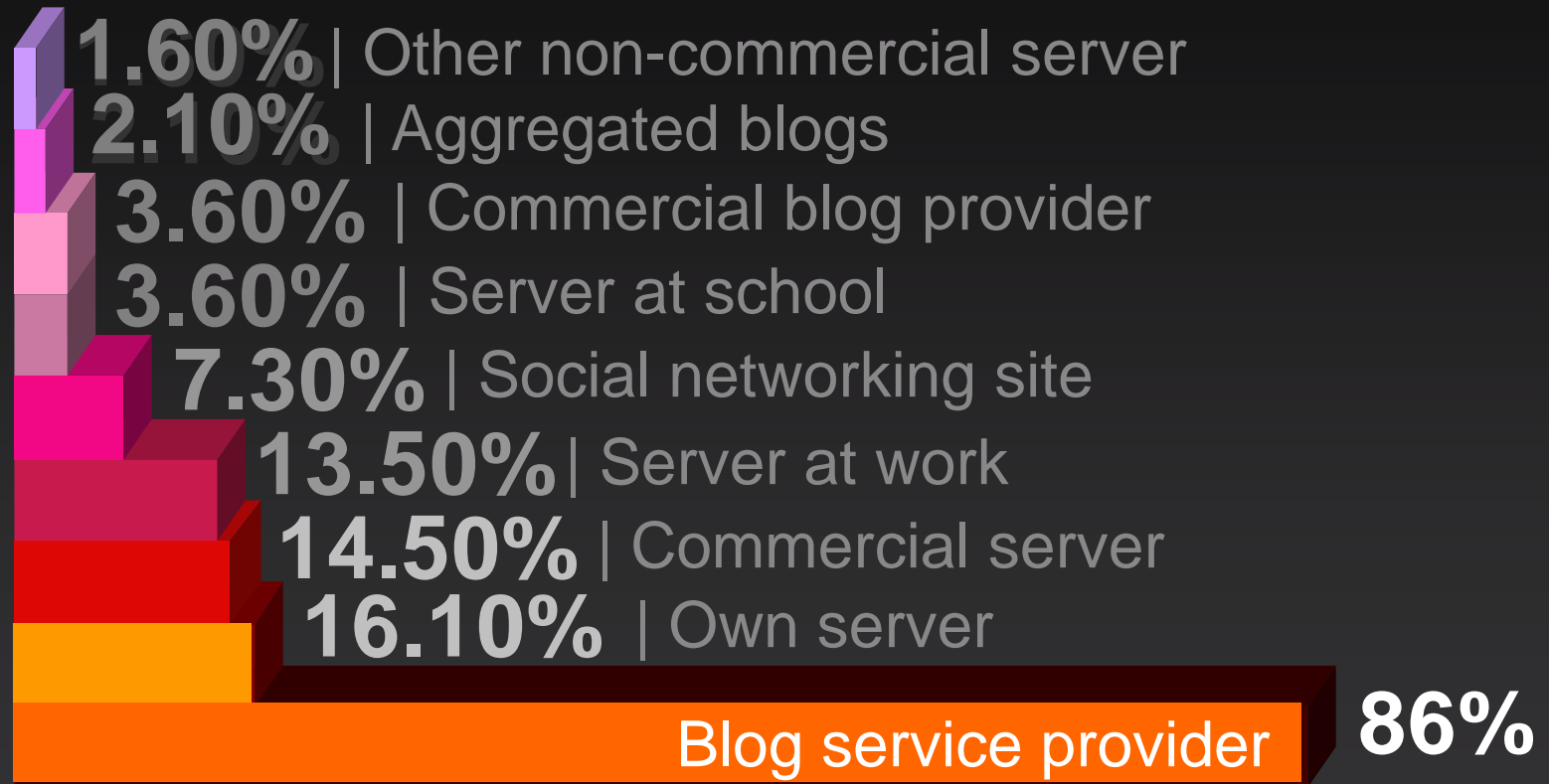
71%

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

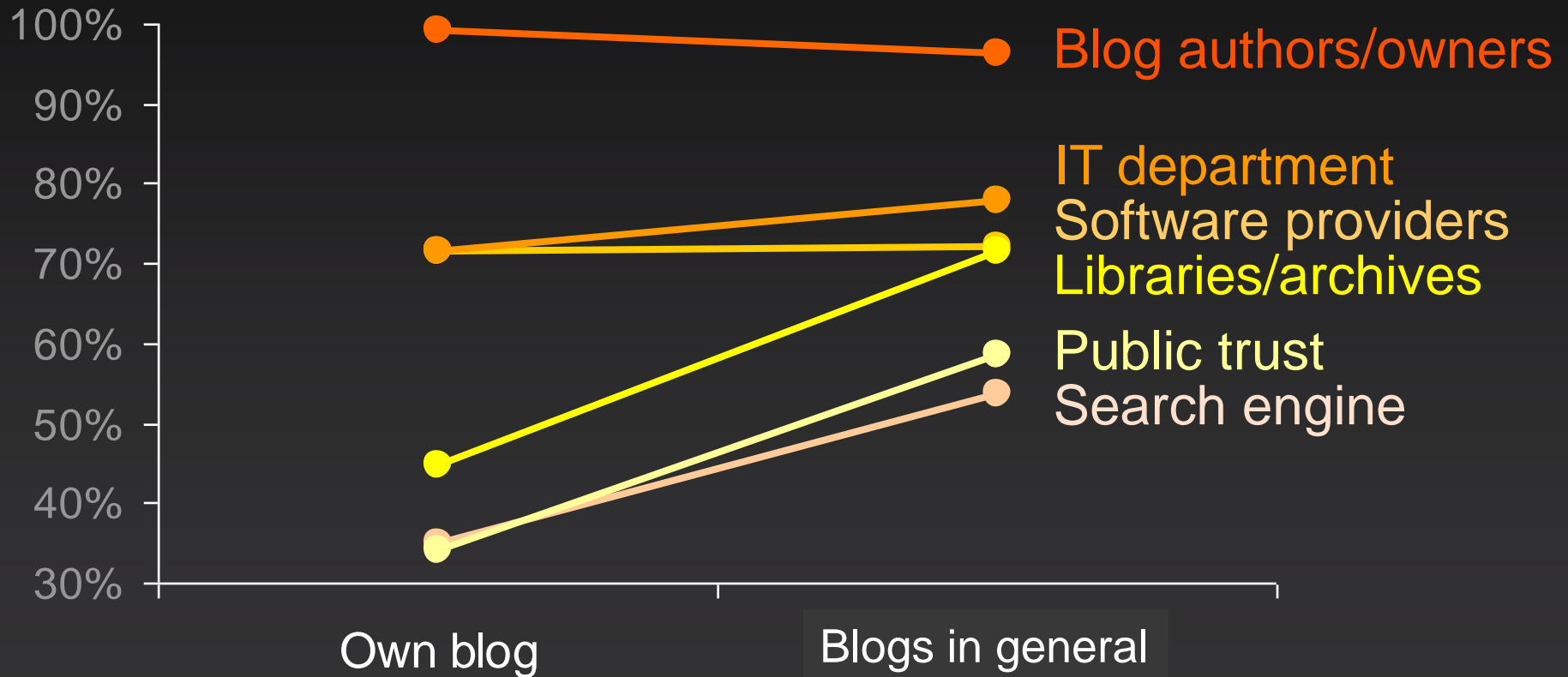
67%

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/>