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Handout for the seminar on blogging for the Image, Time and Motion II course.

Blogs have been a major influence on the new generation of web known as Web 2.0. Technorati reports that they are currently tracking over 112.8 million blogs (as of April 2008) with an average of 120.000 new ones appearing each day. Much has been written on blogs in the academia. However, the emphasis has primarily been on the so-called relationship between blogging and journalism, which compared the first to the latter.

In this seminar that deals with the issue of blogging, I would like to focus on blogging as a new genre of writing, publishing and participating, as something that emerged out of the web and as something that is only possible on a networked infrastructure such as the internet.

The outline of the seminar is as follows. However, it is also a rough outline as I would like to do this session by freely roaming or dwelling inside, through and around the topics that are listed – trying to avoid the form of a lecture as much as possible. The preparation for the seminar included making an online survey to get personal comments and reflections from bloggers and blog-readers themselves and what bloggers have written on their blogs on the topic as well as reading articles on blogging.

- What triggered the change? Past and present of personal web pages.
- What is a blog? Types of blogging (Photoblogging, podcasting, videoblogging, micro-blogging/tumblogging, etc)
- Is blogging the new journalism?
- Why do people blog? Why do people read blogs and comment on posts?
- Between personal and professional blogging: making revenue on the web and commercialization.
- Micro-blogging/Tumblogging: Future of blogging?