

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



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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

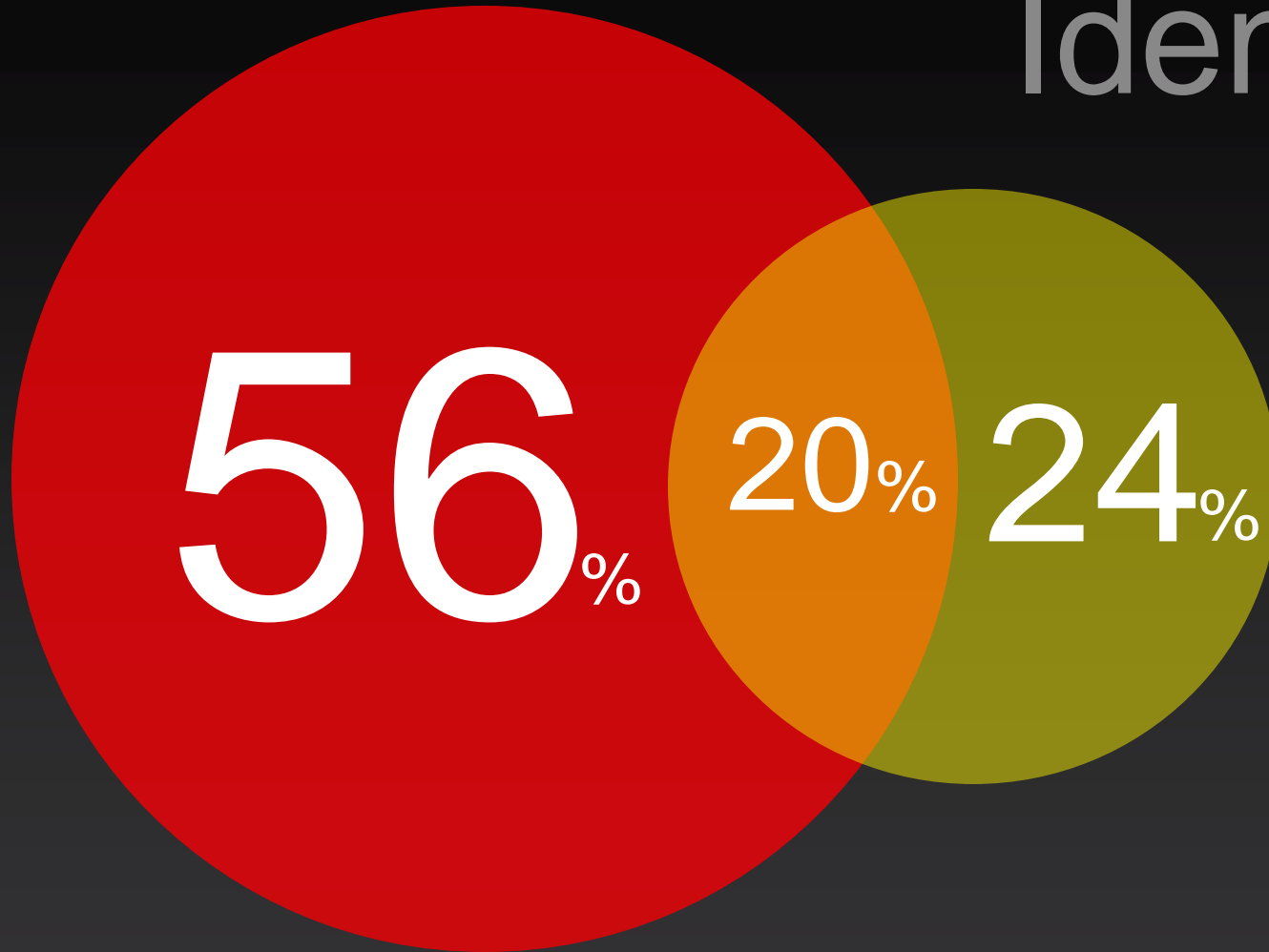
41%

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

47%

contribute to two or more **collaborative** blogs

Identity



Real name | Both | Pseudonym

Topical Areas

Professional

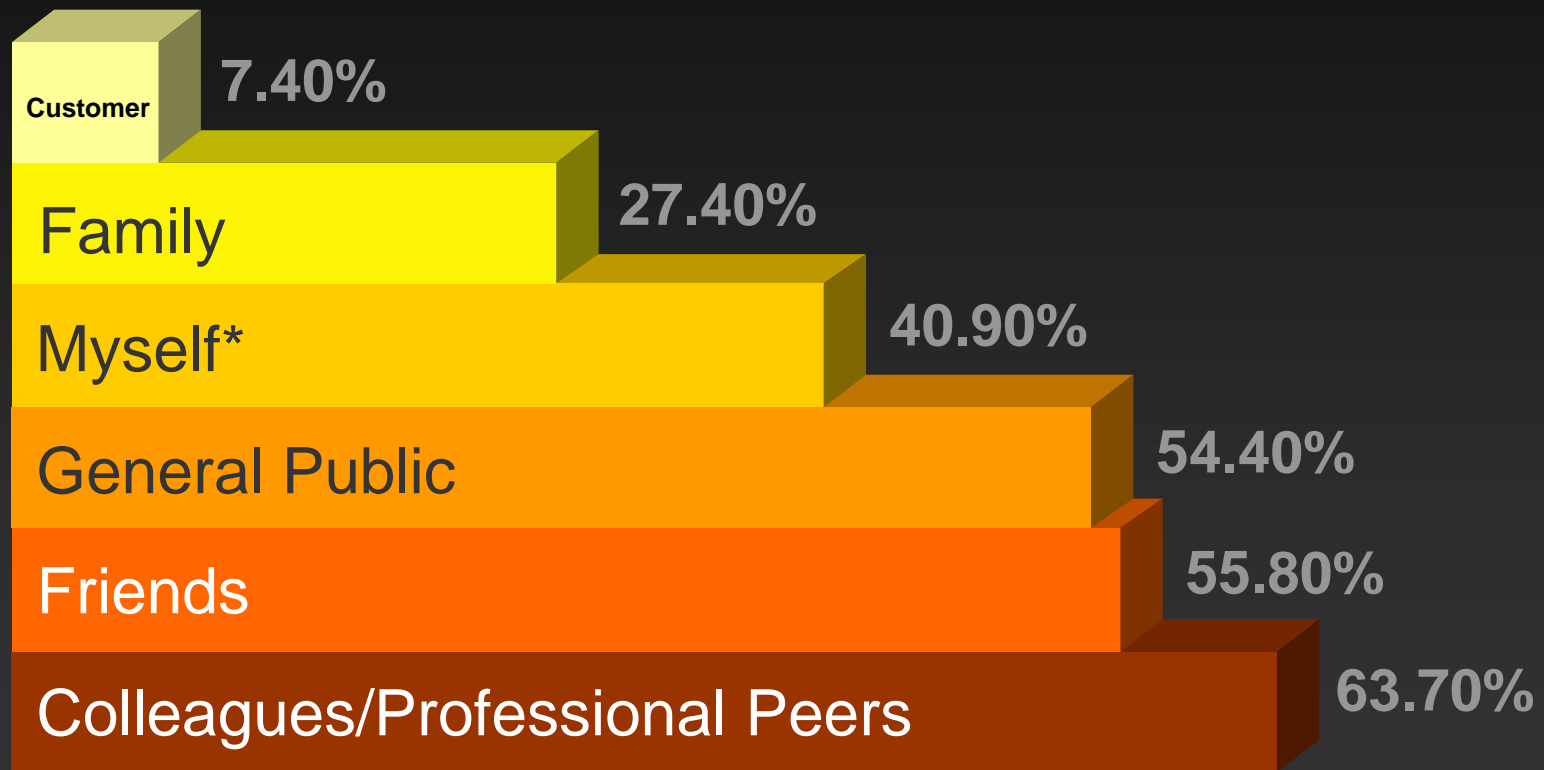
Technology Personal

Academic News Politics

Hobbies Entertainment Family/friend

Religion Business Health Sport

Audiences



Preservation

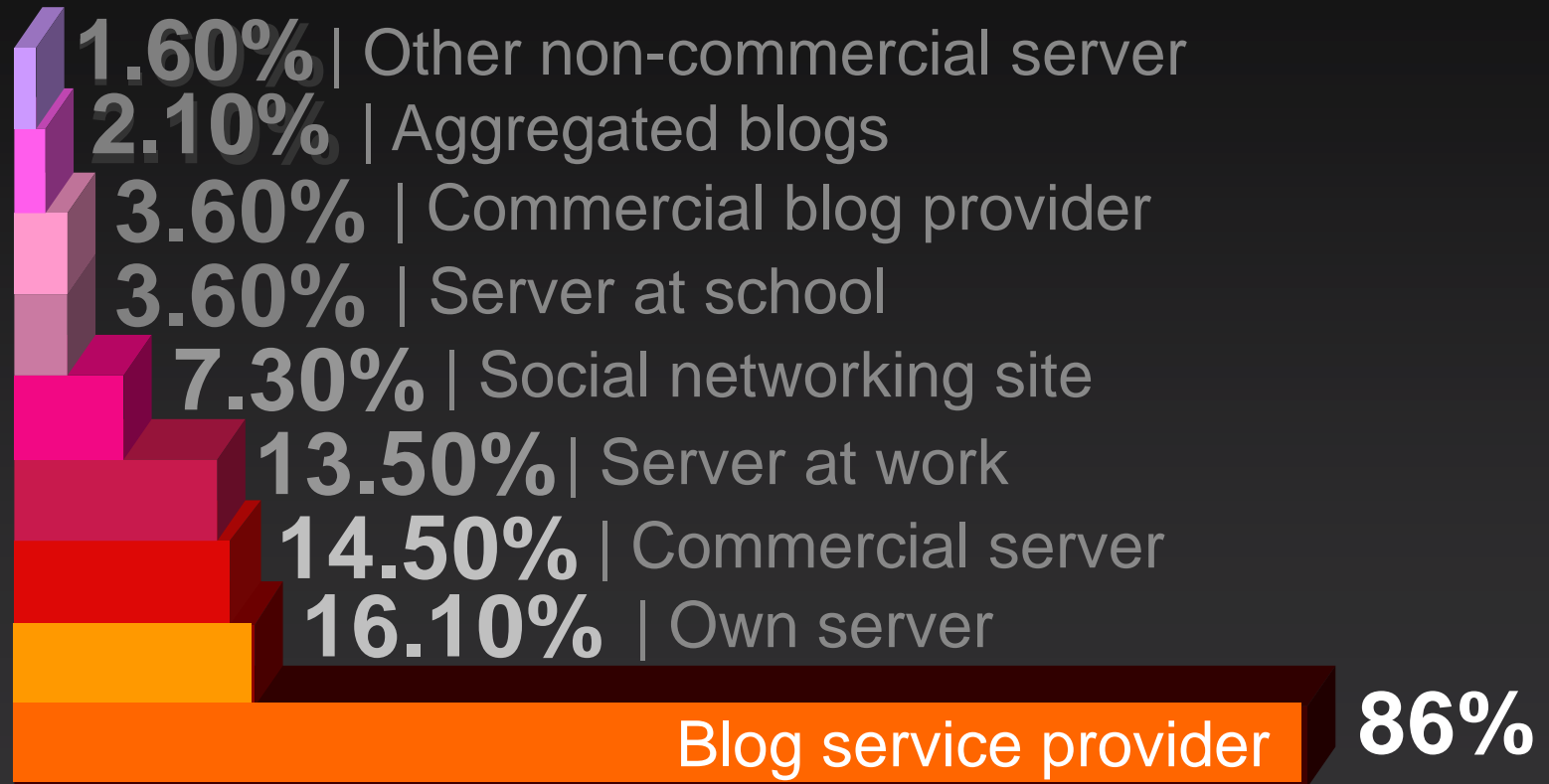
71%

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

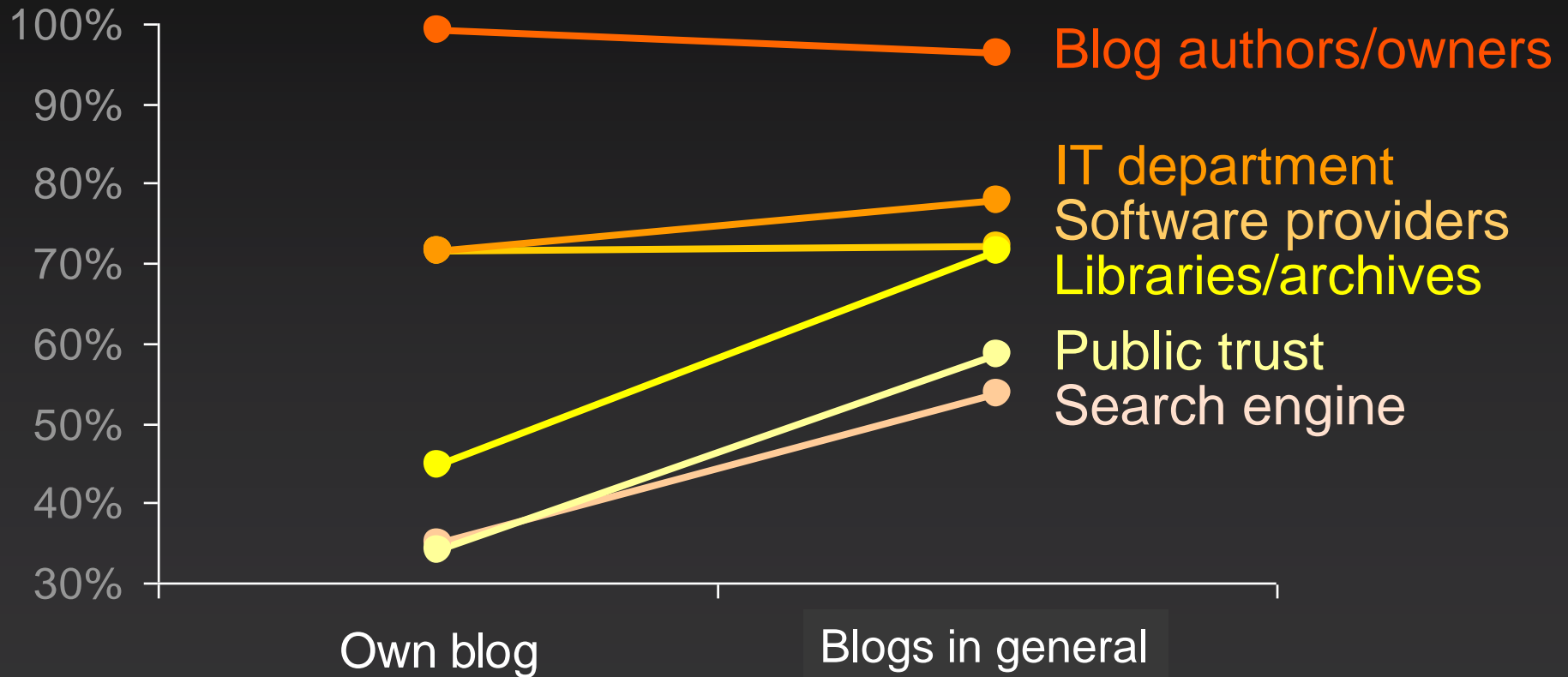
67%

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



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Resources...

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