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Reaching the Blogosphere

Stephen Downes

News vs. Noise

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National Research
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Information Flow

- What are blogs, why people blog
- Creating Blogs – Blogger, LiveJournal, more...
- Thinking of blogs as structured data
 - RSS, Atom, OAI
- Aggregation – Bloglines, others...
- Filters – Feedster, Technorati

Reaching Blogs

- How To Be heard – Plan (purpose, content, support), Design (font, speed, colours), Implement (tools, information flow, posting), Market (register, engage, RSS)
- Structuring existing information
 - Tagging – how to tag
 - The Semantic Social Network – RSS referencing

New Roles

- **Issues:**
 - Too much information, filtering info
 - Too many sources to scan, new sources
 - Localization, personalization, relevance
- **Newsmaster** – example **behind the scenes**
- **Content Manager, content management**
 - As enabler, not author

Meaning

- Types of metadata – resource profiles, third party metadata
- Principles of distributed representation
 - The old theory – brain writing
 - The new theory: distributed representation, the wisdom of crowds
 - Successful networks: diverse, interwoven, open

The Future

- **Web 2.0 – the idea of the web as platform rather than medium – checklist**
 - Structured microcontent
 - Distributed data (data outside)
 - Feeds and integration - APIs – the Google Maps API, the Flickr API, the Skype API
 - Single identity

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This presentation:

http://www.downes.ca/files/Reaching_the_Blogosphere.ppt



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