

# Revisiting the Spanish blogosphere

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# Agenda

- Definition
- What happened from Blogtalk to Blogtalk?
- Some figures
- Conclusions and future work

# The Spanish blogosphere

Complex thing!

- Several countries
- Several languages (in Spain there are four official languages, but there is also people blogging in English, French, Dutch, ...)
- Of course, bilingual and even trilingual blogs  
<http://oreneta.com/baldie/blog>
- Definition subject to discussion!

# From BlogTalk 2003 to BlogTalk 2004

- Weblogs became visible to the mass media
  - Main newspapers, technical magazines, web portals and some radio and television shows
  - Some regular sections, even blogs at online editions (El Mundo)
  - General media: not good coverage
  - Fast blogosphere reaction (mainly critical, revealing strong dependence)

# From BlogTalk 2003 ...(contd)

- Weblogs became a research topic
  - Media and Journalism conferences
  - Blogging as activity and as media (danger?)
  - Not very well known, yet. Some evangelists

# From BlogTalk 2003 ...(contd)

- Weblogs as research, learning and teaching tool
  - Exploration started: Computer Science, Education Sciences, Social Sciences, Librarians and Documentalists, ...
  - Teaching tool: repertories, references, materials for the students
  - Students blogging

# From BlogTalk 2003 ...(and end)

- Strong sense of community, metablogging rising
  - Weblog portals, directories, lists of updates, metablogs
  - Weblog awards, Secret santa (2nd edition), weblog magazine (online)
  - IRC channels, Internet Radio Station
  - Small and diverse, but building its own identity and is becoming to be conscious about it

# Tools

## Blogómetro

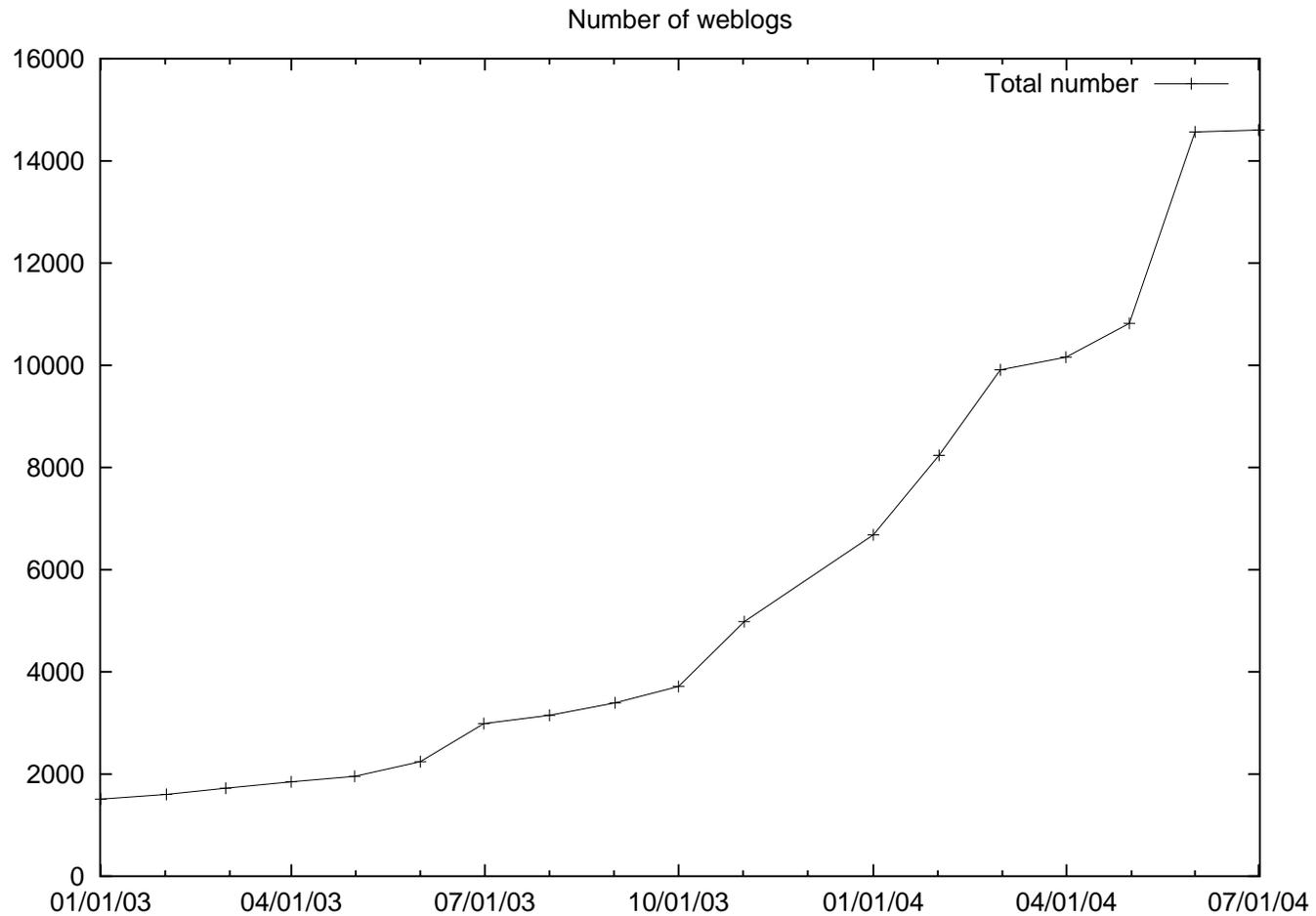
(<http://blogometro.blogalia.com/>)

- Each day a ranking of fresh links
- Open source, written in Python, PostgreSQL
  - <http://sourceforge.net/projects/blogometro>
- Data from November, 15, 2002

# Number of blogs hosted in popular sites

| Site               | Number of blogs | Updated during the last |          |          |           |
|--------------------|-----------------|-------------------------|----------|----------|-----------|
|                    |                 | 1 Month                 | 2 Months | 3 Months | Beg. year |
| blogia.com         | 5793            | 1306                    | 2781     | 2909     | 4877      |
| zonalibre.org      | 1982            | 479                     | 967      | 984      | 1042      |
| blogspot.com       | 1682            | 1048                    | 1210     | 1261     | 1365      |
| barrapunto.com     | 1011            | 283                     | 293      | 296      | 314       |
| ya.com             | 926             | 368                     | 665      | 670      | 672       |
| lacomunitat.net    | 342             | 186                     | 191      | 196      | 203       |
| blogalia.com       | 259             | 78                      | 95       | 111      | 129       |
| bloxus.com         | 109             | 24                      | 41       | 47       | 58        |
| escomposlinux.org  | 96              | 22                      | 30       | 38       | 57        |
| barcelonablogs.com | 92              | 50                      | 52       | 91       | 92        |
| bitacoras.com      | 82              | 50                      | 56       | 57       | 60        |
|                    |                 | ...                     |          |          |           |
| Total              | 15734           | 5720                    | 8521     | 8983     | 11533     |

# Evolution of the number of blogs



# Some figures

- During the period of study more than 1700000 links were observed
- Around 450000 links in a given day
- More than 5700 blogs posted during the last month
- January 2003 (1299 blogs), November 2002 (943 blogs). Now (more than 19600)

# And the winner is...

- Banners, self-promotion and similar things for the big ones (Blogia, Blogger, Barrapunto, MT, CC, ..)

- The first real link is

<http://www.librodenotas.com/mt/prestige.html> (Last BlogTalk: 75 links, Now: 128)

- This year's Google Bomb

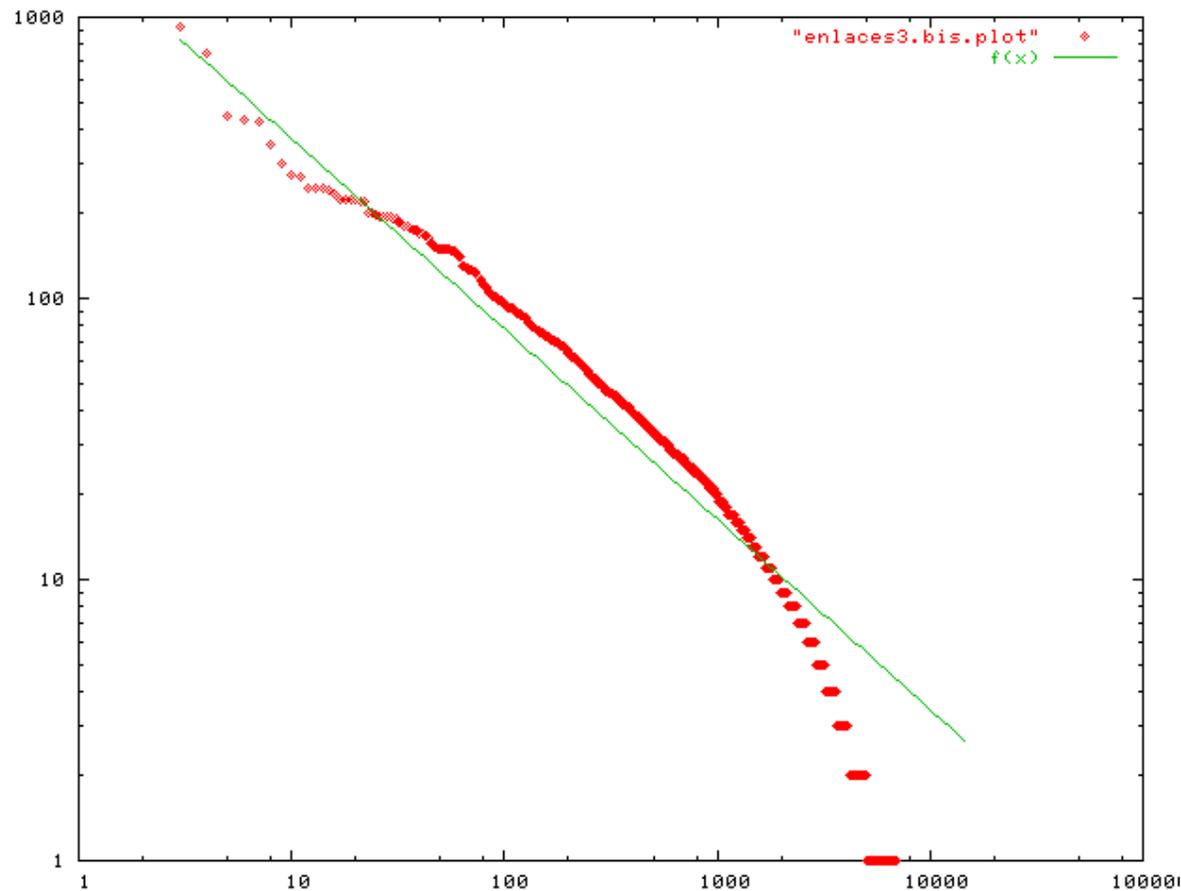
<http://www.sgae.es/> (113)

- But <http://www.rae.es/> has more links (119)

# More relevant links

- El Mundo(313), El País (308), PeriodistaDigital (137)
- But many bloggers above now
  - Mini-D (<http://www.minid.net>, 529)
  - eCuaderno (<http://www.ecuaderno.com/>, 427)
  - Las cinco del viernes (<http://lascincodelviernes.blogspot.com/>, 346)
  - Blogpocket (<http://www.blogpocket.com/>, 299)

# Towards the powerlaw



rms= 4.94398 -not better, not worse (WBC2004)-

# Conclusions

- Things are getting better
- Maturing
- Need evangelism?

# Future Work

- Improving the 'blogómetro'
- Results diffusion
- Other measurements (words, phrases, ...)
- Identification of in/out links
- Cluster formation
- ...