1.0 Introduction

Online news publications emerged after Vint Cerf created TCP/IP coupled with its mandatory switch and Tim Berners-Lee released the wysiwg browser. Mainstream news media outlets, primarily launched online versions with shovel ware, re-purposing print or broadcast content.

During the second U.S./U.K.-led invasion of Iraq, different forms of reporting and distribution became apparent. The weblog format was used as a medium by university professors or former soldiers to process and produce information about the war. During the main offensive of Iraq, the principal contribution of weblogs was to give mediasphere status to the blogosphere's modes of knowledge (Matheson & Allen, 2003). Weblogs were placed on the mainstream media map as a delivery system of content.

These new forms were characterized by a personable writing tone and informality; a style CNN.com seldom pursues. Hence, weblogs give the impression of being authentic. And independent weblogs lack the editorial filter common in news organizations, feeding the impression of being authentic.

As a news source, the Internet was insignificant in terms of readership during the invasion (Lenhart J. & Horrigan, A., 2004). Even though weblogs offered content that mainstream media outlets refused to publish or the market was simply saturated with a certain type of story (Allbritton, 2003); the online content environment did offer a variety of points of views for Internet readers, only a few felt that going online gave them different points of view (Rainie, 2003).

This thesis compares weblogs to online news sites and describes the changes of these outlets less in readership, rather the content, nature of outbound links, and readability. Since the inception of free blogger tools, citizens can post content on the Web as simple as sending email; circumventing levels of censorship and editorializing common in online news organizations. And certain weblogs challenge potential story ideas for big media, serving as a testing ground for news worthy information, because journalists want to report the news, they don't want to make it (Scott, 2004). Roughly five years after the birth of this website format, 4.12 million weblogs are hosted in the

United States. Only 9.9% of active blogs link to traditional news sites. Moreover, weblogs link to other sources than the 2,875 traditional news sites (Henning, 2003). This implies that Big Media is currently underrepresented in the blogosphere, where individual recommendations and frequency of in and outbound links can determine the level of readership.

Weblogs are a new communicative tool that can shape democratic deliberation or become a corporate possession. At the same time, weblogs face credibility trouble (Odag, Ö., & Schreier, M., 2004) coupled with low readership, information noise or user abandonment. Nevertheless, these relatively new information delivery platforms are defining new modes of Web specific content.

1.1   Problem Statement

Due to the decentralized nature of the Web, news organizations are attempting to control their online content with digital restrictions management technology. This in turn makes themselves irrelevant among the Internet influencers (Hodder, 2004); the subscription only Wall Street Journal online is linked to 354 times, the New York Times on the web 39,412. And Reuters attempts to scan for copyright violations,

> *both are misguided attempts to control their business models as they are dis-intermediated by digital media (and like every other industry facing the paradigm shift due to the information age, it means sorting out a new business model and changing, not holding on to what you've got - or you'll find yourself in the company of buggy producers)* (Hodder, 2004).

Other attempts to control Web content is centralizing news items from other sources; various websites have dealt with this dichotomy. Google News pulls from various news sources by using an algorithm - a computer generated filter of news worthy information. Microsoft is beta testing its Newsbot as a centralizer of news sources; Newsjunkie, which will be part of this bot uses AI retrieval methods by pushing older stories back once the user returns. Yahoo News follows a similar pattern, users can select in-house or from major news sources. Daypop ranks by in and outbound links, a webcrawler determines URL rankings in online spheres, both news sources and weblogs.

In these examples, one aim is centralization of other sources and subsequent hierarchies of news worthy information. Another is to serve as a launching point for Web readers. As most active weblogs rarely link to traditional news sites (Henning, 2004), these URLs are excluded from the blogosphere. And with an increase of online content creators (Lenhart & Horrigan, 2004), online news sites have new company in the production of news.

The problem for online publishers is twofold:

1. Delivery system and control
Online news sites controlling their content via technology or by subscription means, face the threat of becoming irrelevant among the Internet influencers.

Centralization, news alliances or lock-in effects are current approaches. News organizations with an online presence, based in print or broadcasting have a strategical disadvantage to news sources based in the Web.

2. Content credibility and affect on news

Online news publishers are dealing with an increase of raw data being published in weblogs. They face time challenges in finding credible information within the blogosphere and understanding how weblogs are re-defining text-based digital news content.

1.2   Relevance of Research

Weblogs are regarded as complimentary to news organizations (Gillmor, 2003). And it has proven to serve as a testing ground for potential story ideas in Big Media (Scott, 2004). Online news organizations argue irrelevance of re-defining their text-based digital news content in light of weblog's echoing nature in processing a perceived censorship in Big Media (Odag & Schreier, 2004). Another argument is the notion that weblogs are less credible than online news organizations, which depends on the media knowledge of the Web reader (Odag & Schreier, 2004). Despite these arguments, online news organizations are exploring weblog formats on their websites (see 3.3).

This research is relevant to determine how weblogs are re-defining text-based digital news content, which is important in two aspects:

1. Audience increase

Due to an audience increase on the Web, digital text-based news publishers are vying for attention from Web readers; as a primary goal for most commercial publishers is winning new readers.

2. Niche content

There is an increase in content specialization. Digital publishers need to re-define their weblog strategy according to niche content needs.

1.3   Weblogs and Digital Culture

Weblogs link content to and about cultures, news, studies, thoughts, concepts, immediate reality, and practically all digitally inter-connected spheres. They allow glimpses into ambigious time and space coordinates, mostly personal and opinionated they speak out and invite to understand, define forms of digital being - enabling the self to re-think itself (Mortensen, 2002). They have the capability of linking the digital with the physical and challenge our notion of publication while re-defining news specialists. Intertwined in comment loops of foreign faces. Sharing a culture of real virtuality,

> *It is a system in which reality itself is entirely captured, fully immersed in a virtual image setting, in the world of make believe, in which appearances are not just on the screen through which experience is communicated, but they become the experience* (Castells, 2000).

These experiences are as diverse as the audiences themselves, that oppose the idea of Mass Culture because,

> *one thing we do know is that there doesn't exist a Mass Culture in the sense imgained by the apocalyptic critics of mass communications because this model competes with others.* (Eco in Castells, 2000, pg 404)

It is a nano culture that gained mediasphere visibility during the main offensive of the Iraq War, partly because netizens used this highly democratic publishing technology to make sense of war propaganda in times when the press cheers for the home army; even in modern-nation states with supposedly free, democratic news media (Macarthur, 1992, pg xi). As a higher goal in any democracy is self actualization, the weblog is a supplement to this aim and "becomes yet another cultural form in which its representations (how it is perceived or thought about) can be viewed as a political position" (Trend, 2001, pg 296).

1.4 Research Questions

In the process of discovering what the problem statement, relevance of research, and weblogs digital culture can entail, the thesis is guided by these three research questions:

1. Are weblogs re-defining text-based digital news content?

2. What can text-based digital news content oriented weblogs learn from journalism and vice versa?

3. How are these weblogs a different digital news medium, with regard to the three principles and four groups examined in the study?

2.   Historical Context

The importance of defining news and understanding its historical context is relevant to this thesis because the notion of news content and publication is being re-defined by weblogs. Problems with news lies in definitions and functions; a general lack of news theory puts focus on practice in the forefront.

2.1   The Nature of News

This section is about defining news terms and the profession called journalism. It will provide an overview of oral, written, and printed news, those most pertinent to the thesis, because of the focus on text-based digital news content. Moreover, it will explain how these technological shifts coincided with societal changes that eventually professionalized an entire domain.

2.1.1   From Word of Mouth to Newspapers

News is as old as the human language – a report of an event communicated through a medium. Emphasis can lie upon current or old reports, although current news presenting a clear and present danger is more prevalent than old news. In sum, news that entails information requiring urgent action is more relevant to the receiver. Report refers to a summary of an event, one with limited duration and specific space and time coordinates. Event needs a reference with specific time and space coordinates.

In the German language, news is 'Nachrichten,' which is the plural form of Nachricht. Synonyms in the singular form are Meldung or Mitteilung. The word is composed of two elements. Nach- means 'after' and richten is to 'place' into the proper direction or straighten something out. Moreover, it is a directed report after a supposed event took place.

News can also be defined as journalistic content. This can defined into four key terms (see pg 9):

1. **News report:** usually includes a lead, six basic story elements
   (impact, conflict, novelty, prominence, proximity, timeliness),
   acccuracy, fairness (Brooks, 1999), myth of objectivity (Rosen, 1999).

2. **Analysis:** a critical evaluation, breaking down a subject matter into
   its constituent parts and describing the parts and relationship to the
   whole.

3. **Commentary:** a systematic series of explanations and interpretations
   or expressed opinion.

4. **Feature:** can include a lengthy story a bout an event, person or
   circumstance, which can entail a human interest story.

Humankind employs various methods of disseminating news through a medium: word of mouth, written, printed, radio, television, and the web. Unlike information and communication, the English word news has been used the same way for roughly five hundred years (Stephens, 1997, pg 2). From African tribes, coffee houses in Hamburg to Web-based sources, news systems are employed because its absence causes gloom; Berelson's newspaper study from 1949 discovered that citizens felt detached and panicked as a result of the papers absence.

In presence of spoken news, rapid circulation is evidence of a societal commitment (Stephens, 1997, pg 15). Zulu's possessed and maintained the ability to spread news rapidly over great distances without writing (Ibid). Relying on spreading the message through travelers proved inefficient for pertinent information though. As a result, the first news specialist was born: the messenger. The best known legend is Pheidippides, an Athenian who ran from Marathon to Athens, delivering the message of Greek victory against the Persians in 490 B.C.; this type of news specialist enabled speedier delivery of news. Other specialists cried news. The thirteenth century poem, *Les Cries de Paris*, spread news of royal decrees

and new wine through the city. Or gypsy musicians who strolled though marketplaces in Morocco who recited the daily news item in verse (Franklin, 1729, pp 14-19). European coffee houses of the eighteenth

century were news centers aided by face-to-face interaction and caffeine brew, whereas every establishment specialized in different niche topics. City's green spaces were used for group meetings where nouvellistes à la bouche carefully maintained pipelines of information and others collected around a single well-informed individual – the bonhomme (Stephens, 1997, pg 35).

Today, we still exchange news via word of mouth, although less is a present context and more in an absent one,

> *Since all presence is presence only at a distance, this is a meta-geophysical reality which strictly regulates the tele-continents of a virtual reality that monopolizes the greater part of the economic activity of the nations and, conversely, destroys cultures which are precisely situated in the space of the physics of the globe.* (Virilio, 2000, pg 9).

Virilio's point of distance in all presence can be understood in relation to reading a local newssheet, where virtual reality is monopolized by a greater part and conversely destroys part of local culture. Neighborhood news is delivered and produced from a space of distance; the Zulu tribe's spoken news was unable to compete with global news dissemination and evident professional speed. And today's bonhomme is more likely sitting crouched behind a computer screen, trying to avoid long lines at the local supermarket and ordering latte macchiato to go. Albeit foreign news subjugation criticism and disengagement from local production, accuracy of word of mouth is less certain than written. Oral news in the context of the bonhomme or Zulu tribes originates from face-to-face interaction and news organizations still rely on that source, nevertheless mass reproduction and dissemination monopolizes cultures situated in the space of the physics of the globe.

Writing is an important gesture, because it both articulates and produces that state of mind which is called "historical consciousness" (Flusser, 2002, pg 63). Before tribes lost control in local news dissemination, material for documenting records and transcribing spoken language needed innovation as trade and commerce forced solutions. Clay was used as a media for visual representation of traded goods in Mesopotamia (Fang, 1997, pg 2). Other

media included sheets of leather, wood, leaves or tree bark which was lighter than clay and improved mobility. Egypt under the pharaohs around 2000 B.C. underwent a transformation from absolute monarchy to a more egalitarian system of organization that coincided with a shift to papyrus as a medium of communication (Innis, 1972, pg 15). Both speed of delivery and ease of communication enabled this shift, more importantly, writing on paper's predeccesor was quicker, empowering quantity and providing time for quality of thoughts in transcription.

The alphabet made possible the spread of the power that is knowledge, and shattered the bonds of tribal man, thus exploding him into agglomeration of individuals (McLuhan, 1962, pg 187).

And with the alphabet as an interoperable standard of representation, human communication was no longer restricted to the temporary sound of a voice (Goody, 1968, pg 2). Writing carried by papyrus media spread news over greater distances, enhancing transmission reliability and access. Written news facilitated egalitarian societal shifts, whereas papyrus improved mobility of documentation and speed of dissemination. The alphabetic order created news standards imperative towards the professionalism of news and subsequent distribution surge. Handwritten letters exchanged between merchants in Europe around 1250 were limited in circulation and record as a collective diary. Long before Gutenberg, the Chinese were far ahead of Europe in both paper invention and implementation of news organs; nevertheless, development of printing in China was associated with either religious belief or government control (Fang, 1997, pg 35). Gutenberg's letter printing press - the invention of the century - sped the spread of literacy throughout western Europe and fueled vast societal shifts. Books were printed in vast quantities. New universities sprung up. Feudal systems were broken down along with the church's prerogative power of interpreting the bible. It dispersed knowledge over greater distances and proved to be more inclusive into its creation as Benjamin writes, "only in the multiplicity does the concept to knowledge stand up" (Benjamin, 1927, pg 278). Moreover, his invention evolved science and more importantly: assisted the age of Enlightenment.

As for the profession of news specialists, up-to-date newssheets gradually moved towards official publications with a regular schedule and one more important distinction: mass production. By 1650, the world's oldest surviving daily newspaper, the *Einkommende Zeitung* from Leipzig was published. By that time, printing strongly contributed towards professionalism of news specialists and opened up viable business opportunities for publishers; two important factors governing the economics of the newspaper business are that higher-income readers are more attractive to advertisers and lower income readers build higher circulations.

News is as basic as human communication: a desire to know about the other. Communication is a term with many meanings, depending on the context, channel or environment of use;there is no definition that satifies all. Despite the term news being used longer the same way, a directed report about a supposed event is inherently communcation. And in light of its media choices, news similarly faces Weaver's (et al. Shannon, 1949) three levels of communcation problems:

1. How accurately can the symbols of communication be transmitted?
   The technical problem.

2. How precisely do the transmitted symbols convey the desired meaning?
   The semantic problem.

3. How effectively does the received meaning affect conduct in the desired way?
   The effectiveness problem.

In news history, these three levels have continoulsy been improved upon. A shift from oral to written news aided transmission reliability and addressed accuracy, whereas the alphabet provided a discrete set of symbols on the technical level. Semantic levels are more complex. Furthermore, the interpretation of the intened meaning remains the least digitized into 1 or 0 in any desired language. Effectiveness is overlapped by semantics, but deals with meaning being communicated to the receiver and success of his or her desired conduct. News presenting a clear and present danger is an example

for expected conduct success. All forms of news are still present, orality remains an important source of events from specific space and time coordinates, although the Web renders specifity. Written news consumes the largest amount of available news being produced daily, nevertheless limited to receivers who comprehend cultural and language specific alphabetic order. At last, printing accelarated the daily record creation of common life and enhanced access to public dialogs. These medium and technology shifts were accompanied by economic viability that improved news content accuracy, credibility, and readability.

2.1.2 News as Commodity

An old saying, old news is no news still holds ground, despite communication scholars concerns with a definition of news and less with the question of what is not news (Ginneken, 1998, pp. 22). A directed report about specific time and space coordinates is inherently information. When talking about information, Shannon's mathematical theory of communication justifies the use of bits as a universal currency of information in many contexts, supported by his transmission theorems and source-channel theorems. Information that is news poses the question of time dependence and subsequent relation to the economics of news as a commodity. Viewing news is an experience, once read, its novelty wears off. And knowing too much about information beforehand reduces the desire to experience it, whereas higher information uncertainty increases the chance of purchasing it in the first place. Strategies for buying into news information are genres, reputation, and branding.

Before a higher commodification of news took place, it was international news agencies of the nineteenth century setting up shop (Havas, Wolff, Reuters, AP); by furthering the development of principles that systemize content, categories, and presentation of news worldwide. News agencies are disregarded in the field study, albeit a considerable factor towards understanding news commodities. With these standards in place (see 2.2), news gathering, processing and distribution reached another level of professionalism, which are included under the umbrella of journalism and an industry (Rantanen, 1998, pg 178). News is inherently free, anyone can

create, collect, and disseminate information about an event with ambigious or specific space and time coordinates. Nevertheless, it was news organizations, especially the agencies who used the telegraph that resulted in the development of an 'objective' style of writing (see 2.2, pg 16), increased the frequency and scope of news, thereby systemizing news cycles and professionalizing its purpose.

2.1.3 Journalism and Journalists

Journalism can be practiced anywhere, just like medicine, for example, in enormous clinics or under any circumstances. In one-person offices or large news organizations. Just as medicine, it can be practiced with advanced medical technology or as primitive as an ear listening to complaints. Journalism can be practiced with a satellite or script. The practice does not depend on the technology or bureaucracy, it is the person mastering the skills and pursuing a worthwhile purpose. Journalism arose as a protest against illegitimate authority in the name of a wider social contract, in the name of the formation of a genuine public life and a genuine public opinion (Carey, 1995).

It facilitates debates and serves as a collective record of daily life and often referred to as the first draft of history.

Journalists report the news, they rarely make the news; a first draft is written in pursuit of the facts while emphasizing the practical validity, reliability and pursuit of common truth (Altschul, 1990, pg 23). One pitfall in this journey is what students of logic identify as aesthetic fallacy; taking a metaphor and replacing it for the facts (Ibid). Heinz von Foerster once poignantly said, "truth belongs to those who tell the most beautiful story" (von Foerster in Dammbeck, 2002). Journalists reconstruct reality in an aesthetic excursion, at times mixing fact with fiction. And news specialists use subjective news worthy judgments in this reconstruction; the profession is philosophical in a sense that there is no science of journalism, no digital bits in decision making, only principles. In sum, its ideal remains a democratic art in practice. Within these principles, there is a dictum behind those who practice this public service in need of criticism from everyone experiencing it,

helping improve upon its democratic purpose, especially when public life is fragmented, increasingly complex and plagued by low political participation. This is partly due to the paradox that parties have become more tribal having lost their ideological distinctiveness. It is more important to belong than to have a certain set of beliefs (Dahrendorf, 2003); in both Europe and the United States Dahrendorf's point is valid, although one must also take into consideration the EU-15 multiple and the U.S. two-party system.

One wonders some days who is really caring about the publics business. And who is willing to read about it. And act upon what they read (Rosen, 1999, pg 23). Out of media disservice towards democracy arose the idea of public journalism, customer service driven that engages the public in its own discussion and events of the day. Walter Lippman was skeptical about an omni competent citizen, as polling was eventually justified towards a close approximation of public opinion, at least for journalists (Rosen, 1999, pp 62, 69). Technology helps news specialists collect and disseminate news in pursuit of the best obtainable account of the truth (Woodward in Brooks, 1999, pg 13). And those who tell the most beautiful account can attract the eyes and ears of readers. The rise and fall of the press is an approximate indicator of the health of any democracy; engagement, moderation, and economic well being needs refinement for future raison d'être. Furthermore, there have been refinements in the past and weblogs are enacting them in the first decade of this new millennium.

2.1.4 New Journal isms

Development of a dictum and practice needed the union of an interoperable alphabet being carried by papyrus, which could have been called new journal ism at the time, as opposed to etching shorter length symbols onto tree bark.

Gutenberg's letter press eventually opened up doors to new forms of journalism: mass circulation of newspapers and writing for larger audiences. Along with the invention of the telegraph came the development of an 'objective' style of writing, because a wide dissemination of news via wires led to the realization that facts were more safely marketed than commentary (Mindich, 1998, pg 68). Or yellow journalism upstarts and its association

with sensationalist battles between Pulitzer's *New York World* and Hearst's *New York Journal* (Mindich, 1998, pg 129). Nonobjective or 'freak' journalism were terms elite publishers used at the time against those practicing yellow journalism. Another ism is the partisan press, inducing mob violence and staging demonstrations for clearcut political causes. And then the term new journalism sprung up in the 1960's.

> *You see journalists learning the techniques of realism. By trial and error, by 'instinct' rather than theory, journalists began to discover the devices that gave the realistic novel its unique power, variously known as 'immediacy,' its 'concrete reality,' its 'emotional involvement,' its 'gripping' or 'absorbing' quality* (Wolfe, 1973, pg 46).

It incorporated four key devices: scene-by-scene construction with little historical narrative contributing to extraordinary feats of reporting full dialogs, representing one and two. Number three was the third person view, which enabled reader's immersion into various characters. The fourth device recorded symbolic details of people's status life, such as manners, habits or customs (Wolfe, 1973, pp 46-47).

During the short history of professional journalism, new modes of news dissemination challenged the publishing establishment, helping improve upon its purpose, aided by new technologies, presentation and writing styles – eventually adapting to shifts in business, technology, and culture. As a result, standards defined the shape of journalism.

2.2 News Standards

This section focuses on standards journalists apply to create content for news organizations. As most of these standards are well known, the thesis touches upon the key points.

2.2.1 Content Creation Process

What makes the news? One essential element that continously makes the news is **prominence** - famous people are news. The bigger the name, the bigger the news. It is no coincedence that *Bunte* in Germany is a commerical success. Another factor for mass media audience is **impact**. This is a way of measuring how many people are affected by an event or idea. How seriously does it affect them? Moreover, a train crash has a higher impact on news usefulness than the neighbor's cat on a tree. There is a notion that old news is no news, so for news to be relevant, it needs **timeliness**. Knowing about political parties agenda before voting would fall under such as category. Some people or events are more interesting than others; this would fall under the news story element **novelty**. A recurring theme in storytelling, literature, and journalism are struggles between people, nations, or natural forces. Journalists face the challenge of overdramatizing or oversimplifying **conflict**. Lastly, one rather important factor is that news users are most likely to be interested in knowing about events happening close to home. Even when reading about news beyond the local environment, they want to know how it relates to their own community: this factor is termed **proximity** (Brooks, 1999).

What is **objectivity**? Depending on whom you ask, objectivity is hard to define. It helped commoditize news and operates as a guidleline for the closest account of the truth. "It is often a question, not an answer - a point of debate, not a dogma. And it has dominated the mainstream press the better part of this century" (Mindich, 1998, pg 5). Either as an ideal, myth or active enterprise, objectivity is the attempt to provide balanced news that present the facts of a story in a variety of possible angles. Another news element is the **inverted pyramid,** which helps define information from the most important to least important. This usually includes six basic questions: Who? What? When? Where? Why? and How? These questions need to be answered in the first paragaph of a news story that helps readers decide whether to follow an article in its entirity, but also for quick scanning in newspapers. Accuracy and fairness are two key standards behind journalism that determines the credibility of a news source. Accuracy is about getting the facts right and fairness is giving each news actor the right to defend his or herself.

A short summary of key news standards is important towards understanding how weblogs in this study make use of these elements and whether news standards need entrenchment or change.

2.2.2 Code of Ethics

Before news specialists create content for further dissemination, they act upon subjective news worthy judgements. Moreover, "key to all these understandings of ethics is the view that in a sense we are free to act in one way or the other" (Sanders, 2003, pg 15). And because journalist's work strongly relates to telling the truth...the pressures not to be truthful are very great (Sanders, 2003, pg 139). These can summarized into three categories: desire for glory, ambition for power, and desire for money (Sander, 2003, pp. 139). Therefore, ethical behavior needs guidelines or principles upon which the profession can draw from to determine the quality of journalism. Moreover,

a standard of excellence in journalism...being truthful and courageous, treating others with respect, keeping promises, caring about injustice, taking advice, not rushing to judgement and yet being decisive are qualities journalists should cultivate (Sanders, 2003, pg 169).

The International Federation of Journalist's website has a declaration of ethics on the conduct of journalists, which is the largest federation of such in the world and based in Brussels.

This international declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information in describing events.

1. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right to fair comment and criticism.
2. The journalist shall report only in accordance with facts of which he/she knows the origin. The journalist shall not suppress essential information or falsify documents.
3. The journalist shall only use fair methods to obtain news, photographs and documents.
4. The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.
5. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.

6. The journalist shall be alert to the danger of discrimination being furthered by media, and shall do the utmost to avoid facilitating such discriminations based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national and social origins.
7. The journalist shall regard as grave professional offenses the following: plagiarism; malicious misinterpretation; calumny; libel; slander; unfounded accusations; acceptance of a bribe in any form in consideration of either publication or suppression.
8. Journalists worthy of the name shall deem it their duty to observe faithfully the principles stated above. Within the general law of each country the journalist shall recognise in matters of professional matters the jurisdiction of colleagues only, to the exclusion of any kind of interference by governments or others.

Adopted by 1954 World Congress of the IFJ. Amended by the 1986 World Congress.

This code of ethics is still relevant for digital content creators today who seek to strive for professional integrity and engage the public in the debate of their domain. Issues of plagiarism and source attribution are more relevant now, since the ease of reproduction in digital news remains a challenge.

3. Digital News

3.1 Online News: One Decade in the Making

> *A new medium will be born, and newspapers can be programmers in it. We already know about arranging information, about technology. We have capital. We know how to create and sell advertising. We have regional franchises and, most importantly, we have a newsroom – a place where information is gathered, tested and put into packages* (Hearst in Stein, 1993, pg 18).

Hearst III, editor and publisher of the *San Francisco Examiner* in 1993, further noted that newspapers must understand that their future lies in the real value of information arrangement. Readers will decide upon value, not cost, he added. A little over ten years have past since the *San Jose Mercury News* went online with AOL to offer a 'computer on-line and fax service' designed to powerfully extend the newspaper's thrust (Stein, 1993, pg 18).

This thrust created an interactive news experience that incorporates text, image, graphics, audio, video, and real-time delivery. And like face-to-face communication, CMC has the capacity of enabling high interactivity (Rafaeli, 2000). Online news related studies have looked at users locating information in online newspapers (Oostendorp, H., & van Nimwegen, C., 1998), receivers perception of print and online news (Sundar, 1999), imagery effects on selective reading of internet magazines (Knobloch, 2003), and impacts on the journalist profession due to the Web (Singer, 1998), as just a select few.

Before news went online, two other key developments should be briefly noted that paved the road for print content to be re-shoveled online (Deuze, 2002). Vint Cerf's TCP/IP and Tim Berners-Lee's World Wide Web wysiwyg browser were needed. Cerf's communication protocol laid the groundwork for computers to communicate and exchange data. Berners-Lee's MOSAIC browser, which became the Netscape Navigator, enabled viewing the Net for anyone with a cable, modem, and computer. In both cases, their need was similar: collaboration in their desired communities.

In an email exchange with Cerf and Berners-Lee in March of 2003, both emphasized the need for designing a system of collaboration.

Since then, over 14,000 online news publications have been recorded in the Editor & Publisher online database, many have faltered and others remain available to Web users. Of those available, there are four types of news sites (Deuze, 2002):

1. Big Media news sites (CNN.com),
2. Index and category sites (Yahoo, Paperboy)
3. Meta and comment sites (Poynter's Media News, onlinejournalismus.de)
4. Share and discussion sites (Slashsdot, Feed)

What lacks in this model today are weblogs and Web-based sites, such as Slate or Salon, who belong to another group than Big Media: 'Web-based media news sites' and 'weblogs' could clarify this distinction.

3.1.1 Connection & Keyboard

William Randolph Hearst III proclaimed in 1993 that news organizations have the capital, advertising know-how, networks, and the essential newsroom, where information is collected, tested, and packaged. What the current Director of the Hearst Corporation underestimated was that the arranging of news was no longer limited to the traditional newsroom. Because anyone can collect, test, and package news with an Internet connection and keyboard,

> *This is the most exciting moment in the history of news. Anyone*
> *from anywhere can cover anything. And send it out to everyone*
> (Drudge, 2000, pg 21).

A year after Hearst's announcement, the Internet's protégé independent journalist Matt Drudge launched the *Drudge Report* from his L.A. apartment coupled with a 486 Packard Bell computer and phone line. His Web space provides links to other news articles online, but also produces a fair amount of exclusive content, most noteworthy, the exclusive post of Clinton's affair with Lewinsky that lead to his impeachment. What Drudge opened up was the era of the citizen press without editors, "rejecting the corporate notion of news – controlling news cycles, embargoing things, killing stories" (Drudge in Shapiro, 1999, pg 134).

01/17/98 21:32:02 PST - NEWSWEEK KILLS STORY ON WHITE HOUSE INTERN XXXXX BLOCKBUSTER REPORT: 23-YEAR-OLD, FORMER WHITE HOUSE INTERN, SEX RELATIONSHIP WITH PRESIDENT.

The original post retrieved from the Drudge Report on January 17, 1998.

Most of the criticism Drudge still receives is his inaccuracy; accuracy requires time and effort, an aspect professional Web news publishers often lack, which needs continued cultivation. And that he spreads gossip on the Internet. With the spread of webloggers and their participation in the citizen press, Drudge said in an interview with Camille Paglia that he doesn't view himself as a blogger, rather as an independent voice who challenges Big Media (Paglia, 2003). The key difference between his site and those of webloggers is the format, because webloggers challenge Big Media just as well (Scott, 2004).

3.1.2 Online Quality

Why does the online news medium even need to exist when everyone can access large amounts of information online? Albeit, the lack of quality remains a major criticism of online journalism. Traditional quality journalism is defined as active, independent, self researched content production (Quandt, 2002, pp 61-62). And in terms of quality criteria, there are two areas worth noting. One is **production**, **content**, and **taste**. (Quandt, 2002, pg 62). The other is defined in light of the creation itself: **normative**, whereas quality is an important property that is viewed as an ideal in journalism; problem of axiomatic explanation, either they have quality or their do not. Secondly, **empirical** refers to quality being determined by number the readers. And **theoretical** denotes that quality is a logical property that is based upon understandable explanations.

3.1.3 Online Readability

One of the challenges online news sites still face today is readability; background portability and the viewing experience itself. Users sit behind screens and access content that is less pleasureable to experience than a

printed version containing the same information. Solutions to this problem have been designing computer reading chairs, Web to print content migration, shorter online articles with subheadings and more inclusive information in the first paragraph. Nevertheless, a promising technology is E-ink or electro-wetting, whereas the latter can create paper like look and feel mobile content.

3.1.4 Trust

Another challenge for digital news remains the issue of trust. It is no coincidence that CNN.com or MSBNC.com are the most viewed general news sites (Brady, 2004). They have a strong foothold in their core competency of television broadcasting, a medium viewers have been exposed to much longer and still remains a key source of news. Plagiarism, the notion of the Internet as gossip news, and copy & paste journalism remain factors of distrust. Albeit, trust based on personal experience, also called 'thick trust' and honesty based on a general community norm or 'thin trust' are different (Putnam, 2000, pg 136). Online news organizations rely on thin trust, producing content that records trends of the general community. If the social fabric of a community declines, so does thin trust (Putnam, 2000, pg 136). One could argue that if we a live in a society that is less trustworthy than our parents did (Putnam, 2000, pg 139) then digital corporate news simply reflects that trend. Furthermore, if technologically powered communications drive out bad information with good, "the honest and industrious will shun the fraudulent and parasitic, and people will come together voluntarily for beneficial common purposes" (Fukuyama, 1996, pg 24). Whether weblogs are capable of re-defining a social fabric based on thick trust is touched upon in chapter 7.

3.1.5 Revenue Struggles

From the onset of digital news, turning a profit has been the biggest challenge. The online market of news content is almost entirely free, still contributing to the revenue struggles of online news. They have dealt with the synchronisation problem of bringing together publication quality and economic viability. Albeit, in 1998 a diverse range of mainstream news sites

have broken even or have claimed to have made a profit in the U.S., which include the timesunion.com, Channel 4000 (first television station site), and the Motley Fool (Pavlik, 2001, pg 149). More recently, the Web-based news magazine Slate (Carr, 2003) and CNN.com in 2000 (Pavlik, 2001, pg 151). In the case of Slate, the were able to create and innovate without having revenue concerns – they are owned by Microsoft. With CNN, it's similar, who enjoy financial backing from Time Warner, another behemoth. Nevertheless, both produce innovative, quality journalistic content that make use of the Web's multimedia capabilities. Hopes for digital news are that online, ethnic, and alternative media are the only sectors seeing growth, although Gannett makes more revenue from its newspaper division in a week than its online division makes in an entire year (Brady, 2004). Moreover, online publications still have work cut out in terms of profibility. With an audience increase and time to develop better business models, we will see more sites turning a profit in the future.

Despite quality concerns online, daily printed newspapers are focusing on analytical approaches, rather than breaking news. And an important change that online news brings to readers is the ability to choose from an increase of up-to-date available content on their own time. Another change in CMC is the increase of interactivity levels. Four types of online news sites can be defined that struggle with readability and quality, whereas viewing ease could be improved with the introduction of electronic paper based on electro-wetting technology.
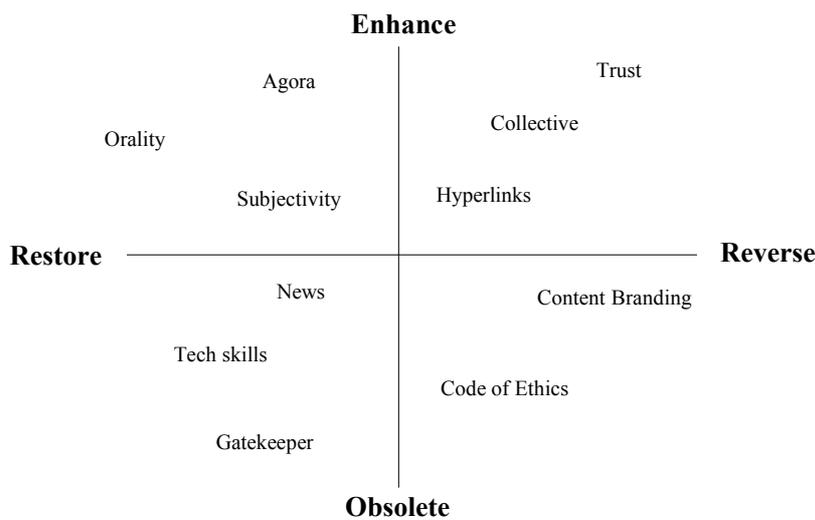
3.2 Weblogs

3.2.1 Definitions

Weblogs mainly consists of distinct chunks of information per page, arranged in chronological order (Bausch, P., Haughey, M., & Hourihan, M., 2002). There are exceptions to this definition and coming up with a definition that fits all weblogs, or even most weblogs, is equally problematic (Ibid). People write their day-to-day experiences, complaints, poems, prose, illicit thoughts and more, often allowing others to contribute, fulfilling to a certain extent Tim Berners-Lee's original view of the World Wide Web as a collaborative medium.

Categorizing weblogs is similarly challenging. For starters, there are two user defined weblogs: a community weblog refers to those websites that allows others to contribute posts, as opposed to contributing a comment to an existing entry. And single author weblogs are solely responsible for posting content. Commenting on each respective post is another weblog feature, albeit not necessary. Some allow anonymous comments, whereas others require registration. Another element of a weblog is the RSS feed, essentially an xml file that allows notification of updates and provides a summary of the sites content, author or keywords. These can also viewed in news aggregators that allow multiple viewing of RSS feeds. Trackbacks are indicated at the bottom of a weblog post and notify the Web publisher when another site links to that particular entry. Lastly, pings notify weblog portals or owners of site updates.

3.2.2 Weblog Tetrad

After having defined the formal and technical aspects of weblogs, the illustration on page 26 examines McLuhan's tetrad with regard to the four principles. Neither of the terms within entirely restores, enhances, reverses or obsoletes, but describing the distribution of each is worth noting.

In the top left quadron, the agora is enhanced with the introduction of the weblog format. As for public self, it defines and enhances a new form of digital self that relates to the agora. Both the entries themselves and comments open up new channels of communication that were previously limited to those with technical skills on the Web. This also relates to orality, less in the physical sense, but in terms of getting your voice heard via a new channel. Furthermore, subjectivity is also enhanced, albeit restored in some sense as well.

Enhance

Agora   Trust

Orality   Collective

Subjectivity   Hyperlinks

Restore ———————————————— **Reverse**

News   Content Branding

Tech skills

Code of Ethics

Gatekeeper

Obsolete

Graph 1 is a McLuhan quadron tetrad applied to weblogs and its current state of directions.

The top right quadron pushes both the enhancement and reversal, whereas the latter outweighs the former. By reverse, the notion is examined where the technology is pushing boundaries of limitations. In terms of hyperlinks, it is maximizing the potential with trackbacks, outbound and inbound links. As for the collective, weblogs are defining new communities both online and offline that are navigating the knowledge space upon which Pierre Lévy's theory of collective intelligence, which deserves more discussion, is but a promising outlook in which "our social and cognitive potential can be mutually developed and enhanced" (Lévy, 1997, pg 5). And this also relates to trust, where working together for beneficial common purposes is re-defining the social fabric based on personal experiences aided by this new channel of communcation. As for the bottom left quadron, gatekeeper control is practically obsolete -

webloggers control their content. With the introduction of these new sites, the absence of html coding has lowered the barrier of entry and given opportunity to those without specific technical skills; software developers will continue to create innovative applications improving upon yet another level of entry.

The bottom right quadron defines two terms. The code of ethics that journalists abide by is disintermediated via weblogs; being accountable or minimizing harm as norms, although those integrated in news organizations, such as Dan Gillmor's eJournal are accountable even though it focuses on opinion related postings. As of now, content branding is a fairly new arena for diary dated websites, but will come become more important in the near future, as corporations will incresingly tap into the grassroots scene of webloggers (see Nike's Art of Speed weblog published by Gawker Media).

A new medium never entirely replaces another, it actually helps cristilize the older one's core use. The oversimplification of this development is referred to as technological determinism, where technology is constructed outside social control and determines future social development (2001, Green, pg xxiv). Furthermore, it fails to see the forest for the tress and recognize media's Big Conversation progression from lecture to conversation mode (2003, Gillmor, pg 21).

3.2.4 Weblog Bridges

This section reflects upon historical references outside the digital realm that resemble these dated sites we have today.

One of these bridges were the **correspendance litéraire**, which were personal letters of subjective storytelling to undue censorship. Albeit, they were written about experiences in city life and had limited readership. Another example are what Vannevar Bush called **trailblazers,** news specialists who link separate documents together, creating a trail or path for others to follow; establishing useful trails through the enormous mass of the common record. In a sense, webloggers are new trailblazers of their own kind, linking through digital records with notes that are inherently personal.

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Reynolds (a.k.a. Instapundit) is a good example for a weblog trailblazer who creates paths for others to follow. Even George Orwell can be linked to weblogs. His **wartime column** 'As I Please' anticipates the modern weblog (Weinberger, 2003). He wrote 80 of those columns between Dec. 3, 1943 and April 4, 1947 with each containing no more than four paragraphs on two or three subjects – weblogs are usually no longer than four paragraphs and can cover various topics in one post. Lastly, Benjamin Franklin would have been a blogger today, because in 1729, he published **personal letters** from a friend in a paper,

> *And he went soon to North Carolina , from whence he sent me next year two long letters containing the best account of that had been given of that country , the climate, the soil, husbandry, etc., for those matters he was very judicious. I printed them in the papers, and they gave great satisfaction to the public.* (Franklin, 1729, pg 59).

This early publishing approach in a newspaper with personal accounts of his journeys anticipates the travel weblog.

Three elements emanate from this historical reflection: one is to undue censorship, subjective and personal storytelling containing no more than four paragraphs, and creating trails for others to follow.

3.2.5 Key Research to Date

The focus here is upon three noteworthy studies, at least in the best of current knowledge of research.

One of them is Perseus's study, which provides a big picture of weblogs by developing a model of blog poplulations by randomly surveying 3,634 blogs on various weblog service sites. What they discovered is that 1.09 of 4.12 million weblogs are one-day-wonders, whereas men were more likely to abandon them than woman. Perseus also concluded that on average, the weblogs were only updated every 14-days and 94,2% are maintained by people under the age of 30.

Pew Internet & American Life examined U.S. citizen's media consumption during the Iraq War, which is pertinent to the case study. The results show that 89% of all Americans got their news via television and only 17% via the Internet and of those 4% accessed weblogs as a source of information. Another statistic worth noting, 44% of online users look for news, second to information about financial markets, at 23%.

Further research is done at Hewlett Packard's Information Dynamics Lab, who are researching implicit structure and the dynamics of weblogs; looking at patterns of infection in information or how ideas spread in the blogosphere. These are then represented through visualization of nodes and their connections. Using newly developed techniques for graphing the flow of information between blogs, the researchers have discovered that authors of popular blog sites regularly borrow topics from lesser-known bloggers, they often do so without attribution (Asaravala, 2004).

Weblogs are more often abandoned by men under the age of 30 and rarely updated daily. Weblogs remain an insignificant source of news and higher traffic logs regularly borrow from lesser-known ones.

3.3   Weblog Models in News Organizations

There are four current models news organizations have implemented within their sites. What follows is a brief description of those models (see pg 30).

3.3.1 Using the Format

This is the most common use: applying the chronological dated format with either a limited time frame or specific topic. The example below includes few outbound links to other Web sites. Deutsche Welle implemented this model in September 2002, where journalist Bernd Rieger reported on events in New York City a week before the first year of 9/11 remembrance.
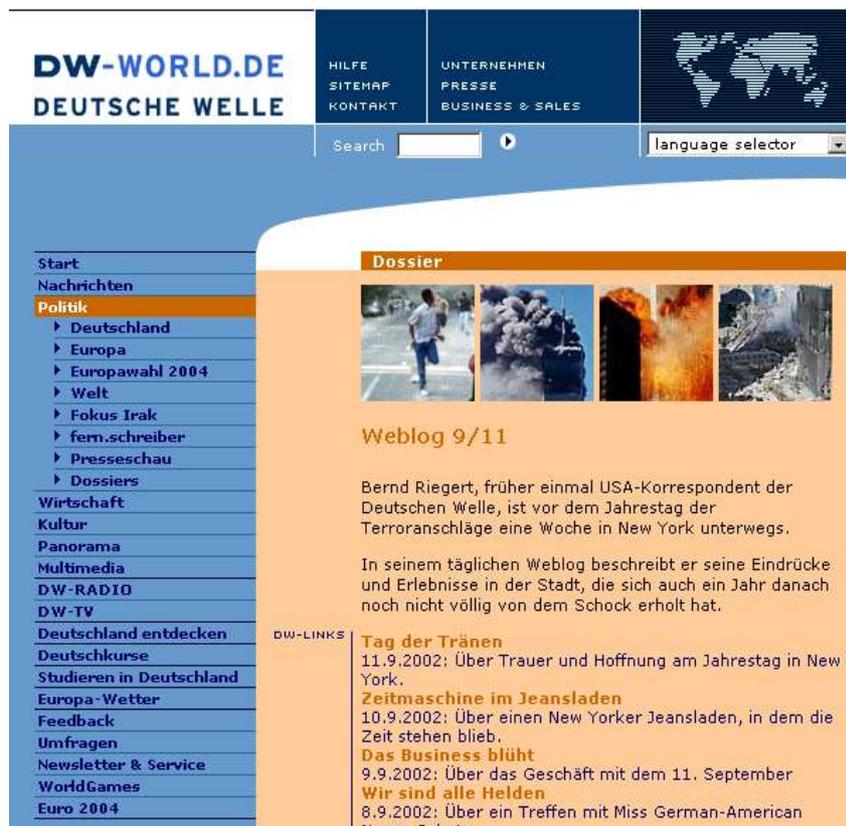
In terms of navigation, each headline indicated in orange points towards the daily post of Rieger's city impressions. The weblog itself is placed in the section 'Dossiers,' which is hard to find for users, if they are searching for weblogs. Moreover, it would be pertinent to implement a section dedicated to commentary or develop a new approach towards weblog branding and site integration.

3.3.2   Acquiring Independent Bloggers

The first weblogger who emerged from behind the computer screen into the newsroom was Salam Pax; a cause celebre weblogger who now writes for *The Guardian* and has appeared on CNN. There is a book about his weblog entries during the main offensive of the Iraq War and a film starring Salam Pax is in the works. Another example for buying webloggers is *The Washington Monthly* approach*,* which fully integrated Calpundit on their site. The move from his independent weblog to this news organization resulted in instant readership increase. And this strategy is beneficial for both, Kevin Drum gets paid to blog and the Washington paper earns some street credibility. In short, acquisition of webloggers adds new content and readers.

It is easy for the *Monthly* to take on this approach, especially because their site was fairly static before and with a known blogger (in the blogosphere) keeping their Web presence up-to-date, their using the medium's strength. The other content is from the print magazine edition and re-shoveled online. In short, their acquisition makes sense for resaons of content and speed.

3.3.3 Weblogsphere Access

Another approach is gaining weblogsphere access by using the format to its full potential. Furthermore, editors at news organizations allow their webloggers control over their content and selection freedom over outbound hyperlinks; although some editorial feedback is never out of question. Mickey Kaus at *Slate* or Dan Gillmor at the *San Jose Mercury News* are two examples. Both have high readership in the blogosphere and are in the Top 50 ranking of Technorati.

This model works for intermediation via weblog influencers and participation in the Big Conversation on the Web. Kaus also produces content for NPR on occasion and thereby leverages his kausfiles brand beyond the Internet. For *Slate,* a Web-based news site, this strategical advantage helps them focus on their core competency, resulting in an innovative weblog with link authority and voice.

3.3.4 Software Tools

Another model applied by news organizations is offering software and Web space for their readers. *Salon* uses this model as a way to attract talented writers, build a community of weblogs and build the brand online. The downside of this model can result in an enclosed community; albeit a unique approach among news organizations online.

Navigation on their weblog portal is simple, but fails to provide an overview of their weblog content – the list of recently updated blogs and most read blogs is too long and only includes the name of the site. And once the user clicks on the link, it ends up on another long list. Salon needs remodeling in human information interaction and improvement in weblog management to remain cutting edge with this concept.

4. Methods

Both the historical context and theoretical approach have shown how news has evolved from word of mouth, written, print, online to weblogs. It also revealed that news standards developed out of practice as a result from either a new technology or commodification. And during the introductory phase of these new transmission mediums, there were innovation periods accompanied by higher production output and potential readership. Issues of censorship and publishing control of delivery systems are reoccuring themes throughout these shifts. Furthermore, temporary re-definition of news practices lead to improved content accuracy and more inclusive news cycles.

Current research is focused on weblog credibility (Odag & Schreier, 2002), media ecosystem influence (Scott, 2004) its use as a political tool, business models at the BloggerCon II conference and relationship between the physical and digital. Moreover, we know less about differences between Big Media online, Web-based sites, weblogs in news organizations, and weblogs that are independent in light of established news standards and the three principles in this thesis; we only know about practices (see 3.3). We also know about "its rhizomatic spread into all spheres of the net, private, academic, cultural, professional, commercial and pornographic" (Mortensen, 2002, pg 265). And this spread is changing the notion of publication and re-defining journalism's raison d'être. Before Internet users can benefit from this increase in content production, the thesis examines the weblogs strength: the post and link. For this, the study examines three principles within a major commercial news sites, weblogs written by professional journalists and those written by amateur journalists. In comparing them to professional journalists reporting independently on weblogs and from citizens who are innovative in producing or processing news on this fairly new Web format, the study is pulling from years of digital news experience in large news organizations. As a result, the case study provides a better understanding of differences between Big Media based in broadcasting with an online presence, Web-based news sources, professional journalist webloggers, and citizens with weblogs in terms of outbound hyperlinks, news content, and level of reading comprehension required. Further elements are location and use of comments, but are disregarded as part of the coding process and touched upon in the analysis.

4.1 Data Collection

My interest in weblogs is a result of my own process in discovering how this new Web format is changing our notion of publication. I felt overwhelmed by the amount of weblogs being published when I discovered this format, with its numbers still growing, even though many are abandoned after a few weeks (Henning, 2003). Re-occurring themes in discussions and research were its potential as a democratic deliberation tool, the echo chamber, its use within organizations for project management, live weblogging, social networks of bloggers, mass media possibility, citizen (folk, public) journalism, and form of public self. One aspect seemed to stand out, especially in the conversations with those being confronted with weblogs for the first time: the noise source. Others argue a noise source is what makes weblogs so interesting in the first place. Why limit its innovative potential with principles? Let it develop its own organic character. This is a valid point and weblogs will continue to evolve independently, whereas adhering to principles might stifle its innovative evolution. Furthermore, the study's aim is to help understand its evolution during a time period when production increased rapidly and Big Media visibility was enhanced. It is also pertinent in light of the previous one source information policy during the Gulf War; the main offensive of the Iraq War ordered a controlled information policy with so-called embedded reporters.

The majority of professional news specialists in the sample reflects a learning approach from their profession. Equally important is how journalists can learn from non-professionals posting and linking content on these respective websites with dated entries.

4.2 Quantatative and Qualitative Data Analysis

The object of qualitative content analysis can be all sort of recorded communication (transcript, discourses, documents,...); it embeds text into a model of communication within which defines the aims of analysis (Mayring, 2000). Krippendorf defines "content analysis as the use of replicable and valid method for making specific inferences from text to other states or properties of its source" (Ibid). Berg points out, "in some senses, all

data are qualitative; they refer to essences of people, objects, and situations" (Miles, M., & Hubermann, A. M., 1994, pg 9). And it would be of central interest, to develop the aspects of interpretation, the categories, as near as possible to the material, to formulate them in terms of the material (Ballstaedt in Mayring, P., 2000). The study is using a mix of qualitative and quantatative measures: principles and groups are defined categories, text in weblogs and online news sites are the recorded communication. In essence, the design method applied in the case study is a quasi experimental field study.

4.3 Sample

The selection process of the sample reflects a qualitative approach, which allows a full human read through the content of the respective websites. Each group has a maximum of four websites, whereas no more than two represent a category within the groups. Six out the nine in the sample have previous journalism experience or are working as a freelance journalists. The remaining three webloggers have other first professions. Another selection criteria was owner independence between all websites. Again, this thesis is concerned with text-based news content oriented sites in lieu of outbound links, news content, and readability, whereas comments and location are touched upon in the analysis.

The differentiation between the four groups is as follows:

Group A consists of an online news site with a core compentency in broadcasting.

Group B consists of online news sites with a core competency in the web.

Group C consists of weblogs written by professional journalists within news organizations.

Group D consists of weblogs written independently by journnalists and non-journalists.

4.3.1   Group A: Big Media

CNN.com was chosen to represent Big Media for two reasons: the time period of this study and CNN's previous experience in coverage during the Gulf War. It was also selected because it has the second highest readership of general news sites. Between January and October 2003, over 20 million unique visitors accessed the site (Brady, 2004). CNN.com is headquartered in Atlanta, Georgia and is owned by Time Warner. All the articles were collected from the CNN U.S. Edition website; the term Iraq was entered as a search string (Note: collected via Google search engine between July and August 2003, now CNN uses Yahoo search engine within site). All Time online edition, student news or Newsweek articles were omitted. The content was saved in an unformatted Microsoft Word 97/2000/XP .doc file; the unformatted version was used for determining the readability statistics, while the CNN.com archive for all other measures.

4.3.2   Group B: Web-based

This second group represents general news sites based in the Web. Both Slate and Salon are pioneers in this domain and have succeeded many other Web-specific news magazines on the Web. There are also referred to as webzines.

Slate is owned by Microsoft and located in Seattle. It is the only Web magazine that has turned a profit, with help from the MSN Network and Microsoft's $20 million investment; Slate's readership is clocked at 900,000 unique visitors a month (Carr, 2003). Slate's articles during the studies time period were collected onto a Microsoft Word 97/2000/XP .doc file for readability statistics. All other coding was done via Slate's archive online. The term Iraq was entered as the search string. Reader comments in the so-called forum 'In the Fray' were not collected.

Salon belongs to the Salon Media Group Inc. and is located in San Francisco; the group went public in 1999. This online magazine moved towards a full subscription business model in 2002, coupled with advertising sponsored day passes. In the collection process, the Salon archive was useful for access in each daily issue with a short summary of the articles; those

appearing in sections Books, Audio, Comics, and Sex were omitted, as were the ones appearing in the From the Wires on the front page. Forum's and letters to the editor were disregarded as well. Salon's articles during the studies time period were collected onto a Microsoft Word 97/2000/XP .doc file for readability statistics. And only content pertaining to the Iraq War was collected.

4.3.3   Group C: Weblogs in News Organizations

This group looks at Web content within news organizations that use the weblog format. There are several news organizations in the United States who are adapting this format. Albeit, the vast majority of journalists do not blog (Andrews, 2003, pg 63), notwithstanding those getting paid to blog; both journalists in this group are getting paid. Moreover, incorporating this group into the study is important for two reasons.

a. Better understand how two major news organizations are dealing with
   this website format.

b. Substantiate a difference between paid and non-paid practitioners with
   regard to between factors?

Dan Gillmor was selected because he is a pioneer in using this Web format within a news organization; the *San Jose Mercury News*, which was one the first news organization in the world to place its print content onto the Web. He started his weblog in 1999, referred to as the birth year and subsequent coining of the term weblog (Blood, 2003, pg 7). He also writes a technology column for the print edition. Both the *Mercury News* and siliconvalley.com, the host of Gillmor's eJournal are owned by Knight Ridder, which is headquartered in San Jose, California. Gillmor's posts were collected onto a Microsoft Word 97/2000/XP .doc file for readability statistics. The coding was done via his website.

James Taranto writes the Best of the Web Today for the *Wall Street Journal online*. He was selected in part due to his employer's success in attracting 689,000 paid online subscribers (Anderson, 2004). And in part

because his weblog style collections and writings represent one specific approach in news organizations: opinion pages are access free, whereas all other content requires paid subscription; Taranto is integrated into the opinionjournal.com. The Journal online is located in South Brunswick, New Jersey and its owner Dow Jones & Company Inc. is headquartered in New York City. Taranto's posts were collected onto a Microsoft Word 97/2000/XP .doc file for readability statistics. All other coding was done through the Opinion Journal online and its archive.

4.3.4 Group D: Weblogs Independent

Representing the largest group in the sample with four independent weblogs, as these types are the most common on the Web, are OP weblogs without a news organization as its mantle. They are further divided into those written by professional journalists and those written with other first professions. This difference within the group was chosen to examine differences between webloggers who are considered professional journalists and others with regard to the three principles.

Joshua Micah Marshall was selected because he started his weblog early into the growth of this format, in November 2000 to be exact. He has written for various larger circulation newspapers in the United States, as well as Salon and Slate and appeared on broadcasts at CNN, MSNBC, C-SPAN, and Fox. Moreover, he is a fairly well known journalist in U.S. media. Marshall attracts 20,000 readers a day and Talking Points Memo is defined as a political blog (Scott, 2004). All his posts were collected and saved onto an unformatted Microsoft Word 97/2000/XP .doc file and used for determining the readability statistics, the Talking Points Memo archive online for all other measures. Marshall lives in New York City.

Christopher Allbritton is the first professional journalist to collect money from his readers for an independent assignment in Iraq and write about it on his weblog; his website was archived into the Library of Congress. He also has numerous reporting experiences, including the Associated Press and *New York Daily News*. Since 1998, he is a freelancer and has written for various publications: Salon, *Wired*, and the *New York Times*, among others.

Allbritton's posts were collected onto a Microsoft Word 97/2000/XP .doc file for readability statistics. All other coding was done via his weblog. Allbritton resides in New York City.

Markos Moulitsas Zúniga was chosen to represent an independent weblog writer who is not a journalist as first profession, namely because he was soldier between 1989 and 1992 and therefore has working knowledge of the U.S. military, which is pertinent for the time frame of this study. Furthermore, Daily Kos's top 50 ranking in Technorati and mediasphere visibility were other selection criteria; also defined as a political weblog. Zúniga's posts were saved as a Microsoft Word 97/2000/XP .doc file for readability statistics. Other coding was retrieved from the online archive. The owner of Daily Kos is located in Berkeley, California.

Glenn Reynolds, a.k.a. Instapundit, is part of this sample mainly for being one of the better known webloggers in the United States, both on the Web and via broadcasts on television. He also writes a column for TechCentralStation and maintains another weblog at MSNBC.com, Glennreynolds.com. This Tennessee-based law professor posts regularly from early in the morning until ten at night; the most active in this research. Reynolds's entries were placed onto a Microsoft Word 97/2000/XP .doc file for readability statistics. Coding was done via Instapundit's archive on the web.

Name	Type	1. Profession	Occupation	Revenue	Gender	Nationality
Gillmor	OP WL	Journalist	Journalist	Ads	Male	United States
Taranto	OP WL	Journalist	Journalist	Ads	Male	United States
Marshall	OP WL	Journalist	Freelance JL	Ads, Donate	Male	United States
Allbritton	OP WL	Journalist	Freelance JL	Donate	Male	United States
Reynolds	OP WL	Lawyer	Professor	Ads, Donate	Male	United States
Zúniga	OP WL	Soldier	IT Specialist	Ads, Donate	Male	United States

Table 1 describes each sample in six categories.

4.4   Measures and Principles

This study used a mix of a priori and emergent coding. The measures and principles were developed close to the data and recorded communication. As a result, links, news content, and readability were measured with specific

coding procedures and tools, whereas location a factor in the analysis section. The rationale for choosing these principles is described in 4.5.

Principle	Measure	Coding
Readability	Flesh Indexes	Formula
News Content	Origin, treatment, reporting	See details in 4.5
Links	Existence,direction, type	See details in 4.5

Table 2 shows the three principles applied in the field study.

4.5 Coding Procedures

The specific time frame is the main offensive and invasion of Iraq from March 19 - April 9, 2003. The measuring unit is the news article and weblog post. Actual hand coding of 689.329 words in terms of links and news content took 22 days. Measuring and calculating the readability statistics with Microsoft Word XP for Macintosh of the same amount consumed 5 days. The online news stories and weblog entries were classified into the following:

4.5.1 Readability

The Flesh readability index is a tool for estimating the reading comprehension level necessary to understand a written document. Flesh is used to determine the level in weblogs and online news sites. This is helpful because weblog posts are shorter in length.

The Flesch readability index for a document is computed using 5 steps:

1. Number of words in the document.
2. Number of syllables in the document.
3. Number of sentences in the document.
4. Compute the index as:
5. Flesh Index = 206,835 - 84.6 x syllables/words – 1,105 x words/sentence

The rationale behind using this measure is to answer these two questions:

a. How comprehensible are the samples?

b. What does this reveal about the level of literacy required in all groups
    within and between and/or is it medium specific?

On the following page (see 39), table 3 and 4 show the sample index, both
indicate grade level and type of material:

Material	Flesh Index
Comics	95
Consumer Ads	82
Sports Illustrated	65
Time	57
New York Times	39
Auto Insurance	10
IRS Code	-6

Table 3

Flesch Index	Grade Level
91-100	5
81-90	6
71-80	7
66-70	8
61-66	9
51-60	High School
31-50	Some College
0-30	College
< 0	Graduate

Table 4

4.5.2 News Content

News content examines the content of the post or article in both online news
sites and weblogs. By measuring origin, treatment, and reporting, the thesis
answers these questions in both the findings and analysis:

a. What does the origin of content disclose about staff production efforts
    in both the findings and analysis?

b. Is the treatment an indicator for each specific group or is it specific to
    the weblog medium?

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c. How does the reporting affect the location of content producers and
   what does this unveil about human interactions?

These questions will help provide an understanding of within and between factors, concerning the four groups. All within variables are coded as either 1s and 0s. The category development is induced from the nature of weblogs and this Web specific comparative study approach; origin and treatment is adapted from newspaper studies (Lynch & Peer, 2002).

Origin

Existence of posts or articles are coded as 1, absence with 0, which applies to all six origin categories, which are as follows: **wire or news services** stories are those from the Associated Press, Reuters or any other news service. Stories with or without a byline that are identified as coming from the online news source or single author weblogger are termed **staff/blogger**. This includes "special to" and correspondents of the news organization. Those stemming from the **reader** are cases specifically identified as being written by readers from the staff/blogger. If the text indicates the content's roots stemming from an **email** and/or it was **copied and pasted,** both were noted. And when the source of the story is not stated, **none** is recorded.

Treatment

This refers to the way the story is written, not to be confused with the subject of the story. Five categories represent this variable. **News report** is any story that emphasizes facts of a recent event and often uses a straight news or inverted pyramid style of writing. **Feature** is generally a longer piece with a more reflective tone; often humorous or entertaining that can be on a serious subject, but tries to tell a story rather than just regurgitate a series of facts. **Commentary** is any story that offers a first-person opinion, e.g. editorials, advice pieces, entertainment or criticism. **Interview** is any post or article that is written in a question and answer format. Another category within this variable is the **content pointer**, which refers to a post linking or discussing other content on the Web, both towards self and other. The difference between content pointer and link is twofold: pointers link directly to text, audio, image or video while links are everything. And **other** refers to any post or article not represented above.

Reporting

Literature suggests that webloggers process and journalists produce news (Odag & Schreier, 2004). The measure looks at this argument. The key difference is so-called original reporting, which this thesis defines as face-to-face interaction, phone interviews, and email exchange before posting content. Making this deduction on the Web is either clearly stated as such or can be inferred from the text. Hyperlinking in this context is disregarded as producing content. Albeit, Vannevar Bush describes one news profession as trailblazers, those who link separate documents together, creating a trail for others to follow, enhancing the understanding of common record. Reporters and webloggers on the Web are of similar nature, who have the capability of developing new stories as a result of choices taken by trailblazing for common record purposes. In this study, **produce** is coded when the person is posting content acquired through interaction via phone, email or face-to-face. Moreover, a human interaction is the key distinction. All other reporting is recorded as **processed.** By process, the study deduces forms of linking, quoting, analyzing news, and other people's writing or thoughts. If there is a combination of both, the category is noted as **process and produce**. If none of these apply, 0 is recorded.

4.5.1 Links

Depth and nature of links in all four groups is measured in terms of usefulness, direction, and network character of each respective website. As stated in the problem statement (section 1.1), Hodder argues that those sites only linking to themselves face the threat of becoming irrelevant among the Internet influencers. Comparing the nature of outbound links between the four groups is important towards between and within differences. Only one site in the case study is exclusive in terms of total access inbound linking. Salon requires subscription for accessing any content, but allows inbound linking to the first two or three paragraphs of articles. All the other websites examined in this study offer free access to all content and both directional links.

Hyperlinks are an important trait of weblogs, the post and link are the strength of weblogs. For Ted Nelson, hypertext is a fundamental tool for

individual creativity. Douglas Engelbart deems the use a neccessary capability of a system designed to improve communication (Bardini, 1997, pg 4); these two alternatives parallel two different conceptions of the user, seen either as a creative individual or as a member of a community in a human organization (Ibid). Both versions represent the type of links present in this research.

The measures compares the four groups' within and between factors with five variables. Questions to be answered in the analysis of these samples in terms of links are (see pg 45):

a. What do the outbound links reveal about the web network of the
   respective groups?

b. What are the differences in outbound linking practices between the four
   groups and what does this reveal about their content strategy?

Link
The first step in coding the samples was to establish a **link existence** in each post or article. If this was not the case, it was coded with a 0, if a link existed, a 1. If a 0 is recorded, then the variables direction, original, news report, and weblog are all coded with 0.

Direction
Once the fact was established that a link exists in each post or article, a 1 was coded if the link was **self, other or self & other.** Moreover, it could only be one of the three. If this was the case, the other two were noted as 0. The nature of this measure is quantitative, although the analysis section deals with it on a qualitative level. Coding the article or post as self also includes weblogs in news organizations, but not to own columns in online newspaper (applies to Dan Gillmor of the *Mercury News*), and if the text body indicates a link towards an email address.

Original
Another link variable is the **original** source of the link. This is coded when the inference is established that the direction is towards instituts, universities, research centers, governments, council, a software tool, law or statute,

dictionary, research report, an external picture, audio or video link, conference notes, transcript, hotel, company or others that fall out of the category news site or weblog. If this is the case, the coding proceeds with 1, otherwise a 0 is noted as **other**.

News Site

The fourth link variable is coded in the same manner as original. Namely, a 0 is noted if the data unit is either towards **original** or **weblog** and 1 if the link leads to a commercial **news site:** CNN, *New York Times* or the *Washington Post*.

Weblog

This remaining variable is coded the same as original and news report, a 0 for **news site** and **original**,1 for **weblog:** diary style entry in chronological order with optional comment capability. Can entail use of weblog software when indicated, such as Moveable Type or Blogger.

5. Case Study: Findings

5.1   CNN.com

The first set is from all the reports on the CNN.com U.S. Edition between March 19 and April 9, 2003. Before evaluating the statistics of the three measures, an interpretation of personal notes taken during the coding process follows first in sections 5.1 to 5.9.

CNN.com is also a portal for various other Time Warner ventures, such as Time online edition, CNN student news, Newsweek, Fortune, Business 2.0

or Sports Illustrated. In this specific study, the focus is upon CNN.com text articles, which omits the multimedia offering not relevant to the study, but worth noting. The Iraq Special section features interactive maps, related articles, a war tracker with casualties and major day-to-day combat links that resembles a chronological categorical approach found in weblogs. And CNN's core competency, video news broadcasting, is complemented online

by VOD, audio picture slide shows, and image galleries; a recent addition to CNN's business model is premium access to videos. The site also takes into account user comments on specific issues, such as the relevant topic: pro and antiwar. Cable News Network staffed ten journalists during the time period of the study, four of them were embedded reporters; a policy not to report information that puts operational security at risk. The embedded reporters were also represented in form via the website with an image and factual albeit informal tone, resembling partial imitation of personal oriented weblogs. Time Warner's news network had the most extensive in-depth coverage of this second U.S.-led war against Iraq. And the website reflected this diversity in audiovisual and alphabetic order.

Total Words	158299
Sentences	7154
Words per Sentence	21,1
Flesh Reading Score	46,2
Flesh-Kincaid Grade	12

Table 5

The level of reading comprehension needed reflects the lowest for Flesh's reading score and highest grade level among all websites in the study (see Table 5). Moreover, it estimates a twelfth grade user who understands reading the *New York Times*. It also has the second highest number of words and sentences, only after Salon, but averages more words per sentence than its Web-only counterpart.

The second set (see Table 6) is from four embedded reporters, Kevin Sites was omitted, due to the fact that he started his own weblog that his employer shut down on March 22, 2003. These reports were taken from broadcasted question and answer sessions or reporting on CNN television. Only the readability statistics are shown here, because the sum, average, and percent are statistically insignificant due to the lower number of online articles. Two conclusions can be drawn from them: lower reading comprehesion levels are required in grade and index and link absence within the text.

Name	Total Words	Total Sentences	WPS	Flesh	Flesh-Kincaid
Savage	5537	292	17,83	65,4	8,4
Robertson	3525	162	20,4	58,6	10,1
Chilcote	3304	195	15,7	60,6	8,6
Harris	1577	74	19,2	60,7	9,5

Table 6

From the 185 online articles collected and coded in this study, 96% were written and/or posted by the staff, whereas 4% stemmed from wire services. Furthermore, the production effort at CNN.com during the time period of this study reflects an in-house staff producing the majority of the content for its Web presence. Secondly, the treatment of news content is clearly guided by news reports focused on factual reports of a recent event, using a straight news or inverted pyramid style of writing: 72,17% of them in this category. Another 4,35% are commentaries and 3,91% reflect an interview format. Furthermore, 19,75% of so-called content pointers, which is defined as linking to other related content on the Web, in this case are ones found within the text and mainly self-referential (see 6.1.3). The third category within the variable news content shows clear results: reporting on CNN's website is produced via HIC either through face-to-face, email or phone, 98, 21%.

To sum up the results for the nature of links: 98% are self-referential while 70,24% of the online articles within the text don't link at all. And if an outbound link is present, they never link to a weblog. The distinction here is made between within the text and the related side-bar that does feature links. Even though they were disregarded in the study, an interpretation of the notes accompanying the coding revealed that even those links in the side-bar rarely linked to other sites. The reason for omittance in the coding procedures was closer approximation with weblog links within the text. Furthermore, the links are useful in terms of CNN specific content, but fails to recognize related content outside of its domain. The strategy behind such a linking policy is to keep users on the site, thereby extending the reader's exposure to advertisements and time spent per visit.

In light of the three variables, Cable News Network's online presence estimates a high school graduate level of reading comprehension, has comparable reading level content found in the *New York Times* and is guided by news reports with self-referential hyperlinks.

5.2 Salon

As one of two Web-only news sites in this study, Salon is a fairly diverse media organization. It offers two online forums, classes or seminars in

various cities across the U.S., features several print publications, links to an online shop for Salon merchandise, provides users with a free 30-day weblog space via RadioUserland and then demands a one-year fee, and offers select MP3 music downloads. Daily pdf and pda downloads, newsletter, audio book downloads, and RSS feed are other features available to subscribers. Scott Rosenberg's Links and Comments is Salon's in-house weblog and disregarded in the study, because two other weblogs within news organizations are part of the sample already; looking at Salon's and Slate's in-house OP approach to weblogs could be examined further. With regard to the time frame of the study, they had a reporter present in Iraq, a section termed 'Iraq Home Front' that dealt with issues affecting citizens in the United States and 'Call from Bagdhad' covering phone or email interactions with people on location.

Total Words	184572
Sentences	8521
Words per Sentence	20,9
Flesh Reading Score	52,07
Flesh-Kincaid Grade	11

Table 7

The level of reading comprehension needed reflects the third lowest for Flesh's reading score and second highest grade level among all websites in the study (see Table 7). Moreover, it estimates an eleventh grade user who understands reading Time. It has the highest number of words and sentences and averages the second highest number of words per sentence. Moreover, it produced and processed the largest quantity of words in this study.

The results from the variable news content points to several findings. In terms of origin, none of the content included copy & paste material, whereas 75,49 % was indicated as stemming from staff, both wire and readers with 4 % respectively and 17 % were unidentified. Moreover, the majority of Salon's content is produced in-house. As for the treatment, significant is the result that 25,4 % were commentary, whereas 9,52 % identified as news reports, and 17,9 % features. Others with 10,05 % were not identified. At least from these results, commentary is the dominant treatment of articles. Further coding that would include Salon's wire stories could possibly change the data in lieu of news reports and commentaries distribution. The third

category reporting shows a balance between processing and producing, with 47,87 % and 48,94 % respectively. Furthermore, Salon uses the strength of the online medium with a balance of human interaction and single user content creation.

As a Web-based news site, Salon applies the use of outbound hyperlinks on average 0,69 times per online post and 0,31 the article is text-only. The direction is dominated by other with 62,12 % while a combination of self and other reflects 25,76 % and 5 % are only self-referential. Even though Salon requires subscription for access, the outbound linking policy is more concerned with other sites than itself, albeit 0,18 of posts have a combination of self and other. This also reflects upon the type of link, out of the 94 articles online, 30 were towards other sites than news and weblogs, 62 towards news and 9 towards weblogs; recognition of weblogs as a source is apparent. In sum, news sites are the most linked to, although the user is encouraged to discover other sources relating to the topic at hand.

One of the two Web-based news sites estimates an eleventh grade user who understands reading *Time.* The content is feature oriented commentary and balances producing and processing while linking to other content on the Web than itself, which includes to some weblogs and a fair amount of original sources.

5.3 Slate

This Microsoft owned webzine has been fortunate with financial support, which allows creative development of content models without stringent revenue concerns. And being part of MSN, the second largest network on the Internet in the United States, it benefits economies of scale, thus allowing ease in attracting readers. And the risk for Microsoft is relatively low; not to mention accruing network effect benefits. Apart from text-based digital content, the zine partners with NPR's show 'Day to Day' in production and cross-hyperlinking. Being present in radio raises Slate's branding profile outside the websphere and enhances credibility. Other offerings are the eBook (a monthly download of articles), a daily personalized version, a forum for each section, content alerts, newsletter services, and RSS feed. Mickey Kaus, the in-house weblogger, was disregarded in the study; looking

at Salon's and Slate's in-house OP approach to weblogs could be examined further.

Total Words	105297
Sentences	5324
Words per Sentence	18,98
Flesh Reading Score	52,61
Flesh-Kincaid Grade	10,45

Table 8

The level of reading comprehension needed reflects the fourth lowest for Flesh's reading score and fourth highest grade level among all websites. Moreover, it estimates a tenth grade user who understands reading *Time*. And it has the third highest number of words, words per sentence, and overall sentences (see Table 8).

A number worth noting first is the percentage of copy & paste origin, 37,8 % of those examined in Slate are of such a nature, which also reflects in the category reporting, where 91,03% of the content is processed. Furthermore, Slate is less concerned with human face-to-face, email or phone interactions in content creation. In terms of treatment, commentary is the most common form with 22,3 %, albeit 39,62 % recorded as other. Lastly, the 5,13 % which were identified as produce reinforce the processing approach to news. 84,62 % of Slate's posts hyperlink and 66,67 % to other sites than itself, whereas a combination of both results in 28,79 %; this infers that the Microsoft webzine is less concerned with keeping the user onsite, but more with being part of other webspheres. As for the type of links, news sites is the most utilized outbound link, 57 of the 78 posts pointed towards such destinations. Recognition of weblogs as a source is also apparent, albeit statistically insignificant with 4 posts; omitting Mickey Kaus's weblog might be a factor concerning such low numbers. Worth noting are the numbers from the original category: 29 out of 78 posts link to other sources than news sites or weblogs.

To read Slate on the Web, a tenth grade and *Time* magazine reading level comprehension is estimated. The news is mainly processed with little human interaction and focused on commentary while linking to other sites than itself.

5.4 James Taranto

Taranto is part of the sample representing an OP weblog within a news organization. This is described as a website that incorporates key elements of a weblog, in this case news content orientated ones in chronological order with comments and links, although a blogroll, calender, and comments are lacking elements.The daily weekday Best of the Web Today uses headlines to cover several topics, some on a daily basis and others relating to musings of the day. Taranto's approach is a one-time daily post that is around 1,800 to 2,000 words. Readers also have the ability to subscribe via email or send a specific post to an email address of their choice. In addition, users can chose a printer friendly format and from free access to the archive.

Total Words	41811
Sentences	1974
Words per Sentence	19,01
Flesh Reading Score	51,9
Flesh-Kincaid Grade	10,6

Table 9

The level of reading comprehension needed reflects the third lowest for Flesh's reading score and third highest grade level among all websites - higher than Slate. Moreover, it estimates an eleventh grade user who understands reading *Time*. And it has the third highest number of words among all weblogs (see Table 9).

A glance over the table (see Appendix) above reveals that the origin of news content is both from one writer and every post is copy and paste content – both averaging 1 per post. As for the treatment, the numbers are clear: each link is a content pointer and all content is commentary. And reporting disregards human interaction on all three levels.

Outbound hyperlink results are a bit more complex. First of all, every daily post links and of those 68,75 % link towards self and other. Another 62,5 % are original and 68,75 % point towards weblogs. And every post links to a news site. Furthermore, the balance between weblogs and original is worth noting, as Taranto obviuosly recognizes weblogs as a source of information in his Web space.

The *Wall Street Journal* has a clear content strategy with Taranto's space; integration within the free *Opinion Journal* results in a daily post that is commentary oriented. It has no intention of promoting human interaction for content creation, but uses the Web's interactive linking and ease of copying and pasting. Integrating weblogs and other sources than news sites into the post is one of its linking strengths.

5.5 Dan Gillmor

Gillmor is the second sample representing weblogs in news organizations – SiliconValley.com, a technology oriented news site. It features elements common in weblogs, namely, chronological dated entries, calender, blogroll, and comment capability. Another feature is the ability to syndicate his eJournal though RSS (Really Simple Syndication or Rich Site Summary), archive access coupled with four categories. As an innovative Web writer, the *San Jose Mercury News* technology columnist posted draft chapters of his upcoming book "We, the Media" on his blog, asking readers to help improve upon it. His Web content provides a mix of conference reports, links to techology tools, some political commentary, and censorship concerns in enacted laws and perceived media bias. Occasional pictures, vertical and horizontal advertising banners sum up the visual elements.

Total Words	11842
Sentences	631
Words per Sentence	17,08
Flesh Reading Score	57,7
Flesh-Kincaid Grade	9,3

Table 10

The level of reading comprehension needed reflects the fifth lowest for Flesh's reading score and fifth highest grade level among all websites or second highest among weblogs. Moreover, it estimates a ninth grade user who understands reading *Time*. And it has the lowest number of words among all websites (see Table 10).

In the category origin within the variable news content, the results show that an average of 0,94 posts stem from Gillmor, whereas 0,04 from emails received, another 0,46 are copied and pasted. For the treatment of posts, 0,55

are commentary oriented and 0,21 focus on news report. As for reporting, processed and none are fairly equal at 0,34 and 0,39 while a combination of process and produce resulted in 0,2.

From the results, 92,86 % of the posts include links and an average of 0,77 are towards other sites and 0,13 a combination of self and other. As for the type of hyperlinks, the eJournal balances original and weblogs at 0,29 and 0,36 respectively. Albeit, news sites are still the most linked to at 0,5 per post.

Dan Gillmor produced the lowest number of words, but provided readers with a fair amount of HIC. And his site covered some news reports, although commentary carried most of the weight. Worth noting is his distribution of outbound hyperlinks pointing towards news sites, weblogs, and original sources, none of which clearly dominate.

5.6 Joshua Micah Marshall

Talking Points Memo is part of the sample representing independent weblogs written by those who are journalists as their first profession. Marshall's site features include permanent links to posts, a printer friendly format, selection of scanned documents containing memos or filings, a link to TPM merchandise, and short blogroll to other sites Marshall approves of, as described on the website. There is no commenting capability, but readers have the option of contacting him via email. And he frequently mentions readers link hints or posts emails critical of his content. The blog uses Moveable Type software and includes political or online news site advertising.

Total Words	31465
Sentences	1691
Words per Sentence	17,71
Flesh Reading Score	58,8
Flesh-Kincaid Grade	9,4

Table 11

The level of reading comprehension needed reflects the sixth lowest for Flesh's reading score and eighth highest grade level among all websites or

fifth highest among six weblogs. Moreover, it estimates a ninth grade user who understands reading *Time*. And Joshua Marshall counts the fourth largest amount of words among all weblogs (see Table 11).

In the category origin within the variable news content, 65 Web posts stem from Marshall, whereas 29 copy and paste content from other websites. And in terms of treatment, an average of 0,89 per post are commentary, whereas 3 out of 65 were presented in an interview format. The distribution of commentary is also evident for the category reporting: 72,31 % percent is processed,only 7,69 % are produced, whereas a combination of both resulted in 16,92 %.

The variable links and its five categories show the following pertinent results. On average, 0,82 per post includes an outbound link, wheras 75,47 % point to other websites and one fourth towards self and other. As for the type of link, the majority are towards news sites, 47 out of 65 are of such nature. Original and weblog are similar at 13 and 9 respectively.

Marshall's Talking Points Memo content stems from himself and close to half is copied and pasted from other sites. The treatment is commentary with little human interaction during content creation, albeit a few posts show a combination of processing and production. And his main source for outbound links are news sites with weblogs and others sharing approximately the same amount. Moreover, TPM is a political commentary website during the time period of the study that dicusses the press online.

5.7 Christopher Allbritton

Allbritton's Back-to-Iraq is the second website representing independent journalists who are news specialists as their first profession. One site element is the about section: writing clips, résumé, link to samples of personal and working photographs, as well as email and instant messenger coordinates. What follows towards the right of the page below the about section is a drop-down menu with access to select Back-to-Iraq articles Albritton deems worth reading, which is followed by a link to the complete archives. His most innovative feature is the Pay Pal donations button, which allows users quick click financial transactions to support Allbritton's independent news services.

And the news alert notification on entries is another free offer. Lastly, each entry allows users to post comments.

Total Words	19591
Sentences	1169
Words per Sentence	15,87
Flesh Reading Score	64,9
Flesh-Kincaid Grade	8,1

Table 12

The level of reading comprehension needed reflects the ninth lowest for Flesh's reading score and nineth highest grade level among all websites or sixth highest among six weblogs. Moreover, it estimates an eighth grade user who understands reading *Sports Illustrated*. Allbritton counts the fifth largest amount of words among weblogs (see Table 12).

Results from the news content variable show that every post is written by Allbritton himself – an average of 1 per post. Another 8 out of 48 entries include pasted content. Within the category treatment, an average of 0,35 per post are considered news reports and 0,63 commentary. Furthermore, in the category reporting, an average of 0,6 are processed, whereas 0,23 is produced and 0,17 include both.

An immediate number worth pointing out is the fact that 62,5 % of Back-to-Iraq's entries during the main offensive of the Iraq War did not include hyperlinks, while 37,5 % did. As for the direction of the link, if there was one present, 60 % went towards other sites than Back-to-Iraq. The combination of self and other results in an average of 0,06 per post and self at 0,1. The type of link unveils that both weblog and news sites are equally attributed as an outbound link, on average at 0,23 and 0,25 per post. And original sources at 0,1.

Back-to-Iraq examined during March 19 and April 9, 2003 is estimated to have the lowest level of reading comprehension among all websites. Albeit, Allbritton produces close to half of his content through human interaction, although processing slightly edges it out. The site relies less on applying outbound hyperlinks, but when it does, the distribtution shows that weblogs are equally important as news sites.

5.8 Glenn Reynolds

Representing one of the two independent weblogs written by those who are not news specialists as their first profession, Instapundit is the most active blogger among the study who maintains his site from Tennessee. Key features include an about page, pda content download, a back-up version hosted on another server, links to writings at FoxNews.com, TechCentralStation, and *The Wall Street Journal*, among others. And an additional print capability, faqs, archive, and terms of use are further visitor options who can donate via Pay Pal if neccessary. A blogroll, archive, text size change alternative, RSS feed, select political and entertainment advertising sum up Instapundit's user interactions.

Total Words	73105
Sentences	4080
Words per Sentence	16,02
Flesh Reading Score	58,7
Flesh-Kincaid Grade	8,9

Table 13

The level of reading comprehension needed reflects the fourth lowest for Flesh's reading score and fourth highest grade level among the six weblogs. Moreover, it estimates a nineth grade user who understands reading *Time*. Reynolds counts the fourth largest amount of words among all websites and first within weblogs.

The variable news content shows that every entry originates from Reynolds and 0,45 include copy and paste content. In addition, 0,02 come from readers or email. As for the treatment, the category content pointer outweighs commentary, on average 0,99 of the entries point to other content, whereas 0,73 are opinion. And reporting shows that 0,98 disregard human interaction during content creation while 0,01 contain interaction and the same average combine processing and production.

The variable links shows that 97,77 % of Instapundit's posts applies hyperlinks and 2,23 % discount them. In terms of the direction, 94,57 % point towards other sites on the Web, 4,55 % combine self and other and 0,88 % only link to Reynold's independent weblog. As for the type, 67,6 %

attribute weblogs as a source, 56,57 % news sites, and 7,36 % towards other.

Glenn Renyold's first weblog estimates a lower tier estimation of readability level among all websites. Half of his content is copied and pasted with few emanating from readers or email. And the majority is commentary with almost no human interaction during content creation. Outbound links to weblogs are recognized as the most important source, closely followed by news sites and little pointing to other sites.

5.9 Daily Kos

Daily Kos's subtitle is 'political analysis and other daily rants on the state of the nation.' Moreover, it is considered a political weblog. Among his site features are an about page, link to another personal site, alternate form styles, archives categorized by topic, blogroll, and other links Zúniga deems pertinent. In addition, Pay Pal allows visitors to donate money if necessary. An RSS feed is also available. Because of his military experience, Daily Kos offers military analysis on troop movements or equipment use and provides useful links. Regular obituaries about fallen soldiers came to attention during the coding process as well.

Total Words	49404
Sentences	2816
Words per Sentence	16,22
Flesh Reading Score	58,1
Flesh-Kincaid Grade	9,3

Table 14

The level of reading comprehension needed reflects the third lowest for Flesh's reading score and fourth highest grade level among the six weblogs. Moreover, it estimates a nineth grade user who understands reading *Time*. Daily Kos counts the fifth largest amount of words among all websites and second within weblogs (see Table 14).

The variable news content for Markos Moulitsas Zúniga shows that 65,56 % at Daily Kos is derived from himself; close to half from copy and pasting content: 34, 44%. Treatment shows an average of 0,85 per entry being commentary, another 0,73 points to other content on the Web and 0,1

identified as other. Reporting shows 92,93 % of the site during the 21 day time period is processed and none were identified as emanating from human interaction.

The variable links show 80,81 % of all posts provide a hyperlink. Of those, all point towards other sites. The distribution regarding the type of outbound links discloses 75 out 80 links point at news sites, another 15 are original and 6 weblogs.

Daily Kos offers the second highest amount of words among weblogs and mainly links to news sites, whereas half of the content is copied and pasted. The site is focused on commentary with no human interaction indicated during content creation. Moreover, the content is processed information with some links to other than news sites.

6. Analysis

In the analysis section, each group will be compared to eachother with regard to the results in the findings. Moreover, the variables readability, news content, and links are analyzed. The questions addressed again are:

Readability

a. How comprehensible are the samples?

b. What does this reveal about the level of literacy required in all groups within and between and/or is it medium specific?

News Content

a. What does the origin of content disclose about staff production efforts in both the findings and analysis?

b. Is the treatment an indicator for each specific group or is it specific to the weblog medium?

c. How does the reporting affect the location of content producers and what does this unveil about human interactions?

Links

a. What do the outbound links reveal about the its content of the respective groups?

b. What are the differences in outbound linking practices between the four groups and what does this reveal about their content strategy?

Comments and location are noted, although disregarded in the coding process. In the final section, the three guiding research questions will be addressed.

6.1 Big Media and Web-based

CNN.com reflects the highest level of reading comprehension in this group in both Flesh Index and Flesh-Kincaid grade level and is followed by Salon and Slate. Albeit, Salon produced a higher amount of total words.

CNN.com produces HIC, which is mainly derived from on location reporting in Iraq. Moreover, the staff production effort is higher than both Salon and Slate, which would support the claim that quality journalism is defined as active, independent, self researched content production. In terms of origin, CNN.com and Salon never indicates copy & paste content, whereas Slate does. CNN.com's news content is rarely commentary, whereas Salon and Slate's focuses on commentary.

In terms of links, CNN.com is self-referential, whereas Salon and Slate link to other sites than itself. The fact that CNN.com only links to its content also means that it is useful, because they are directed towards other human interaction reports or VOD. They do fail to recognize weblogs and other sources, which both Salon and Slate do. Furthermore, the amount of content on CNN.com is more diverse allowing internal linking.

6.2 Big Media and Weblogs in News Organizations

CNN.com reflects higher readability score on all levels, whereas Taranto's level of reading comprehension is higher than Gillmors.

Taranto and Gillmor both apply copy & paste in their content origin, which CNN.com never does, whereas the content stems from the staff and bloggers respectively. The Time Warner cable news flagship has higher production efforts than both weblogs, whereas the treatment of human interaction content is fewer in weblogs than CNN. Nevertheless, Gillmor produces more HIC than Taranto.

Taranto mixes linking to self and other, wheras Gillmor links to other sites than himself. On the contrary, CNN.com never links to others. Interestingly enough, Taranto, who is part of the *OpinionJournal* online, links to self & other, which points towards the strategy of keeping users on the site. In sum, Taranto more closely approximates CNN's linking policy. Nevertheless, both weblogs balance linking towards their Web counterparts and others, whereas news sites still outweigh both.

6.3 Big Media and Weblogs Independent

CNN.com reflects higher readability score on all levels, the differences within the weblogs are insignificant.

In the variable news content, independent weblogs commentary dominates the treatment, whereas on CNN's site the news reports do. Again, copy & paste is another element more prevalent in weblogs than Big Media. This would support the finding and answer the question that commentary within independent weblogs is medium specific. And in terms of production effort, these weblogs rely on other content than HIC and location is never a significant factor.

The fact that CNN never links to other websites is established. And the fact that independent weblogs more often link to news sites is a result from the findings. Weblogs are also more diverse in terms of the type of links - pointing towards original and other weblogs.

6.4 Web-based and Weblogs Independent

Web-based news sources have higher readability scores on all levels. The differences within weblogs independent are insignificant in this comparison.

Text-based news content between these two groups more closely resemble eachother than Big Media. They both apply commentary to a greater degree than CNN and copy & paste as part of the content origin. Albeit, both Slate and Salon offer more HIC. In terms of production efforts, WB requires higher production efforts and therefore supports the claim that quality journalism is defined as active, independent, self researched content production. With Salon and Allbritton being the only ones on location in Iraq also answers the question that location improves HIC.

Both WB sources focus on linking to news sites, whereas the weblogs balance the type of links to all sources. Salon and Slate more often include articles that contain no links, whereas weblogs usually always include links, an exception here is Allbritton, who when on location in Iraq applied less links.

6.5 Web-based and Weblogs in News Organizations

Salon has the highest readability levels between and within the groups, followed by Taranto and Slate. Moreover, one weblog in a news organization based in print requires a higher level of reading comprehension than Slate. Gillmor has the lowest among all.

Both WB sources produce more HIC content than the weblogs in news organizations. And focus is on commentary in both websites with chronological dated entries. As for the staff production effort, Salon and Slate's are conclusively higher. Interestingly enough, Slate more closely resembles weblogs in terms of copy & paste content and commentary than Salon. Furthermore, the treatment is not specific to the medium of web-based or weblog. Only Salon was on location in Iraq, which explains the highest HIC in this group.

Gillmor provides the most diverse outbound hyperlinks between and within the groups, followed by Taranto. Furthermore, WB sources are focused on linking to news sites.

6.6 Weblogs in News Organizations and Weblogs Independent

Taranto reflects the highest readability score on all levels, whose owner is based in print. As for other weblogs, the differences are statistically insignificant in this comparison.

There are no significant differences between the groups, rather within. Taranto is the only Web space that is consistent in all three categories of the news content variable. As for the staff production effort, Gillmor and Allbritton offer more HIC than the other sites. This is partly due to the fact that they reported on location in Iraq or from conferences. In light of the treatment, it is medium specific is this comparison; commentary outweighs the type of treatment. In terms of the outbound hyperlinks of all weblogs in this case study, except Reynolds, all link to news sites the most. Furthermore, weblogs written by journalists as their first profession and those who have other first professions link to Big Media.

7. Conclusion

This finale is about summing up thesis goals and its key findings, its implications, limitations, and provide an outlook for the future. Even though the thesis provides a closer account of the truth, with regard to its three research questions, it also raises more questions than it answers, partly because information is outdated or some of the issues are continually evolving. Albeit, just as news organizations are coping with an increase of raw data being published and thereby face testing, packaging, and delivery challenges. Similarily, this thesis should be judged upon its accuracy of the data it collected, arranged, and analyzed.

Weblogs are a different online news medium than what we have seen before in news organizations and are re-defining text-based news content. First of all, it is safe to say that these dated sites are mostly commentary oriented digital trailblazers. They are shorter in length and require a lower level of reading comprehension than news sites. The readability results show that between the weblogs themselves, there are very few differences, albeit when compared to media sites the differences are statistically relevant. This could imply that the weblogs examined can potentially reach a larger audience if targeted properly. On the other hand, they provide less human interaction content and copy and paste content from other sites. Because these diary style Web pages are more opinionated, they adhere less to journalistic code of ethics or attempt to produce 'objective' content. An interesting correlation discovery in the case study was that lower number of hyperlinks in the respective post results in higher HIC. This goes for both weblogs and online news sites. Nevertheless, weblogs are shorter and if applied properly, provide more up-to-date content, closely approximating the Web's strength for news dissemination. And because the link is one key element, weblogs optimize the Web's linking capabilities with trackbacks, blogrolls, pings, and RSS feeds. Hence, the content of the post travels faster and creates new news that has yet to be understood. Despite webloggers innovative use, they still listen to NPR in the car, watch CNN on television or copy and paste from Reuters - then post it on their respective blogs. Furthermore, Big Media remains the main source of information. And because quality journalism is costly and requires at least some degree of HIC, the independent weblogs examined, an exception is Allbritton (who links to Big Media though), process and link to

Big Media coupled with attachments of their commentary. This conclusion would contradict the finding by Perseus that weblogs rarely link to traditional news sites. An explanation for this could be that the sample in this thesis is not a quantitative representation, rather focuses on the four groups of the study.

These five-year old Web formats are far from a revolution in news, at least for now, but they are evolving and most news organizations have been slow to change. In some sense, they are competing with news organizations who have to re-define their purpose and provide better transparency. One can argue that they are the fifth estate, providing checks and balances on the fourth estate, a meta media. Newer professional business models will compete for Web readers and point out inaccuracies; at the same time offer their own account of the truth. For those new news organizations striving for longevity; accuracy, accountability, and exclusive content are pillars to success. Furthermore, building on both thick and thin trust will determine the seriousness of its social fabric. If these Web posters can build on thick trust beyond the digital realm and leverage thin trust at the same time, then traditional news organizations will adapt to citizen publisher news cycles.

What does this imply for the future of news or weblogs? More voices, more noise, more political representations challenging the status quo. Those voices with purpose and legitimacy are ones that will last. For purpose to develop, weblogs with news content affecting the common record need business models that free time for quality inscription intended towards bigger audiences. As a result, the journalism profession will be more inclusive to anyone with purpose, content talent, and transparency ambitions, especially in light of the Iraq War, which was based on false justifications. Furthermore, citizens engaged in commentary debate online during the time period of this study were trying to make sense of U.S. press cheers. Even the few weblogs who reported on location in Iraq, were outnumbered by CNN and other Big Media players who controlled the main bulk of content flows outside of Iraq. Notwithstanding the few weblog readers during the main offensive. News consumers still receive and continue to consume their news via television, which remains the key source. Moreover, weblogs need to break away from the current format and produce more HIC in newly defined news cycles. This will be partly possible via increasing professionalization

and newer business models. And whether weblogs can strive for objectivity, a key pillar of success for news agencies, remains to be seen. Albeit, this unplanned news competition that evolved during the U.S.-led invasion is changing production and questioning the source authority of major media players; we will see new sources rise in the near future. Further studies examining the source power of bloggers in mainstream media is worth investigating, both in ideas and exclusive stories.

As any new innovation threatens the equilibrium of the existing organization, as did the telegraph, which was the fastest growing technology to date (McLuhan, 1964, pg 273), each innovation is not only commercially disrupting, but socially and psychologically corrupting (McLuhan, 1964, pg 272). Moreover, weblogs can change the social fabric and provide people with some sense of control in news cycles and reduce the space of distance, as long as these are coupled with new physical contexts that relate to our common life. And we will see these Web spaces move from chaos to temporary re-organization, because

> *one of the great truths of journalism history is that when older news media are threatened by newer ones, an intense debate over the nature of news ensues, followed by an era of entrenchment and change* (Mindich, 1998, pg 2).

The content of any medium is always another medium (McLuhan, 1964, pg 8). In this case, the weblog is the content of the messenger and when the media becomes the messenger (Castells, 2000, pg 390), when concerned and engaged citizens regain control in dissemination, then weblogs can unleash a responsible collective purpose.

8. Appendix

Each table in the appendix summarizes the sum, average, and percent of the principles news content and links.

CNN.com

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	7	0,04	4
Staff/Blogger	168	1	96
Reader	0	0	0
Email	0	0	0
Copy & Paste	0	0	0
Treatment			
News Report	166	0,99	72,17
Feature	0	0	0
Commentary	10	0,06	4,35
Interview	9	0,05	3,91
Content Pointer	45	0,27	19,57
Other	0	0	0
Reporting			
None	0	0	0
Process	3	0,02	1,79
Produce	165	0,98	98,21
Process & Produce	0	0	0

Table 15

Links

Links	Sum	Average	Percent
No	118	0,7	70,24
Yes	50	0,3	29,76
Direction			
Self	49	0,29	98
Other	1	0,01	2
Self & Other	0	0	0
Original			
Other	49	0,29	98
Original	1	0,01	2
Weblog			
Other	50	0,3	100
Weblog	0	0	0
News Site			
Other	1	0,01	2
News Site	49	0,29	98

Table 16

Salon

News Content

Origin	Sum	Average	Percent
None	17	0,18	16,67
Wire	4	0,04	3,92
Staff/Blogger	77	0,82	75,49
Reader	4	0,04	3,92
Email	0	0	0
Copy & Paste	0	0	0
Treatment			
News Report	18	0,19	9,52
Feature	34	0,36	17,99
Commentary	48	0,51	25,4
Interview	6	0,06	3,17
Content Pointer	64	0,68	33,86
Other	19	0,2	10,05
Reporting			
None	1	0,01	1,06
Process	45	0,48	47,87
Produce	46	0,49	48,94
Process & Produce	2	0,02	2,13

Table 17

Links

Links	Sum	Average	Percent
No	29	0,31	30,85
Yes	65	0,69	69,15
Direction			
Self	8	0,09	5
Other	41	0,44	62,12
Self & Other	17	0,18	25,76
Original			
Other	30	0,32	50
Original	30	0,32	50
Weblog			
Other	51	0,54	85
Weblog	9	0,1	15
News Site			
Other	4	0,04	6,06
News Site	62	0,66	93,94

Table 18

Slate

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	78	1	61,42
Reader	0	0	0
Email	1	0,01	0,79
Copy & Paste	48	0,62	37,8
Treatment			
News Report	2	0,03	1,35
Feature	1	0,01	0,68
Commentary	33	0,42	22,3
Interview	1	0,01	0,68
Content Pointer	69	0,88	46,62
Other	42	0,54	39,62
Reporting			
None	0	0	0
Process	71	0,91	91,03
Produce	4	0,05	5,13
Process & Produce	3	0,04	3,85

Table 19

Links

Links	Sum	Average	Percent
No	12	0,15	15,38
Yes	66	0,85	84,62
Direction			
Self	3	0,04	4,55
Other	44	0,56	66,67
Self & Other	19	0,24	28,79
Original			
Other	37	0,47	56,06
Original	29	0,37	43,94
Weblog			
Other	62	0,79	93,94
Weblog	4	0,05	6,06
News Site			
Other	9	0,12	13,64
News Site	57	0,73	86,36

Table 20

James Taranto

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	16	1	50
Reader	0	0	0
Email	0	0	0
Copy & Paste	16	1	50
Treatment			
News Report	0	0	0
Feature	0	0	0
Commentary	16	1	50
Interview	0	0	0
Content Pointer	16	1	50
Other	0	0	0
Reporting			
None	0	0	0
Process	16	1	100
Produce	0	0	0
Process & Produce	0	0	0
	0	0	0

Table 21

Links

Links	Sum	Average	Percent
No	0	0	0
Yes	16	1	100
Direction			
Self	0	0	0
Other	5	0,31	31,25
Self & Other	11	0,69	68,75
Original			
Other	6	0,38	37,5
Original	10	0,63	62,5
Weblog			
Other	5	0,31	31,25
Weblog	11	0,69	68,75
News Site			
Other	0	0	0
News Site	16	1	100

Table 22

Dan Gillmor

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	53	0,94	65,43
Reader	0	0	0
Email	2	0,04	2,46
Copy & Paste	26	0,46	32,09
Treatment			
News Report	12	0,21	12,9
Feature	0	0	0
Commentary	31	0,55	33,33
Interview	0	0	0
Content Pointer	48	0,85	51,61
Other	2	0,04	2,15
Reporting			
None	19	0,34	34,55
Process	22	0,39	40
Produce	3	0,05	5,45
Process & Produce	11	0,2	20

Table 23

Links

Links	Sum	Average	Percent
No	4	0,07	7,14
Yes	52	0,93	92,86
Direction			
Self	3	0,05	5,66
Other	43	0,77	81,13
Self & Other	7	0,13	13,21
Original			
Other	36	0,64	69,23
Original	16	0,29	30,77
Weblog			
Other	32	0,57	61,54
Weblog	20	0,36	38,46
News Site			
Other	24	0,43	46,15
News Site	28	0,5	53,85

Table 24

Joshua Micah Marshall

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	65	1	69,15
Reader	0	0	0
Email	0	0	0
Copy & Paste	29	0	30,85
Treatment			
News Report	0	0	0
Feature	0	0	0
Commentary	58	0,89	50,43
Interview	3	0,05	2,61
Content Pointer	53	0,82	46,09
Other	1	0,02	0,87
Reporting			
None	2	0,03	3,08
Process	47	0,72	72,31
Produce	5	0,08	7,69
Process & Produce	11	0,17	16,92

Table 25

Links

Links	Sum	Average	Percent
No	12	0,18	18,46
Yes	53	0,82	81,54
Direction			
Self	0	0	0
Other	40	0,62	75,47
Self & Other	13	0,2	24,53
Original			
Other	40	0,62	75,47
Original	13	0,2	24,53
Weblog			
Other	44	0,68	83,02
Weblog	9	0,14	16,98
News Site			
Other	6	0,09	11,32
News Site	47	0,72	88,68

Table 26

Christopher Allbritton

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	1	0,02	1,67
Staff/Blogger	48	1	80
Reader	1	0,02	1,67
Email	2	0,04	3,33
Copy & Paste	8	0,17	13,33
Treatment			
News Report	17	0,35	23,94
Feature	0	0	0
Commentary	30	0,63	42,25
Interview	1	0,02	1,41
Content Pointer	17	0,35	23,94
Other	6	0,13	8,45
Reporting			
None	0	0	0
Process	29	0,6	60,42
Produce	11	0,23	22,92
Process & Produce	8	0,17	16,67

Table 27

Links

Links	Sum	Average	Percent
No	30	0,63	62,5
Yes	18	0,38	37,5
Direction			
Self	5	0,1	25
Other	12	0,25	60
Self & Other	3	0,06	15
Original			
Other	17	0,35	77,27
Original	5	0,1	22,73
Weblog			
Other	10	0,21	47,62
Weblog	11	0,23	52,38
News Site			
Other	10	0,21	45,45
News Site	12	0.25	54,55

Table 28

Glenn Reynolds

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	584	1	67,44
Reader	14	0,02	1,62
Email	16	0,02	1,85
Copy & Paste	252	0,45	29,1
Treatment			
News Report	0	0	0
Feature	0	0	0
Commentary	420	0,73	41,83
Interview	0	0	0
Content Pointer	575	0,99	57,27
Other	9	0,01	0,9
Reporting			
None	4	0,01	0
Process	570	0,98	97,6
Produce	4	0,01	0,68
Process & Produce	6	0,01	1,03

Table 29

Links

Links	Sum	Average	Percent
No	13	0,02	2,23
Yes	571	0,98	97,77
Direction			
Self	5	0,01	0,88
Other	540	0,92	94,57
Self & Other	26	0,05	4,55
Original			
Other	529	0,91	92,64
Original	42	0,07	7,36
Weblog			
Other	185	0,33	32,4
Weblog	386	0,65	67,6
News Site			
Other	248	0,41	43,43
News Site	323	0,57	56,57

Table 30

Markos Moulitsas Zúniga

News Content

Origin	Sum	Average	Percent
None	0	0	0
Wire	0	0	0
Staff/Blogger	99	1	65,56
Reader	0	0	0
Email	0	0	0
Copy & Paste	52	0,53	34,44
Treatment			
News Report	0	0	0
Feature	0	0	0
Commentary	84	0,85	50,6
Interview	0	0	0
Content Pointer	72	0,73	43,37
Other	10	0,1	6,02
Reporting			
None	7	0,07	7,07
Process	92	0,93	92,93
Produce	0	0	0
Process & Produce	0	0	0

Table 31

Links

Links	Sum	Average	Percent
No	19	0,19	19,19
Yes	80	0,81	80,81
Direction			
Self	0	0	0
Other	81	0,82	100
Self & Other	0	0	0
Original			
Other	66	0,67	81,48
Original	15	0,15	18,52
Weblog			
Other	75	0,76	92,59
Weblog	6	0,06	7,41
News Site			
Other	6	0,06	7,41
News Site	75	0,76	92,59

Table 32

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