



# PROTECTING THE BLOGOSPHERE

We can (and must) understand weblogs in order to save and nurture them.

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**[eastgate.com](http://eastgate.com)**

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[www.SaschaDittmar.com](http://www.SaschaDittmar.com)

# WEBLOGS MATTER

Millions of weblog writers

Millions of weblog readers

Already instrumental in forming opinion

Business, politics, and sex get attention

Science and scholarship matter even more

Weblogs nearly changed the US election

## rebecca's pocket

Friday, 27 April 2005

Portland, living the green American dream.

Part of its allure is that "green" is no easy name to come by. It is akin to a status symbol, and it must be earned. Even the Higgins hesitate to call their house green, despite its many environmentally sensitive features. [...]

But as the owners of green homes know firsthand, the cost difference is largely superficial. Any up-front costs are recaptured over time because these buildings use so little energy. Portland General Electric, for instance, reimburses houses that generate more power than they use. An award-winning green house in Cannon Beach, Ore., with its solar panels and eco roof (a roof planted with greenery to deflect heat and improve insulation), is

dated: 27.04.2005, 11:07:45 Uhr | ISSN 1883-4881 | thomas.n.burg | disclaimer

### :.| randgaenge |:.

Thomas N. Burg ... his remarks, links, and musings on weblogs, online social networks, social software, knowledge management, online publishing, and software tools

Recent Topics: Innovation Information Architecture

#### on precarious employment and the benefits of networks

Yesterday, short before leaving for Australia, I attended an interesting event: "The Destruction of the Middle Class", organized by the ÖGB (Austrian Trade Union), together with Jan Schmidt, check his blogpost for his leave-Vienna notice:

**Flashlights:** political jargon that tried to capture the change from Fordist

## Mark Bernstein

Work

chief scientist, Eastgate Systems, Inc.  
designer of Tinderbox.  
Eastgate | TEKKA | TEKKAlogue | Development Peekhole  
MADE WITH TINDERBOX

Latest Book Notes: Thoug

A Year Ago : Throwing Stuff In A List Apart: Writing The Norwegian)

Recent research papers: Co-Shark & Thepis: Exotic Top Storyspace I (pdf)

BlogTalk Downunder (pdf), 20-21 May 2005. Sydney, Australia.  
Hypertext '05 Salzburg, Austria. 6-10 September 2005. (I'm Hypertext Chair)

AS FOR THE BLOG REVOLUTION, MR. DENTON PUT IT THIS WAY:

"The hype comes from **unemployed** or partially employed marketing professionals and people who **never made it** as journalists wanting to believe. They **want to believe** there's going to be this new revolution and their **lives are going to be changed**" – Nick Denton

- ▶ 1) How do we help people make notes?
  - ▶ notes are like blog posts
  - ▶ information farming
- ▶ 2) View from the farm: wrecking the wild
  - ▶ how we might make things go sour
  - ▶ lots of today's writing may be part of the problem
- ▶ 3) Leave only footprints
  - ▶ not polluting the blogosphere
- ▶ 4) How to help
  - ▶ simple rules to help clean up the wilderness

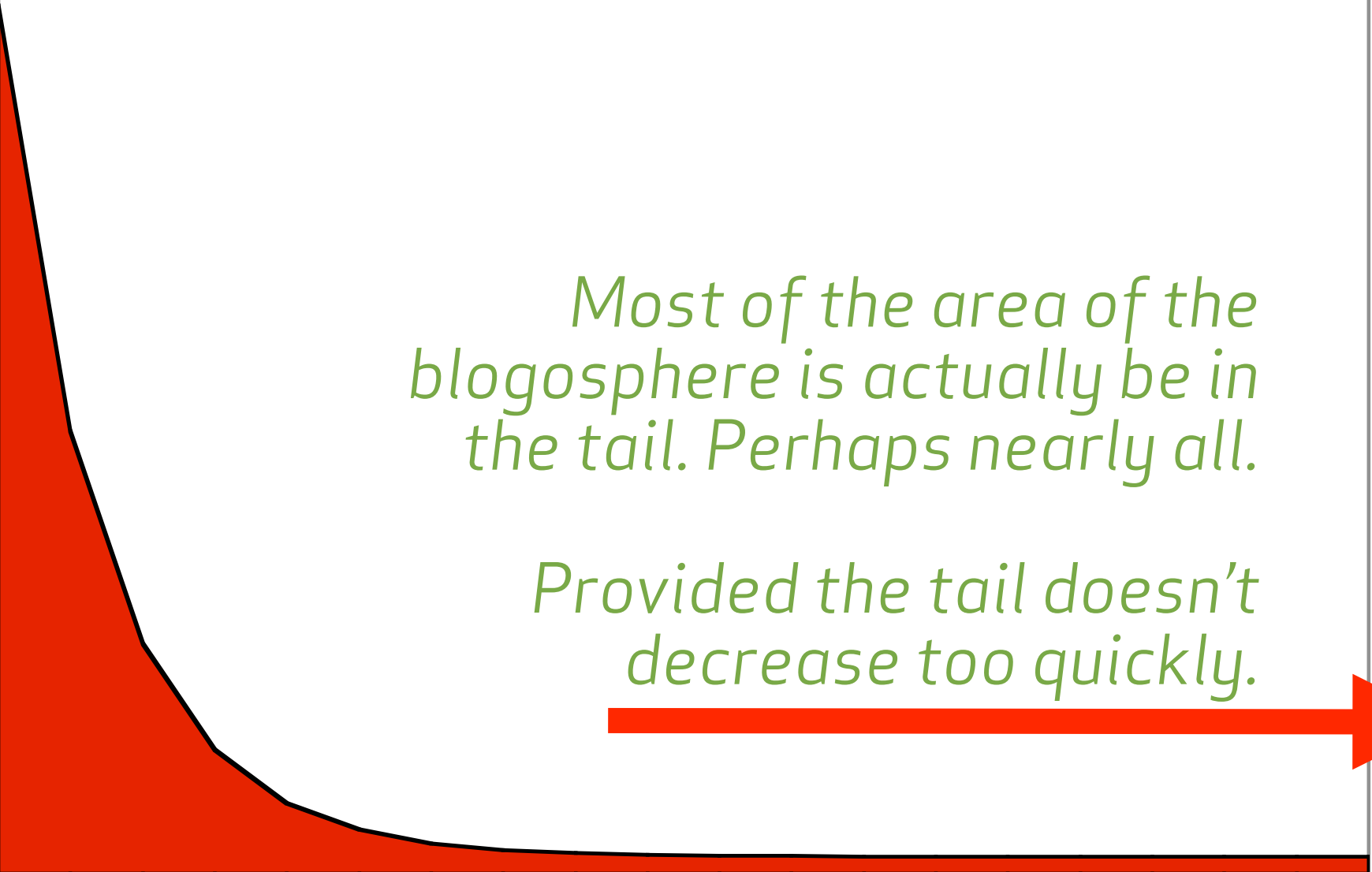
# WE COULD WRECK IT

...accidentally, by abuse or negligence

...intentionally, through the greed or malice of hostile governments and businesses

...mysteriously, because we damaged the ecology that keeps weblogs healthy





*Most of the area of the  
blogosphere is actually be in  
the tail. Perhaps nearly all.*

*Provided the tail doesn't  
decrease too quickly.*

# THE LONG TAIL

David Pollard, "Bloggers, Your Audience Awaits"

January 25, 2005

<http://blogs.salon.com/0002007/2005/01/04.html#a1004>

	hits/day	# of blogs
A List	>15,000	100
B List	>1,000	2,000
C List	>500	18,000
Emerging	>50	80,000
Long Tail	all the rest	5,000,000





IT'S OK THAT ONLY YOUR MOTHER READS YOUR WEBLOG

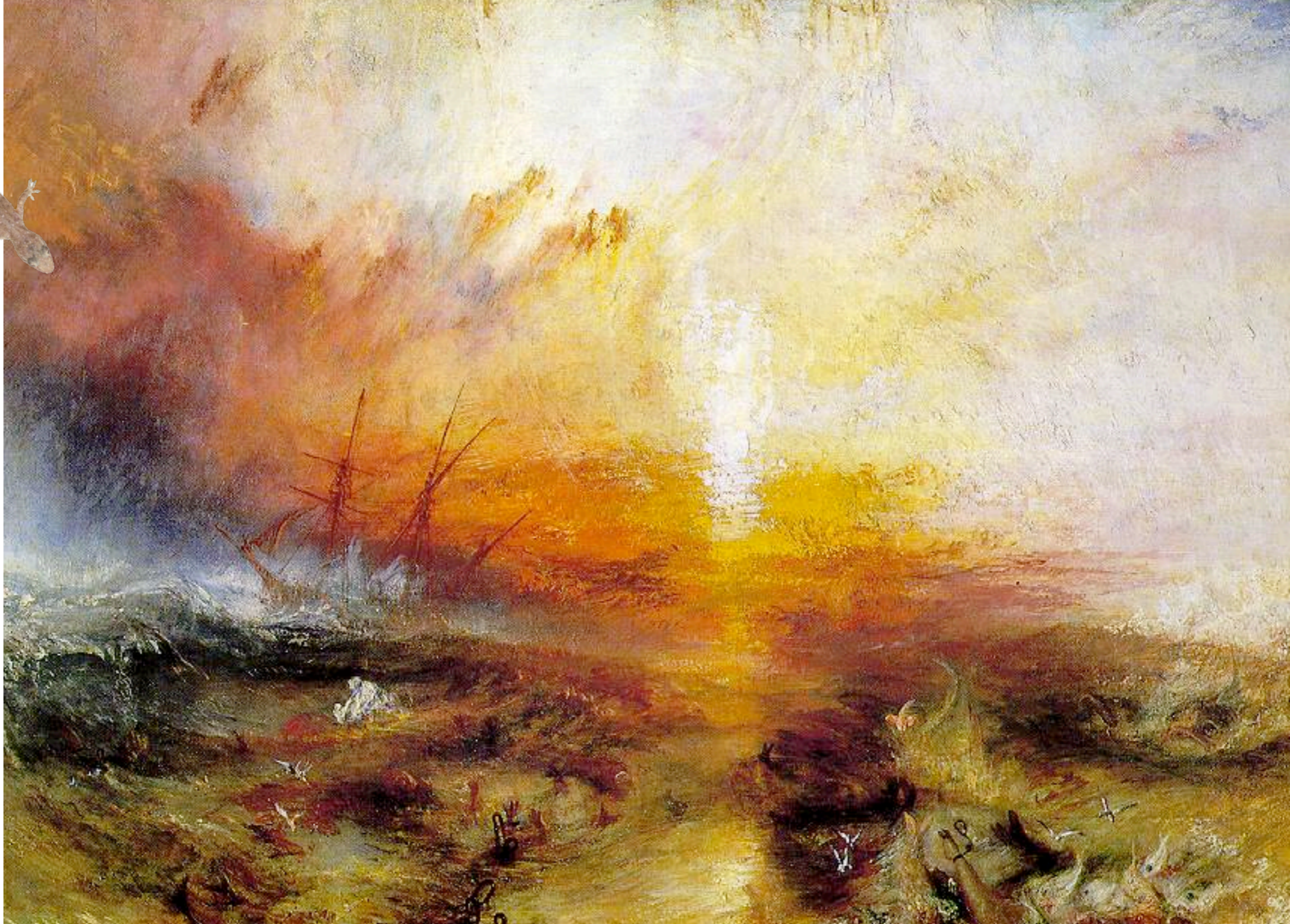
# THE TAIL IS WHERE MAGIC CAN HAPPEN

- ▶ Literature
- ▶ Art
- ▶ Scholarship
- ▶ Everything we didn't expect





TURNER, S. GIORGIO MAGGIORE: EARLY  
MORNING (DETAIL) TATE GALLERY



**TURNER, SLAVERS THROWING OVERBOARD THE DEAD AND DYING, TYPHOON COMING ON (MUSEUM OF FINE ARTS, BOSTON)**



BIERSTADT, LANDERS PEAK (DETAIL)  
METROPOLITAN MUSEUM OF ART, NY

**DURAND**  
**COLD SPRING**





MILLET, ANGELUS (ORSAY)





SHEELER, FUGUE (MFA)





d a n g e r

inanity



injustice



# hunger





there is nothing outside the economy

greed





VIA BIBERATICA  
SHOPPING COMPLEX, 2ND CENTURY ROME

incomprehension



neglect





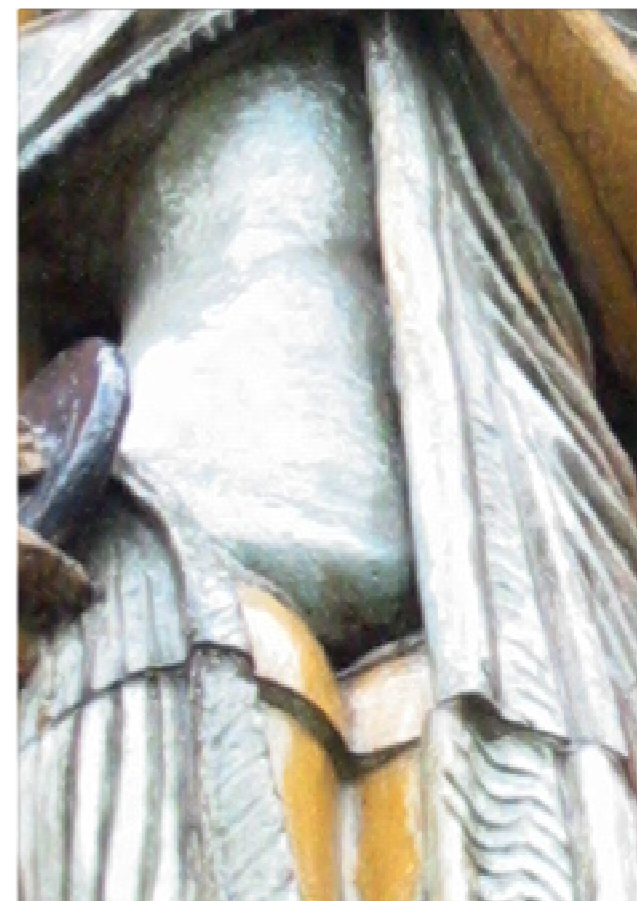
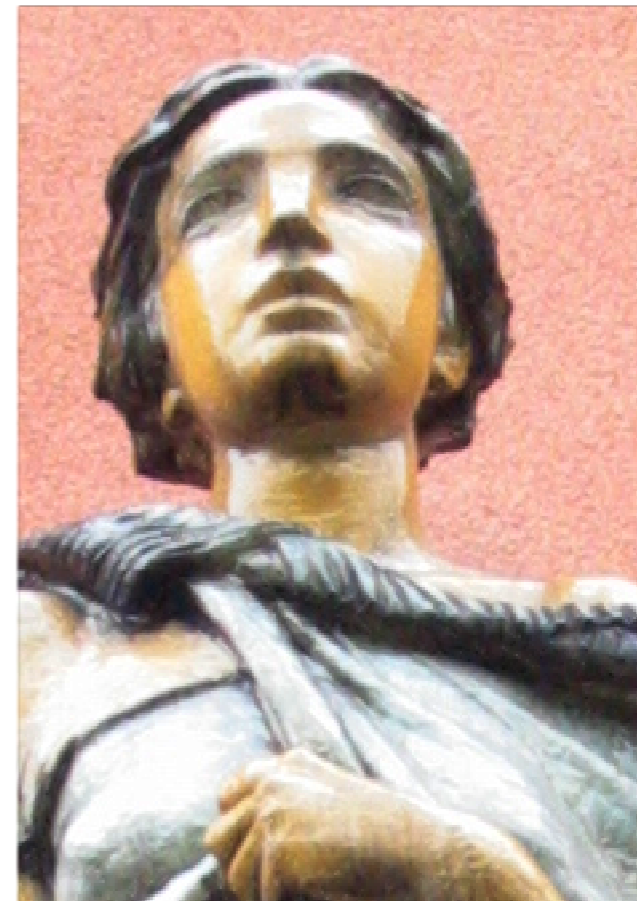
“I ate a cheese sandwich”



Amo, Amas

short life.  
long tail.

sex in the Long Tail



# AMATEURS

journalism is not a  
profession



They knew they'd never seen him  
On their TV screen  
So they passed his music by.

Joni Mitchell

back to

**TECHNODETERMINISM**

<http://aListApart.com/stories/writeLiving/>

# TEN TIPS FOR WRITING THE LIVING WEB

1. write for a reason
2. write often
3. write tight
4. make good friends
5. find good enemies
6. let the story unfold
7. stand up, speak out
8. be sexy
9. use your archives
10. relax





UNROMANTIC

# NO GREAT WALLS





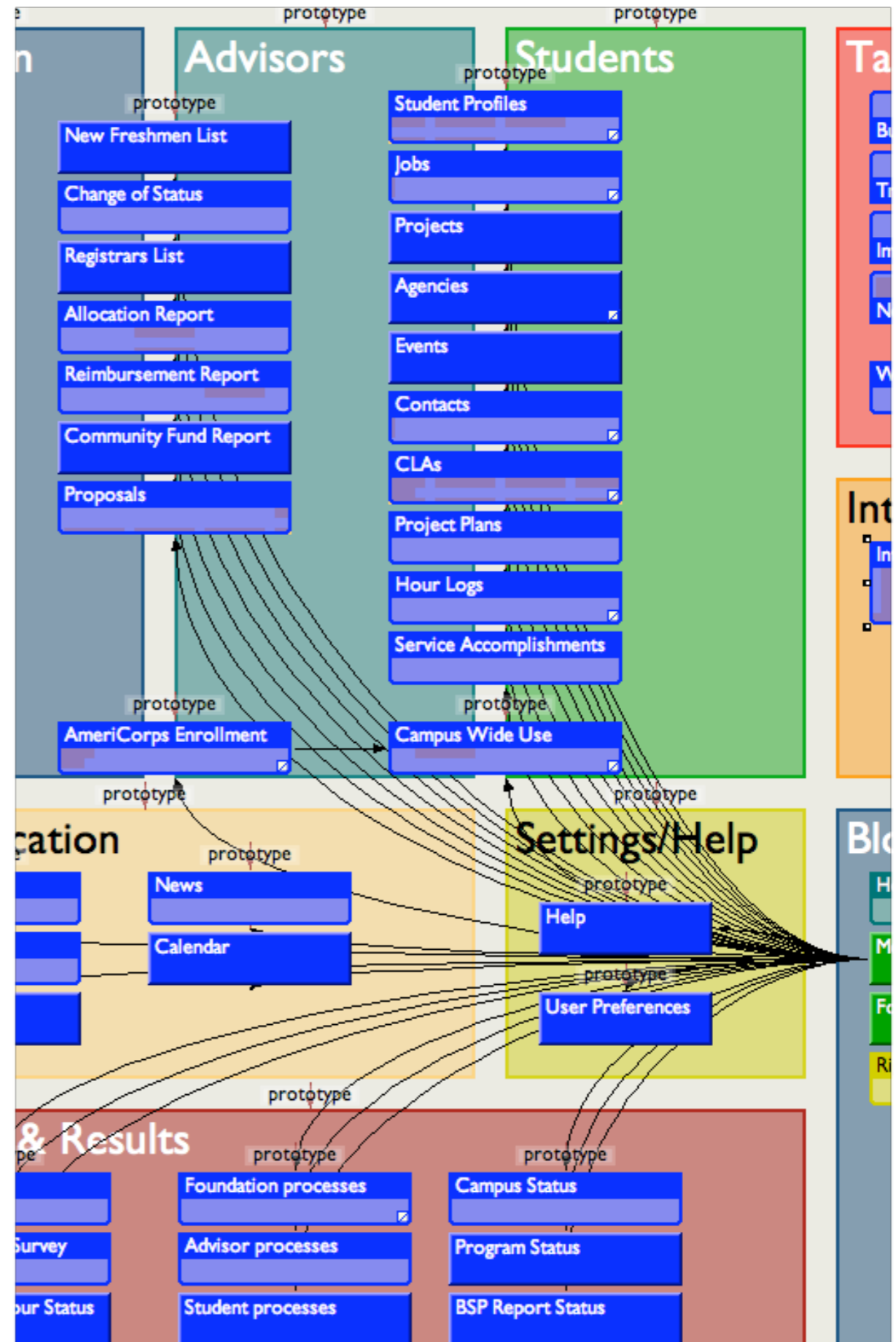
ONE BY ONE



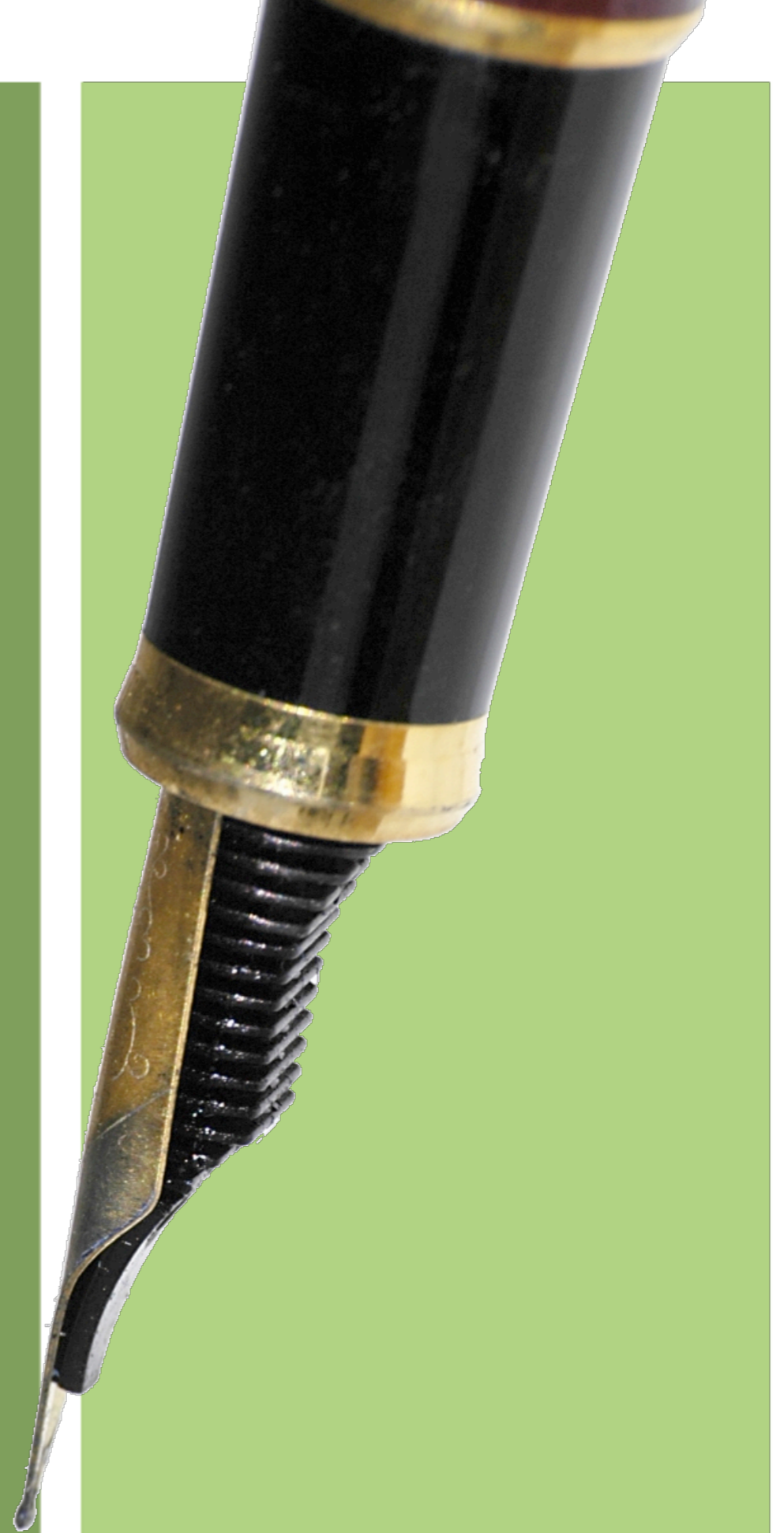
make it easy to do the right thing



# A TOOL FOR NOTES



Notes  
are not  
easy



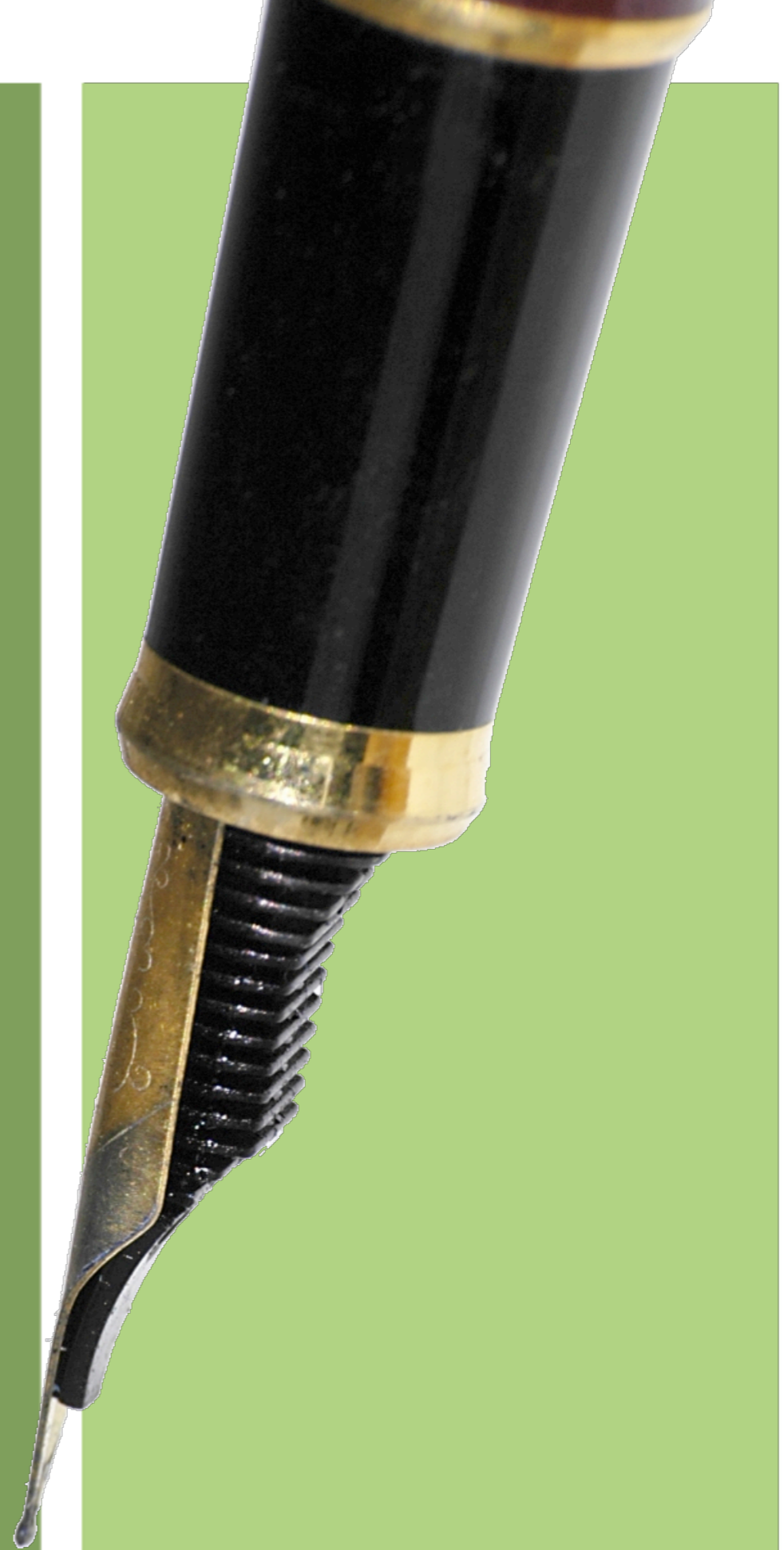
**note book:**  
*a framework for ideas  
you haven't had yet*  
Tinderbox



**constructive hypertext:**  
*“a form for what does  
not yet exist”*

Michael Joyce

1987



My notes from Tinderbox Weekend Boston, February 2005

Customizing the interface

linking

Tagging text from browsers

documents grow in unpredictable directions

Prototypes and classes

## Weblogs, Health Care, Tinderbox

Alwin Hawkins

medical knowledge triples every 3

shared knowledge increased; shared ignorance

publication is

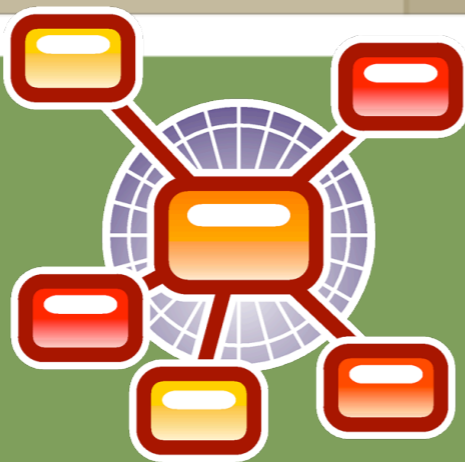
### who uses health care blogs?

- patients
- students
- policy wonks

if it isn't on the chart, it didn't happen

paper as an

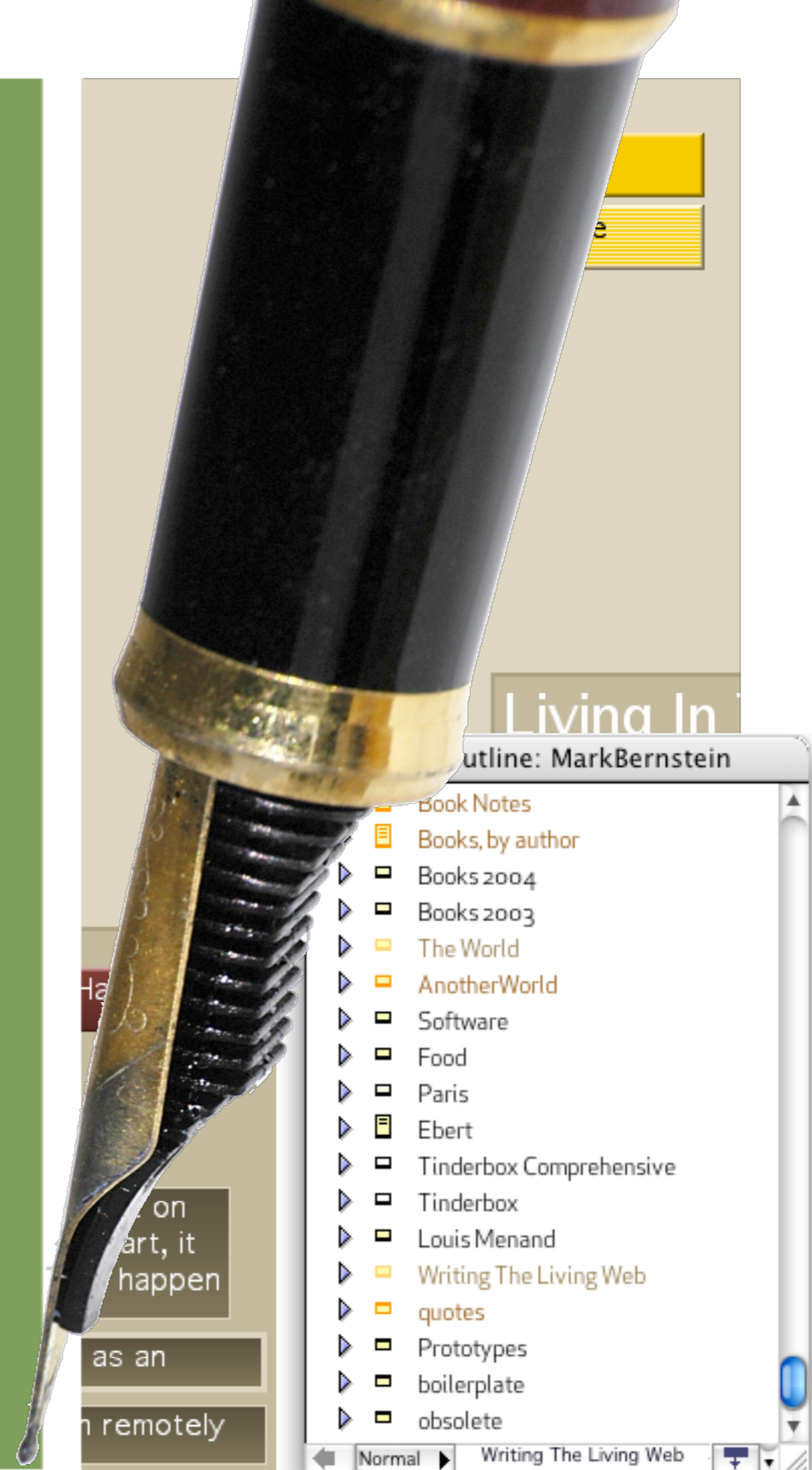
publish remotely



# TINDERBOX

**spatial hypertext:**  
*“how do I say that these things are linked, but not **very** linked?”*

The failure of categories and Fagerjordian weblogs shows again that premature commitment is a big issue.





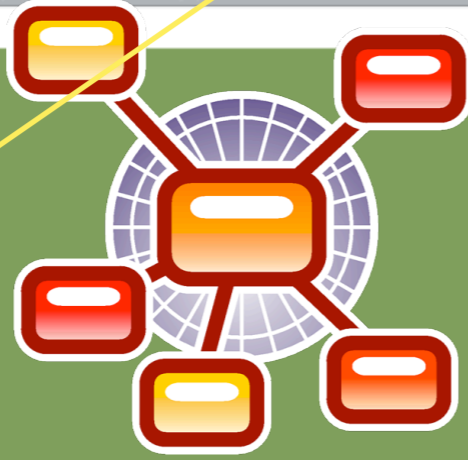
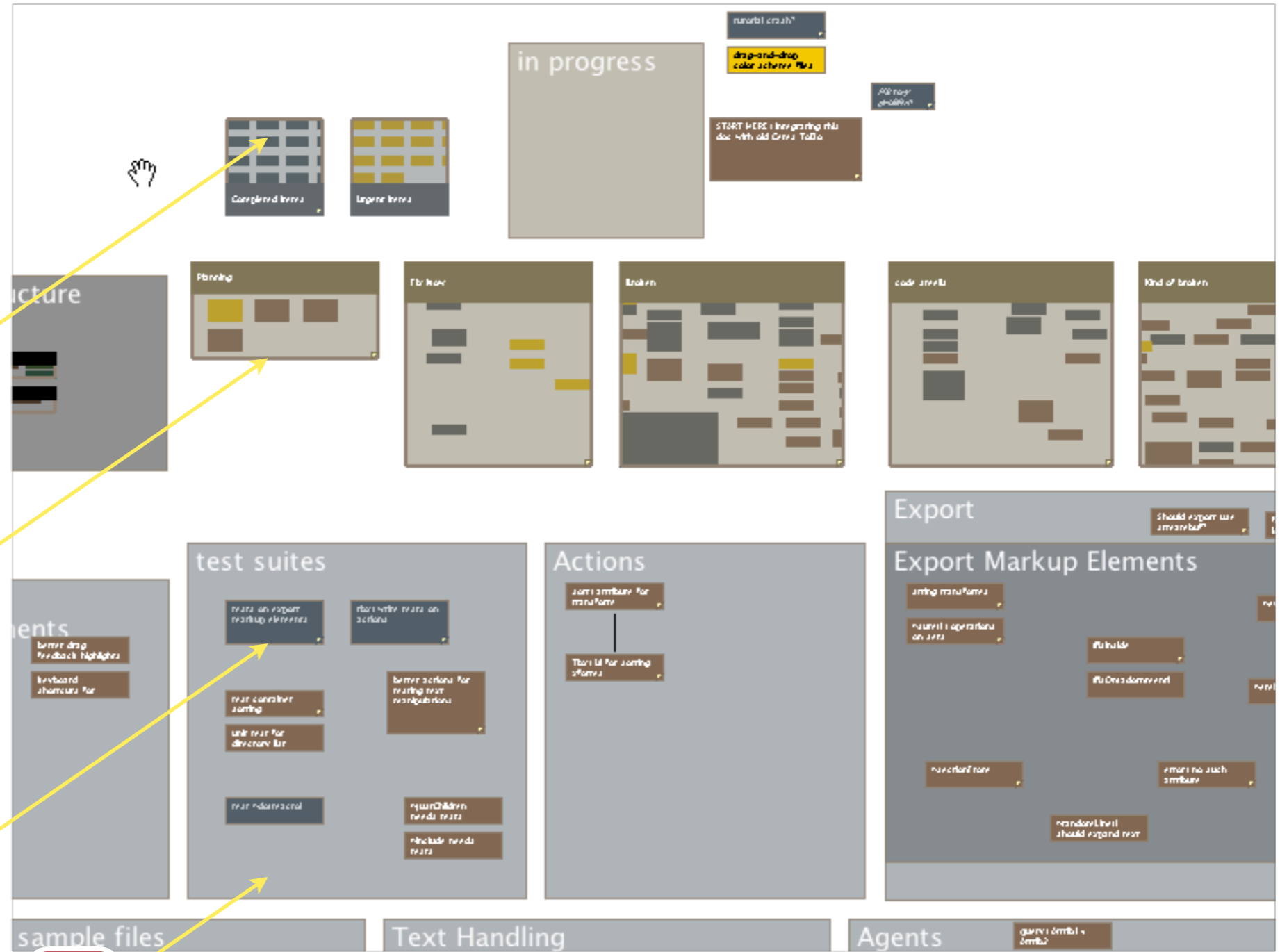
AN AGENT

A CONTAINER

A NOTE

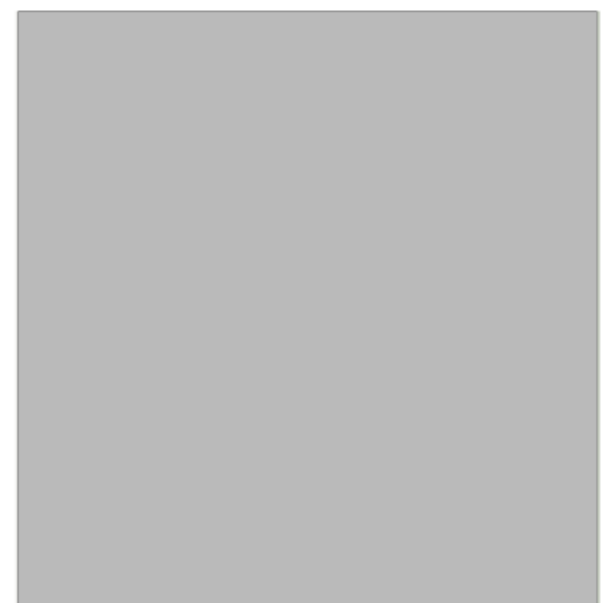
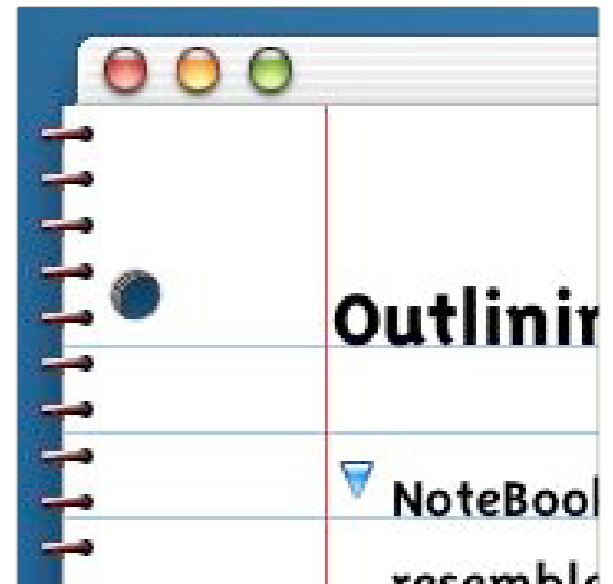
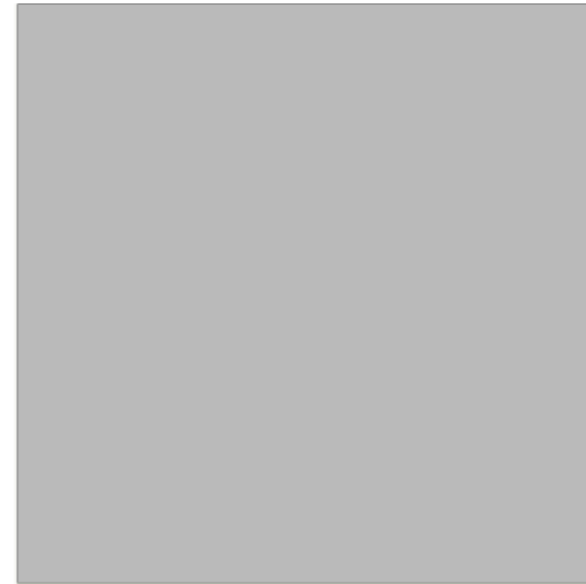
ADORNMENT

Tinderbox development planning notes sketched in a Vienna hotel during Blogtalk II, 2004



# TINDERBOX

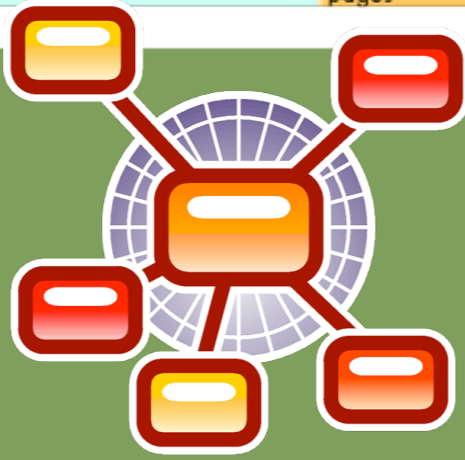
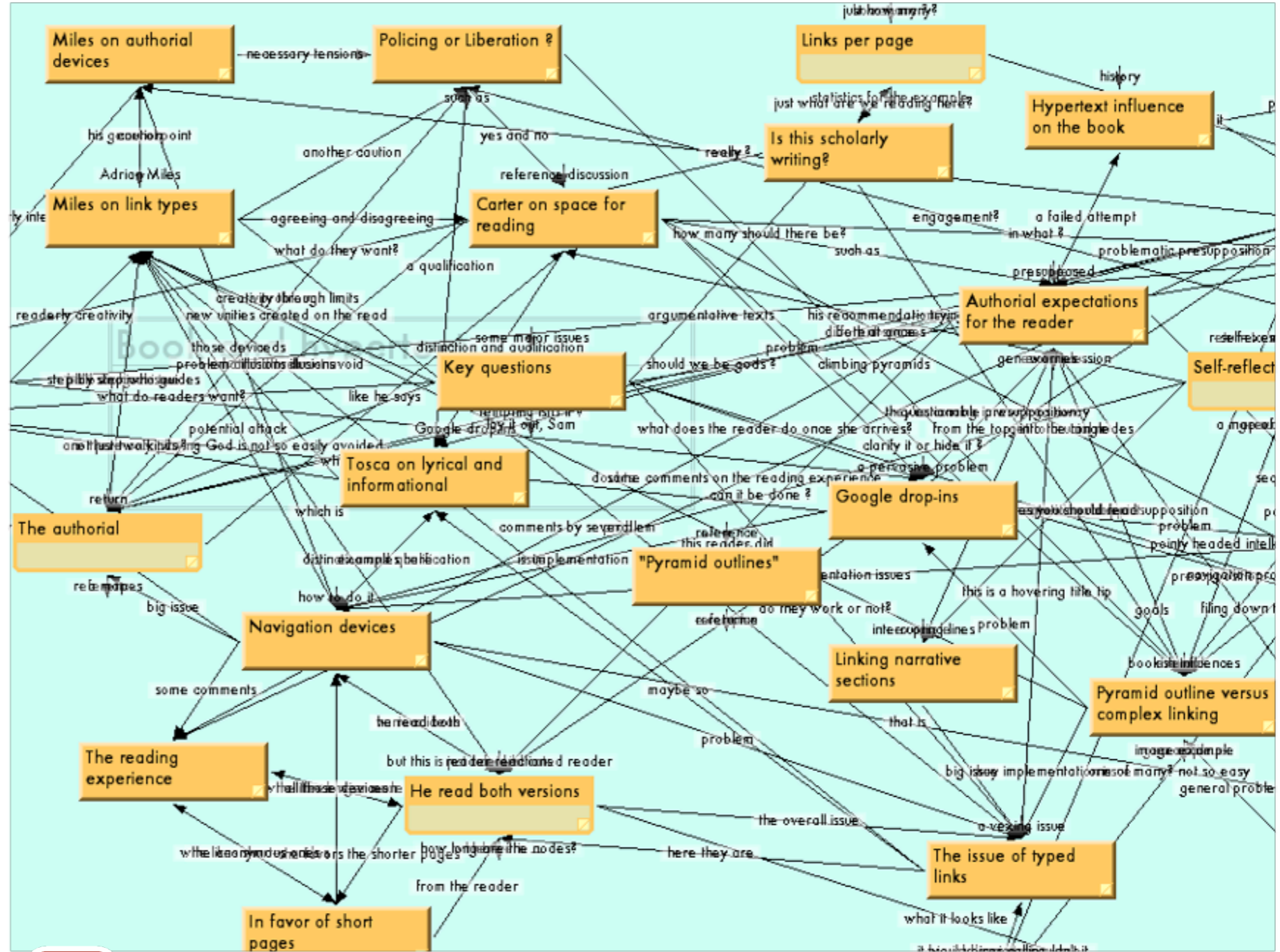
# BETTER NOTES?





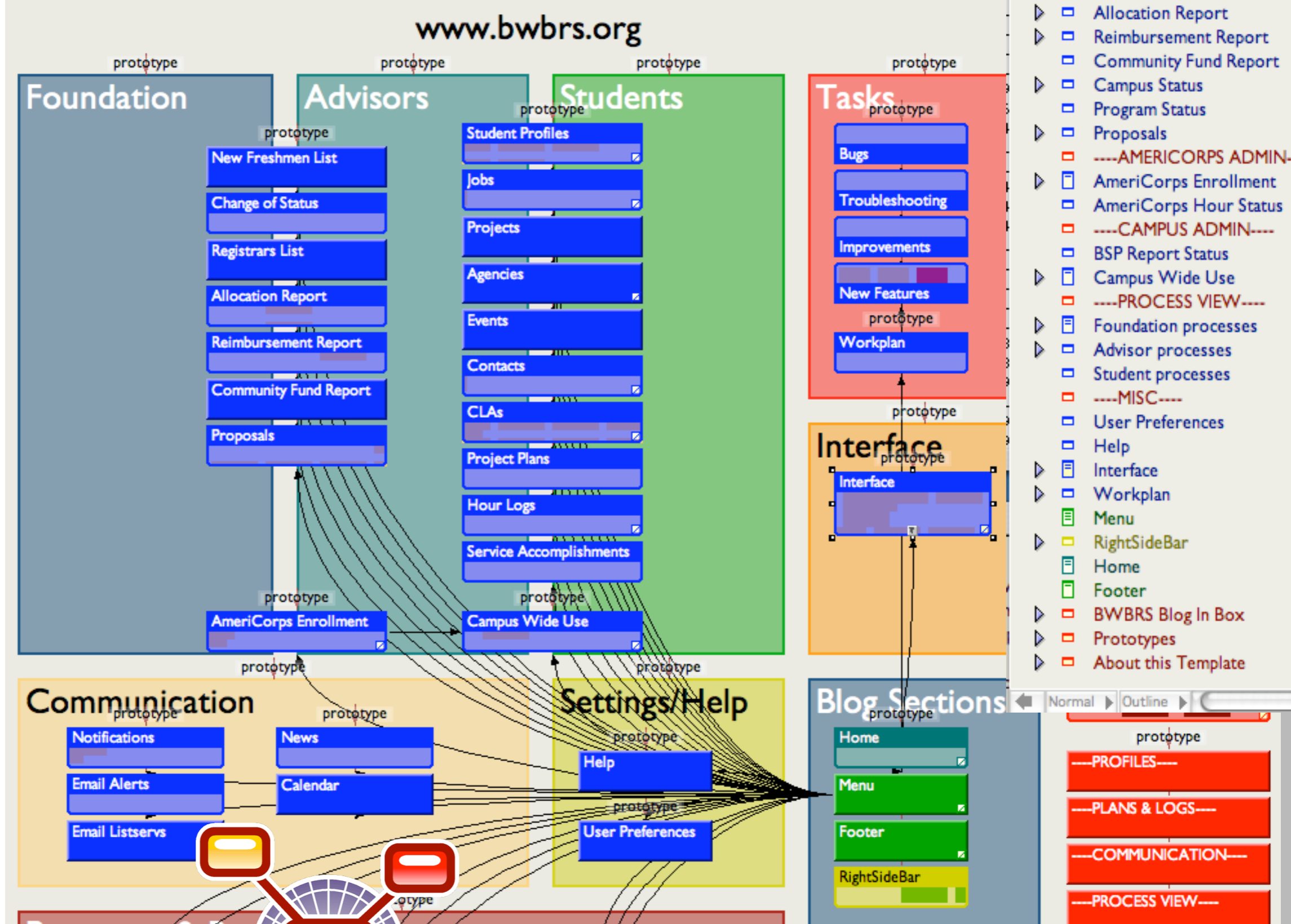
INFORMATION FARMING

David Kolb, Twin Media: *Hypertext Structure Under Pressure*, Procs HT04 (winner, Engelbart Award)

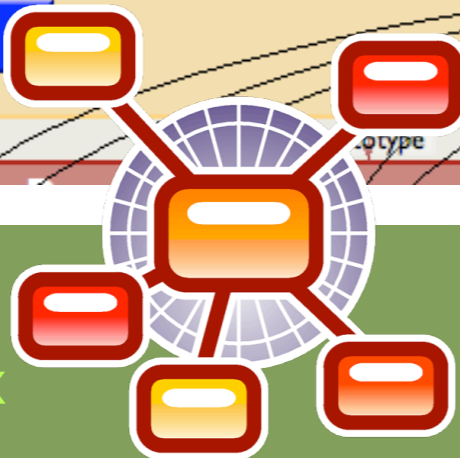


TINDERBOX

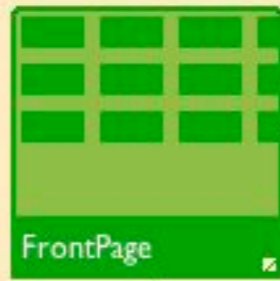
Robert Hackett, notes for tracking students and scholarships



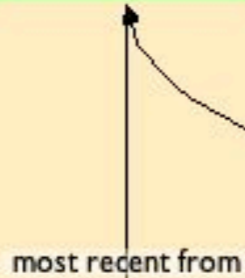
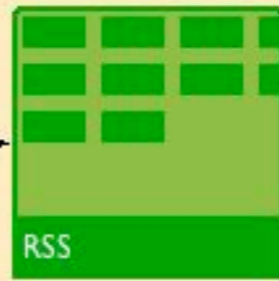
TINDERBOX



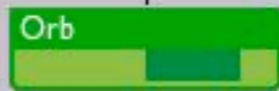
## Visible Site



provides data for



## Special Pages



## Workspace

Drafts & Notes

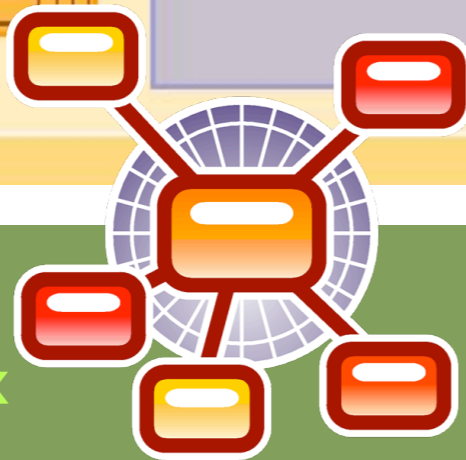
Publish It!

Library

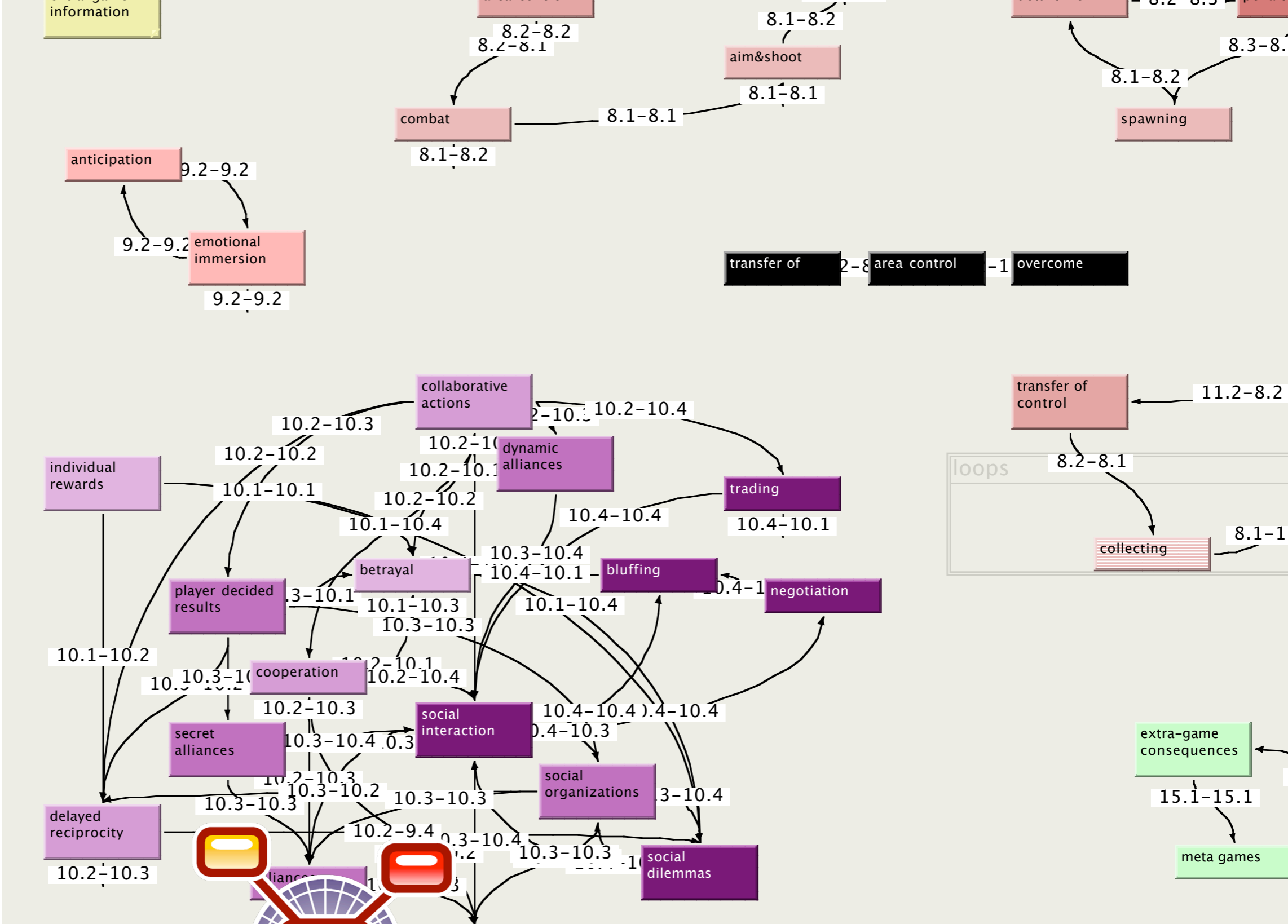
Documentation & Instructions

gives info to

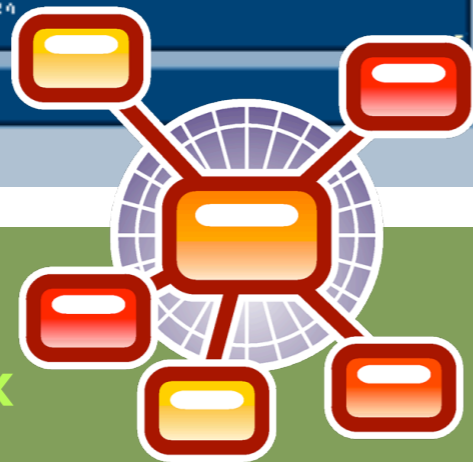
Auxiliary



TINDERBOX



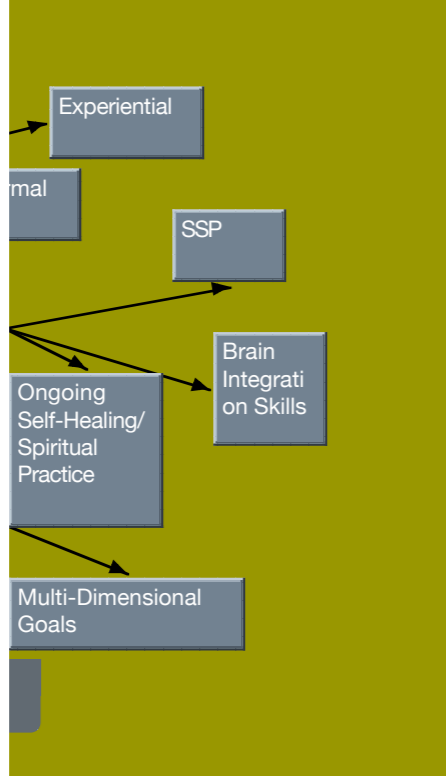
Tagesprogramm 10-18 Uhr			
	RTL	SAT.1	ProSieben
10	Dr. Stefan Frank	Hin alle Fälle Stefank	call call call
11	Einsatz in 4 Wänden (Wdh.) Mein Baby	Hallo Onkel Doc! Sat.1 News (0)	SOS Style & Home (Wdh.)
12	Punkt 12 – Das RTL Mikrajournal	Vera am Freitag	Avenzo – schöner leben!
13	Die Oliver Celissen Show	Brick – Der Fall um Elis	SAM
14	Das Straßengericht	Zwei bei Kalkbass	Das Geständnis – Heute sage ich alles!
15	Das Familiengericht	Richterin Barbara Salesch	Die Abschlussklasse 2005 Freunde – Das Leben geht weiter!
16	Das Jugendgericht	Richter Alexander Hold Sat.1 News (10)	SOS Style & Home
17	Einsatz in 4 Wänden Unser Uns	Niedrig & Kunze – Kommissare im Einsatz 17:30 live	caff



TINDERBOX



D. J. Stern  
 "sections and themes of my forthcoming book"



## Healing Practices/Tools

Healing Practices

Spiritual Practices

Finding Extra-Tx. Healing Communities

Brain Integration

Structured Self-Presence

One Eye

EMDR

Eye to Eye

Developmental Transformation

Journal Writing

## Healer Training

SSP all Dimensions

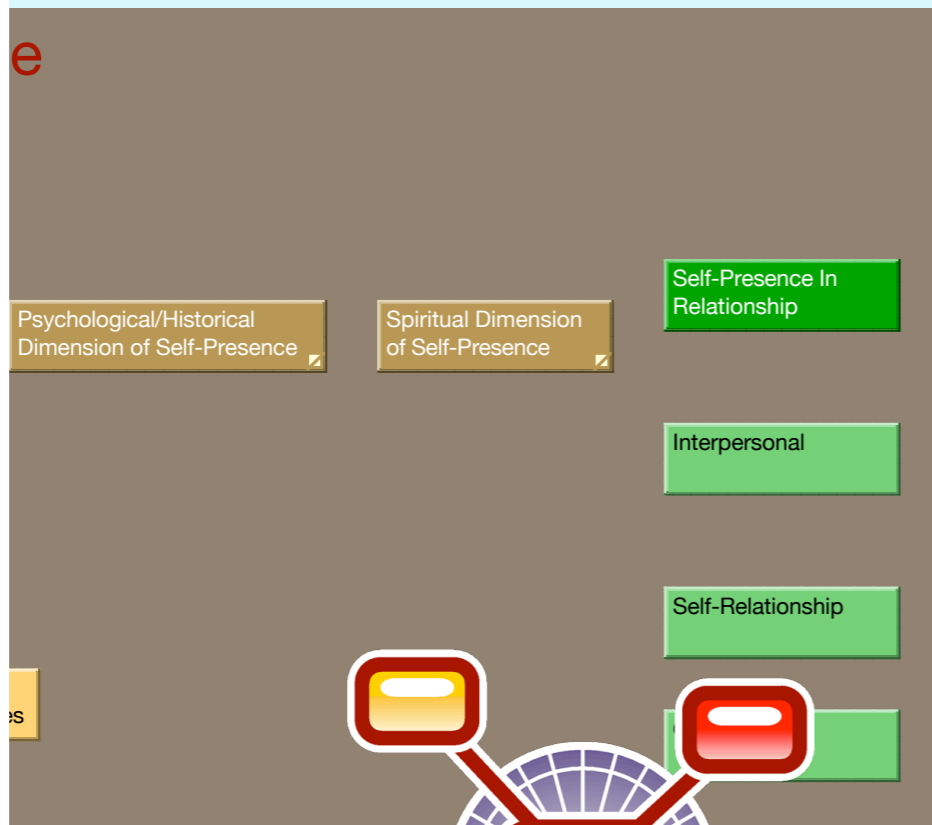
Personal Experience w/ Healing Tools and Healing Relationships

Ongoing Context for Personal Healing

Developmental Phenomenology

Philosophical Thinking

Object Relations Phenomenology



## Working w/ History/Healing

Developing a Living Relationship with One's History

History and the Present

Future

Taking a History

Body-History

Mood and Emotional History

Spiritual Dimension and Life of History

## Tx. Relationships

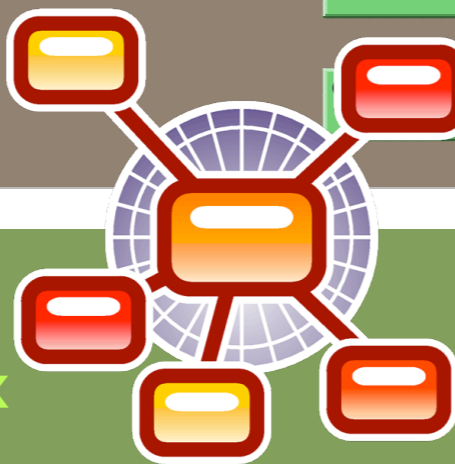
Self-Relations

Access and Use of Dimensions of Relational Field

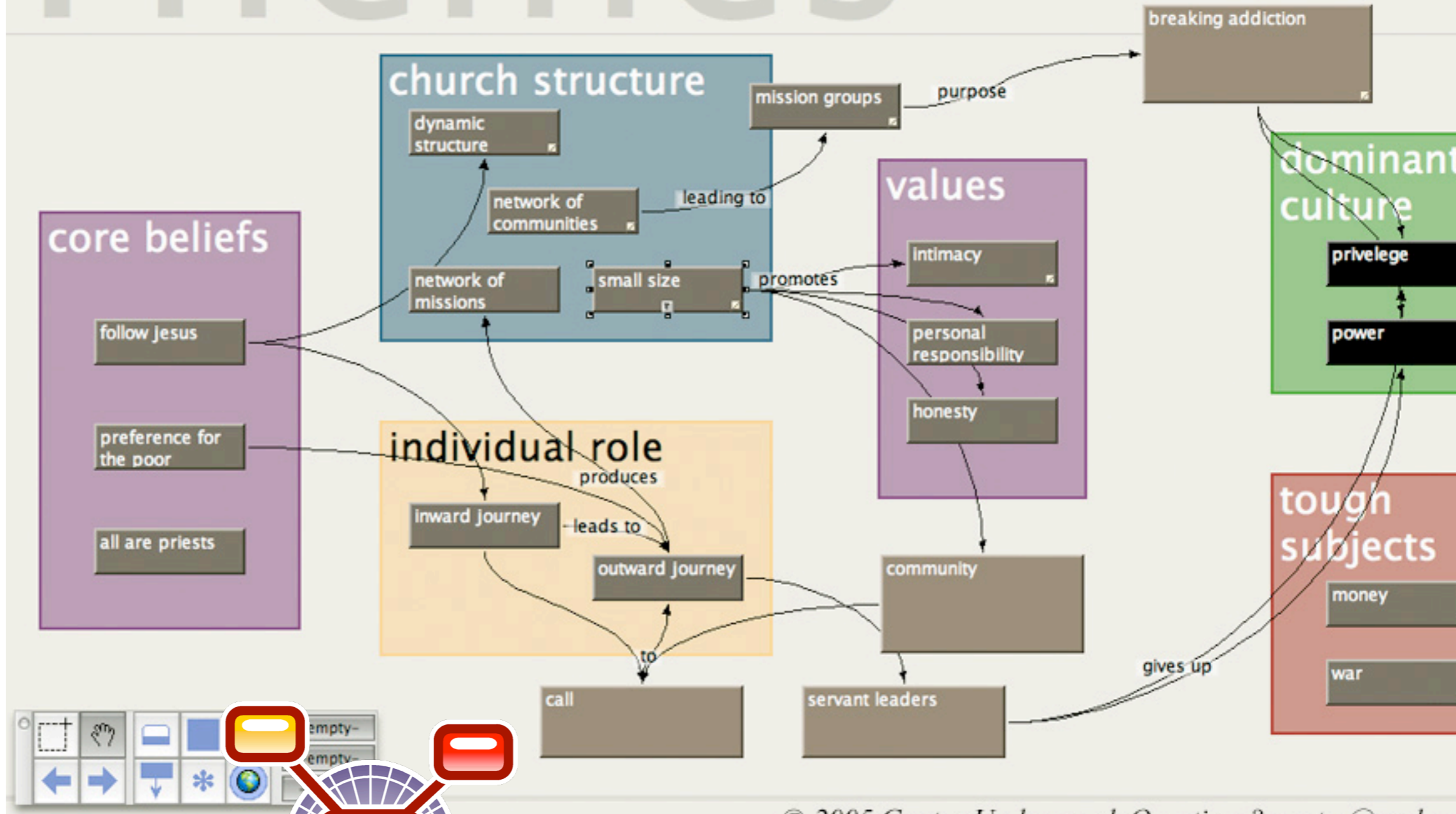
Co-Arising of Spirit

Eye to Eye

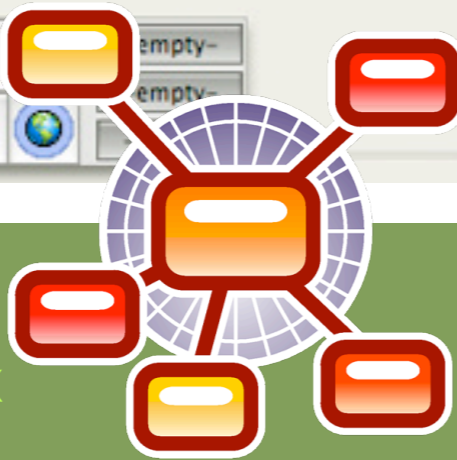
TINDERBOX



# Themes



TINDERBOX



Ann Bailey (American University Paris)  
lecture notes and student reading

**About Science**

Theory, Fact...

**Deforestation**

Atlantic rain

Fire: Forest to field

**Water Pollution**

Dead Zones

fish change

raw sewage in

Asian river

**Prototypes**

about science

Internet

Climate

waste

ecotoxicology

soil

teaching ideas

deforestation

water pollution

greenhouse

ecosystems

**Ecosystems**

wetlands: farms to swamps

**Climate Change**

Earth's energy

Edward Friedman

China and coal

NYT Bush's

New Yorker article part I

New Yorker article part II

Sheldon

plankton

**Waste Management & Recycling**

Haz Waste Trade

UNEP chapter

Hazardous Waste Regulation – Developing Countries

**Internet Resources!**

Guardian

Biodiversity

**Greenhouse Gases**

burying carbon

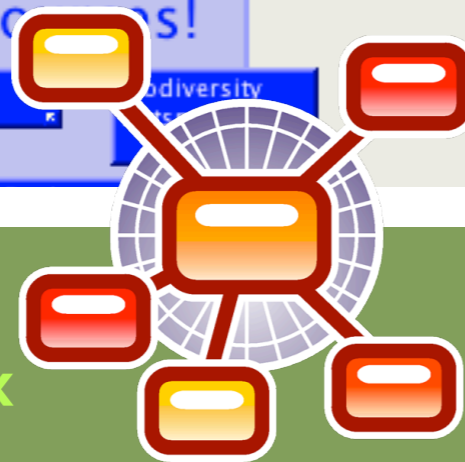
Tyndall (from New Yorker)

**Ecotoxicology**

Agent Orange

**Soil**

desertification

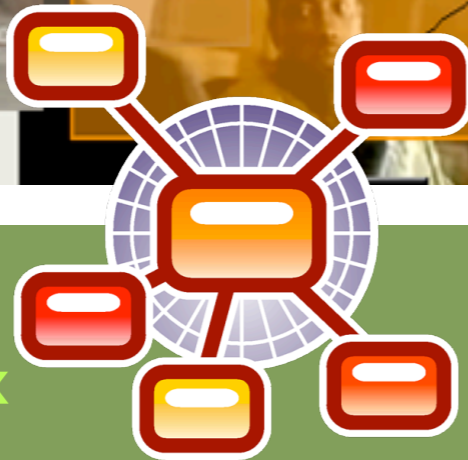


**TINDERBOX**

Steve Carpetner (Texas A&M)  
 Presentation on the visual culture of barber shops and  
 implications for curriculum design



TINDERBOX



construe

construct

LJT





back to  
technodeterminism

## Spectacles

*Live events / Espectáculos*

Grande salle

Petite salle

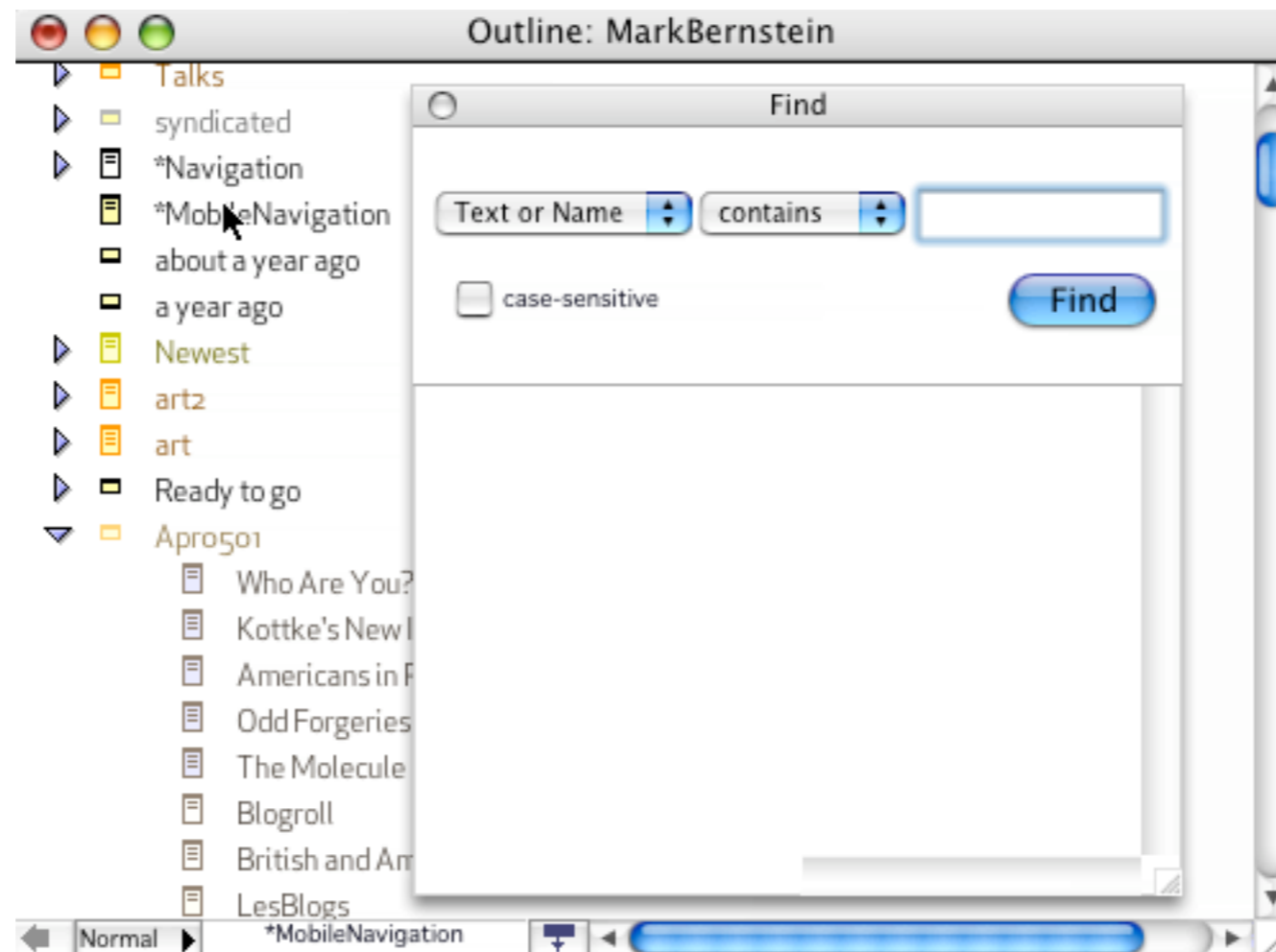
Galerie du foyer

Foyer

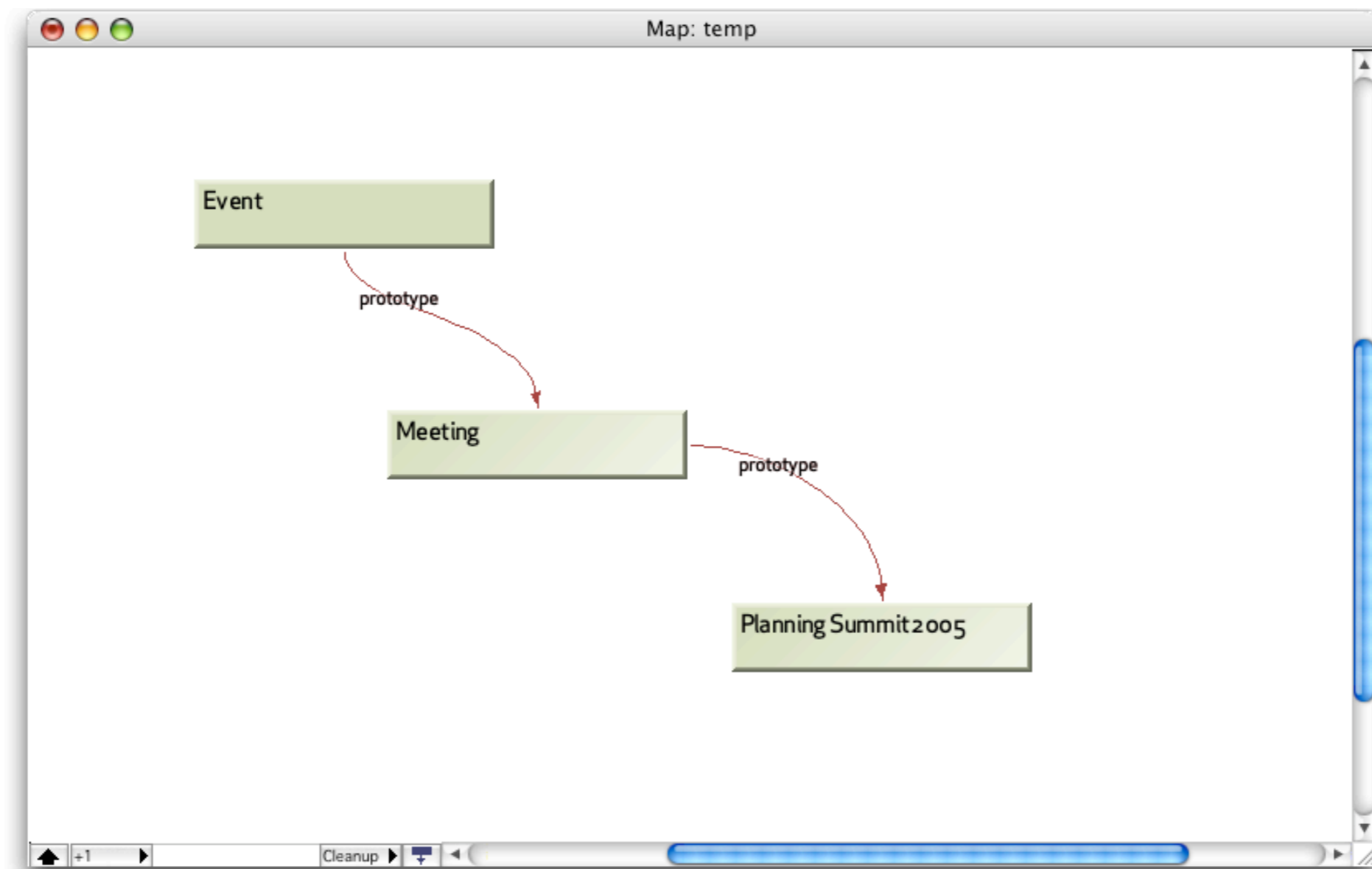
## Cinéma 2

*Cinema 2 / Cine 2 /*

# INCREMENTAL SEARCH



# PROTOTYPE INHERITANCE





# METADATA WITHOUT TEARS

- ▶ Some metadata just happens
  - ▶ Created, Modified, URL
- ▶ Some metadata is organic
  - ▶ double-click on map to add a note (no need to ask, “where do you want that note?”)
  - ▶ Hit Return; begin typing the title (no need to ask, “what is the title?”)
- ▶ Formality considered helpful
  - ▶ “It’s just a way to save typing”





angry men. It is the music of a people who will not be slaves again.

The image features three vertical rectangular bars of different shades of green. The leftmost bar is a light, pale green. The middle bar is a medium, slightly darker green. The rightmost bar is a light, pale green, matching the leftmost bar. The text 'What can we do?' is centered within the middle bar.

What can we  
do?



There's nothing outside the economy



Ads  
*are so*  
A list



# INDUSTRY WEBLOG

audience	150 readers
annual fee	\$1000
gross revenue	\$150,000
air and hotels	\$20,000
conferences	\$5,000
office	\$18,000
marketing	\$15,000
assistant	\$35,000
expenses	\$93,000
earnings	\$57,000

# YOU SAY YOU WANT A REVOLUTION?

audience	1000 fellow travelers
annual fee	\$25 to \$500
gross revenue	\$35,000
car and gas	\$5,000
cheap motels	\$2,500
drinks	\$5,000
hosting	\$2,500
fresh laptop	\$1,500
expenses	\$16,500
garret money	\$18,500



# ITS A BIG ECONOMY

you need....	some readers
gross revenue	
expenses	sensible
earnings	human scale



rely on  
yourself

---

let readers  
rely on you

comments build traffic  
*traffic is **not** what you want*



TAKE ONLY PICTURES  
LEAVE ONLY FOOTPRINTS

# the blogroll problem

TAKE ONLY PICTURES  
LEAVE ONLY FOOTPRINTS

never put an  
ALiSt  
weblog on  
your blogroll

# Narrative



*eNarrative Everywhere*  
<http://aListApart.com/articles/narrative>

# HARD WORK

- ▶ You need to be aware of current art, science, and politics
- ▶ You need to learn the craft
  - ▶ And then, you still need to learn the craft

## Work

chief scientist, Eastgate Systems, Inc.

designer of Tinderbox.

Eastgate | TEKKA | TEKKAlogue |  
Development Peekhole



## Upcoming Talks

### BlogTalk Downunder

BlogTalk Downunder (pdf), 20-21 May 2005  
Sydney, Australia.

### Hypertext '05

Hypertext '05: Salzburg, Austria. 6-10  
September 2005. (I'm Hypertext Chair)

### eNarrative 6: Creative Nonfiction

eNarrative 6: Hypertext and Creative  
Nonfiction. **rescheduled**: October or early  
November, 2005. Boston MA USA

All dates subject to change. Want to  
arrange a talk? Contact Eastgate . A list  
of some previous talks is here.

## The Book Project

By author • By title •

Latest Book Notes: Thoughts on my recent  
reading.



2005: Fall : Summer : Spring : Winter

2004: Fall : Summer : Spring : Winter

2003: Fall : Summer : Spring : Winter

2002: Fall : Summer : Spring : Winter

2001: Fall : Summer : Spring : Winter

2000: Fall : Summer : Spring

## Books Bought (Last 30 Days):

TAKE ONLY PICTURES  
LEAVE ONLY FOOTPRINTS

lists are  
gifts





wish



read

While we debate  
the death of the  
author,  
deconstruction  
debuts on the  
bus.

Baudrillard  
would be proud.



WHO ARE YOU?



what do you  
want?



notes

# Colophon

**Notes:** Tinderbox

**Slides:** Keynote

**Images:** MB, Linda J. Thorsen,  
Elin Sjursen, istockphoto,  
photostogo

**Fonts:** **Apex Sans** (thirstype),  
Kane (P22)