

# Searching the New Digital Formats: Blogs

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## Anatomy of a Blog

**Title and description**

**Content (posts)**

**About the blog, profiles of the contributors**

**Blogroll**

**Sort by category**

**Archives by date**

**Feeds**

Source: <http://stlq.info>

**APL**

## Anatomy of a Post

**Title**

**Date/time stamp**

**Permalink**

**Categories**

**Citation**

**# of comments**

**# of trackbacks**

**Click to open the form to leave comments**

Source: <http://stlq.info/archives/001707.html#001707>

**APL**

## General Strategies...

- Remember that blogs are time based, time organized
- Monitoring isn't a one-time thing, set up alerts and check back
- Note the strengths/limitations of the search engine you're using: RSS only? Only subscribed feeds? Short history? Full of splogs?
- For general search engines, use advanced features like inurl:
- For blog search engines, use general terms first, then narrow
- Learn to recognize splogs
- Don't put all of your eggs in one basket – this type of searching is not settled yet so try lots of different things

## Blog URL Structures...

<b>Blogger</b>	URL	http://Name.blogspot.com (if Blogger-hosted)
	Post Page	http://Name.blogspot.com/YYYY/MM/words-of-title-hyphenated.html
	Comments	http://Name.blogspot.com/YYYY/MM/words-of-title-hyphenated.html#000000000000000000 (18-digit comment ID) Note: many blogger blogs use plug-in comment services that store the comments on non-blogger servers.
	Archives	http://Name.blogspot.com/YYYY_MM_DD_Name_archive.html, the date is the first date of the archive, may be weekly or monthly archiving
<b>LiveJournal</b>	URL	http://www.livejournal.com/users/Name or http://Name.livejournal.com
	Post Page	http://www.livejournal.com/users/Name/00000.html
	Comments	http://www.livejournal.com/users/Name/00000.html?thread=11111#11111
	Archives	http://www.livejournal.com/users/Name/YYYY/MM/DD (month and day are optional)
<b>Typepad</b>	URL	http://Name.typepad.com/Name2/ (Name2 may be similar or the same as Name, it may also be omitted)
	Post Page	http://Name.typepad.com/Name2/YYYY/MM/words_of_title.html
	Comments	http://Name.typepad.com/Name2/YYYY/MM/words_of_title.html#comments
	Archives	http://Name.typepad.com/Name2/YYYY/MM/index.html
<b>Wordpress</b>	URL	Can be anything http://Name.org (or .com or...)
	Post Page	http://Name.org/?p=000 where 000 is the number of the post
	Comments	http://Name.org/?p=000#comments
	Archives	http://Name.org/?m=YYYYMM
<b>Xanga</b>	URL	http://www.xanga.com/Name
	Post Page	http://www.xanga.com/000000000/item.html
	Comments	From the item page
	Archives	http://www.xanga.com/home.aspx?user=Name&nextdate=MM%2fDD%2fYYYYY+combination of numbers, decimals, percent symbols

## Some Mentioned Blog or RSS Engines...

Bloglines, <http://www.bloglines.com>

Feedster, <http://www.feedster.com>

Ice Rocket, <http://www.icerocket.com>

OpinMind, <http://www.opinmind.com>

PubSub, <http://www.pubsub.com>

Technorati, <http://www.technorati.com>

## Read More About It...

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Anonymous. "Factiva and LexisNexis Compete in the Reputation Management Arena." *Information Advisor* v17 n10 (October 2005): 4-8.

Hodder, Mary. "Live Web Search." Presentation to InfoSys 141 Search Engines: Technology, Society and Business at UC Berkeley, 11/22/05. Slides: <http://www.sims.berkeley.edu/courses/is141/f05/lectures/LiveWebSearch.pdf>. Recording: <http://webcast.berkeley.edu/courses/stream.php?type=real&webcastid=13916>

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Pikas, Christina K. "Trends in Blog Searching." *b/ITe* (March/April 2004): 7-10. Available online here: <http://www.sla.org/division/dite/bite/MarApr2004/TrendInBlog.pdf>

Scott, Alan. "Blogging and Your Corporate Reputation: Part One – Listen to the Conversation." Factiva White Paper. December 2005. Available online (after completing free registration): <http://www.factiva.com/whitepapers>

Suitt, Halley. "A Blogger in Their Midst." *Harvard Business Review* 81, 9 (September 2003): 30-40.