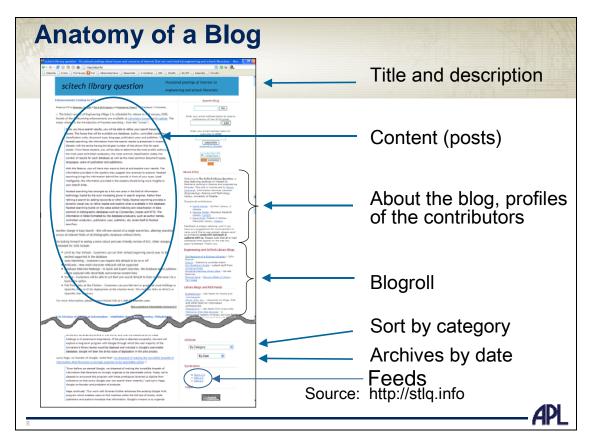
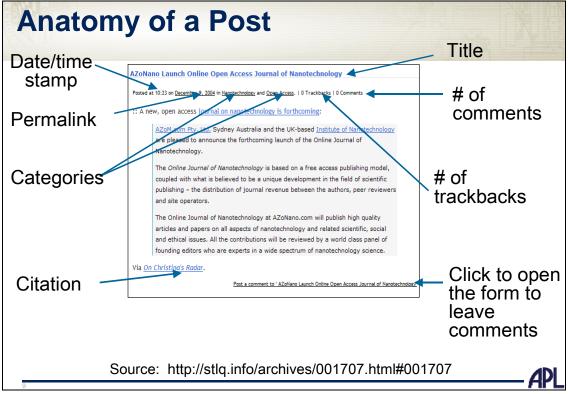
Searching the New Digital Formats: Blogs

Computers in Libraries 2006, March 22, 2006

By Christina K Pikas, Librarian, The Johns Hopkins University Applied Physics Laboratory, Christina.Pikas@jhuapl.edu





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...

Blogger	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#00000000000000000 (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
LiveJournal	URL	http://www.livejournal.com/users/Name or
	D 1 D	http://Name.livejournal.com
	Post Page	http://www.livejournal.com/users/Name/00000.html
	Comments	http://www.livejournal.com/users/Name/00000.html?thread=111
	A	11#t11111
	Archives	http://www.livejournal.com/users/Name/YYYY/MM/DD (month
Typepad	URL	and day are optional) http://Name.typepad.com/Name2/ (Name2 may be similar or the
	UKL	same as Name, it may also be omitted)
	Deat Deas	,
	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
	Arabiyaa	#comments
w	Archives URL	http://Name.typepad.com/Name2/YYYY/MM/index.html
Wordpress		Can be anything http://Name.org (or .com or) http://Name.org/?p=000 where 000 is the number of the post
	Post Page Comments	· · · · · · · · · · · · · · · · · · ·
	Archives	http://Name.org/?p=000#comments http://Name.org/?m=YYYYMM
	Aichives	Tittp://ivame.org/?m=++++iviivi
Xanga	URL	http://www.xanga.com/Name
	Post Page	http://www.xanga.com/00000000/item.html
	Comments	From the item page
	Archives	http://www.xanga.com/home.aspx?user=Name&nextdate=MM% 2fDD%2fYYYY+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.pubsub.com
Technorati, http://www.technorati.com

Read More About It...

- Anonymous. "Choosing and Comparing Blog Search Engines." *Information Advisor* v18 n1 (January 2006): 1-3.
- 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
- Pikas, Christina K., "Blog Searching for Competitive Intelligence, Brand Image, and Reputation Management. (Cover Story)." *Online* 29, 4 (July/August 2005): 16-21. (unofficial copy archived here: http://www.glue.umd.edu/~cpikas/publications/
- 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.