Surveying Bloggers’ Perspectives on Digital Preservation: Methods, Findings, Implications

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http://persistentblog.wordpress.com

Preserving Blogs

- Dynamic, fluid compositions
- Networks of service providers and content ‘co-producers’
Method...

Core group:
33 completed surveys

Web Survey
46 questions
Active bloggers

Snowball Technique

223
Survey Topics

- Awareness
- Appraisal
- Impact
- Investment
- Demographic information & blogging characteristics
Demographics

55% male
45% female

24% reported locations outside the US

Nearly 2 of 3 report holding a grad or prof degree

<20 | 20s | 30s | 40s | 50s | >60
43% have blogged for 3 years or more
40% of bloggers contribute to two or more single-author blogs.
47% contribute to two or more collaborative blogs.
Activity

57% post several posts a week

(Daily = 26%)
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1-2 hours working on blogs a week
(Average = ~5 hours)
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80% read blogs at least once a day
96% edited content after it was posted

‘Often’ edit because:
- Spelling & grammatical errors (49%)
- Rephrasing (49%)
- Update links (23%)
- Erroneous information (15%)
DELETE Posts

39% deleted content after it was posted

- Remove opinions that are no longer held
- Erroneous information
- Remove information that is no longer correct

AWARENESS
23% have deleted an entire blog
have changed the appearance of their blogs
67% duplicate some blog posts. (18% duplicate all)

36% duplicate some comments (12% duplicate all)
Preservation

71% Agree: their own blogs should be preserved

36% Agree: every blog should be preserved
Responsibility

Blog authors/owners
IT department
Software providers
Libraries/archives
Public trust
Search engine

Responsibility for Own blog and Blogs in general.
Methods Review

* Representation
* Partnerships
* Snowball technique
  * Track responses
  * Collect path data
* Terminology
Future Work

Further exploration:
* Versioning
* Process in time
* Responsibility

Extensions:
* Intellectual Property
* Other populations
THANK YOU

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