

Contents Overview

0 Introduction.....	15
Part A: Background	
1 The Dynamics of Genre	23
2 The Diachronic Blog Corpus (DIABLOC)	47
3 Methodological Framework	61
Part B: Facets of the History of the Personal Weblog	
4 The Technical Side of the Personal Weblog: Communication Form	71
5 The Communicative Situation of Personal Weblogs.....	101
6 Language, Image and More: Structural Characteristics.....	153
7 Purposes of Personal Weblogs: An Analysis of Post Genres.....	197
Part C: Conclusions	
8 Summary: A Genre History of the Personal Weblog.....	249
9 Theoretical Concerns	257
10 Summary and Outlook.....	263
Part D: Appendix	
11 Corpus and Citation	267
List of Illustrations.....	281
References.....	291

Table of Contents

0 Introduction 15

0.1 The Right Time for a History of the Personal Weblog 15

0.2 Outline of the Book 17

Part A: Background

1 The Dynamics of Genre 23

1.1 Genres as Categories of Everyday Life 24

1.1.1 Genres and Communities 24

1.1.2 What Is the Blogging Community? 25

1.1.3 The Reciprocity of Genres and Communities 26

1.2 Genres as Socio-Cognitive Devices 27

1.3 Genres as Multi-Layered Phenomena 30

1.3.1 Communication Form 30

1.3.2 Structure 32

1.3.3 Situation 34

1.3.4 Function 37

1.3.5 Interim Summary 38

1.4 Genre Profiles and Genre Networks 39

1.5 Patterns of Genre Change 40

1.5.1 Evolutionary Change 41

1.5.2 Genre Split 41

1.5.3 Pattern Embedding 42

1.5.4 Migration 44

1.5.5 Why do genres change? Regenerative Cycle and
Invisible Hand 44

1.6 Summary 46

- 2 The Diachronic Blog Corpus (DIABLOC)47
 - 2.1 The Internet Archive..... 47
 - 2.2 Blog, Weblog, Personal Weblog – Genres? 49
 - 2.2.1 Weblog..... 49
 - 2.2.2 Blog..... 50
 - 2.2.3 Personal Weblog..... 51
 - 2.3 Corpus Design..... 52
 - 2.3.1 Corpus Periods..... 52
 - 2.3.2 Criteria for Selecting Period II Corpus Texts..... 54
 - 2.3.3 Corpus Size, and: What did I Collect Anyway? 56
 - 2.4 Extended Corpus: DIABLOC + X 58
 - 2.5 Summary..... 59
- 3 Methodological Framework.....61
 - 3.1 Mixed Methods: Three Pillars 61
 - 3.2 Grounded Theory: Basic Principles and Circular Framework..... 62
 - 3.3 Quantifications and Statistics 65
 - 3.4 Summary..... 66

Part B: Facets of the History of the Personal Weblog

- 4 The Technical Side of the Personal Weblog:
Communication Form.....71
 - 4.1 What I Did | What I Read 71
 - 4.2 The Spread of Blog-Software 72
 - 4.3 Blog-Postings: Production and Presentation..... 74
 - 4.4 Multimodality and Layout 79
 - 4.4.1 Layout..... 79
 - 4.4.2 Multimodality..... 81
 - 4.4.3 Summary..... 82

4.5	Synchronicity and Interactivity	83
4.5.1	Comment Function	83
4.5.2	Multiple Authorship	84
4.5.3	Permalink.....	85
4.5.4	Trackback.....	86
4.5.5	Summary	86
4.6	Number of Participants.....	86
4.7	Privacy	87
4.8	Anonymity.....	88
4.9	Modularity	89
4.9.1	Plug-ins.....	89
4.9.2	Widgets.....	90
4.9.3	Widgets in the DIABLOC.....	91
4.9.4	Widgets as Embedded Communication Forms.....	94
4.10	Summary and Conclusions.....	94
4.10.1	Multiple Layers of the Blog Communication Form	94
4.10.2	The Influence of the Blog Communication Form on other Dimensions of the Genre.....	96
4.10.3	Accessibility, Innovation, Blogging Community	97
5	The Communicative Situation of Personal Weblogs.....	101
5.1	What I did What I Read.....	101
5.2	Communicative Sphere: Leisure Activity and Workplace Distraction.....	104
5.3	Immediacy	105
5.4	Single vs. Multiple Authorship	108
5.5	Who's Blogging? Author Demographics.....	109
5.6	Self-Disclosure.....	111
5.6.1	Authenticity	112
5.6.2	Selectivity.....	114
5.6.3	Intimacy	117
5.6.4	Summary.....	120

5.7	<i>Hello Stranger: How Bloggers Imagine their Audience</i>	121
5.7.1	<i>if I could invite the internet over for dinner: Who? And How Many?</i>	121
5.7.2	<i>that excuse is better than 'the dog ate it': Bloggers on Duty, Bloggers' Burn Out and the Role of Recognition</i>	125
5.7.3	<i>If you're like me: Similarity</i>	129
5.7.4	<i>Thanks for listening: Audience Roles</i>	132
5.7.5	<i>Summary</i>	138
5.8	<i>Conversational Maxims</i>	138
5.8.1	<i>Publish as fact only what you believe to be true: Quality</i>	139
5.8.2	<i>Sunday was my beautiful secret: Quantity</i>	143
5.8.3	<i>[back to point]: Relevance</i>	145
5.8.4	<i>crap their pants extrude fecal matter: Manner</i>	147
5.8.5	<i>Summary</i>	150
5.9	<i>Summary and Conclusions</i>	151
6	<i>Language, Image and More: Structural Characteristics</i>	153
6.1	<i>What I Did What I Read</i>	153
6.2	<i>Macrolevel – Personal Weblogs as Part of a Website</i>	157
6.3	<i>Mesolevel – Design and Layout</i>	162
6.3.1	<i>Design</i>	162
6.3.2	<i>Designing Headers</i>	166
6.3.3	<i>Typical Elements of the Sidebar</i>	169
6.3.4	<i>Posts from a Mesolevel-Perspective</i>	173
6.3.5	<i>Interim Summary</i>	178
6.4	<i>Microlevel – Posts as Language-Image-Clusters</i>	178
6.4.1	<i>Weblogs are about Links: Hyperlinks in Posts</i>	178
6.4.2	<i>The Language of Blog Posts</i>	181
6.4.3	<i>Image Types</i>	186
6.4.4	<i>Language-Image-Links</i>	190
6.4.5	<i>Summary</i>	194
6.5	<i>Summary and Conclusion</i>	195

7	Purposes of Personal Weblogs:	
	An Analysis of Post Genres	197
7.1	What I Did What I Read	197
7.2	Primarily Informative Post Genres.....	200
7.2.1	<i>Who gets the blame when your computer crashes:</i> Filtering the Web.....	200
7.2.2	<i>Working at main office today. STOP: Updating Friends</i> <i>and Family</i>	205
7.2.3	<i>I like electricity and beer keeps colder with it: Sharing</i> <i>Experience</i>	208
7.2.4	<i>So back off, Mr. Governor: Voicing Opinions</i>	212
7.2.5	<i>My rating: 4 of 5 stars: Review</i>	215
7.2.6	<i>When in doubt, cut it out: Giving Advice</i>	219
7.2.7	Interim Summary.....	222
7.3	Primarily Appellative Post Genres.....	224
7.3.1	<i>ACTIVISTA: Appealing to the Audience</i>	224
7.3.2	<i>free shit for me and free shit for you: Advertising</i>	227
7.3.3	Interim Summary.....	230
7.4	<i>My First Friday Five: Getting and Keeping in Touch</i>	231
7.5	<i>Getting it all out: Posts Focussing on the Writing Process</i>	235
7.6	From Repertoire to Frequency: A Quantitative Account of Posting Genres.....	239
7.6.1	Heterogeneity of the Blog-Page.....	239
7.6.2	Posting Genre Frequencies	242
7.7	Summary	245

Part C: Conclusions

8	Summary: A Genre History of the Personal Weblog.....	249
8.1	The Beginnings: Emergence and Consolidation of the Weblog (1997–1999)	249
8.2	The Crisis of the Weblog and the Emergence of the Personal Weblog (1999–2000/2001)	251

8.3	Consolidation of the Personal Weblog as a Genre and Development of Further Blog Genres (2001 to late 2000s)	253
8.4	Competition, Variation, Commerce (end of 2000s to 2012)	254
9	Theoretical Concerns	257
9.1	The Invisible Hand in the History of the Personal Weblog	257
9.2	Stability and Change of Web-Based Genres	258
10	Summary and Outlook	263
Part D: Appendix		
11	Corpus and Citation	267
11.1	How the DIABLOC is Cited in this Book	267
11.2	URLs of DIABLOC Blog-Pages	268
11.3	Extended Corpus	278
11.3.1	Blogging Guides	278
11.3.2	FAQ-Sites and Tutorials	278
11.3.3	Bloggers' Reflections	279
	List of Illustrations	281
	References	291