Revisiting the Spanish blogosphere

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Agenda

- Definition
- What happened from Blogtalk to Blogtalk?
- Some figures
- Conclusions and future work
The Spanish blogosphere

Complex thing!

• Several countries

• Several languages (in Spain there are four official languages, but there is also people blogging in English, French, Dutch, ...)

• Of course, bilingual and even trilingual blogs

  http://oreneta.com/baldie/blog

• Definition subject to discussion!
From BlogTalk 2003 to BlogTalk 2004

- Weblogs became visible to the mass media
  - Main newspapers, technical magazines, web portals and some radio and television shows
  - Some regular sections, even blogs at online editions (El Mundo)
- General media: not good coverage
- Fast blogosphere reaction (mainly critical, revealing strong dependence)
From BlogTalk 2003 ... (contd)

- Weblogs became a research topic
  - Media and Journalism conferences
  - Blogging as activity and as media (danger?)
- Not very well known, yet. Some evangelists
From BlogTalk 2003 ...(contd)

- Weblogs as research, learning and teaching tool
  - Exploration started: Computer Science, Education Sciences, Social Sciences, Librarians and Documentalists, ...
  - Teaching tool: repertories, references, materials for the students
  - Students blogging
• Strong sense of community, metablogging rising
  • Weblog portals, directories, lists of updates, metablogs
  • Weblog awards, Secret santa (2nd edition), weblog magazine (online)
  • IRC channels, Internet Radio Station
• Small and diverse, but building its own identity and is becoming to be conscious about it
Tools

Blogómetro
(http://blogometro.blogalia.com/)

• Each day a ranking of fresh links
• Open source, written in Python, PostgresSQL
  • http://sourceforge.net/projects/blogometro
• Data from November, 15, 2002
## Number of blogs hosted in popular sites

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of blogs</th>
<th>Updated during the last 1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
<th>Beg. year</th>
</tr>
</thead>
<tbody>
<tr>
<td>blogia.com</td>
<td>5793</td>
<td>1306</td>
<td>2781</td>
<td>2909</td>
<td>4877</td>
</tr>
<tr>
<td>zonalibre.org</td>
<td>1982</td>
<td>479</td>
<td>967</td>
<td>984</td>
<td>1042</td>
</tr>
<tr>
<td>blogspot.com</td>
<td>1682</td>
<td>1048</td>
<td>1210</td>
<td>1261</td>
<td>1365</td>
</tr>
<tr>
<td>barrapunto.com</td>
<td>1011</td>
<td>283</td>
<td>293</td>
<td>296</td>
<td>314</td>
</tr>
<tr>
<td>ya.com</td>
<td>926</td>
<td>368</td>
<td>665</td>
<td>670</td>
<td>672</td>
</tr>
<tr>
<td>lacomunitat.net</td>
<td>342</td>
<td>186</td>
<td>191</td>
<td>196</td>
<td>203</td>
</tr>
<tr>
<td>blogalia.com</td>
<td>259</td>
<td>78</td>
<td>95</td>
<td>111</td>
<td>129</td>
</tr>
<tr>
<td>bloxus.com</td>
<td>109</td>
<td>24</td>
<td>41</td>
<td>47</td>
<td>58</td>
</tr>
<tr>
<td>escomposlinux.org</td>
<td>96</td>
<td>22</td>
<td>30</td>
<td>38</td>
<td>57</td>
</tr>
<tr>
<td>barcelonablogs.com</td>
<td>92</td>
<td>50</td>
<td>52</td>
<td>91</td>
<td>92</td>
</tr>
<tr>
<td>bitacoras.com</td>
<td>82</td>
<td>50</td>
<td>56</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15734</strong></td>
<td><strong>5720</strong></td>
<td><strong>8521</strong></td>
<td><strong>8983</strong></td>
<td><strong>11533</strong></td>
</tr>
</tbody>
</table>

Evolution of the number of blogs

Number of weblogs

Total number

01/01/03 04/01/03 07/01/03 10/01/03 01/01/04 04/01/04 07/01/04
Some figures

- During the period of study more than 1,700,000 links were observed.
- Around 450,000 links in a given day.
- More than 5,700 blogs posted during the last month.
- January 2003 (1,299 blogs), November 2002 (943 blogs). Now (more than 19,600).
And the winner is...

- Banners, self-promotion and similar things for the big ones (Blogia, Blogger, Barrapunto, MT, CC, ..)
- The first real link is
  
  http://www.librodenotas.com/mt/prestige.html
  
  (Last BlogTalk: 75 links, Now: 128)
- This year's Google Bomb
  
  http://www.sgae.es/
  
  (113)
- But http://www.rae.es/ has more links
  
  (119)
More relevant links

- El Mundo (313), El País (308), PeriodistaDigital (137)
- But many bloggers above now
  - Mini-D (http://www.minid.net, 529)
  - eCuaderno (http://www.ecuaderno.com/, 427)
  - Las cinco del viernes (http://lascincodelviernes.blogspot.com/, 346)
  - Blogpocket (http://www.blogpocket.com/, 299)
Towards the powerlaw

\[ \text{rms} = 4.94398 \text{ -not better, not worse (WBC2004)} \]
Conclusions

• Things are getting better
• Maturing
• Need evangelism?
Future Work

• Improving the ‘blogómetro’
• Results diffusion
• Other measurements (words, phrases, ...)
• Identification of in/out links
• Cluster formation
• ...