



Children's Hospital Boston
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HARVARD MEDICAL SCHOOL



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OF PUBLIC HEALTH

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What are blogs and why should librarians care about them?

Short for web log, a blog is an easily updatable web page where people post their writing about things that interest them. Blogs are:

1. Easy to update
2. Updated more often than websites
3. Reverse chronological
4. Have a point of view
5. Have lots of external links

Why should I care about blogging?

1. **Blogs are everywhere**
 - [This map](#) shows a new dot every time someone in the world posts on a blog
2. **Blogs are subject specific - perfect for special libraries in particular**
 - Opportunity to get specific news related to your discipline
 - Connect with other readers who are interested in that topic
3. **Good way to connect with your patrons or stakeholders**
 - Public libraries - example: [North Reading Youth Library Services](#)
 - Special Libraries - example: [Center on Media and Child Health](#)
4. **Instant reporting from events**
 - example: [SLA](#)
 - example: [Democratic](#) and [Republican](#) National Conventions
5. **Blogging is now a part of politics and journalism**
Trent Lott
 - A reporter at Strom Thurmond's 100th birthday party heard some controversial remarks made by Trent Lott about desegregation.
 - He thought it was a story but his supervisor disagreed.
 - Instead of writing a story, he blogged about it.



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- A number of prominent bloggers picked up on the story and their 200,000 blog readers wouldn't let the story go unnoticed by the mainstream media.
- The story finally made the mainstream media 4 days later.
- Blogging acted as a bridge between the event and the mainstream media picking up on that event.

Dan Rather

- On a Wednesday edition of *60 minutes*, Dan Rather presented documents that supposedly showed President Bush was a slacker in the military.
- Bloggers immediately started looking for experts on 1970s typewriters and found that the font used in the documents he found was not in existence at the time they were made - thereby proving the documents false.
- Turned into a scandal for Dan Rather, ultimately leading to his resignation.
- Bloggers continued to talk about the issue, rather than letting the mainstream media sweep it under the carpet.
- Bloggers have the ability to go into as much depth as they'd like and talk about the story for as long as they'd like, regardless of how the mainstream media handles an issue.