

John Kelly

presentation for  
Media Re:Public  
March 28, 2008



Morningside Analytics

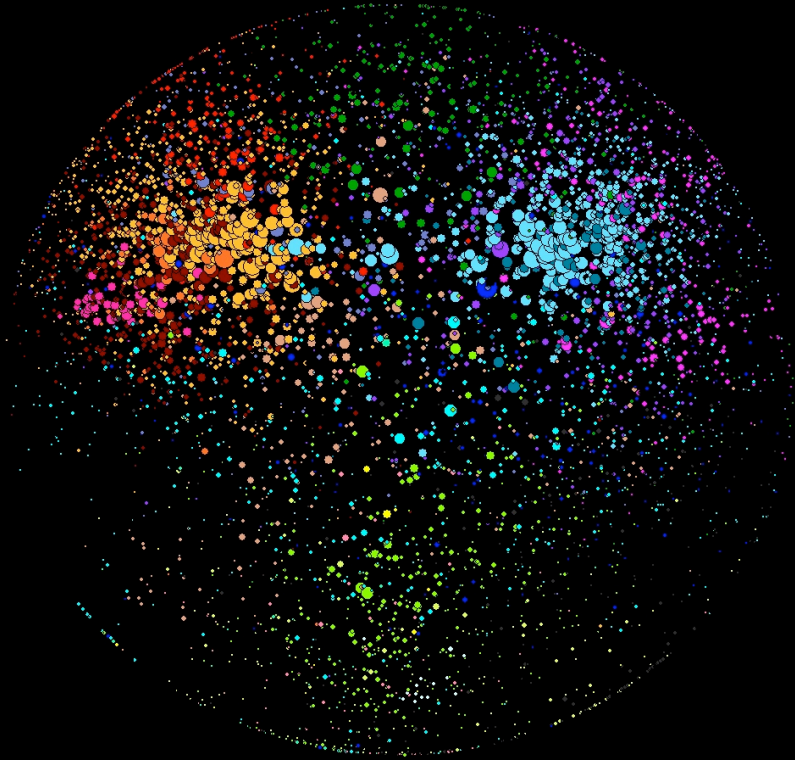
Everything you know is wrong!  
...or maybe just needs an update

some bald assertions:

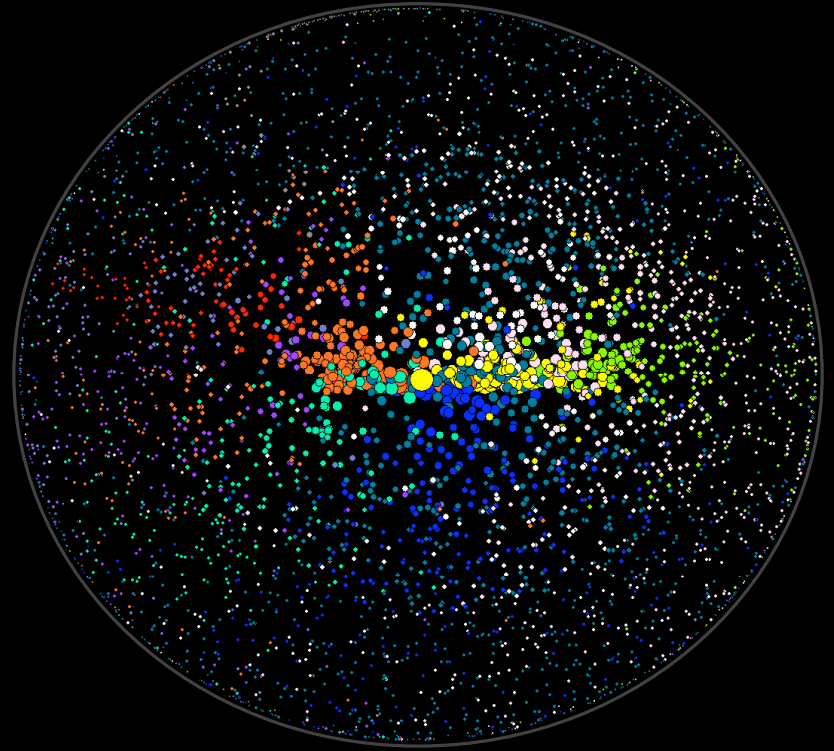
- “bloggers vs. professional journalists” = food fight
- deep evolution: postal service -> telephone -> internet
- blogs are key to networked **public** sphere.
- communications research needs overhaul.
- our current methods misunderstand society.
- we’ve always been a network society; now we know it.



# network media ecosystem



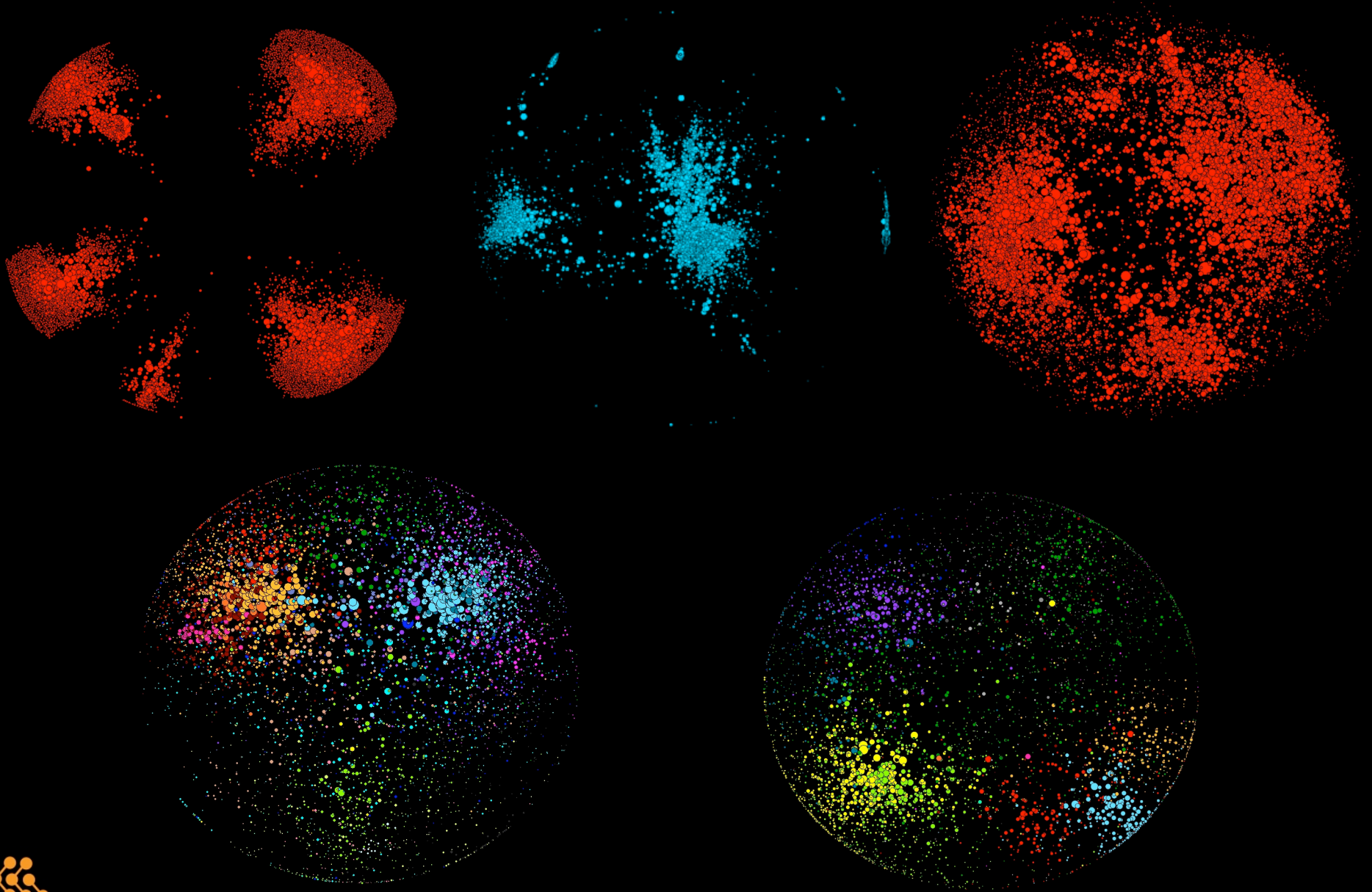
blogosphere



outlinks

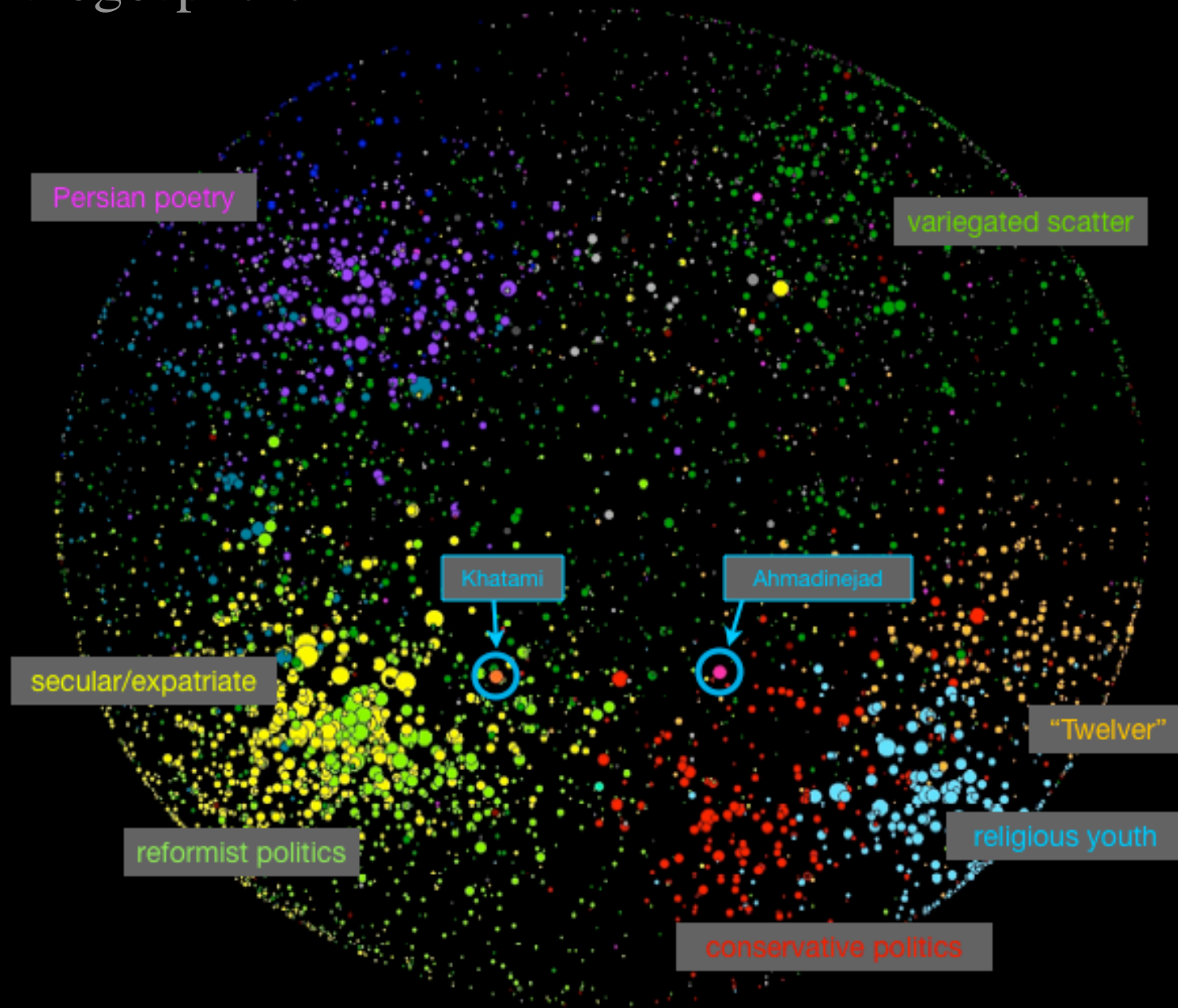


# “The Blogosphere” vs. blogospheres



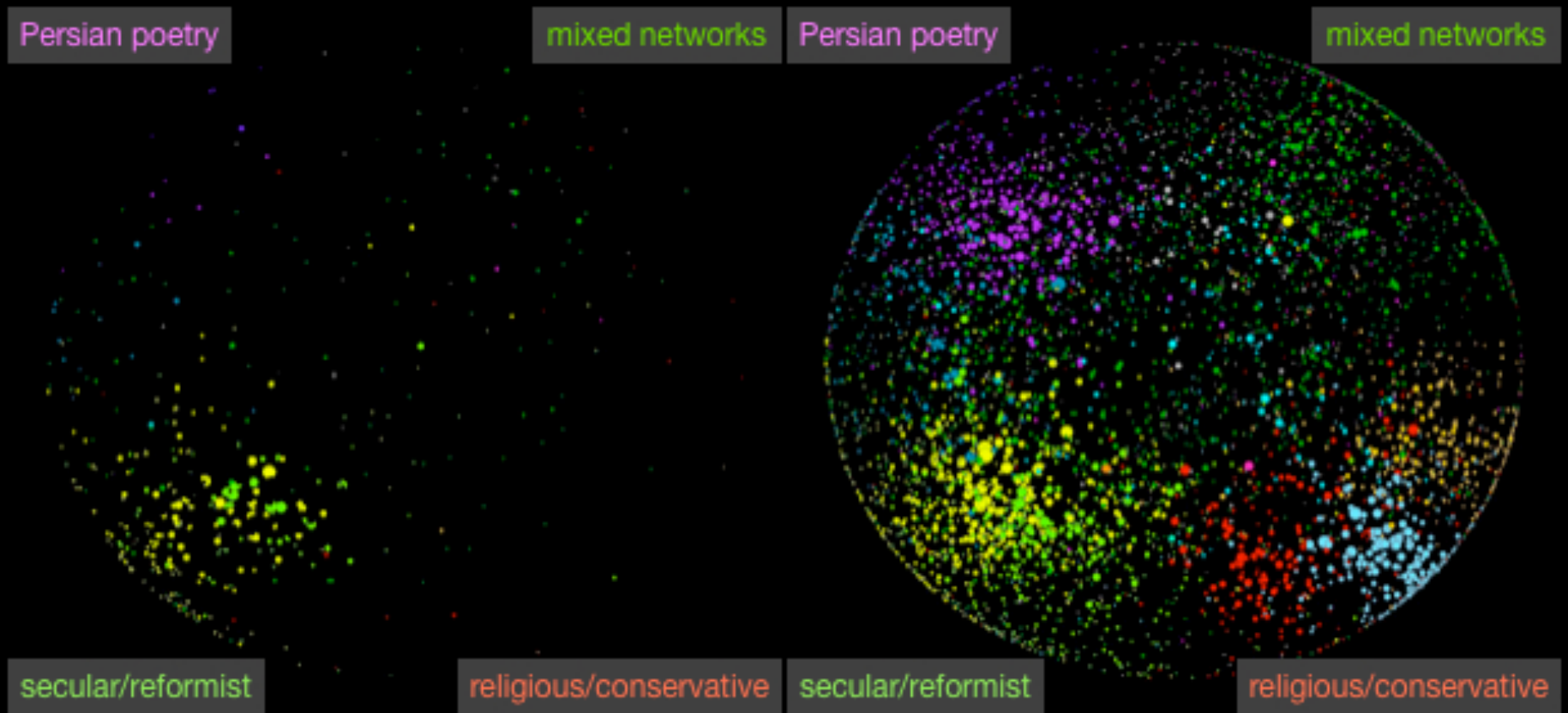


# Iranian blogosphere



# Iranian blogosphere

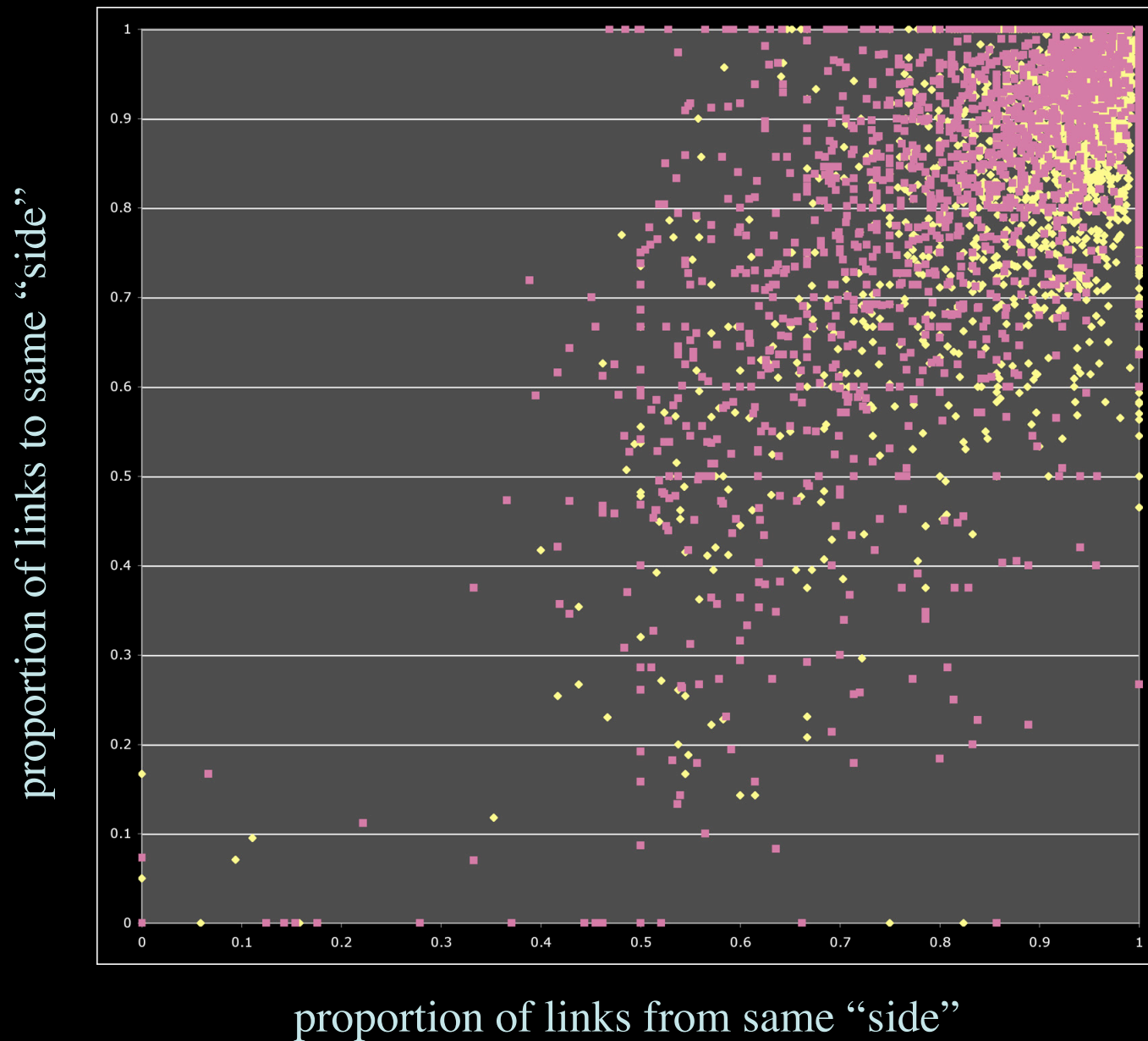
Open Net Initiative data on Internet filtering



blocked in Iran

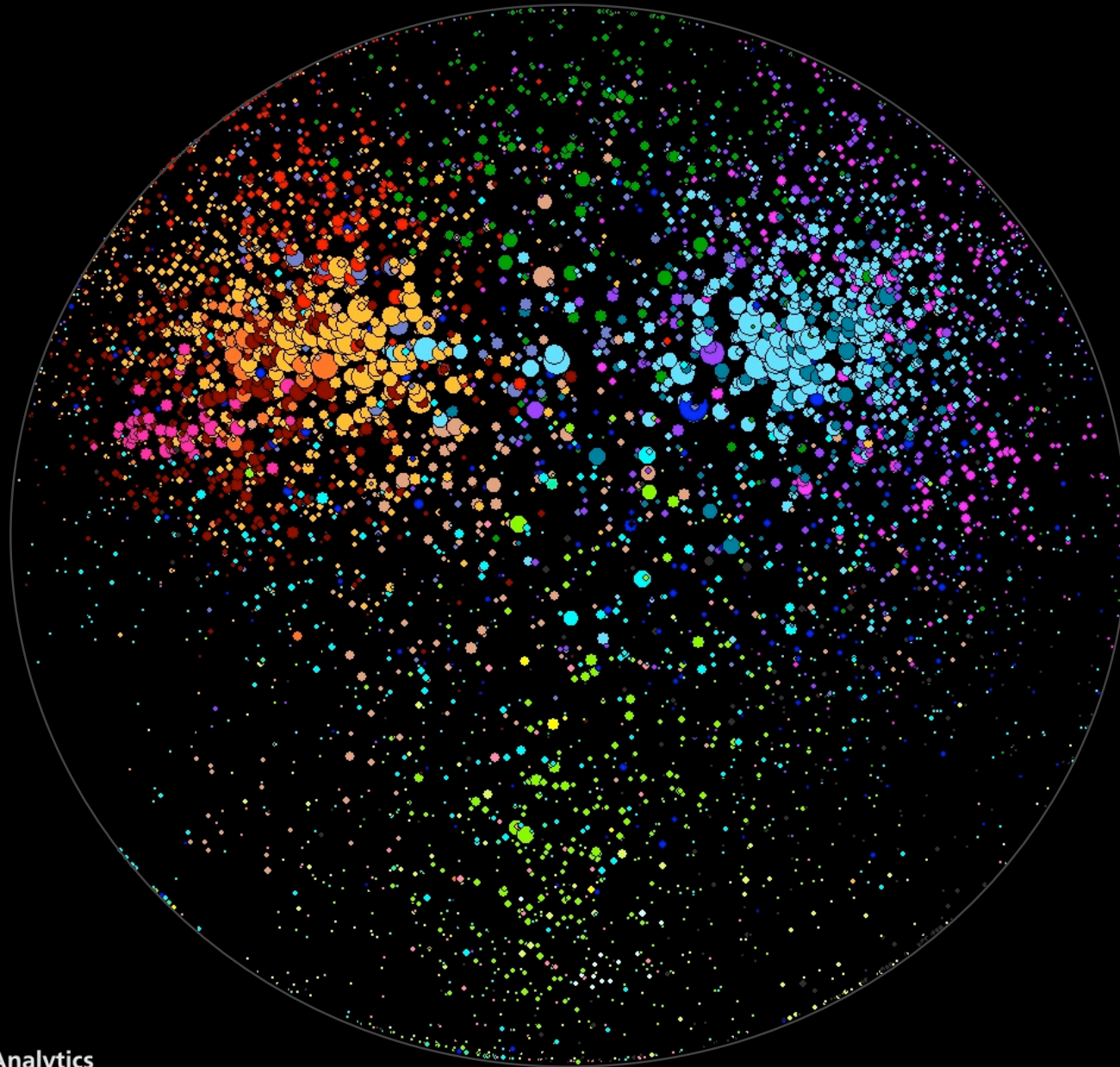
visible in Iran

# online homophily: partisan linking



# English blogosphere

attentive clusters



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# English blogosphere

UK

attentive clusters

conservative

liberal

tech



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# English blogosphere

UK

attentive clusters

sci/environ

parenting

tech



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# English blogosphere

attentive clusters

conservative

liberal

legal

security



# English blogosphere

attentive clusters

conservative

liberal



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# Viewing semantic activity

conservative

liberal

“intellectual”



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“Iraq”

“Iran”

“Darfur”

“Afghanistan”

Text



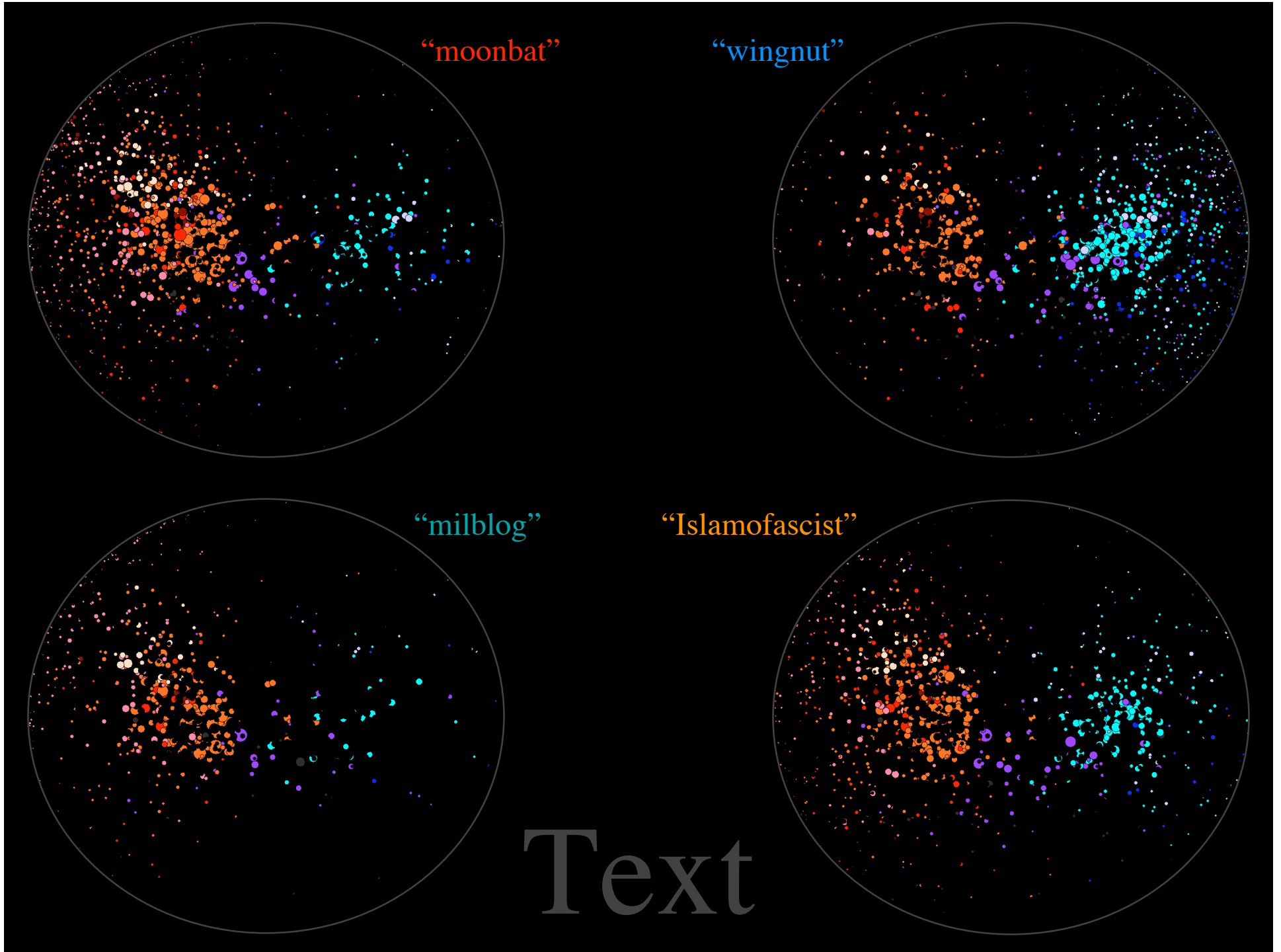
“moonbat”

“wingnut”

“milblog”

“Islamofascist”

Text



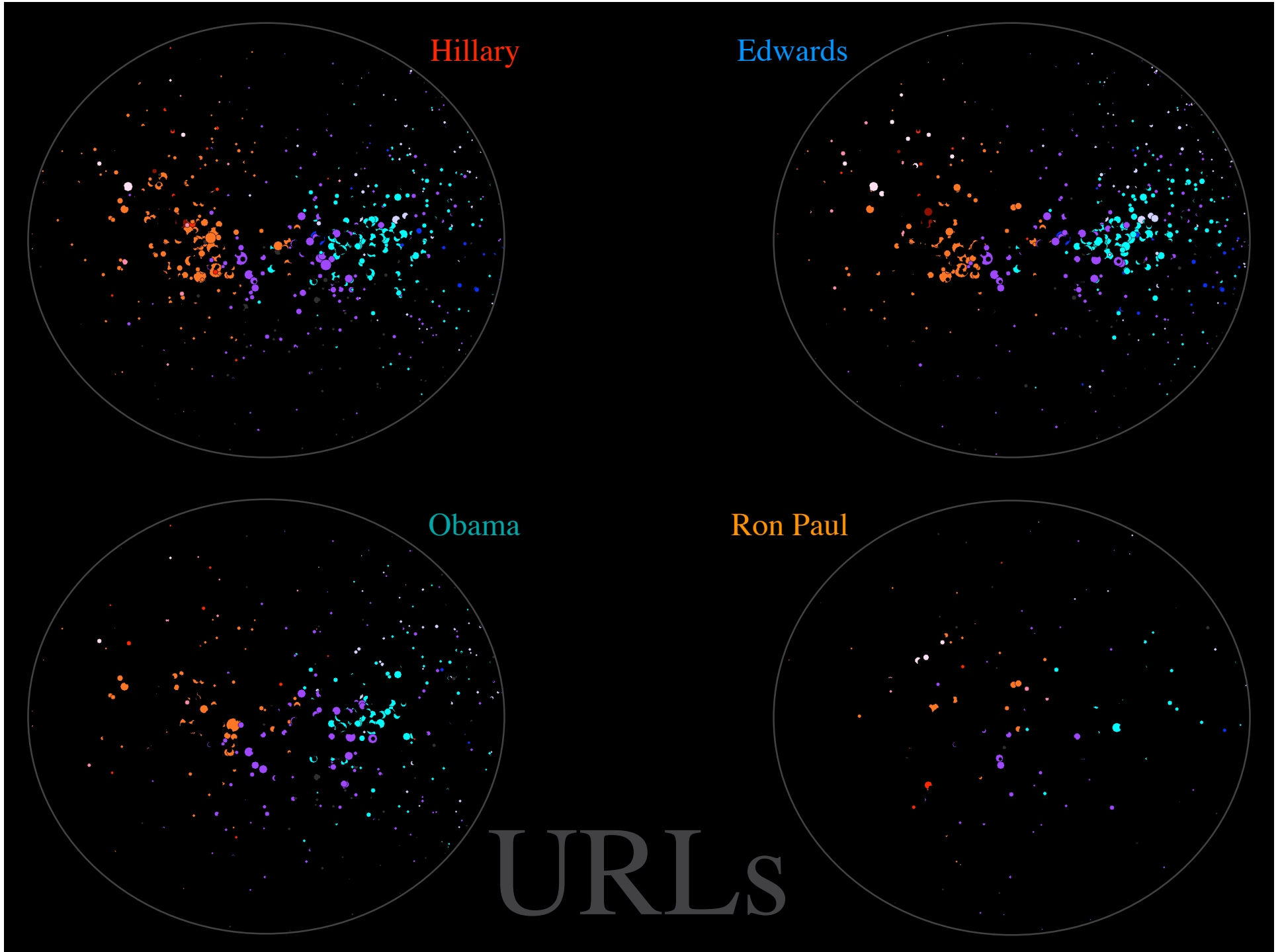
Hillary

Edwards

Obama

Ron Paul

URLs



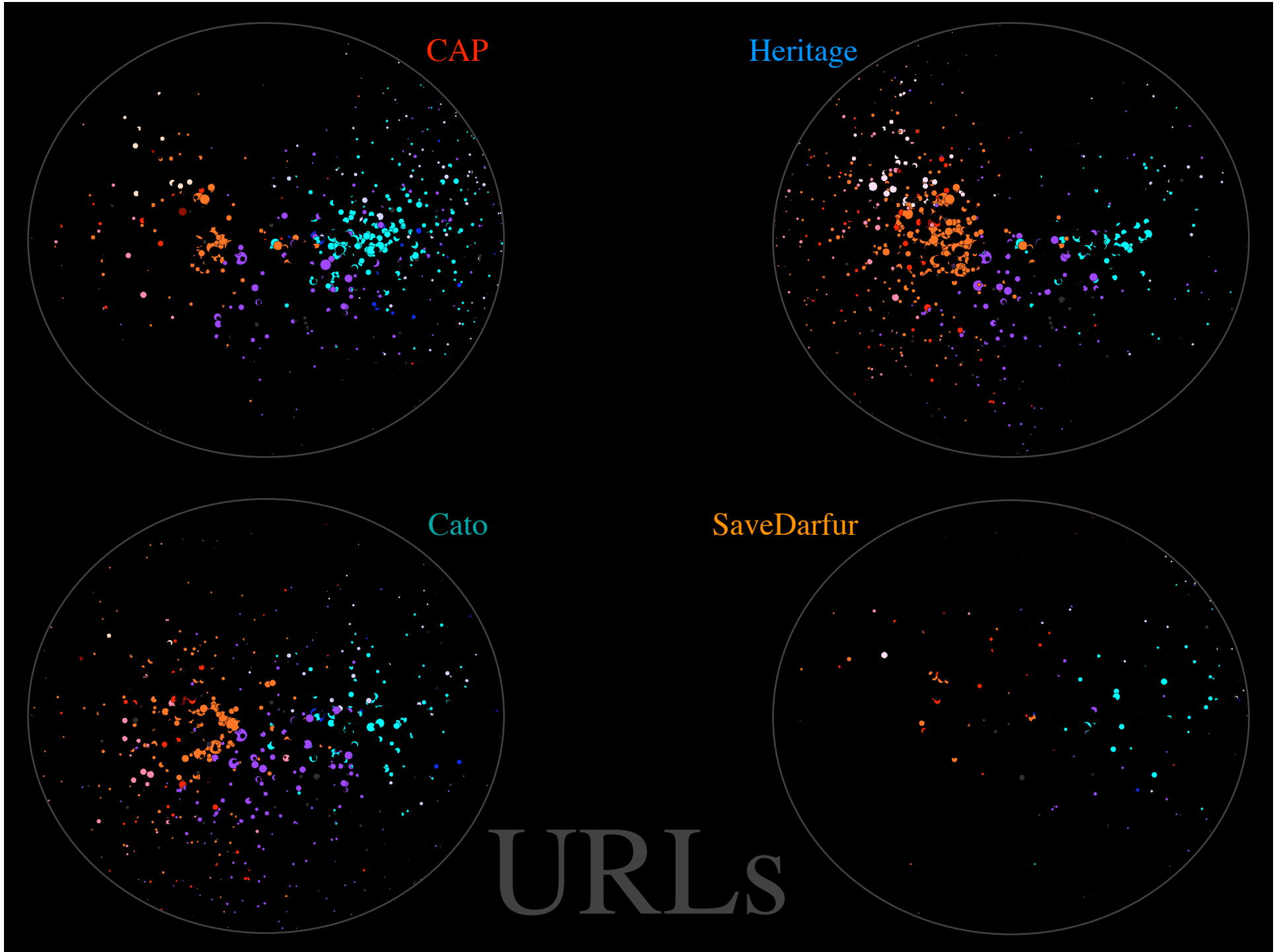
CAP

Heritage

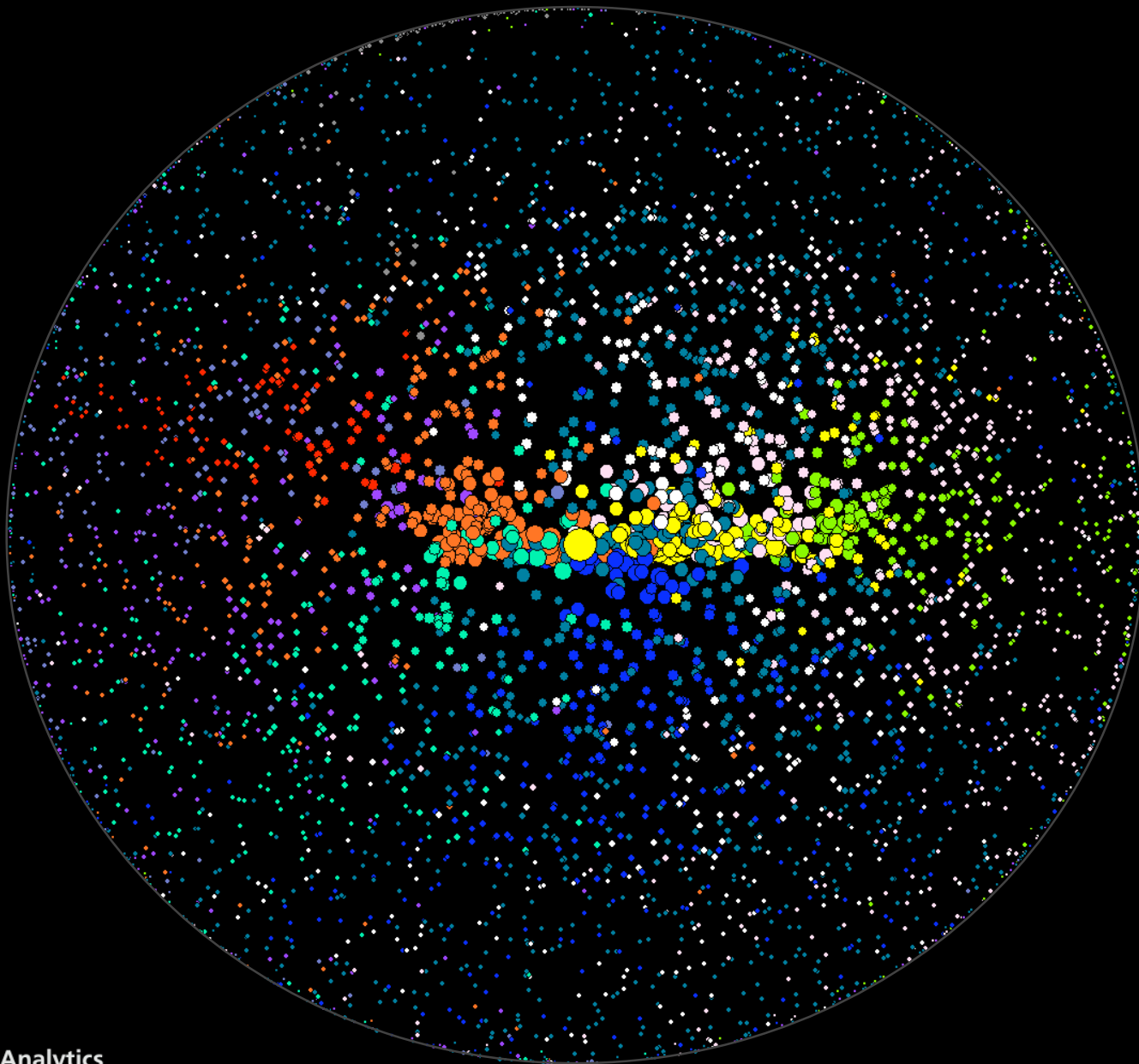
Cato

SaveDarfur

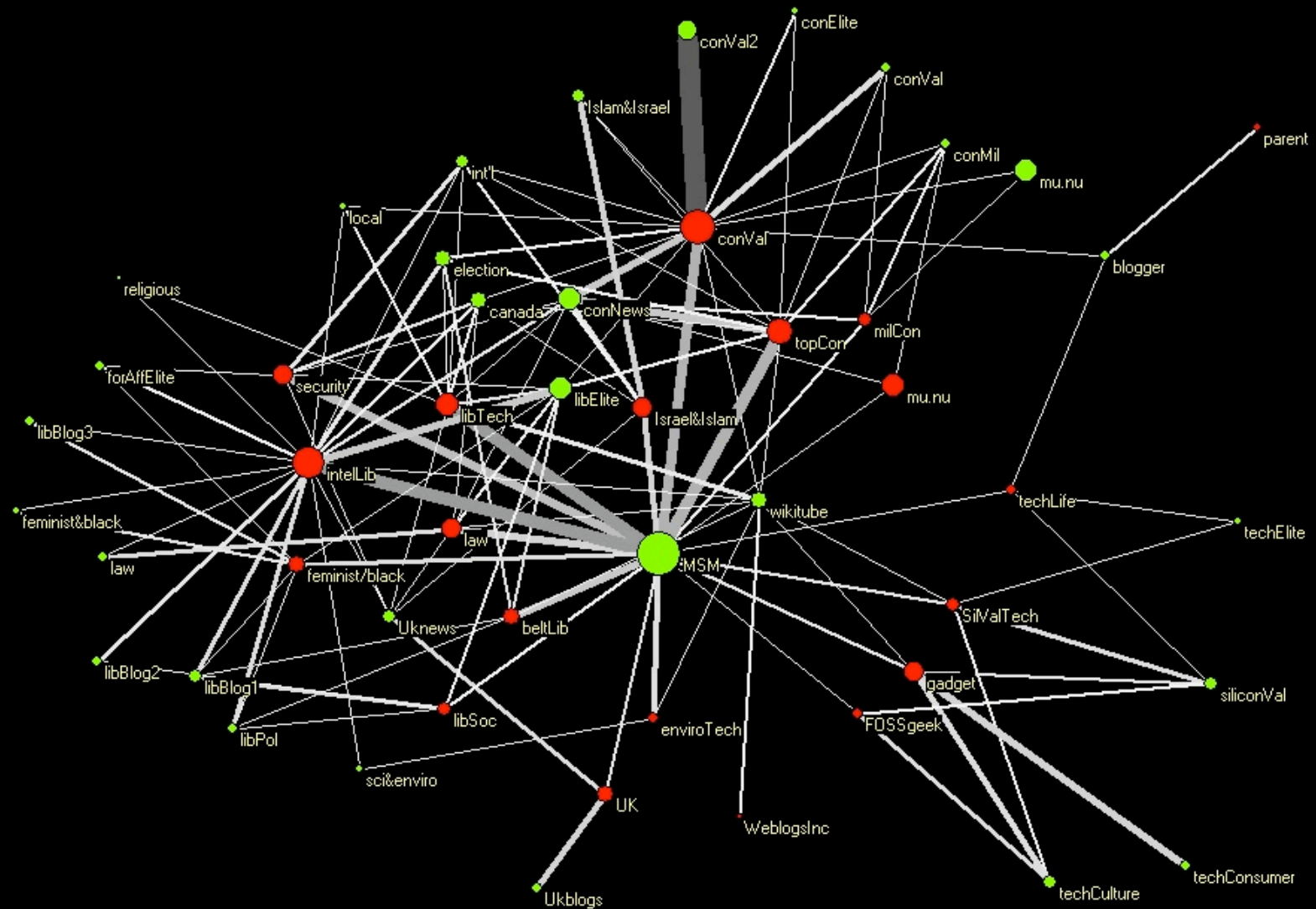
URLs



# Outlink bundles: the view from the 'sphere'

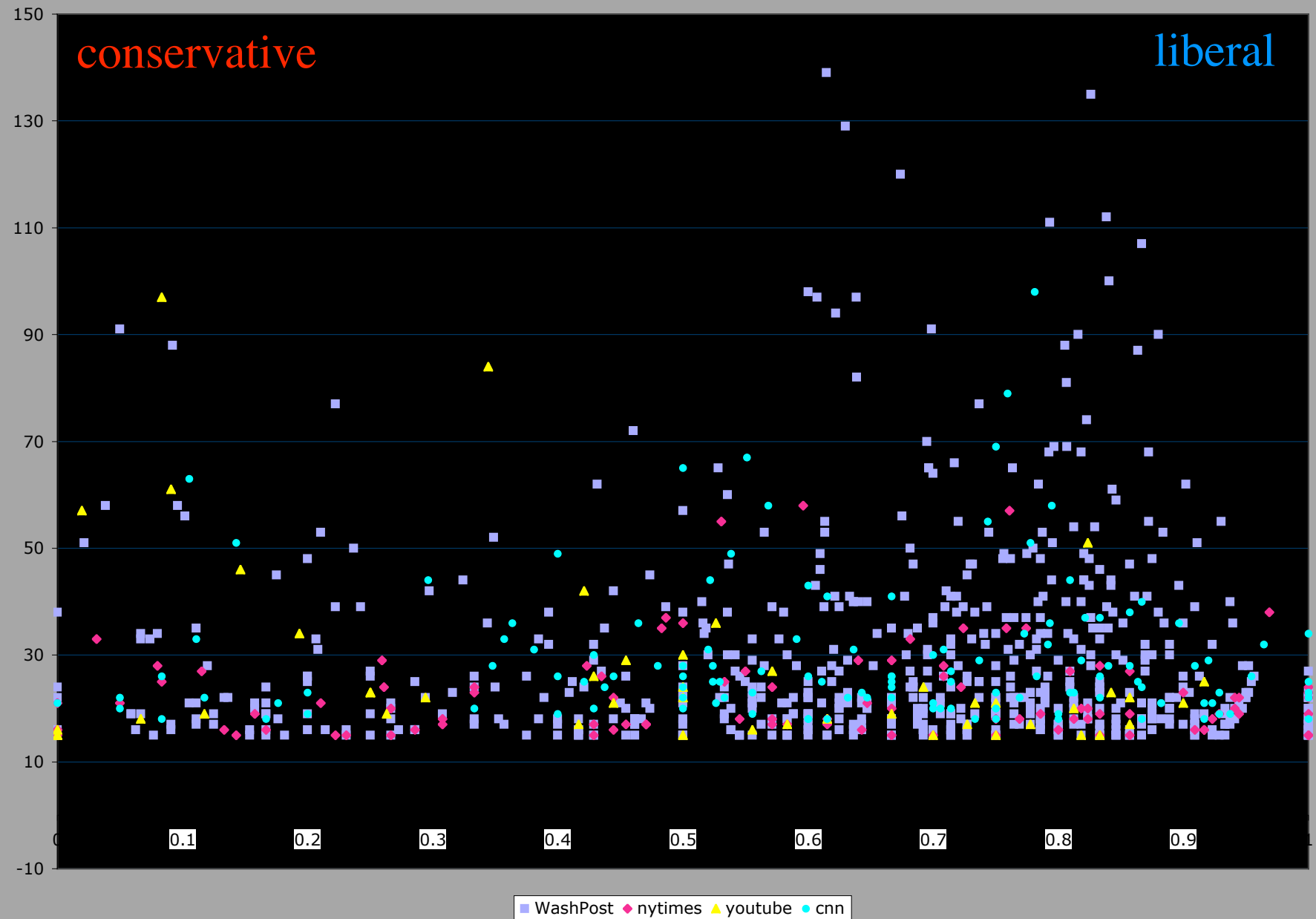


# Outlink bundles: large-scale link patterns

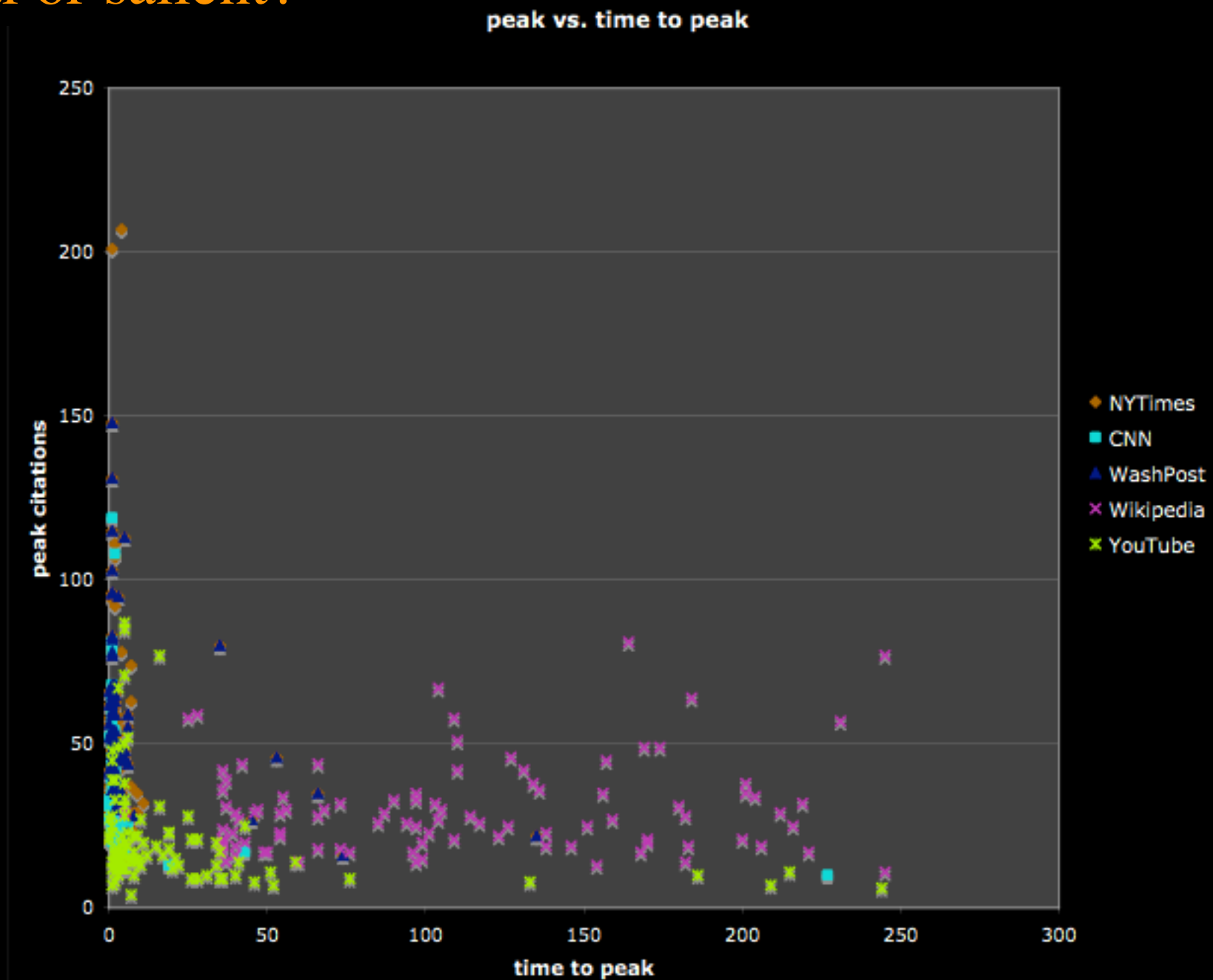




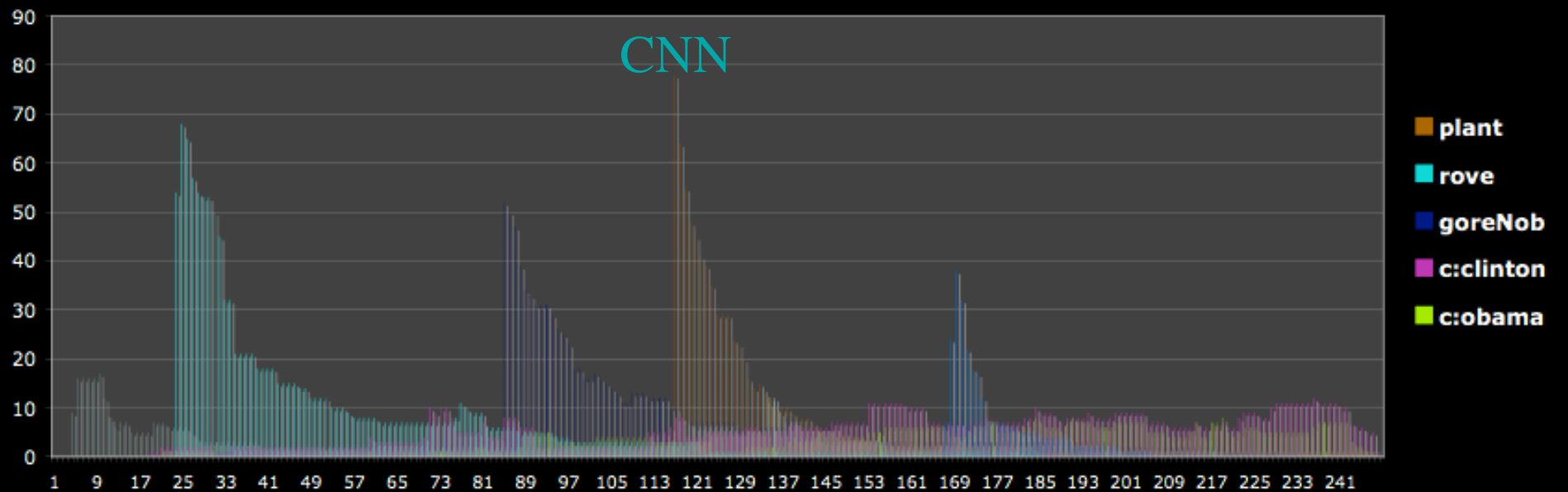
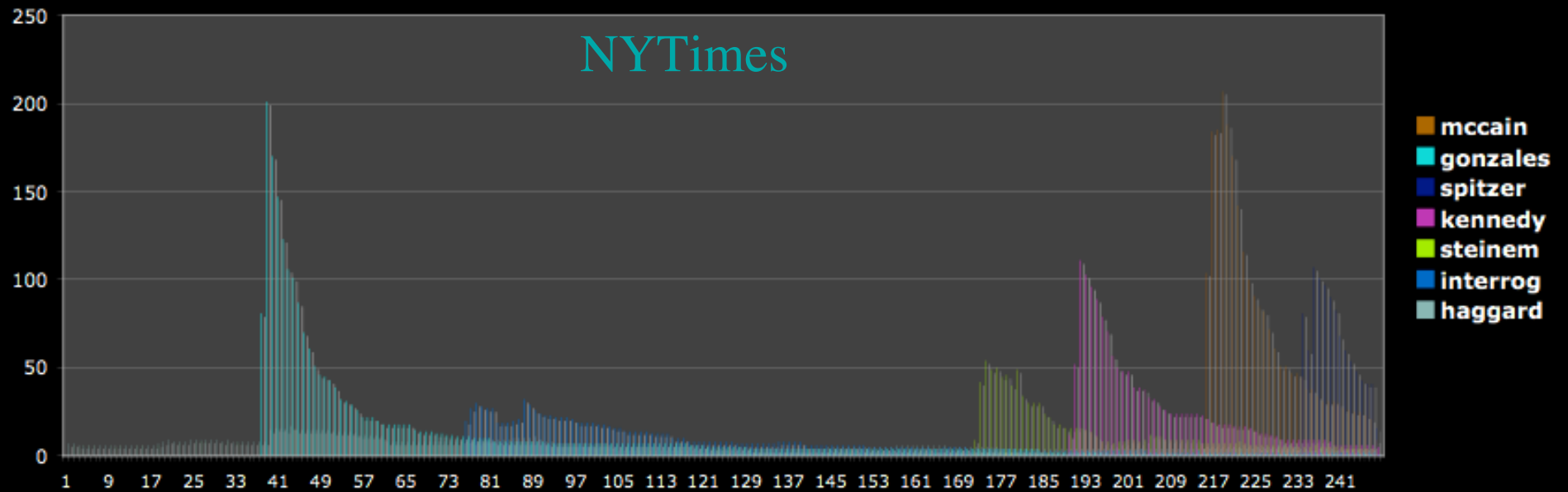
# citation “valence” for content objects



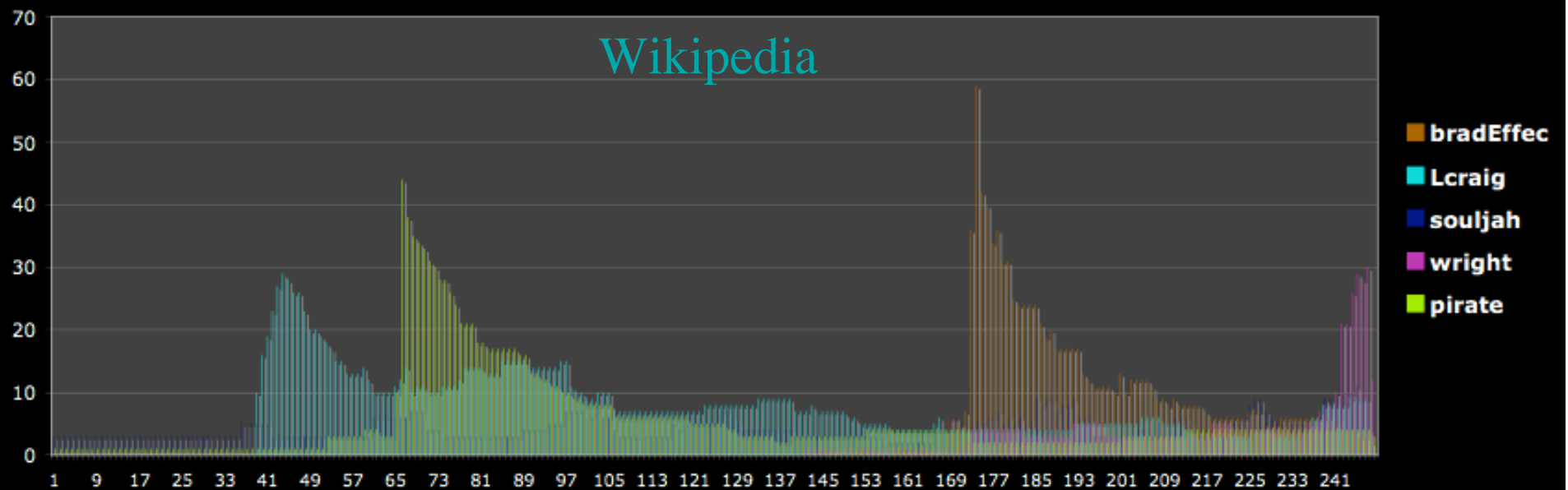
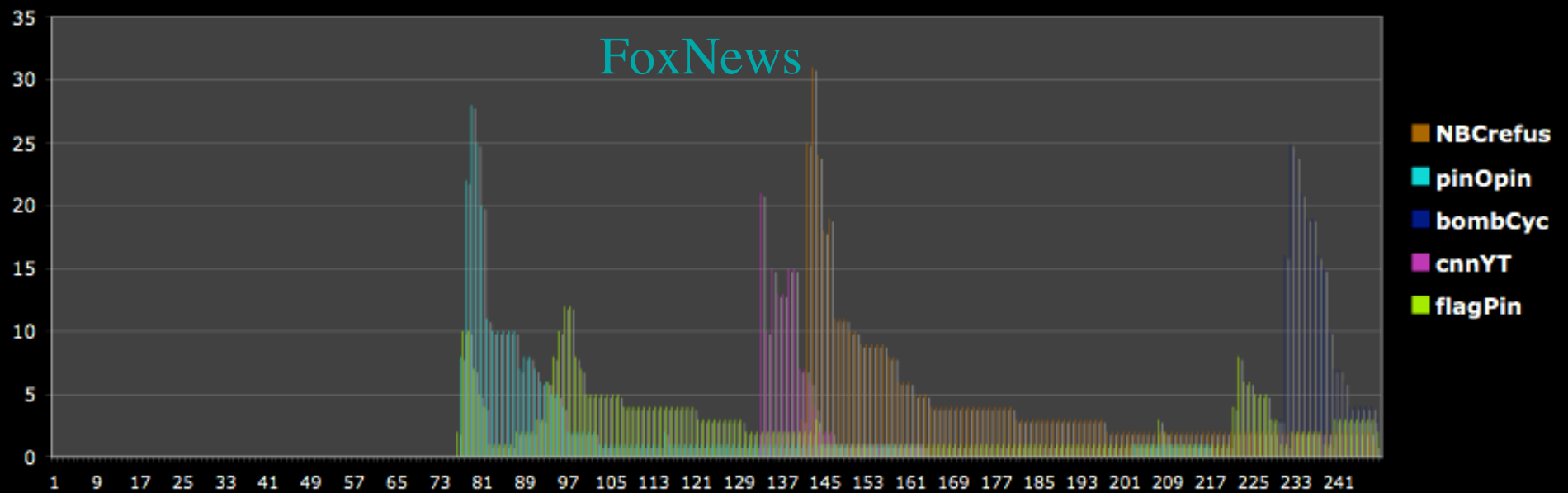
# viral or salient?



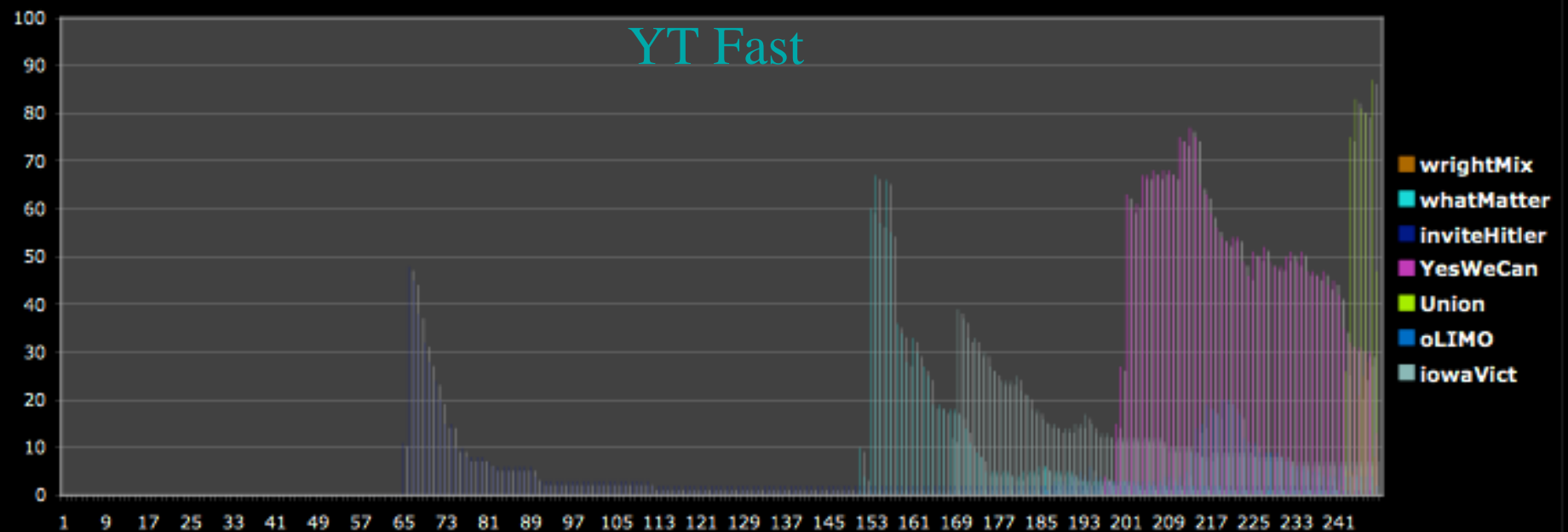
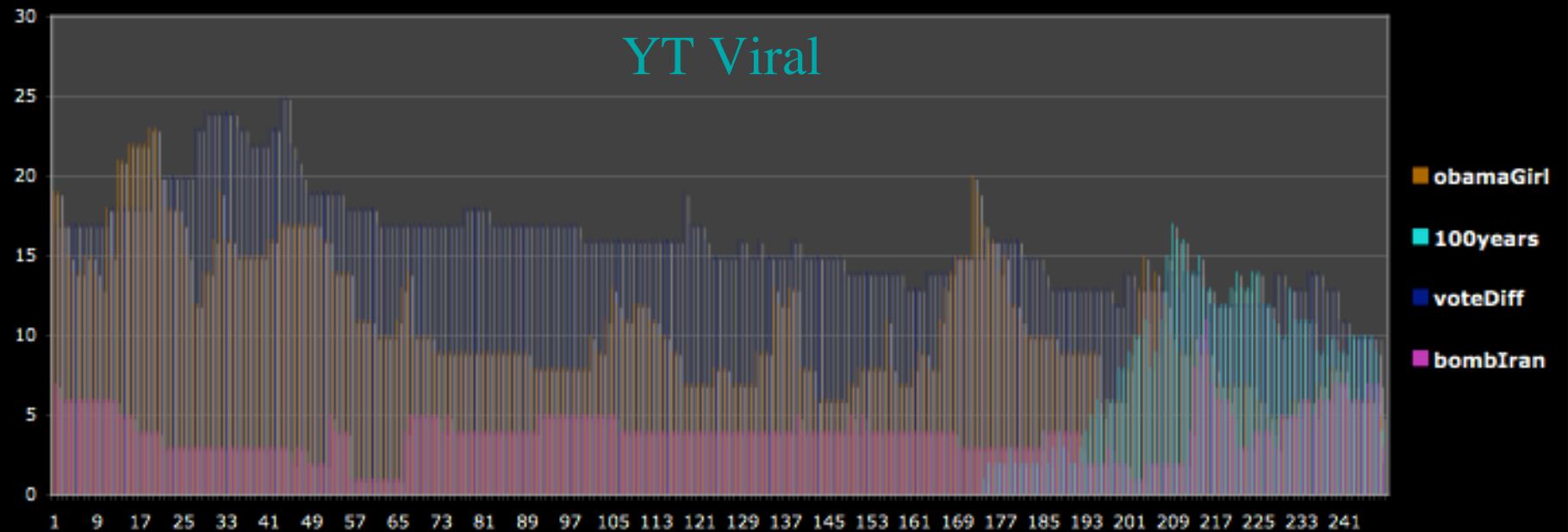
# citation histories



# citation histories

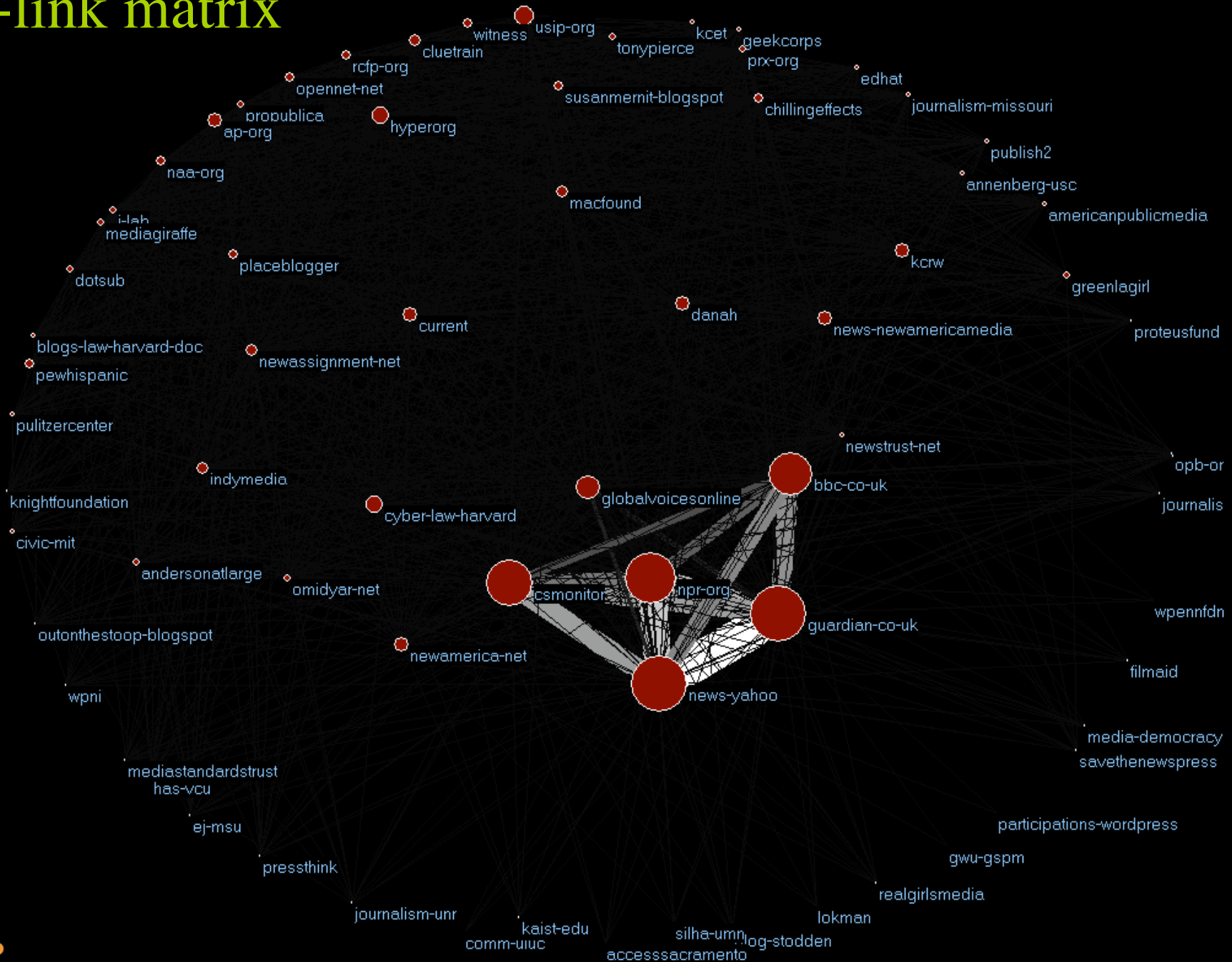


# citation histories



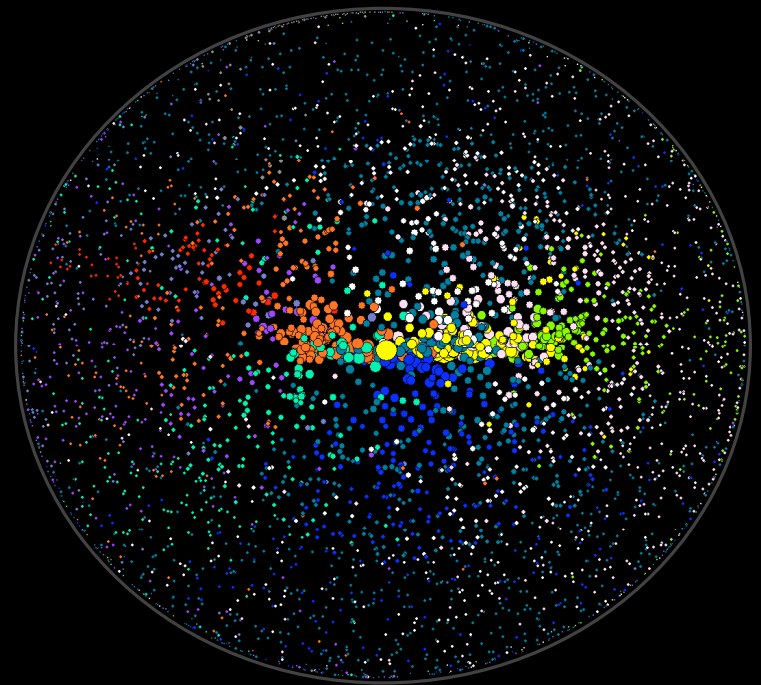
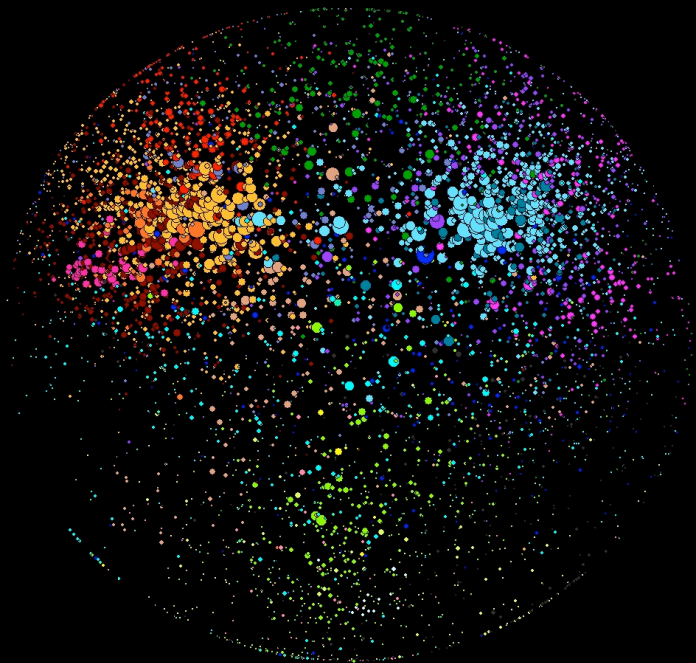


# co-link matrix



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