INTRO TO BLOGGING
WHAT IS A BLOG??

Anyone know where the word “blog” comes from?
WHO HERE BLOGS?
WHAT ARE THE BENEFITS OF BLOGGING?
WHAT ABOUT THE DOWNSIDES?
IS THERE A RELATIONSHIP BETWEEN BLOGGING AND SOCIAL MEDIA? WHAT IS THAT RELATIONSHIP?
WHAT’S A “TROLL”?
HOW CAN WE TELL THE DIFFERENCE BETWEEN A TROLL’S COMMENT AND WELL-INTENTIONED NEGATIVE FEEDBACK?
BLOGGER’S CODE OF CONDUCT

- Proposed by Tim O’Reilly in 2007
- Reaction to threats made to a blogger named Kathy Sierra
- Based on a preliminary list developed by the BlogHer women’s blogging support network
- Seven points; let’s talk about each of them in turn
  1. Take responsibility for your own words AS WELL AS for the comments you allow on your blog
  2. Label your tolerance level for abusive comments publicly
  3. Consider eliminating anonymous comments
  4. Don’t feed the trolls
  5. Take the conversation offline, and talk directly, or find an intermediary to do so
  6. If you know someone who is behaving badly, tell them so
  7. Don’t say anything online you wouldn’t say in person
HOMEWORK DUE NEXT WEEK: FAVORITE STEM BLOG PRESENTATIONS

• Email me by tomorrow a science blog you’d like to present on
  • I won’t accept repeats
  • First come, first serve

• 1 title slide, 2 content slides
  • Home page (design)
  • Recent post (writing style)

• Be prepared to answer the following questions:
  • What works about this blog?
  • What doesn’t?
  • How would you make it work or fix the flaws?
  • Send me your slides by next Sunday night, please!