

The Former Audience Joins the Party



- This chapter discusses how the former consumers of news are taking over the news sphere as producers and as engaged consumers.

Zeyad



- Bloggers are now being used as resources by professional journalists
- In 2003, an Iraqi man named Zeyad started a blog covering the Iraq war that became the premier news source for up-to-date information on what was really going on in Baghdad
- Zayed is still posting to this day and most of his recent coverage has been on the topic of the impending Iraqi elections.
- Do you guys think blogs should be viewed as credible sources that professional journalists can cite in their articles?
- Do you think some blogs will ever surpass professional journalism in terms of credibility?
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Rules don't apply to bloggers



- In 2004, rex hammock was invited to a small conference to discuss business revival in the US with president Bush. Previous meetings had with press there but this meeting was off the record.
- However Rex was a citizen journalist with a blog of his own and once he had returned from the conference he immediately wrote a report about the conference that generated quite a bit of attention considering no professional journalists were allowed to cover it.
- Do you think there should be rules governing bloggers like there are professional journalists?
- If so, how would they be enforced?

Silver Strings: Empowering the Young and Old



An experiment was done in Melrose, MA by a group of MIT students where a group of dedicated senior citizens put together a simple news website about their community using silver stringer technology .

The site was a big success and MIT was able to export its silver stringer technology all over the world to allow people of all ages to set up their own interactive websites and blogs.

The melrose mirror is still active today.

The Wiki Revolution



In 2004, wikipedia published its 500,000th article, a milestone for the fledgeling orginazation. and today wikipedia has about 3.3 million articles in about 272 different languages.

Many of the greatest questions that the public posed throughout wikipedia's beginnings and still today is the validity of its content considering its open source nature.

Today, wikipedia uses a variety of webcrawlers and other programs to moniter and curtail edits when needed. and the greater wikipedia community also are constatnly on the watch for vandalism.

do you guys think that information from wikipedia will ever be viewed as a completely credible source?

Do you think the time will ever come that wikipedia puts the standard encylclopedia companies out of business?

Jimmy Wales TED Talk

<http://www.ted.com/talks/view/id/37>

This talk was given in 2005 when wikipedia was just starting to gain momentum.

Business model for Future Blogs: Advertising?



The business model, "Pay or get to Jail", that the BBC employs doesn't really work for the rest of the online media producers, So how are how are the gifted amateurs that yearn to foray into the world of professional online world going to make some coin?

- The earliest forms of online advertising came in the form of referring readers to sites like amazon and the blog master would make a commission if the user bought a product after being referred from his page.
- But as blogs became more popular they could attract more advertising and didn't need to rely on the referral commission.
- Nick Denton came up with a system of advertising for blogs where Denton owned the blogs himself and paid writers to write them, like freelancers.
- Jason Calacanis approached the advertising situation in a different manner. Calacanis sets up a partnership with the bloggers where there is joint ownership between the blogger and Calcanis. The blogger takes the first 1,000 dollars in revenue where the remaining money is split between the blogger and calcanis.

Business model for Future Blogs: Tip Jar?



A fairly self-explanatory concept with the readers making contributions to the writer at their own will.

Chris allbritton used this business model to great success in 2003 when he was covering the iraq invasion. In one month he was able to bring in about 15,000 dollars, covering all his expenses in iraq.

Albritton said that to be effective with the tip jar business model, one must keep there blogs contreversional, polarizing, and focused.

So which business model do you think is going to be more effective in the future?