

# Blogs as Genre: Hebrew Blogs Profile Mapping / Natalie Paz

## Abstract

The purpose of this research is to create a profile-map of Hebrew weblogs. Weblogs are considered to be a genre of its own. The theoretical ground to this research is the Global Village and Computer Mediated Communication. The literature review discuss the term Web 2.0, that made the 1995 internet be treated as web 1.0. This chapter explores processes and characters linked with the term Web 2.0 such as folksonomy and wiki. The next chapter of the literature review deals with the term Cybergoogle and presents several researchers of that field. The last chapter of the literature review deals with weblogs and presents a details review of the term, and its characters.

The research question's purpose is mapping the Hebrew weblogs' profile in comparison to other researchers in this field. Research population is all the Hebrew weblogs exist in "Isra-blog", the largest weblog community in Israel. The sample corpus includes 109 weblogs that were sampled randomly through a computer script written in Python software.

Research method that similar researchers used is content analysis (see Bates & Lu, 1997; Ha & James, 1998; McMillan, 1999; Herring, Scheidt et al., 2005). The current research used the same method; Quantitative content analysis was used for identifying structural and functional characters of the weblogs in the samples corpus. Qualitative content analysis was used for cataloging the weblogs' genre according to their purposes. This research used the coding page of Herring et al.'s research (Herring, Scheidt, et al., 2005), that was adapted to Israel. The coding categories' purpose is to give a general characterization of the genre. These categories have 5 main subjects: Blog author characteristics; Blog's purpose(genre); Structural characters; Blog's popularity; and Temporal measures. A total of 55 criteria were coded, some were found to be Constants rather than Variables; These constants appeared in every single weblog in our corpus. The constants are the following seven criteria: Blog software;

Comments; Name locations; No. of blog authors; Archive; Information in post's head; and Information in post's bottom.

Research findings present a Blogger that usually uses a pseudonym, and in most cases is a female at the age of 17-18. These bloggers main occupation is high school studies. The bloggers tend not to use a graphic representation of themselves in their blog.

The most common blog is personal journal. This type of blog is created mostly by teenage girls. The weblogs in the current research characterized mostly by the use of pictures and badges but only rarely do the bloggers use avatars. Since the creation and maintenance of a weblog in "Isra-blog" is free of charge, most weblogs contain advisements. The use of calendar and research function, which are features that paying customers can use, is rare from the same reason. Another reason will be that all the users of "Isra-blog" have the archive feature as a default that provides the readers a less convenient option for searching the weblog.

Weblogs in our corpus are being update continuously and Bloggers tend to maintain their weblogs for a long period of time (in years). In a quantitative examination use of words, sentences and paragraphs, the findings show Bloggers use text extendedly in their posts.

Future research on a larger scale, combining several countries regarding blogs as a genre in the social and cultural context, might provide an explanation for several findings of this research.

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