Contents

Preface vii
Introduction: Examining the Blog–Media Relationship ix
  Mark Tremayne

Part One: Blogging: Research on Blogging Using Content Analysis 1
  1. Longitudinal Content Analysis of Blogs: 2003–2004 3
     Susan C. Herring, Lois Ann Scheidt, Inna Kouper and Elijah Wright
  2. Audiences as Media Producers: Content Analysis of 260 Blogs 21
     Zizi Papacharissi
  3. Pundits in Muckrakers’ Clothing: Political Blogs and the 2004 U.S. Presidential Election 39
     D. Travers Scott
  4. Analyzing Political Conversation on the Howard Dean Candidate Blog 59
     Sharon Meraz
  5. Blogging for Better Health: Putting the “Public” Back in Public Health 83
     S. Shyam Sundar, Heidi Hatfield Edwards, Yifeng Hu and Carmen Stavrositu

Part Two: Citizenship: Examining Blog Use, Antecedents and Consequences 103
  6. Reading Political Blogs During the 2004 Election Campaign: Correlates and Political Consequences 105
     William P. Eveland, Jr. and Ivan Dylko
  7. Blog Use Motivations: An Exploratory Study 127
     Barbara K. Kaye
  8. Credibility of Political Messages on the Internet: A Comparison of Blog Sources 149
     Lynda Lee Kaid and Monica Postelnicu
9. Blog Readers: Predictors of Reliance on War Blogs
   Thomas Johnson and Barbara K. Kaye

Part Three: The Future of Media: Examining the Impact of Blogging on Journalism

    Laura Hendrickson

    Brian Carroll and Bob Frank

12. Emergent Communication Networks as Civic Journalism
    Lou Rutigliano

13. Citizen Journalism: A Case Study
    Clyde Bentley, Brian Hamman, Jeremy Littau, Hans Meyer, Brendan Watson and Beth Welsh

14. Harnessing the Active Audience: Synthesizing Blog Research and Lessons for the Future of Media
    Mark Tremayne

Editor

Contributors

Index