In Case You Were Wondering About the Blogosphere and Diversity

Description

Simon of Blogasm did a little unscientific survey, but it yielded some data worth scanning:

> Premise: After reading a Newsweek article that discussed the lack of diversity in the blogosphere, I instantly became fascinated with the discussion of how the semi-anonymous blogosphereÃ¢â‚¬â„¢s diversity compares to the diversity of traditional media. When talking about this Newsweek article, several bloggers pointed out that in many cases, you donÃ¢â‚¬â„¢t know the race or gender of a blogger, which theoretically means that there is a somewhat-even playing field based on quality of content alone. But I was surprised that not much was done to actually chart the diversity of the blogosphere to create a frame of reference for these diversity dicussions to take place. So I set out to not only map the diversity of the blogosphere as a whole, but to also map diversity within individual niches.
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> Methods of experimentation: I emailed 1,000 different bloggers with a 4-question survey that enabled me to statistically chart the diversity of both gender and race within each niche. The 4 questions were:
>
> 1. What niche does your blog fall into (Examples: Political, gadget, movie, etcÃ¢â‚¬Â¦If more than one, please list)?
>
> 2. What are the genders of all the bloggers who write for your site?
>
> 3. What are the races for all the bloggers who write for your site (if there are any that youÃ¢â‚¬â„¢re not sure about, just indicate that you donÃ¢â‚¬â„¢t know)?
>
> 4. What do you think of the diversity of the blogosphere, both in your niche and as a whole?

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Thereâ€™s more to read, but hereâ€™s where us MilBloggers fell out:

> Military Blogs:
>
> Male: 76%
> Female: 24%
> ***
> White/Caucasian/European: 100%

More grist for the millâ€¦.

Category

1. Blogging
2. Military

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