

# OBSERVING THE SOCIAL BEHAVIORS OF BLOGS

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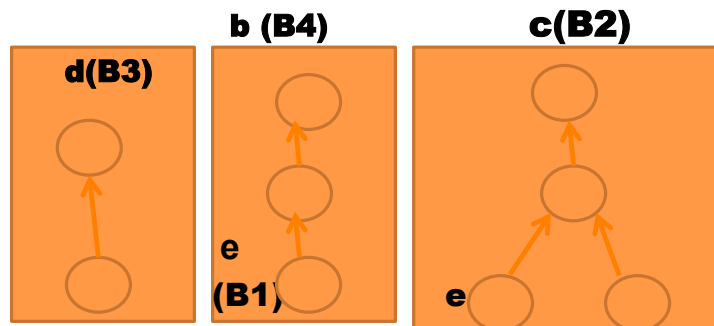
## WHAT ARE BLOGS?

- People write on blogs to ramble!
- Periodic updates or one write up and never again!
- <http://f.../label/Photos>



# YOU BEHAVE NOW, BLOG!

- Are there such behaviors of blogs?
- How to extract such behaviors?
  - Begin with an initiator,  $e$  with no out-links to other posts
  - Add nodes with edges linking to the initiator
  - Subsequently add nodes that links to any other nodes in the cascade



## BLOGS – SOCIAL NETWORK?

- Popularity of posts drop with a PL not exponentially
- Social cascades: not very far but wide (e.g.  $G_{10}$ ,  $G_{14}$ )
- Number of in-degrees and out-degrees, not related.
- Most popular shape: “stars” or “chains”
  - Star: A single post with a several in-links, but none of the citing posts are themselves cited
- But 97% are isolated posts!

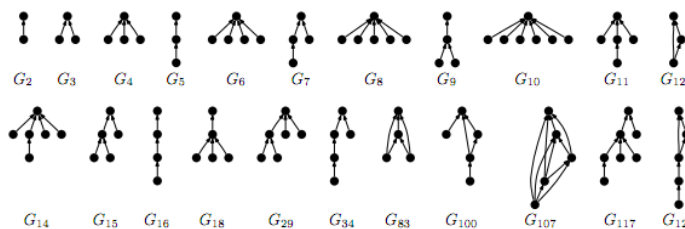


Figure 9: Common cascade shapes ordered by the frequency. Cascade with label  $G_r$  has the frequency rank  $r$ .

# Thank you



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SCHWAPPA 4-19

"You're new up here? Welcome to the blogosphere."

