

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 blogosphere's diversity compares to the diversity of traditional media. When talking about this Newsweek article, several bloggers pointed out that in many cases, you don'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 discussions 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.

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, etc. 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 you're not sure about, just indicate that you don't know)?
4. What do you think of the diversity of the blogosphere, both in your niche and as a whole?

There's more to read, but here's where us MilBloggers fell out:

Military Blogs:

Male: 76%

Female: 24%

White/Caucasian/European: 100%

More grist for the mill....

Category

1. Blogging
2. Military

Date Created

September 19, 2006

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