



State of the Entrepreneurial Blogosphere

By:

Dr. Robert J. Lahm, Jr.

Assistant Professor of Entrepreneurship

Jones College of Business

Middle Tennessee State University

Introduction

- “Blog” is short for Web log, or its shortened form, “weblog” (Blog, 2006).
- Early blogs used primarily as online diaries.
- Present day blogs are “dominated by text and photos” (Shapiro, 2003).
- Blogging technologies typically incorporate a capability for remote posting of content by users of a given blog.

What is the Blogosphere?

The Blogosphere is defined as a “collective term encompassing all weblogs or blogs as a community or social network”

(Blogosphere, 2006).

Review of Existing Literature on blogging

- Kooser, in an *Entrepreneur* magazine article titled, “Who Let the Blogs Out?,” observed that blogging has gone beyond fad to become a full-fledged Internet phenomenon (2002).
- The rate of growth associated with the creation of new blog sites is extraordinary.
- According to an ongoing study by the Pew Internet & American Life Project, one out of twenty persons in the United States has created a blog (Rainie, 2006).

Reason for Exploratory Paper

- After a series of searches in the academic literature, the need for this paper became evident.
- Search attempts conducted on *ProQuest* demonstrated a dearth of scholarly research on blogging in general, however results became sparse once blogging terms and entrepreneurial terms were utilized in association with one another.

Combinations Used

- “entrepreneurship AND blog”
- “small business AND blog”
- “entrepreneur AND blog”
- “weblogs AND small business”

These combination produced no returned results and “weblogs” returned only 73 documents.

Combinations Used (continued)

- A *Google* search was done also on the term “blog” and it produced the statement: “about 2,070,000,000 results for blog” (retrieved March 16, 2006).

Note: The author recognizes the inherent instability, bias, and lack of precision associated with commercial search engines.

Uses to which blogging technologies have been applied

- Virtually every topic imaginable has been touched upon using blogs.
- Blogs enable any individual or group to access what amounts to a publishing platform and reach a worldwide audience while doing so.
- Bloggers are able to express their views from within or outside organizations.

The Web site Technorati.com tracks numerous statistics pertaining to the blogosphere and is widely regarded as a seminal source for such data.

The screenshot shows a Microsoft Internet Explorer browser window displaying the Technorati website. The browser's title bar reads "Technorati: Home - Microsoft Internet Explorer provided by Jones College of Business". The address bar shows the URL "http://www.Technorati.com/". The website header features the Technorati logo and navigation links: "Search", "Tags", "Blog Finder", and "Explore". A search bar is prominently displayed with the text "Search the Blogosphere" and a "SEARCH" button. Below the search bar, there are two main content sections: "Explore the Blogosphere" and a "webex" advertisement. The "Explore the Blogosphere" section is divided into two columns: "Tech" and "Gossip". The "Tech" column lists articles such as "Lemur Multi-Touch Touchscreen, Reviewed" and "Dude Eats 40,000 Ecstasy Pills in 9 Years". The "Gossip" column lists articles such as "Breaking: AMI Replaces 'Enquirer' Editor, Sends Paper B..." and "Confessions Is Good For The Soul". The "webex" advertisement features a photo of a man with a blue and green face and the text "It's easy - See the demo >>". At the bottom of the page, there is a sponsored link for "Citi Student Cards" and a "Your Ad Here" placeholder.

Technorati: Home - Microsoft Internet Explorer provided by Jones College of Business

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Recycle Bin Mail Print Run Taskbar Links

Address <http://www.Technorati.com/> Go Links >>

Currently tracking 33.4 million sites and 2.2 billion links. [Member Sign In](#) [Sign Up](#) [Help](#)

Technorati™ Search Tags Blog Finder Explore

Search the Blogosphere [SEARCH](#) ▶ [Options](#)

Explore the Blogosphere [Explore All >>](#)

Tech

Lemur Multi-Touch Touchscreen, Reviewed
Dreaming of a Multi-touch Touchscreen Future? For Musicians,...

Dude Eats 40,000 Ecstasy Pills in 9 Years
Chomped 25 MDMA Tabs a Day At [Tech >>](#)

Gossip

Breaking: AMI Replaces 'Enquirer' Editor, Sends Paper B...
And The Next AMI Shoe to Drop: The National Enquirer Is Head...

Confessions Is Good For The Soul
At Least She's Tryin', Y'all ... [Gossip >>](#)

See also: [Popular YouTube](#), [News](#), [Movies](#), [Books](#) and [Top 100 blogs](#).

webex
GEN VP, IT STRATEGY
WEBEX FANATIC
event c
meeting c
training c
support c
sales c

[It's easy - See the demo >>](#)

Sponsored link: [Citi Student Cards](#) 3 unique cards, infinite possibilities. Get cash back & more [Your Ad Here](#)

Internet

Top Blogs

Technorati: Popular Blogs - Microsoft Internet Explorer provided by Jones College of Business

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Address <http://technorati.com/pop/blogs/> Go Links >>

Popular News Books Movies YouTube Videos Top 100 Blogs

What's this? This is a list of the Top 100 Blogs in the blogosphere, sorted by unique links or most Favorites.


If your blog is listed here, [claim it](#) so you can add your name, photo, and description!

Popular Blogs


The biggest blogs in the blogosphere, as measured by unique links in the last six months.

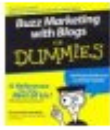
Sort by: Unique Links Most Favorited

- 1** [Boing Boing: A Directory of Wonderful Things](#)
★ By [xenijardin](#). Last updated **2 hours ago**.
🔗 **66,219 links from 20,223 sites**
- 2** [Engadget](#)
★ Last updated **3 hours ago**.
🔗 **64,307 links from 15,660 sites**
- 3** [PostSecret](#)
PostSecret is an ongoing community art project where people mail in their secrets anonymously on one side of a homemade postcard.
★ By [frank warren](#). Last updated **1 day ago**.
🔗 **18,630 links from 12,061 sites**



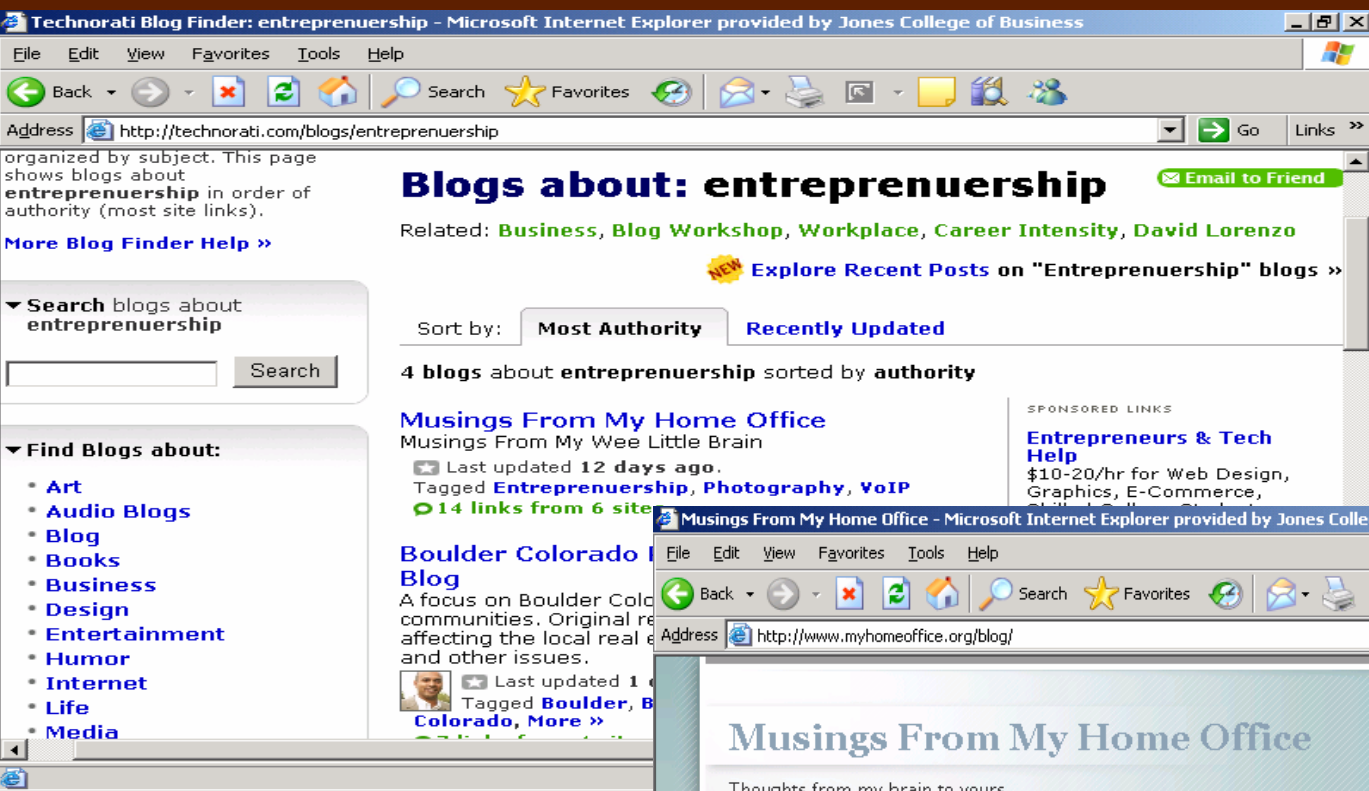
amazon.com
and you're done.™

 [Blog](#)
Hugh Hewitt

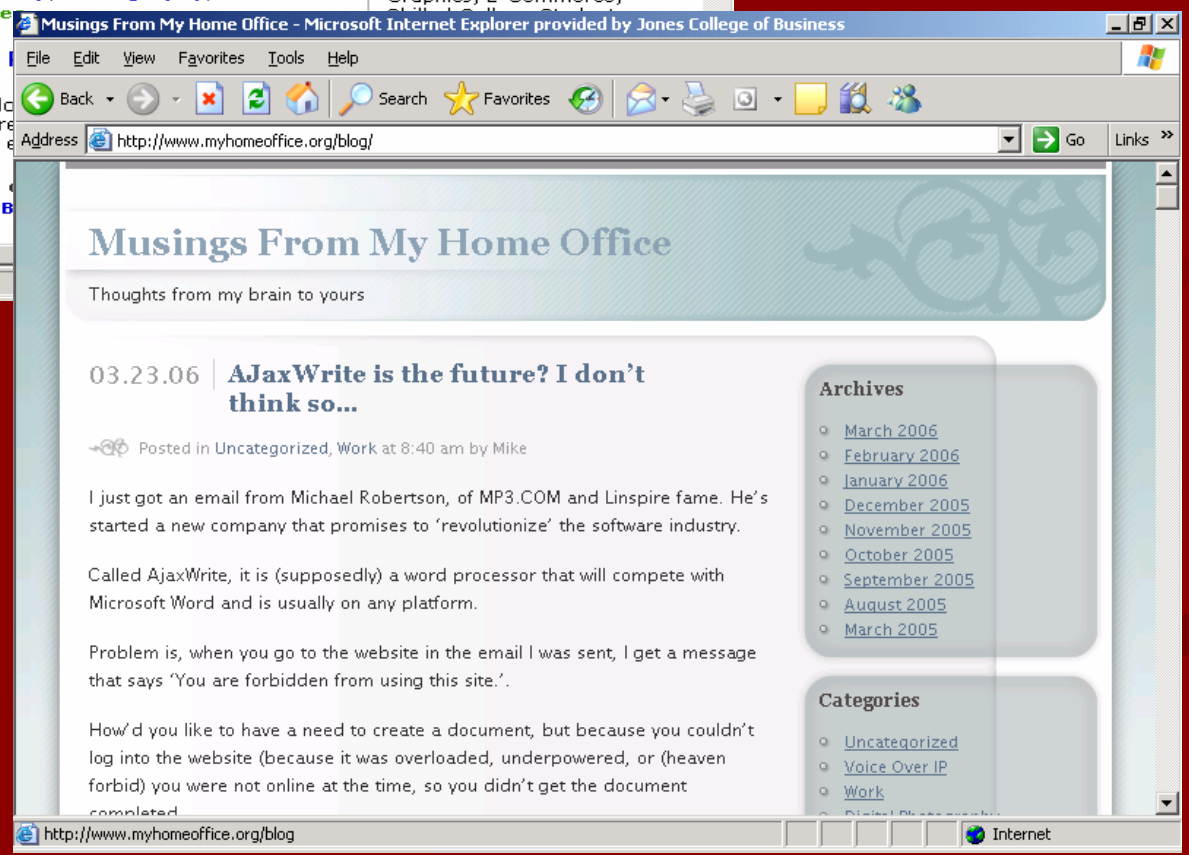
 [Buzz Marketing with Blogs...](#)
Susannah Gardner
New \$16.49!

[The Weblog](#)

Done Internet



Search results for entrepreneurship with one example.



Uses to which blogging technologies have been applied (continued)

- One study from Intelliseek states (Blackshaw & Nazzaro, 2004):

“Although influenced or stimulated by traditional marketers and marketing activities, online word of mouth is nonetheless owned and controlled by consumers, and it often carries far higher credibility and trust than traditional media, especially as media channels become more fragmented and less trusted. The growth of its influence poses challenges and opportunities for marketer.”
(p. 2)

Blogging as a platform for professionals and entrepreneurs

- Blogs are relatively inexpensive and easy to set up.
- Small businesses have found that they can represent themselves through blogging platforms.
- Blogs can be used for marketing outreach purposes.
- Used by professionals to chronicle their observations, advice, and commentary as well as responses in a forum-like atmosphere.

Blogging as a platform for professionals and entrepreneurs (continued)

- Andy Wibbels, who calls himself a “blogging evangelist,” has developed a series of products solely for individuals who wish to become full time blogging professionals and entrepreneurs.
- Numerous internet providers allow users to set up free blog accounts.
- Some bloggers have banded together to create something known as “enterprise blogs” (Orr, 2004).

Opportunities created by blogging technologies

- A platform from which the blogger can broadcast his or her message.
- Blogs are suitable for bootstrappers because they represent a low cost startup opportunity “To individuals who have little or no collateral, little or no cash, little or no entrepreneurial experience, little or no training, and little or no choice but to pursue an entrepreneurial dream without the benefit of resources which would ordinarily be nice to have” (Lahm, 2005).

Blogging Revenue Sources

- A short list derived from the publication, *Making Money Blogging on the Side: For Stay-at-Home-Moms and Dads, Students, and Anyone Else Who Needs Extra Cash* could include:
 1. Advertising arranged through formally established affiliate programs such as Google AdSense.
 2. Direct sponsorships.
 3. The sale of ancillary products such as calendars, t-shirts and bumper stickers.
 4. Consulting services as arranged based upon the expertise of the blogger.

Blogging as a Publishing Platform

- Journalists are searching for the latest “buzz,” and bringing bloggers to the attention of agents (Radosh, 2004).
- Bloggers who build an audience may also create media attention.

Conclusion

- According to David Sifry, founder of Technorati, “the blogosphere is over 60 times bigger than it was only 3 years ago” (Sifry, 2006) and growing at a rate of 75,000 new blogs per day.
- Blogging is a phenomenon that deserves far more attention from scholarly researchers.

Questions