

# Building Community around a Blog

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# Introduction

- A blog, the blogging phenomenon
- Community (commonality and connected)
- The Blogosphere
- Do you blog?

## Who Blogs?

- Businesses (e.g., Toyota, Google)
- Political (e.g., pundits, politicians)
- Medical (e.g. doctors, patients)
- Researchers (e.g., Dr. K, Phil Windley)
- Family and friends (e.g., moms)

# Blogosphere Properties

- **Open community that anyone can join**  
(e.g., Blogger, Wordpress, SixApart, your own setup)
- **One can blog about anything**  
(e.g., fine cuisine, bluegrass music, CS research)
- **Both explicit and implicit connections**  
(e.g., anchor links, interests)
- **Measurable**  
(e.g., posts are time-stamped, clickstream available)

# Observational Study

- Create a blog
- Record everything we do to it
- Track everything others do with it
- Report our observations

Note: causation cannot be implied

# Goals

1. **Substantiate claims** of how to build community around a blog (and refine them)
2. **Increase our social capital** among data miners by building community around our research

# Claims

Submit Articles  
Members Login  
Benefits  
Want Articles  
Want Authors  
Ads By Location  
Endorsements  
Guidelines  
ADS

## 16 Ways to Drive Traffic to Your Blog

By [Denise Wakeman](#) and [Patsi Krakoff](#)  
Article Word Count: 596 [View Summary] Comments (7)

You've got your blog set up and you've started posting. Keep publishing, but no one comments and you wonder like any website you own, how important is that?

1. Set up...

## How To Drive Traffic to Your Blog - The Advice of a 12 Year Old

Blog Promotion



Remember [12 year old blogger David Wilkinson](#) from [Techzi](#)? David and I have kept in touch with one another since I posted about him last and recently I asked him to consider writing a guest post here at ProBlogger. I thought a 12 year old's perspective on how to get traffic to your blog might be worth hearing. Here's his post.

When Darren Rowse comes up to you, and asks you to write a post for ProBlogger.net, it's not something you can really say 'no' to. Not that you'd want to of course, but more the fact that it's the opportunity of a lifetime. Why should I write, of all people though? Well Darren wanted to hear the methods that I as a young person use to drive traffic to my blog, without spending any money.

### Learning the basics

First you need to grasp and understand that the Internet is a big place. Several billion web-pages, and often with very little time available to the end-user, they'll use several techniques to find what they're looking for.

## SETH GODIN'S BLOG



« [Marketing pothole \(#3 of 3\): What will the boss think?](#) [have comments](#) »

## How to get traffic for your blog

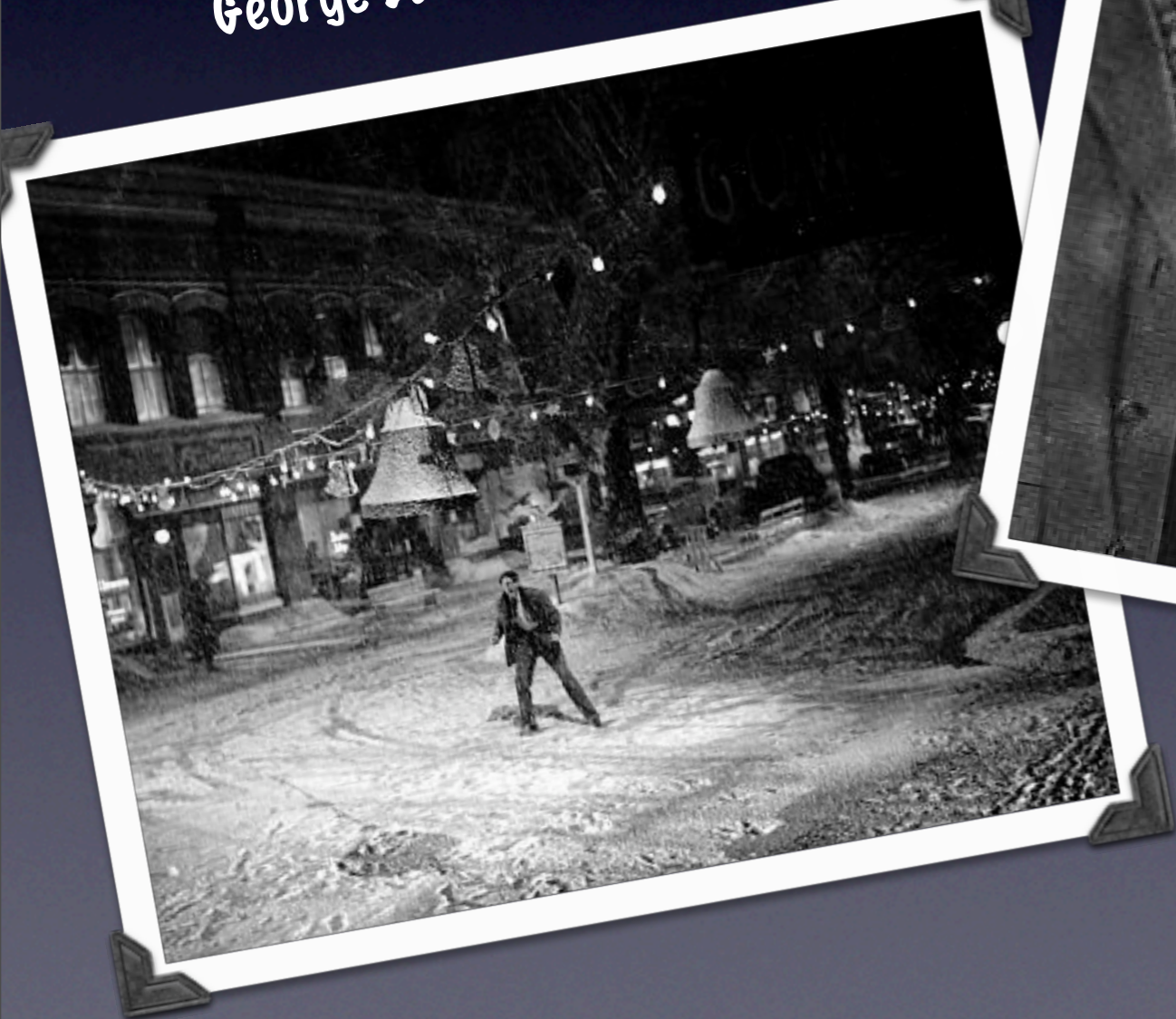
My friend Fred, a talented blogger, asked me for advice and I gave him a partial answer, with a few apologies to [Swift](#):

1. Use lists.
2. Be topical... write posts that need to be read right now.
3. Learn enough to become the expert in your field.
4. [Break](#) news.
5. Be timeless... write posts that will be readable in a year.
6. Be among the [first](#) with a great blog on your topic, then encourage others to blog on the same topic.
7. Share your expertise generously so people recognize it and depend on it.
8. [Announce](#) news.
9. Write short, pithy posts.
10. Encourage your readers to help you manipulate the technorati [top blog](#).
11. Write about your [cat](#), your boyfriend or your kids.
12. Write long, definitive posts.
13. Write about your [kids](#).
14. Write nearly libelous things about fellow bloggers, daring them to respond (with links back to you) on *their* blog.
15. Be a little antic. Share linklove and expect some back.
16. Include polls, meters and other eye candy.
17. Tag your posts. Use [del.icio.us](#).
18. Coin a term or two.

- Comment on other blogs
- Link to other blogs from your blog
- Use a blog pinging services
- Participate in blog carnivals

# Social Capital

*George Bailey alone*



*George Bailey with Social Capital*

# Observations

# Blog History

2008-01-23

\* Created a blog on Blogger at: <http://datamininglab.blogspot.com>

DML

## Data Mining Lab

Wednesday, January 23, 2008

### What is the Data Mining Lab?

The [Data Mining Lab](#) is a research lab hosted by the [Computer Science Department](#) at [Brigham Young University](#). We research methods for extracting valuable knowledge from data. [Data mining](#) can be applied to a wide range of business and scientific problems. Almost everyone gathers data, and we go about finding ways to make that data useful.

Current areas of research include

- [Social Capital in Online Communities](#)
- [Genealogical Record Linkage](#)
- [Transfer Learning](#)
- [Meta Learning](#)

The purpose of this blog is to establish connections and further our collaboration with others who share our same interests. We will be publishing information that we have gained from our research, and invite others to share their insights here as well. Feel free to contact us by posting comments or by email. More contact information can be

### Lab Members

[Christophe Giraud-Carrier](#)

[Graham Henry](#)

[Jun won Lee](#)

[Matt Smith](#)

[Michael Deardeuff](#)

[Nathan Davis](#)

[Nathan Purser](#)

[Steve Ivie](#)

[Yao Huang](#)

### Resources

[BYU CS Department](#)

# Blog History I

**2008-01-28**

- \* Hooked up Google Analytics so that we could **track** everything
- \* **Posted** about the blog analysis we are doing.
- \* Sent out an **email** to all the lab members asking them to comment and check out the blog.

**2008-02-04**

- \* Nate Purser sent an **email** to all lab members asking them to post content on the blog

**2008-02-13**

- \* Nate Purser posted an **entry** about the “Data Mining Search Engine” with links to:  
<http://dataminingresearch.blogspot.com> [A]

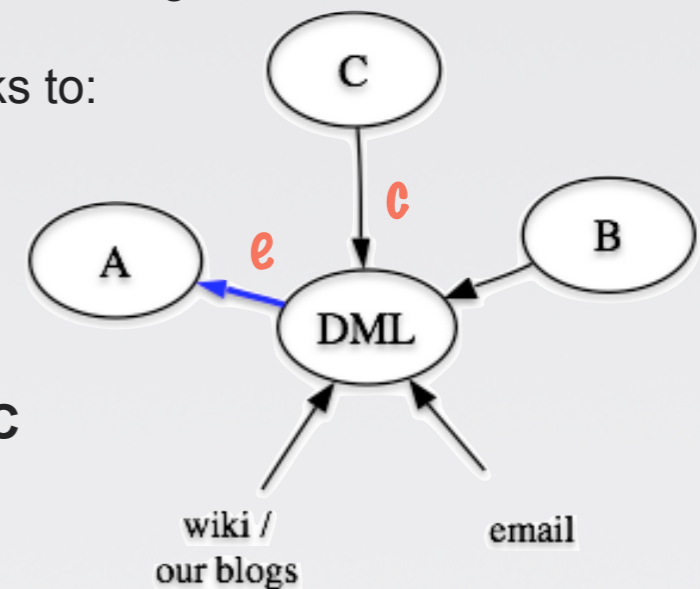
- \* Nate Purser posted a **comment** at:

[http://datamining.typepad.com/data\\_m...-superb.html#comments](http://datamining.typepad.com/data_m...-superb.html#comments) [B]

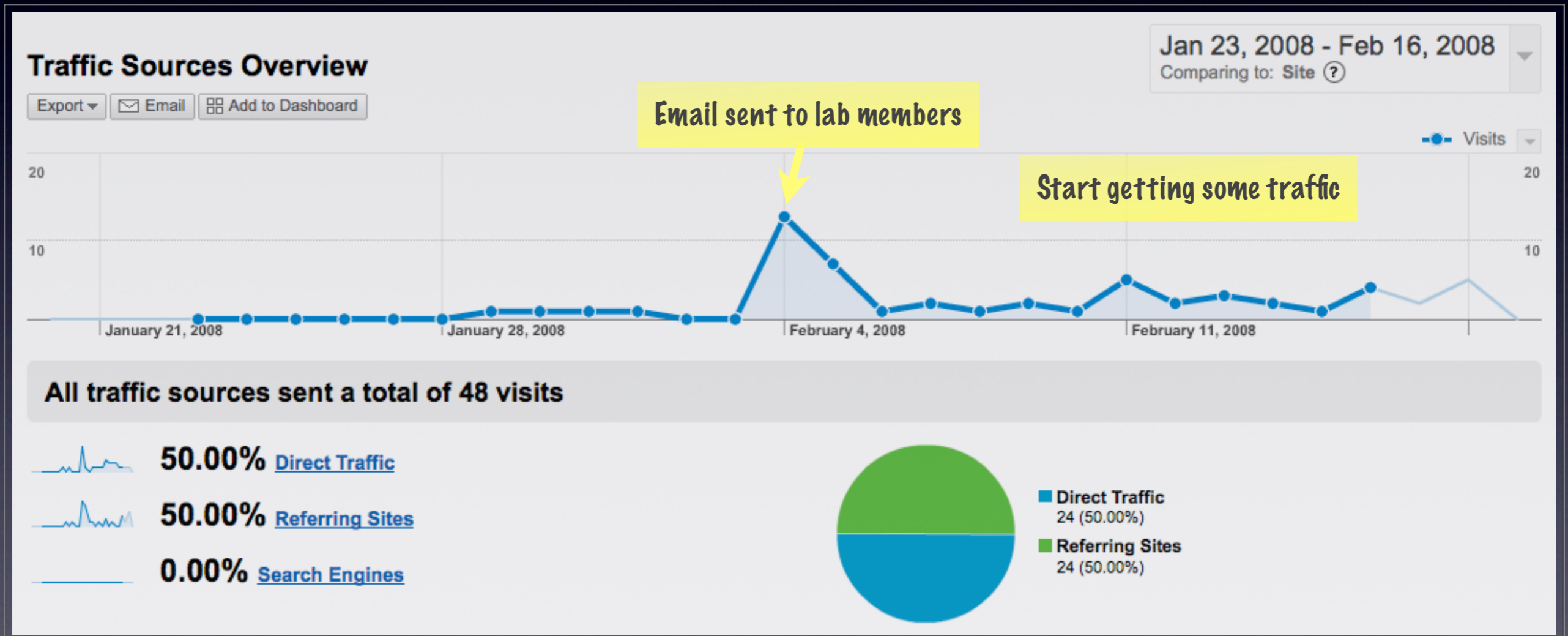
**2008-02-16**

- \* Steve Ivie posted a **comment** at:

<http://mycodeblog.blogspot.com/2007/12/record-linkage-resources.html> [C]



# Blog Traffic I



# Blog History II

**2008-02-20**

- \* Sent a reminder **email** about posting a comment on another blog and linking back to ours.
- \* Christophe posted a **comment** at:  
<http://dataminingresearch.blogspot.com/2008/02/small-book-review-super-crunchers.html> [A]
- \* Christophe posted a **comment** at:  
<http://abbottanalytics.blogspot.com/> (unfortunately, the link back to our blog was not recorded)
- \* Nate Purser posted a **comment** at:  
[http://datamining.typepad.com/data\\_mining/2008/02/blogging-superb.html#comments](http://datamining.typepad.com/data_mining/2008/02/blogging-superb.html#comments) [D]
- \* Matt Smith posted a **comment** at: [http://www.bioteams.com/2007/02/18/social\\_networking\\_and.html](http://www.bioteams.com/2007/02/18/social_networking_and.html) [E]
- \* Matt Smith posted a **comment** at: <http://nowisgone.com/2008/02/19/social-media-content-creation-process/>[F]

**2008-02-22**

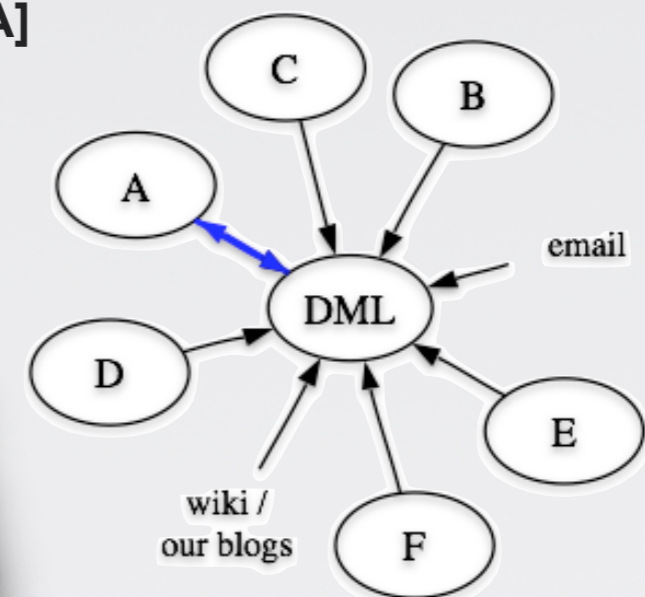
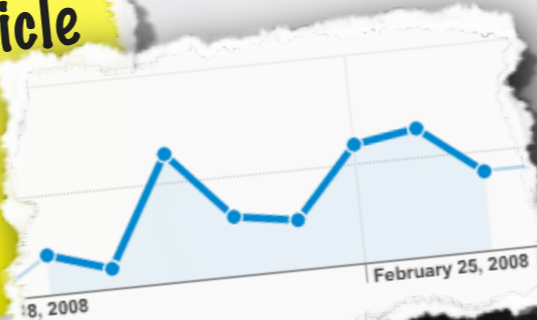
- \* The blog that Nathan **posted** about and Christophe commented on wrote an article about our blog:  
<http://dataminingresearch.blogspot.com/2008/02/data-mining-lab.html> [A]

**2008-02-27**

- \* Nate Purser posted a **comment** at:  
<http://dataminingresearch.blogspot.com/2008/02/data-mining-lab.html> [A]

• A blog, who we had written about and commented on decided to post an article about our new blog!

• Their post sparked new traffic >>>



# Blog History III

2008-03-05

\* Sent email to KDnuggets' Gregory Piatetsky-Shapiro requesting that we be put up on his blog list.

2008-03-11

\* Gregory Piatetsky-Shapiro added a link to our blog on the KDnuggets website, which sends a monthly newsletter to data miners all over the world. The March newsletter was sent today (3/11/08).

\* Gregory Piatetsky-Shapiro also linked to us in his blog highlights section

• Leveraging an established relationship increased our visibility and helped build community around our blog

The screenshot shows the KDnuggets website homepage. At the top left is the KDnuggets logo with the tagline "Data mining, Web Mining, Text Mining, and Knowledge Discovery". Below the logo are links for "Data Mining Software", "Data Mining Jobs", and "Data Mining Consulting". A search bar is located to the right of the logo. The main content area features a banner for "PolyAnalyst 6" by Megaputer, with the text "Simplify your analysis" and "Swamped with TEXT Data? Simplify your analysis! PolyAnalyst 6 from Megaputer". Below the banner are several sections: "KDnuggets News" with a link to "Subscribe here (free)", "KDnuggets Data Mining Discussion Forums", and a "Poll: Current" section asking "In what industries/sectors were your data mining clients in 2007-2008?". The poll options include Banking, Biotech/Genomics, e-Commerce, Entertainment/Music, Financial, Health care/ HR, and Government. There are also advertisements for "Miner3D Visual Data Analysis" and "Insightful Free Webcast: Operational Risk Solution: Applying an Advanced Measurement Approach with Insightful Miner".

This screenshot shows a list of blogs related to data mining. The title is "KDnuggets : Websites : Blogs on Data Mining, Web Mining and Text Mining". Below the title is a link "See also blogs on web analytics". The list includes:

- Abbott analytics (Dean Abbot and Will Dwinell) by
- **NEW!** Anderson Analytics blog, focusing on market
- A Beautiful WWW: Web Programming, Information
- Dan E. Linstedt: Business Intelligence (BI) blog.
- Data Miners Blog, by Michael Berry.
- **NEW!** Data Mining Lab at BYU.
- Enterprise Decision Management blog

This screenshot shows a blog post titled "Subject: Highlights from Data Mining / Analytic Blogs". The post content includes:

- [The Latest Data: Yes, It's a Recession](#), Freakonomics blog.
- [Ian Ayres' Super Crunchers Book](#), by BYU Data Mining Lab
- [web trend map 2008](#)

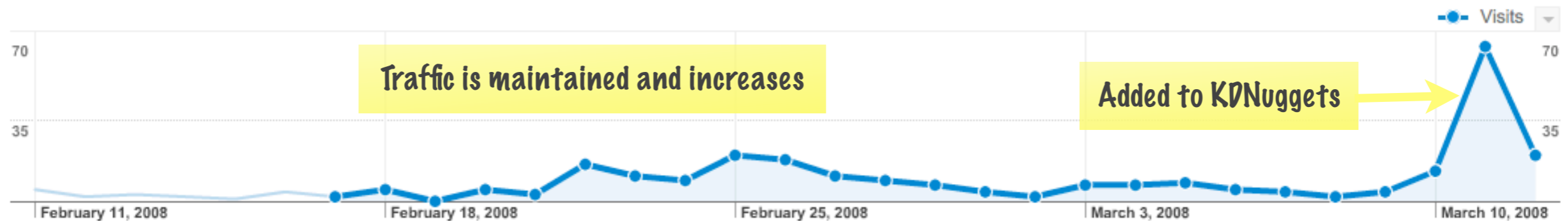
# Blog Traffic II & III

## Traffic Sources Overview

Feb 17, 2008 - Mar 13, 2008

Comparing to: Site ?

Export Email Add to Dashboard



All traffic sources sent a total of 261 visits

21.84% [Direct Traffic](#)

77.78% [Referring Sites](#)

0.38% [Search Engines](#)



Referring Sites  
203 (77.78%)

Direct Traffic  
57 (21.84%)

Search Engines  
1 (0.38%)

Referral Traffic begins to dominate

Sources	Visits	% visits
<a href="#">(direct) ((none))</a>	84	26.33%
<a href="#">kdnuggets.com (referral)</a>	76	23.82%
<a href="#">dataminingresearch.blogspot.com (referral)</a>	52	16.30%
<a href="#">blogger.com (referral)</a>	36	11.29%

# Conclusion

# Goal I: Evaluation

I. **Substantiate claims** of how to build community around a blog

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- Emails *can* be used to build
- Comments on other blogs *appear* to have begun to build community
- Leveraging an existing relationship drove focused visitors to our blog

# Goal 2: Evaluation

2. **Increase our social capital** among data miners by building community around our research
- 

In under 7 weeks, the DML blog received

**183** absolute unique visitors

(coming from 147 different cities in 32 different countries)

# Future Work

- Identify and confirm new techniques for building community around a blog
- Build automated tools that
- Discover blogosphere structure (explicit and implicit)
- Identify blogs to connect with (that maximize social capital)

# Questions?

## Contact Us

Website: <http://dml.cs.byu.edu>

Email: [dml@byu.edu](mailto:dml@byu.edu)

Blog: <http://datamininglab.blogspot.com>

My Blog: <http://dmine.blogspot.com>