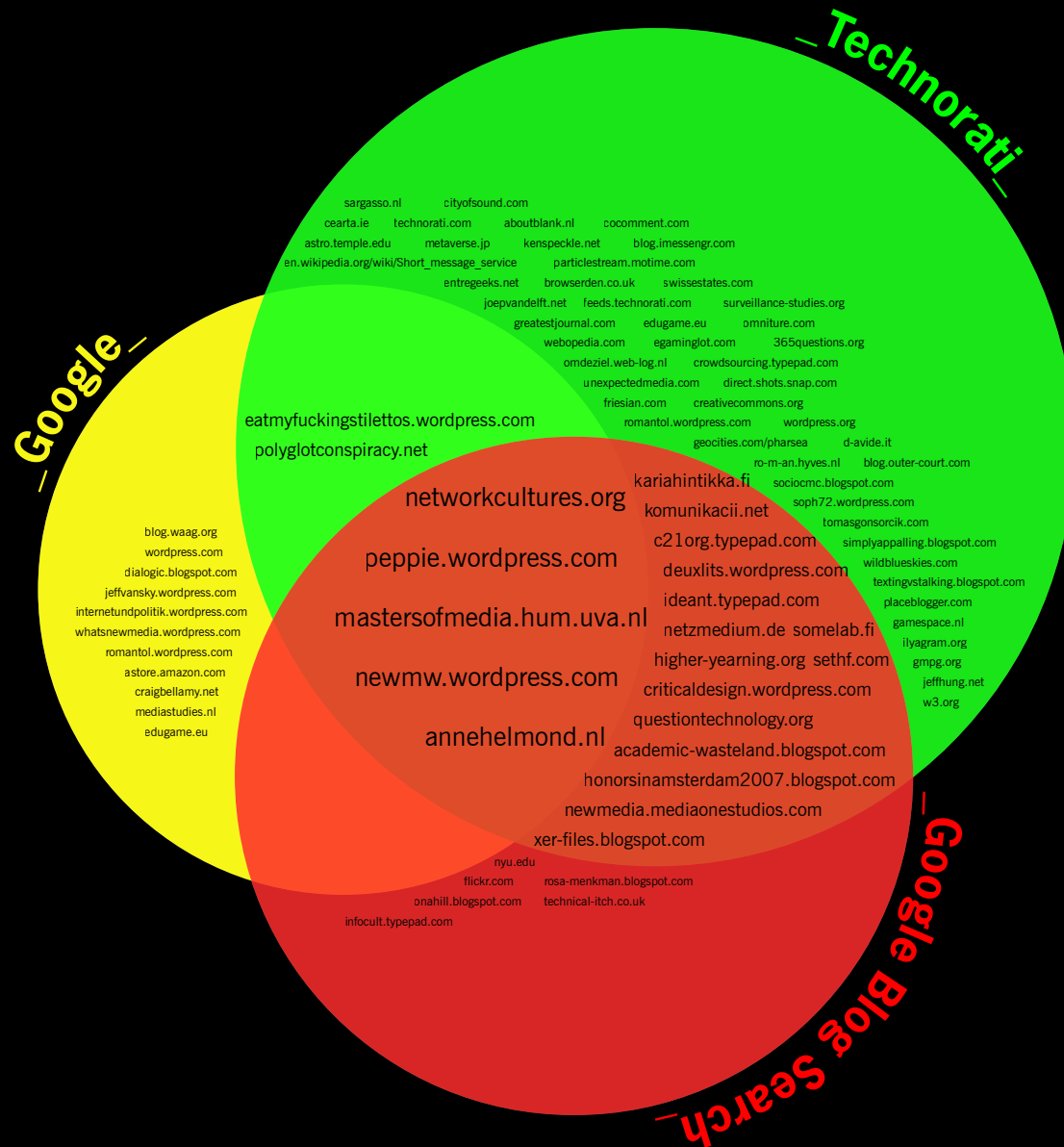


# Indexing Issues for the Blogosphere

**Research Question** Indexing is a matter of inclusion (and exclusion). To what extent may search engines be seen as performing editorial tasks when mapping the blogosphere?

**Findings** Of the decisions made by search engines, only a few are readily visible. Their sum effects, however, can be measured, and reveal significant dissimilarities: through Google, Google Blog Search and Technorati, users are granted access to different blogospheres.



**Source** [www.google.com](http://www.google.com) & [www.google.com/blogsearch](http://www.google.com/blogsearch) & [www.technorati.com](http://www.technorati.com)

**Query** "link:<http://mastersofmedia.hum.uva.nl>"

**Results** all

**Tools** Google Scraper, Technorati Scraper, Google BlogSearch Scraper, Compare Lists and Tag Cloud Generator

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**Product** of the Digital Methods Initiative, [dmi.mediastudies.nl](http://dmi.mediastudies.nl). **Analysis** by Anne Helmond, Rosa Menkman, Michael Stevenson, Clifford Tatum and Esther Weltevrede. **Design** by Anne Helmond and Esther Weltevrede.

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