

# Indexing Issues for the Blogosphere (Google Blog Search)

**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.

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rosa-menkman.blogspot.com (1) questiontechnology.org (1)

**Source** \_www.google.com/blogsearch

**Query** \_"link:http://mastersofmedia.hum.uva.nl"

**Results** \_62

**Tools** \_Google BlogSearch Scraper and Tag Cloud Generator

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**Product** \_of the Digital Methods Initiative, dmi.mediastudies.nl. **Analysis** \_by Anne Helmond, Rosa Menkman, Michael Stevenson, Clifford Tatum and Esther Weltevrede. **Design** \_by Anne Helmond.

