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ABSTRACT

Given the increasing variety of *blogs* and the demand for a method that may typify them, respecting their differences, this paper proposes a matrix of 16 *blogs* genres. Based on this proposal, a statistical evaluation of 5.233 posts, from the 50 most popular Brazilian *blogs*, is conducted. According to the sample analyzed, it was observed that the organizational and professional *blogs* are the ones that attract the greatest number of commentaries.

Keywords: Blog, blogosphere, genre, computer mediated communication

Introduction

Blogs are an emerging genre that transmutes those that came before. This is the opinion of Marcuschi (2005) in his discussion of genres of electronic discourse. However, the definition of blogs by this author no longer considers the heterogeneity of practices in the blogosphere: "personal journals on the network, with an autobiographical writing, daily observations or not, diaries, notes, usually very committed by adolescents in the form of participative personal diary" (Marcuschi, 2005: 29).

Before the use of blogs / program for various purposes (Primo, 2008), the definitions of blogs as personal diaries reveal its limitations. Nowadays the blogs of groups, organizational one and even those automatically generated by algorithms for the dissemination of spam, known as splogs (Keen, 2007) are multiplying. Faced with such variety, how to differentiate the blogs?

To Recuero (2003), blogs could be categorized as: a) personal diaries - deal basically on author's personal life; b) publications- comentaries about various informations; c) literary - the posts bring short stories, essays or poems; d) *clippings* - add links or clippings from other publications; e) Mixed - mixing personal and informative post, commented by the author. Herring et al (2004), in turn, propose a classification of blogs into five categories: personal diary, filter (comments on news), *K-log* (records and observations on a field of knowledge), *mixed* and others. However, we can now realize that the mixed and other categories proposed by the authors, would

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encompass a lot of blogs with significant differences between them. Another direction is to propose a common categorization by themes: *journalistic, political and educational blogs etc.* Although it is important to observe the main theming of a blog, this procedure is not sufficient to analyze in depth the phenomenon of blogging in their complexity.

Faced with this problem, this paper proposes a new method for the characterization of blogs. The genres that are defined here take as a base a matrix proposed elsewhere (Primo, 2008). From this procedure, 16 genres are defined and discussed. In the second part, this work presents the first results of a research being conducted about the 50 most popular blogs in Brazil. Initially, they will be categorized according to the genres here proposed. Later, from the analysis of the 5233 posts to those blogs in August 2007, crosses will be performed between the frequency of publication, volume of comments, pictures and video.

Genres of *blogs*

Based on that speech genres are "relatively stable types of utterances" (Bakhtin, 2005: 279), that they have an impact on the organization of speech (Bakhtin, 2005: 312)² and that texts are socially and historically situated, this paper has as one of its goals to study the different genres of blogs. For doing so, we use the array for typing blogs proposed by this author in previous work (Table. 1)³. Observing conditions of production as the number of writers (and their relations) and the impact of professional conditionings, besides the style of the text (reflexive or just informative), these research has identified 16 genres of blogs, which are defined in the following items.

² Refers to the "normative force of the genre".

³ This is new version, which represents an improvement over that presented in Primo (2008). A hypertext version of the matrix can be found at <http://www6.ufrgs.br/limc/generos_blog.htm>

| | | INDIVIDUAL | | COLETIVO | |
|--------|---------------------|-------------------|---------------|-------------------|----------------|
| | | Profissional | Pessoal | Grupal | Organizacional |
| DENTRO | Auto Reflexivo | 1 | 5 | 9 | 13 |
| | Informativo Interno | 2 | 6 | 10 | 14 |
| | Informativo | 3 | 7 | 11 | 15 |
| | Reflexivo | 4 | 8 | 12 | 16 |
| | | MUNDO DO TRABALHO | MUNDO DA VIDA | MUNDO DO TRABALHO | |

Vertical labels on the right: REFLEXÃO (top), RELATO (middle), REFLEXÃO (bottom).
Vertical labels on the left: DENTRO (top), FORA (bottom).

Table 1 – Matrix to typifying blogs

Professional blog

This blog is written by an individual person with expertise in a particular area, in which acts professionally, whose posts just focus on this activity. It does not matter here if this professional has formal education in their area. Such activity, however, carries certain restrictions on the text. The author, signing posts as a specialist, acknowledge that the credibility of his writing reflects the reputation built over time, due to the success of his actions as professional.

This reputation has given the recursive impact of the own published posts. Every text carries a prior qualitative value because of past performance of the specialist and at the same time, offering repercussions in the future value of future posts and in the author's own reputation.

That is, the voice of the post is from an expert in a certain area. The enunciation of this subject is objectified because of its insertion in the market (in the commerce, in education, in research, in consultants etc.). Although the tone of the posts may be informal, what is said is conditioned by professional strategies. As we may see, the blog is themed by the work and / or specialty of the author. This does not mean that the posts have always unquestionable accuracy, or that the blogger can not express his own opinions on typical matters of the blog. However, all these opinions are backed by someone with deeper knowledge in one area, it goes beyond what a layperson knows.

We may use as an example the Blog do Juca, analyzed in this study. The author, Juca Kfourir, “58 years, 38 of profession, graduated in social sciences by USP”⁴, is known as one of the leading football commentators in the country, having directed the magazines *Placar e Playboy*, and worked at *SBT, Rede Globo, Rede Cultura, RedeTV, Folha de São Paulo, Lance!* and others media. This blogger hasn’t a journalism degree, nor he has been a football player or a coach. However, he’s an expert in the analysis of this sport. His blog, actually at linked to *UOL*, is one of his sources of income. His texts, even though opinionated, differ from others found in personal blogs. In those, fans and bloggers write as unskilled observers (even to follow closely the matches in progress).

A blog maintained with the purpose of seeking first revenue through the placement of advertising will also be classified as a professional blog. In other words, the publication at a blog itself constitutes a professional activity. The author of this kind of blog is called in the jargon of the blogosphere, as a problogger. This new Web professional can both act primarily on updating the blog, and keep it in parallel with other activities. Many probloggers write periodically on a specific subject⁵, in order to meet a very targeted audience. Others prefer to publish posts (original or copied from other blogs / place) on themes in vogue, hot topics, profitable and easy formulas on models and celebrities (usually provocative photos or involved in scandals)⁶. The professional bloggers that keep this kind of blog are looking mostly for the users called paratrooper, any reader who visits the blog because of a Google search. See, for example, the following text about this kind of incidental reader on the page “About this blog”⁷ in the blog *Por que veio*:

No doubt you were calibrating their hands when they saw the title of this post gleaming shopping list for you in Google, but when he came here and saw this post slapstick. But thought it was funny ... and you're thinking: "Gee, this guy should win some money doing that" (I even won!). I do not even need to ask to you why you came.

Now if you were so cracked and really thought you would find here Cicarelli with her legs open, with Britney Spears and Paris Hilton doing orgies, now I must be out of place and

⁴ <<http://esporte.uol.com.br/blogdojuca/quem.jhtm>>

⁵ Vale lembrar que não importa aqui se o blogueiro tem educação formal na área sobre a qual escreve. Além disso, tampouco se leva em conta quão originais são seus *posts*: se são textos criativos, reproduções/traduições de *posts* encontrados alhures ou reescrita de *releases* disponíveis na Web.

⁶ Dentre a amostra avaliada nesta pesquisa, os blogs *Sr. Hype* e *Celso Júnior* são exemplos desse tipo de blog. Ambos se caracterizam pelo excesso de publicidade e conteúdo focado na atração de *paraquedistas*.

⁷ O blog *PorqueVeio* (<<http://porqueveio.com/about/>>) foi consultado durante a escrita deste artigo, mas foi descontinuado e não pode mais ser visitado.

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probably not come to this point of the post. But hey, you took the trouble to click on Google, read the post here, and only now will get angry and leave me a comment created evil? Fu\$%a! If you don't like it... Why did you come??????

“Why did you come” at Google

And so I begin this blog with only one goal: making money!

So be it!

In such cases, blogging becomes a professional activity and blogger, a profession. As the blog's profitability depends on the amount of clicks on sponsored links and banners, questions about audience size and frequency of visits become crucial. The interest of agencies in paying bloggers to write about a particular product (the so-called paid posts) also depends on the number of daily visits to the blog.

With the recognition of the importance of blogs as an advertising media targeted, many probloggers offer some sections on the blog focused on advertisers and even media kits⁸.

We realize that blogging, in these cases, doesn't occurs only by pleasure or willingness to express self opinion. The emergence of a controversy, the creation of a review or a meme, for example, are governed by marketing strategies to promote a brand or product (such as cases of viral marketing and / or conversational marketing).

The profit, however, is not necessary standard for the classification of a blog as a professional (or organizational). With the facility of divulgate sponsored links from Google's and with system of partnerships (with online stores such as Livraria Cultura e Mercado Livre), personal and group blogs with increasingly frequency include this type of advertising material. However, in these cases, the profit is not the main goal of maintaining the blog. The yield potential, if indeed it materializes, is an additional gain, and perhaps a pleasant surprise. Moreover, the texts are inspired by personal interests and perspectives and by the pleasure of blogging, but not by the demand to broaden the audience and number of clicks on advertising.

There are professional blogs in which profit with advertise is eventual, and others who do not exhibit any external propaganda. Some may work as self-promotion of the professional (a form of advertising, of course). Anyway, the blog of an architect or a teacher, for example, even without advertising, will be considered as professional

⁸ Veja-se, por exemplo, o *media kit* do blog Obvious: <<http://blog.uncovering.org/pages/mediakit.html>>

blog because it deals only with issues relating to their areas of operation. As noted, the voice is not from a family man, a loving husband, a good friend or a lover of any cigar, for example. In expressing himself as an architect or a teacher, the speech of the blogger is restricted by its position in the market, the role it plays in professional. That is, their texts can not be taken as sincere and open manifestations of its subjectivity. The statements in a professional blog can carry an argument of authority, a thorough understanding of the issues addressed. The validity of this position depends on how the blogger discusses each text.

To be clear, it is noteworthy that this same individual may hold two individual blogs: a personal and a professional one. In this hypothetical situation, the first is retained for interaction with friends and family. Here he recounts his travels, talks about his musical preferences and publishes fun posts about parties, their children and pets. On the other hand, in his professional blog he writes as an architecture professor at a Catholic university. In that blog / space he discusses major international works, their styles, implementation problems and comfort features, design and circulation. While in the first blog the voice is of a father / friend / relative, in the second type the one who speaks is a respectable professional in the market and in the academy. Although these two identity profiles are performed by the same subject, they manifest differently in different virtual spaces. Furthermore, it is possible that the audience of one of the blogs doesn't know about the existence of that another publication.

In the following we list the four kinds of professional blogs (the numbering follows the same one shown in Figure 1):

1 – autoreflexive professional: individual blog in which a specific practitioner reflects on his own activities in its segment;

2 – internal informative professional: individual blog in which one professional describes informations about his professional practices. The blog may work as an online notebook online, for recording information of interest to the professional, which may be useful in the future, and as a logbook, for simple record of his own activities. Moreover, blogs of this genre, to publicize the upcoming activities of the professional (lectures, courses, consulting etc.), may serve as an instrument to promote competence in that individual market;

3 – informative professional: *posts* of this individual blog are addressed mainly to the dissemination of texts on the area of the professional expertise and / or the reproduction / rewrite stories on this topic found elsewhere. Depending on the

frequency of publication and the news reported, these blogs can become reference material and update to a particular segment. Some probloggers are engaged precisely in the production of specialized clippings. Others (like *Musicaki* and *De graça é mais gostoso*, analyzed in this study) use *blogs* to divulgate *links* to pirate files. These are professional bloggers paid to redirect traffic to websites downloads;

4 – reflexive professional: this blog is characterized by individual opinions and criticisms which publishes on topics related to the area of the professional expertise. *Blogs* of journalists who focus on particular topic (discussing football or politics, for example), which is similar to the practical of columnism of the newspapers and magazines, are also examples of this genre. We should remember that the reviews of experts in a particular segment, even though with no university certification, and / or probloggers are part of such blogs. Included in this genre, too, blogs with text and humorous images authoring by probloggers.

Personal blog

Despite the huge variety of blogs / text, many still insist on defining blog as a homepage. Interestingly, even Scoble and Israel (2006), who return their work specifically for the marketing use of blogs (those classified here as professional and organizational) define blogs that way.

It must be clear that blogs are media. Creating a blog / space does not necessarily determine whether it will be held individually or collectively, nor does it serve the interests recreational or commercial. Interestingly, even Scoble and Israel (2006), who return their work specifically for the marketing use of blogs (those classified here as professional and organizational) define blogs that way. Therefore, definitions that characterize blogs, for example, individual production, confessional tone, by a certain age, they are just general postulates. They are therefore essentialist views that, ultimately, serve only the normative intentions (which aim to achieve as blogs should be) or easy to critics (such as blogs will never have credibility).

Seeking to avoid such pitfalls, personal blogs are included here as one, and only one of the possible types of blogs. This is an individual production, but that differs from professional blogs, not to be guided by clearly defined goals and strategies and in line with the work of the author. Rather, the main motivations that drive the blogger are pleased to express themselves and interact with others. Anyway, we can not accept the proposal that these blogs are necessarily characterized by spontaneity and sincerity. It is postulated that another search to find a certain essence of blogging. A personal blog can be signed by the fictitious identity of a blogger (the so-called fake), appear in fictional

stories, rumors, jokes, or even acting as a repository of information found on other sites. As these few examples show, a personal blog does not necessarily reflect the sincere voice of the blogger, his truths.

Although no business purposes, a personal blog can also build a reputation for excellence. A moviegoer can gain recognition among their peers because of their critical reviews. Another blogger can get high rates in the visitor statistics for Internet users interested in links to pirated software published by him. Even though the profiles of these two examples of blogs differ radically in focus and quality of content, both enjoy a reputation built over time.

Many personal blogs today convey advertisements. With the facility of insertion of sponsored links and banner ads run by Google, for example, more and more independent bloggers this fall promotional material on their blogs. However, profit from advertising is not the main focus of these bloggers. This distinguishes the direction of those personal blogs maintained by probloggers. If to these advertising and partnerships with online stores are an important source of income (or even the entire monthly income) to those it is only the possibility of an additional value, even if only. As a problogger can adjust the content of their posts because of business partnerships that keeps on writing a personal blog is mainly governed by personal interests⁹.

According to Figure 1, and the same numbers presented there, these are the four kinds of personal blogs:

5 – autoreflexivo personal: individual blog focused on the expression of views and personal reflections about yourself, others and about their daily lives. Such events (even in private blogs, with access only to a small group) may be what Nardi, Schiano and Gumbrecht calls "thinking as he writes" (2004). They said the presence of an audience becomes not only writing but also his own individual cognitive process

Thinking by "writing" embeds cognition in a social matrix in which the blog is a bridge to others for getting explicit feedback, but also a means by which to regulate one's own behavior (writing) through connecting with an audience (Nardi; Schiano; Gumbrecht, 2004: 227).

⁹ In this research, even though some blogs called themselves as personal, they were classified as professionals because of their close relationship with advertising agencies in the sale of the contents of posts.

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The reflections themselves can affect the very process of awareness (Piaget, 1977)¹⁰. Certainly, this kind of blog posts can handle the work of the author and colleagues that context. However, unlike professional blogs, participate in activities such as another aspect of the life of the blogger and not a focus or main theme. It is important to note that gender autorreflexivo staff is certainly the most referenced, both academia and the press. Possibly remains the most common in the blogosphere in absolute numbers. However, as we see, it is not a synonym for blog. That is, it's just a genre among many others (as shown here search), not the very definition of what is blog;

6 – informative internal personal: individual blogs whose posts are restricted mainly to simple reporting of activities of the blogger (personal projects, trips, social events, etc.). It differs from the autoreflexive personal blog for not presenting (or reveal little) the critical perspective or the author's reflections on their actions, desires and difficulties. It consists basically of a record of what he did, saw or read. This genre is often used as a way to keep them informed friends and family members separated geographically;

7 – informative personal: individual blog for recording information that interest the blogger. Used as a personal collection of texts (including video and images) reproduced elsewhere, or as a form of record reviews and links to these documents can serve as a repository of information for future use or simply to share the current interests of the author;

8 – reflexive personal: individual blog in which the blogger says the information it receives, it analyzes the news media and demonstrates their views on cultural products (books, movies, music, exhibitions etc.). They can be themed blog (focused on critical reviews of movies, for example) or general comments. While the autoreflexive personal blog the reflection of the blogger is chiefly inwards, to the very existence, the reflexive personal genre is characterized by an emphasis on comments on the actions and products of other people and organizations or the actions of governments, politicians, sportsmen, etc. And unlike professional blogs, who speaks

¹⁰ In the educational context, this kind of blog can be used for the logbook method, where the student records their activities and projects reflecting on them. The comments of the teacher and classmates may offer significant contribution to the learning process.

here is the average guy, not an expert in a particular area. That is, the posts are not based on argument from authority. As the voice on the blog is not presented as that of an expert (even if the blogger is in a given segment), the reviews are not formatted strategically with a view to career goals.

Group blogs

The group blogs are those produced by at least two people. The focus turns to issues of interest group. The publication of the post can either be individual, and each participant writes his texts separately, as signed by all participants. As blogs / program allow the registration of different authors on a blog, the signature of the post identifies who drafted from the login used. The creation of a collective profile can identify if the text is authored by the whole group. The consensus, however, may not necessarily be expected from a group blog. That is, the successive posts may contradict each other. In these cases, the blog / space is used to record the individual opinions of each group member. These account for their personal views, without concern for the planned development of an image of the group (a necessary demand in organizational blogs). On the other hand, some groups prefer to show a picture of cohesion. Even so, blogs are different from the organizational, as will be seen, the internal organization of strategic relations and the delimitation of each activity. A group can be formed as a result of a friendship, family ties, common interests (or fans of a band director, gamers, collectors, etc.), shared affiliation (fellow students, for example), and other reasons that draw people. However, the ties that bind these interacting not have the same formality of relationships in an organization. Leadership and reputations are built in interactional group, because of the actions and behaviors over time, and not because of positions, achievements, timeliness or other parameters typical of organizations. Just as in personal blogs, to accept advertising on blogs is not the group and organizational feature is the main goal of the blog is not profitability. That is, what matters most in a group blog is the interaction of participants and exchange of information.

We discuss the following four kinds of group blogs:

9 – autoreflexive group: *group blog maintained by a group that wants to discuss their own activities.* A research group or meeting to develop a new product or project can use the blog / space to meet each participant's reflection on the process.

Support groups, community and whose relationships are not organizations, can share experiences with shared problems (a disease, for example). In the educational context, a group blog can contribute to the creation of a working group. In the logbook of the group, the students can reflect on the information collected and plan the development of joint project. Through the interface of comments, colleagues and teachers can help with issues whose impact can be both at work and at improving the process of becoming aware of the group. Depending on what is being created and discussed (support groups for drug addicts, groups of new product development), the blog can be defined as private to maintain the confidentiality of the process;

10 – internal informative group: group blog for the simple reporting of activities of the group. These publications can both serve to promote the work of the group, but also for its organization, functioning as an internal newsletter. Besides, they may be a digital interface to the minutes of decisions taken and to record the group's performance;

11 - informative group: groups can use this kind of blog for disseminating news and information about shared interests. The published material may be from the group itself (notes on releases and events) or reproduction of press releases and news stories found in other publications. The group blog can also share information procedures and tutorials. In a blog produced by gamers and for gamers, posts with tips on how to win certain games are an example of the practice cited. Group blogs that suggest links or simply play videos from YouTube, for example, are here also considered informative, including no reflection on the material itself;

12 – reflexive group: group blog in which a group expresses their critical evaluations on topics of interest that bring the participants that compose. This publication group, a group of friends can write posts expressing individual opinion of each particular (on the Brazilian league in a blog about football, for example), and they even contradict each other. Moreover, bloggers can gather their efforts to defend a common cause (such as free software or ecology). In some fan blogs of cultural product, the interactants can cooperate to discuss passions, discuss preferences and publish critical reviews on certain products.

Organizational blog

Among the blogs, those are identified as subject to organizational constraints that require the creation of posts and interaction with the audience. The writers of these blogs when preparing new texts that take into account the sign as members of an organization.

According to Oliveira, the organizations are "groups of people who combine their own efforts and other resources to achieve common goals" (2002: 126). The author lists some characteristics that differentiate organizations from other social groups: *purpose, the division of labor, hierarchy and coordination* are the main ones. As Boudon has shown (1990), the organization is characterized by a group acting in pursuit of a common goal, whose roles are different and even hierarchical. This author recalls that the organization differs from the simple association, since the latter, despite being a collection of people gathered around a common project (which may even have given rise), is diluted so the goal is reached, ending reason to cooperate. For the organization, however, their survival is crucial for its members.

It should be noted that for this study gender did not matter whether the organization that maintains the blog has to make a profit, the level of its bureaucracy, nor is it a public or private organization and has commercial registration. No matter the size nor the organization, how many members have, whether it be local or transnational, it has subsidiaries, it has capital and how it is administered. Do not judge here legal or moral boundaries in the organization. The various features listed will certainly influence the modus operandi, but do not change the classification here proposed organizational blog. It's enough, therefore, identify the organization, distinguishing it from other conferences.

Organizational blogs are therefore those whose posts and interactions are overdetermined by the formalization of relations and systematization of the labor force in pursuit of goals that define and guide the actions of each participant in the process. Blogs maintained by a collective of probloggers, by directing their efforts in a strategic way to guarantee profits, will also be considered in this study organizational.

In a blog of an organization, it being structured hierarchically, the editor of a journal knows that the evaluation of both its production may bring sanctions on future promotions. He who writes this kind of group blog do so on behalf of the organization,

according to the focus of its work and as the goals set and commitments by all members. That is, everything that drafts will be taken not as the posture of someone in particular, but as speech organization. Problems that may result from that production may not only undermine the organization's image, but also of all its members.

As seen, the action of each participant in the blogs of this genre is not geared around individual desires, but because of the strategies for the organization's success. Unlike group blogs, where the pleasure of blogging can be the justification for this, in the achievement of organizational goals is what drives all our efforts, and activities necessary or not pleasurable.

Blogs of small organizations, including those composed of only two people, differ from group blogs. Even if the partners share the management of the company (there being, therefore, hierarchical divisions), one can recognize the coordination of their efforts to achieve the purposes set out, ensuring also the integrity of the organization's image. Even though group blogs may be concerned about the group's image in society, their actions are not necessarily structured around specific goals.

It should also highlight the political and economic issues that affect the performance of organizations. The political negotiations at the domestic level (competition for positions, relationship with unions, etc..) And external (relations with political parties, municipal, state, national, etc..) Also influence the production of organizational blogs.

Moreover, the insertion of a local community organization and the achievement and maintenance of business, profitability (excluding non-profit organizations) and partnerships must be taken into account in the demonstrations in the blogosphere. In other words, the publication and interactions in organizational blogs have political and economic repercussions, which is retroactive impact on the organization as a whole.

Finally, blogs maintained collectively by organizational probloggers will be considered for the same reasons given above regarding the relationship of these bloggers with their content and advertising. It is also worth noting that in probloggers blogs often is a well-structured division of tasks and roles (editors, advertisers care etc..).

The genres of organizational blogs are:

13 - autoreflexive organizational: this genre of blog posts reflect collectively on the organization's activities, discussing the strengths and risks of ongoing projects and goods or services they offer. Public blogs with comments enabled interface allows the public to get involved in external enhancement of the productive activity of the organization, suggesting improvements, pointing out problems and compliments. Already those autoreflexive blogs allow private groups working for an organization involved in a specific project or entire workforce discuss sensitive issues, new products etc.;

14 – internal informative organizational: typically focused group blog for posting news and announcements about the inner workings of the organization or topics useful to record the activities performed by its members. Blogs / program can be used privately for a description of procedures, promoting the explicit knowledge, which facilitates the integration of new members in the teams. By turning to the general public, this kind of organizational blog focuses on marketing their products and services, as well as the achievements (awards, growth, acquisitions, etc.). For this purpose, the blog / space becomes a central digital releases;

15 - informative organizational: this kind of blog is to record information about the business segment of the organization without which it expresses its opinion on the facts. Private blogs can be used for digital storage and release of competitors' actions. Blogs collective probloggers are considered informative when basically suggest links or produce clipping of texts and images produced by third parties solely for the purpose of generating traffic to your monetization strategies;

16 - reflexive organizational: it is through this collective blog that organization expresses its views on the topics of interest. An activist organization, for example, can use the blog as manifest online, criticizing and defending proposals. Moreover, probloggers can use this kind of blog for critical analysis or even for a satire of the facts of a segment.

Methodological procedures and results analysis

As it was proposed here a method for the characterization of genera of blogs, we sought to apply it to empirical study of 50 blogs. These vehicles were selected from a ranking of the 100 most popular blogs in Brazil, collected and published by blogger Edney

Silva¹¹. This selection took into account the ranking ¹² assigned by Technorati ¹³, a search engine specialized in blogs. Silva used the Brazilian ranking Blogblogs ¹⁴ as tiebreakers for blogs with the same score.

For this research we selected the top 50 list of blogs. This initial selection was necessary to replace nine of the following blogs ranking ¹⁵. The reasons for this procedure and the discarded blogs are the following

TABLE 1

Replaced Blogs

| <i>Blogs</i> | <i>Reason for replacement</i> |
|---|--|
| Interney Blogs, Verbeat Blogs, Insanus | Trata-se de um agrupamento de diversos <i>blogs</i> (os chamados “condomínio de <i>blogs</i> ”) |
| Sedentário e Hiperativo, Curta o Rio, Omedi, Usabilidoio, O Fim da Várzea | Página de arquivos de <i>posts</i> do mês de agosto de 2007 apresentava problemas de acesso |
| Uêba, Conversa Afiada | Apesar de constarem do ranking de Edney Silva, estes exemplares não foram aqui considerados <i>blogs</i> . |

After having 50 blogs set to be studied, produced a table listing all of the posts (and their permalinks) published in August 2007 for a total 5233 posts. Then we recorded the number of images, videos and comments on each post. In addition, registered to the amount of posts published every day, with the date of delivery. Data collection was conducted between September and October 2007.

The blogs selected were categorized according to the classification of genera proposed in the beginning of this work (Fig. 1). The following presents the results of this analysis ¹⁶:

3) professional informative: Brainstorm #9¹⁷; Acidez Mental; Templates para Novo Blogger¹⁸; Gema Carioca; De Graça é mais Gostoso; Depósito do Calvin¹⁹; Google Discovery; Musikaki²⁰; Hype, Celsojunior.net;

¹¹ <<http://www.interney.net/?p=9759413>>

¹² The authority on Technorati is the number of links a blog has received over the past six months. The higher the value, the higher its authority. Technorati's ranking is based on this index. The blog with the highest authority value is considered the first in the Technorati Rank. The lower the value in the ranking, the closer it gets to the top (<<http://technorati.com/what-is-technorati-authority/>>).

¹³ <<http://www.technorati.com>>

¹⁴ <<http://blogblogs.com.br/>>

¹⁵ Positions 51, 52, 53 etc.

¹⁶ The classification follows the characteristics of blogs in the analysis. Given the dynamic characteristic of the blogosphere, it is possible that some blogs are no longer being updated, have been erased or changed gender.

4) professional reflexive: Kibe Loco; Pensar Enlouquece, Pense Nisso; Contraditorium; Templates para Blogger; Cocadaboa; Hipermoderna; Blog do Cardoso; Reinaldo Azevedo; Diário de um PM²¹; Jozias de Souza; BR Point; Techbits; Revolução Etc²²; PortalCab.com; *Blog do Juca*; Tarja Preta²³; *Blog do Tas*; Novo-MUNDO²⁴; Efetividade.net; Bernabauer.com; Verdade Absoluta; Liberal, Libertário, Libertino; Bruno Torres ponto net;

5) personal autoreflexive: Querido Leitor; O Giro;

8) personal reflexive: Burajiru!; Diário do Rio; Fábio Seixas, Garota Sem Fio, Mundo Gump;

12) reflexive group: Garotas que Dizem Ni;

15) informative organizational: Bluebus, Br-Linux²⁵, Digital Drops, Undergoogle;

16) reflexive organizational: Meio Bit²⁶, Jacaré Banguela, *Blog do Noblat*²⁷, Obvious²⁸, Tableless²⁹.

Among the 50 studied blogs, none of these characteristics of the following genres: professional autoreflexive (1); professional internal information (2); internal staff newsletter (6), personnel information (7); autoreflexive group (9), group internal information (10), group information (11); organizational autoreflexive (13), internal organizational information (14). After categorization of blogs related to gender, we sought to ascertain the volume of comments found in the posts. As table 2 shows that

¹⁷ Brainstorm #9 presents a section with descriptions of how to advertise on blog.

¹⁸ Although the templates are offered free, the blog is focused on the activity of the blogger as a designer (<<http://templatesparanovoblogger.blogspot.com/>>).

¹⁹ Since it was not possible to identify whether *De graça é mais gostoso* and *Depósito do Calvin* are individual or group productions, they were categorized as professional and not organizational.

²⁰ This blog has been categorized as informative as it provides primarily links to pirated files from CDs. The blog generates income through a partnership with the download service, Rapidshare (<<http://rapidshare.com/>>) that pays the affiliate from a given number of downloads originated from the blog.

²¹ This blog has gained notoriety because of the success of the film *Tropa de Elite*, which generated interest in the subject. *O Diário de um PM* was classified as reflexive, since the author doesn't talk about his own performance as a military policeman.

²² The description from the site advises that "*O Revolução Etc* is the personal *site* of Henrique C. Pereira". However, in order to focus on the profitability of the blog (there is a section for advertisers), it was classified as a professional.

²³ Considering that the participation of employees listed is very low, the blog was judged as a professional. He was not considered because of their personal marketing strategies, including relays for paid posts.

²⁴ The author himself, Rafael Slonik identifies the site as a professional blogger.

²⁵ Even if the BR-Linux publishes texts of many readers, it was categorized as organizational (not group) by presenting focused on selling ads.

²⁶ The blog MeioBit in your description, claims to be produced by a team, have editors and presents link back to advertisers.

²⁷ As it is now produced by a small team, the blog Noblat was characterized as a group blog, therefore, organizational.

²⁸ It is worth noting that this blog offers a Portuguese media kit, with data from your audience for potential advertisers.

²⁹ This group blog is about the professional activities of the authors and sells its training courses.

the genera reflective professional and organizational reflective display a significantly greater amount of feedback that the other genres.

Table 2

Comments and genres of blogs

| Genres | N | Average | Deviation | Min | Max |
|--------|------|---------|-----------|-----|-----|
| 3 | 538 | 7,58 | 18,51 | 0 | 216 |
| 4 | 1438 | 35,93 | 40,96 | 0 | 508 |
| 5 | 455 | 9,10 | 8,79 | 0 | 93 |
| 8 | 248 | 8,21 | 13,91 | 0 | 118 |
| 15 | 474 | 4,27 | 7,42 | 0 | 62 |
| 16 | 1279 | 33,71 | 58,87 | 0 | 672 |

The genres professional informative and professional reflexive have significantly higher use of video. As for the images, gender training is the most informative features photographs and illustrations (80.7% of posts), followed by gender personal reflexive.

TABLE 3

Images, videos and genres

| Genres | Image | Video | Total |
|--------|-------------|-------------|-------|
| 3 | 434 (80,7%) | 242 (45%) | 538 |
| 4 | 633 (44,0%) | 373 (25,9%) | 1438 |
| 5 | 84 (18,5%) | 18 (4,0%) | 455 |
| 8 | 172 (69,4%) | 16 (6,5%) | 248 |
| 15 | 226 (47,7%) | 12 (2,5%) | 474 |
| 16 | 438 (34,2%) | 74 (5,8%) | 1279 |

During the processing of the data, there was a relationship between the number of comments and frequency of publishing posts. As the Pearson correlation coefficient, a larger amount of posts is associated with a higher volume of comments. However, this correlation is weak ($r = 0.251$), occurring only in some cases.

TABLE 4

Correlation between comments and schedule

| | | COMENT. | POST |
|---------|---------------------|----------|----------|
| COMENT. | Pearson Correlation | 1 | ,251(**) |
| | Sig. (2-tailed) | . | ,000 |
| | N | 4436 | 4363 |
| POST | Pearson Correlation | ,251(**) | 1 |

| | | | |
|--|-----------------|------|------|
| | Sig. (2-tailed) | ,000 | . |
| | N | 4363 | 5233 |

** Correlation is significant at the 0.01 level (2-tailed).

When assessing whether a relationship exists between the number of comments and number of images, we found a result of little significance, since the value is close to zero (0.086). Therefore, one can not infer such an association.

TABLE 5
Correlation between number of images and comments

| | | COMENT. | IMG |
|---------|---------------------|-----------|-----------|
| COMENT. | Pearson Correlation | 1 | -,086(**) |
| | Sig. (2-tailed) | . | ,000 |
| | N | 4436 | 4426 |
| IMG | Pearson Correlation | -,086(**) | 1 |
| | Sig. (2-tailed) | ,000 | . |
| | N | 4426 | 5298 |

** Correlation is significant at the 0.01 level (2-tailed).

With the large number of posts without pictures, we proceeded to further analysis taking into account the existence of images in them. In this case, for which we used the Student's t test, it was observed that there may be an association between comments and whether or not images: posts without images presented on average 13 more comments on that image. Applied to the existence of videos in the posts, the Student's t test showed that no posts videos are on average more than 9 comments with the videos.

To assess whether there is an overlap between use of videos and images, we performed a ANOVA (Analysis of variance of a factor) two ways to check such an occurrence and its association with the number of comments. It was found that posts with no pictures or videos have an average of 30.57 comments. Since the amount of comments on posts with video, pictures or both is between 16 and 19.

Final Thoughts

Given the increasing variety of blogs and the demand for a method that allows to categorize them respecting their differences, this paper proposed a classification of 16

genera of blogs. This organization took into account the particular conditions of production of digital publications.

Held the definition of each of the genres, presented a statistical evaluation of the 50 most popular blogs written in Portuguese. In this sample, we observed that the professional and organizational reflexive blogs are those that attract the most comments.

Anyway, it warned that, as the 50 studied blogs are popular among those written in Portuguese, the results can not be generalized to the entire blogosphere. In a later study, will seek to contrast these data with those of lesser authority blogs in Technorati.

This research also demonstrated that the inclusion of multimedia elements in posts does not determine an increase in audience reaction to publication of comments. Moreover, one can not assume that just does not include videos and images so that the increment of feedback occurs. It is possible to anticipate that the volume of comments depends on the content of the posts. To be able to assess the association between gender and tone adopted in the posts and the number of comments, a new survey is underway. For this analysis, three reviewers read and judged the whole of 5233 posts. With these data, it is also possible to observe whether there is relationship between genres of posts, use of video and images, and number of comments. The method developed for this study and the results will be presented in future work.

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