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This study explored the perceptions of food bloggers on digital preservation of their blogs through an anonymous, web-based survey. It also examined if the blog format changes authenticity.

Survey questions asked for data on blogging behavior, technology and preservation and deletion, editing and loss. The survey was shared through Facebook pages and groups, discussion boards and forums, Twitter and Tumblr. This study looked at how bloggers view their blogs long-term. The study assessed if bloggers view their content as possessing enduring value. Furthermore, it ascertained if the participants have taken steps to preserve their blogs.

The majority of the respondents were reasonably confident in their technical skills for blog maintenance. Despite this, half were not using any strategy to save their blog. Respondents questioned the enduring value of their blogs. Some sub-group differences found between hobby bloggers and for profit bloggers. In addition, issues of authenticity were not conclusively determined.

Headings:

Blogs

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FOOD BLOGGERS AND THEIR PERCEPTIONS OF DIGITAL PRESERVATION

by
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Table of Contents

BACKGROUND

Blogs are the 21ˢᵗ century's answer to diaries, that is, if the lock was busted and the pages were open for the reading. Although blogs and blogging are akin to journals and journaling, the act is more public than private. A blog user can decide to change his or her blog settings to private, but the default setting urges the blogger to share.

The term "blog" is attributed to Jorn Barger, who was an early adopter of the medium. Barger used the word "weblog" to describe the phenomenon; he applied the term to a list of links on his website that "logged" his activity on the Internet (Wortham, 2007).

Blogs increased in popularity quickly because they enabled effortless publication. They provided a new way of easily and efficiently disseminating content (Wortham, 2007). It's Gutenberg's printing press all over again, on a grander scale. Blogs are a new translation of how people consume and share information.

Today, blogs of all stripes exist. In 2006, there were 36 million blogs online. In 2012 that number shot up to 181 million blogs. As of October 2013, Wordpress alone boasts that "over 380 million people view more than 13.3 billion pages each month" (Wordpress, 2013). The increase in blog creation and blog reading suggests that the platform is increasing in recognition.

Food blogs are one of the many possible genres. Their popularity, and subsequent influence, has ultimately changed the way people think about food and interact with food-related information. A food blog incorporates several activities: cooking, photography,

eating, writing and Internet use. The genre often features posting recipes (sometimes original, sometimes adapted), dining at restaurants, traveling to exotic locales and sampling local food, discussing food trends or cooking tools, and more (Cox and Blake, 2011).

A recent NPR article cited a study from the Hartman Group entitled *Clicks & Cravings: The Impact of Social Technology on Food Culture*. Researchers found that half of consumers turn to social media to search for information on food in the form of websites, apps, and blogs, which is a departure from traditional print sources, namely newspapers and cookbooks. Approximately 54 percent of consumers share food-related information online (Barclay, 2012).

Even people's sensory interactions with food have changed. Sight has over taken smell and taste. NPR notes that people gather information and purchase items based purely on sight (Barclay, 2012). There is a Tumblr account, Pictures of Hipsters Taking Pictures of Food, dedicated to "documenting the phenomenon of people taking pictures of food they did not themselves cook" (Pictures of Hipsters Taking Pictures of Food, 2012).

Food bloggers, and bloggers in general, have muddled the distinction between professional and amateur (Cox and Blake, 2011). Remember Julie Powell? She blogged her attempt to cook the entirety of Julia Child's *Mastering the Art of French Cooking* in one year. Her efforts yielded a book deal, which was later adapted into a movie. Famed cookbook writers, Dorie Greenspan and David Lebovitz, among others have transitioned to blog writing (Suthivarakom, 2011). *The Wall Street Journal* observes that food bloggers get free grub from restaurants that want reviews in exchange. Chefs are building

relationships with food bloggers (McLaughlin, 2007). So it is safe to conclude that food

blogs have social cachet. They are a phenomenon of this generation.

PURPOSE

The purpose of this study is to examine the perceptions of food bloggers regarding digital preservation. The ALA provides three definitions of digital preservation: short, medium, and long. The medium definition states that, "digital preservation combines policies, strategies, and actions to ensure access to reformatted and born digital content regardless of the challenges of media failure and technological change. The goal of digital preservation is the accurate rendering of authenticated content over time" (Preservation and Reformatting Section, 2007). This study defines digital preservation as the practices essential to stabilizing, extending the life span of and providing access to objects reformatted or born digital.

Are blog creators interested in preserving and extending the life of their blog content? Are they aware of how to preserve their blog content? The answers to these questions could determine whether archivists should take an active stance either through outreach in educating bloggers on digital preservation or by collecting and maintaining blogs related to their institutions' collecting mission(s).

In essence, this study sought to examine whether bloggers believe that their content is of enduring value. Furthermore, it explored the level of digital preservation that bloggers exercise over their content. The results bring into question what the archivist's role might be, should be, or even could be in relation to bloggers and their blog content. As outlined in the Background, blogs have altered people's perceptions of publishing.

Free and easy web publishing is available for anyone who creates an account.

Select libraries and archives already collect cookbooks and related materials. Consider for instance, the Janice Bluestein Longone Culinary Archive at the University of Michigan, the culinary collection at the Los Angeles Public Library, the culinary collection at Newcomb College Institute of Tulane University's Nadine Vorhoff Library and the newly opened SoFAB Culinary Library and Archive. These are only a few of many rich collections of culinary material. Food blogs might just be the next step in an archives' collecting focus, so they should be protected before content is lost.

RESEARCH QUESTIONS

The research questions that drove this study were:

- How aware are food bloggers regarding digital preservation? What actions do they take or interest do they have in preserving their content?

- How much do food bloggers alter their original content? Are these alterations made primarily by accident or on purpose?

- What role should the archivist play in interacting with bloggers – institutional collector, outreach advisor or objective, hands-off bystander?

       The first two research questions were informed directly through data accumulated in an online survey. The third question will be answered after accumulating and analyzing the data; it is an indirect reflection. The focus here rests on the blogs and the bloggers, but the results have implications for archivists and suggestions for future research.

       The formulation of the online survey instrument was inspired greatly by Hank (2011), who completed a dissertation on scholars and their blogs. Hank (2011) explored scholarly bloggers' attitudes toward digital preservation and collected data from 153 questionnaires, 24 interviews and content analysis of 93 blogs. This study borrowed questions, both directly or slightly reformatted, to fit the purposes of this research.

LITERATURE REVIEW

Why do blogs matter? The very term "blog" or "weblog" verges on nonsensical and into a territory of whimsically made-up words. But blogs are increasing in popularity and use. Moreover, blogs provide an outlet where web users can act as consumers *and* producers of content (Brown, 2002). Crewe (2013) observes a shift in traditional power. In theory, blogs permit more democratic communication.

Before considering the value of blogs, it is worthwhile to detour and reflect upon the motivations of people to create blogs in the first place.

Xiaohui and Lei (2010) identify 5 motivations for blogging: need for affection, expression of one's thought's, obtaining benefit, sharing knowledge and communicating with others. While their results indicated that women placed an overall stronger emphasis on communicating with others than do men, no other sex differences were found within the results. Hollenbaugh (2011) determined seven motivations for bloggers: helping/informing, social connection, pass time, exhibitionism, archiving/organizing, professionalism, and get feedback. However, information needs may vary depending upon the genre of the blog. Bloggers might share overall similarities but differ in terms of niche information desires.

Furthermore, Hollenbaugh (2011) noticed the "interpersonal nature" of blogs in generating a "community of bloggers" who produce rather than just consume content.

O'Sullivan (2005) links the blog to the diary by bringing up the point that sharing diaries was a common practice. Liu, Liao and Zeng (2007) identified the two greatest rewards for bloggers as sharing feelings and connecting to other people.

Indeed, the literature indicates that much of the appeal of blogs is for building social and emotional networks to share ideas and experiences. Liu (2007) discusses the concept of social profiles as a stage for taste performances, thereby allowing such accounts to serve collaboratively as a barometer of pop culture climate.

Marwick (2005), Trammel and Keshelashvili (2005) and Jung, Song and Vorderer (2012) focus on "impression management," "voyeuristic surveillance" and "self-presentation" within blogs which raise questions related to authenticity and how presentation of one's online identity might translate to the records themselves.

Trammell and Keshelashvili (2005) specifically classify three varieties of blogs: filters (provide linked collections of information from around the Web), personal journals (similar to a diary of thoughts and daily actions) and notebooks (often a blend of filter and personal journal, but feature lengthier essays with focused themes). Ellis (2010) discusses the social identity overtaking the personal and Nardi, Schiano and Gumbrech (2004) note that even though most bloggers are pleased to receive comments and start a dialogue, they prefer to keep their audiences a safe arm-length away.

Fullwood, Sheenan and Nicholls (2009) examine the blog as diary and emotional outlet for bloggers. They found no sex differences between bloggers in terms of blog purpose and style, but they did associate age with formality in writing, where older writers tended to use a more formal style. Stefanone and Jang (2007) also termed blogs as a "relationship maintenance tool" and present a link between extraversion and self-

disclosure as factors rendering a large social network. They found no age, sex or education differences in conjunction to a blogger's network size, blog content or use of blogs.

Viégas (2006) probed bloggers through an online survey addressing their opinions on privacy and liability. In general, she found that bloggers considered themselves accountable for whatever public content they published. Most of the respondents identified themselves on their blogs in some fashion (81%). Moreover, the respondents tended not to ask permission about mentioning other people on their blogs (66% did not ask permission), although slightly under half did not share names on their blogs (42%). Respondents blog freely about other companies and products without asking permission. Yet, 76% of respondents did not place restrictions to limit access to their blog content. Viégas (2006) reported that the respondents did not possess a feeling of connection to their audience**.**

Transitioning to mention the relevance and challenges of blogs, Hobbs (2001) reflects that personal archives were not attributed "archival value" since they did not possess the same informational and evidentiary value as traditional records. According to Hobbs (2001), personal archives supply "their personal view of life's experiences." Blogs are similar in nature, and like personal archives, are different from "collective formality and systemic organization" of government records (Hobbs, 2001).

Blogs do not lack value. They provide documentation of a different type. Personal archives "have the psychology of archives more than their transactionality" of records (Hobbs, 2001). Thus, they will present a separate type of information that would intrigue a separate subset of researcher. They are redolent with the "flotsam of the individual life"

(Hobbs, 2001) and offer meaning versus hard data.

Archivists are interested in furnishing researchers with a complete as possible representation of everyday life. Therefore, personal archives are a pertinent method to gather such documentation. With human activity migrating online, blogs are a key form of personal archives.

Likewise, Good (2012) reviews the relation between scrapbooks and Facebook. Although Facebook is a different tool than blogs, Good's (2012) argument is still germane. She talks about "personal media archives" and insists that collecting Facebook would be similar to collecting scrapbooks. She outlines three shared functions: "documenting friendship", "navigating new media abundance" and "communicating taste and building cultural capital." One noteworthy point Good (2012) addresses is the "long history of collaborative and creative communication" of scrapbooks. This same interpersonal quality can be found within Facebook, as Good contests, and within blogs. Like many other record formats, blogs can provide a snapshot of a time, place and culture.

For instance, Medley (2011) raises awareness of milblogs, or blogs authored by soldiers in the military. These blogs afford a trace of soldiers involved in the Iraq and Afghan Wars. Medley (2011) explains the research value of such blogs, especially since they might be the sole records generated by the soldiers. However, she warns that many soldiers remove or abandon the blogs after they have served their duty or, in some cases, are forced by government entities to remove the blogs. Medley (2011) builds a strong argument for the preservation of milblogs and blogs in general. Without caring for digital records, a burgeoning area of documentary tradition will be lost for future researchers.

Entlich (2004) estimated that two-thirds of 4 million blogs from across eight well-known blog hosting sites have been abandoned and over a million of those 4 million blogs consisted of a single, introductory post. Entlich (2004) further brings up common issues with blogs: blog services that shut down, link rot (creating blogs that are akin to "virtual Swiss cheese"), the question of what makes a full capture of a blog and the troubling decision of determining which digital ephemera to select and harvest.

Sinn, Syn and Kim (2011) explored personal records available on the web and inquired who should be in charge of archiving such records. They surveyed 345 e-mail and blog users regarding their use of such services and on the risks of losing data. Many of the respondents were from a library or archives background and the authors acknowledged this influence in the results, but found no appreciable distinction between the information professionals and the non-information professionals in regard to awareness of personal data loss, though information professionals did preserve data more frequently through back-ups.

E-mail and blog users created accounts for personal communication and business purposes. Approximately 78% of e-mail users and 51.6% of blog users looked at old content, primarily for nostalgic and fact-checking motivations. Although over three-quarters of the respondents admitted to understanding the problem of losing content, the trouble of preserving their content was perceived as overly difficult (Sinn, Syn and Kim, 2011).

Lenhart and Fox (2006) observe in their survey of bloggers for the Pew Internet & American Life Project that blogs "are as individual as the people who keep them." As a rule, individuality makes things messy for archivists. Idiosyncratic records do not interact

well with archival standards and best practices.

Carnaby (2009) advocates archival involvement in the preservation of digital materials and urges archivists to think of themselves as active mediators between a variety of stakeholders. Archivists must intervene, Carnaby (2009) states, because society has embraced a "delete generation" who engage in a "throwaway" culture that will sacrifice digital heritage for later generations. She declares that technology has enabled equity for the creation of records, but inequity for the protection and preservation of records.

Adam (2010) considers how authenticity in the digital age has changed. Authenticity for digital records is different because digital records, unlike analog records, require an intermediary object to access them. She considers measures of integrity for reliable records. Some of the examples within the article include: metadata, file format, checksums, digital signatures and message digests.

Kallinikos, Aaltonen and Marton (2010) inspect the distinguishing qualities of digital objects: editability, interactivity, openness and distributedness. These characteristics make digital objects "unstable and transfigurable." The authors recognize that without the same commonalities as analog objects and without distinct borders, digital objects are much more difficult to preserve.

Returning to fundamental notions of authenticity, Duranti (1995) distinguishes between the concepts of reliability (authority and trustworthiness) and authenticity (truthfulness and genuineness). She then says that modern record creation is sloppy because it is easy. The ease has made record creators careless. Additionally, she addresses the duplicity of digital records by acknowledging that records exist in 3 states:

drafts, copies and originals. Duranti and MacNeil (1996) and Hedstrom (1998) reiterate these points.

Digital preservation is the solution to loss of digital objects. But building awareness and best practices for digital materials is not an easy or fast process. Tibbo (2003) warns that archivists should take action to preserve the memory of the digital age and save early remnants of its inception. Phillips (2005) asks whether archivists should adopt the approach of keeping everything or exercising selection. With digital objects, keeping everything might not be a viable option.

Chen (2010) calls for better preservation and organization of blogs that demonstrate "historical significance." In surveying the literature, he could not find any scholarship on archiving major blogs or blogs with significance. He enumerated some of the issues currently seen in blogs: information already missing, hosting services that lost information, multimedia incorporated into blogs and copyright concerns. To Chen's (2010) knowledge, the Internet Archive's Wayback Machine is the best known archiving technology, but he expresses desire for more archiving technologies.

Murphy, Hashim and O'Connor (2008) assessed the validity of the Wayback Machine. Overall, the authors determined that the tool displayed a positive level of validity, despite limitations. Masanès (2005) states that ephemeral sites can be located with relative accuracy if the temporal window is open for sufficient amount of time, around 3 months.

However, he also notes a lack of depth from large-scale snapshots and general irregularity in horizontal coverage (Masanès, 2005). O'Sullivan (2005) complements Masanès (2005) by indicating that crawlers miss blogs, cannot crawl them due to

password protections or blog authors requested removal after the fact. Guenther and Myrick (2007) address technical challenges in web archiving with MODS, METS and MINERVA. Specifically, the authors mention harvesting and managing web archives as well as preservation metadata strategies.

Weisbard (2011) considers digital archiving through the lens of preserving digital feminist content. She states "material that never had a print equivalent – the 'born digitals' – are most in danger of disappearing" (Weisbard, 2011). The staggering, ever-expanding rate of data produced on the Internet means that archiving the Web is no simple or straightforward task.

The Wayback Machine, as mentioned in this article, provides the potential for users to see a site and its changes over time. Any site can be preserved, whether it is active or inactive. The article also covers several different digital preservation initiatives -- Archive-It, LOCKSS, Portico, UK Web Archive, PANDORA, the Electronic Collection from Library and Archives Canada -- that cover a range of purposes and types of materials (Wiesbard, 2011).

Lynch (1994) thinks that any lack of confidence for dealing with digital objects stems from a lack of transparency in definitions and behavior of digital materials. Print, by contrast, is well-defined and well-understood. Even though digital materials are becoming more familiar and ubiquitous, digital literacy is still not universal.

Paulus (2006) interacted with 30 bloggers and discovered that many bloggers maintained a blog and a written journal. Interestingly, the bloggers did not feel that the digital replaced the analog or vice versa. In talking to the bloggers, Paulus (2006) found that their techniques to save their blogs usually consisted of saving the content in an MS

Word or text file and/or printing the document like a traditional book. Most of the bloggers responded positively to the idea of an institution saving their blog, though some raised the issue of copyright and wondered if their blogs were important enough for inclusion in a repository.

Marshall, Bly and Brun (2006) conducted a preliminary study in personal digital archiving. Their participants had preservation strategies, but did not apply them with consistency. The authors detected an overriding attitude of technological helplessness and a mindset of saving materials now and worrying about decoding later.

Further complicating the matter, the authors observed that participants owned several types of digital belongings. Even more complicated, these belongings were often scattered across a litany of different storage media and devices. The authors identified 4 important themes: people struggle to evaluate the worth of accumulated materials, personal storage is highly distributed on and offline, people experienced magnified curatorial problems when operating in the aggregate and facilities for long-term access of digital materials are not supported by the existing desktop analogy (Marshall, Bly and Brun, 2006).

In contrast, Hank (2011), in her dissertation on digital preservation and scholarly bloggers, found that the scholars who participated in her study hold themselves responsible for such preservation. Over half of the survey respondents reported saving their blog either in part or in whole.

During earlier research, Hank, Choemprayong and Sheble (2007) surveyed bloggers and their impressions of digital preservation. The authors concluded that bloggers were interested in preserving their content. Like Sinn, Syn and Kim (2011), the

authors noted that many of the surveyed respondents were professionals within the library and archives fields. Hank (2011) mentioned that this subset of bloggers demonstrated a "sophisticated understanding" of digital preservation, which possibly suggests that different subsets of bloggers have varying levels of knowledge and interest in the digital preservation of their blogs.

METHODS

This study used a mixed methods approach to gather information. Data was collected through a web-based survey that asked both qualitative and quantitative questions of the identified subject group. Using a web-based survey was the most feasible way to make contact with the proposed population since the population is based on the Internet and scattered geographically.

Mixed methods were selected because in order to gather useful and conclusive data on its population, the study needed to ascertain basic quantitative information (such as gender, age, blogging platform and various other close-ended questions) to construct a portrait of the respondents who provided input, while qualitative data was essential for garnering the actual perceptions of the participating bloggers (like their reasoning for or against saving their blog long-term, their motivations for blogging and explanation for deleting or editing content and various other open-ended questions).

Because this study sought a variety of information on related topics, the survey was structured without sequence. Some questions were even mixed. For example, a quantitative question provided further space for the respondent to add in optional qualitative details, if he/she chose to.

The study concluded that grouping questions for thematic cohesion would be more beneficial for respondents in terms of flow and understanding, rather than strictly segregating qualitative from quantitative.

Given the nature of the research subject, bloggers and the Internet, it is hard to

estimate the possible pool of respondents because of the vast quantities of blogs. These difficulties are discussed explicitly in the Limitations section. Other related research mentioned previously has examined scholar bloggers and information and library science bloggers. This study wants to focus on another less examined genre of bloggers, food bloggers.

The basic process consisted of creating a web-based survey and sharing the link through several social media outlets: Facebook, Twitter and Tumblr, in addition to discussion boards and forums. Details of data collection are discussed in greater detail in the following section.

Since bloggers were contacted via social media on the Internet, the study predicted that their blogs might be more professional and focused in tone than the average blog. The assumption was made that because these bloggers were involved in social media, they might have a greater stake (for-profit or professional) rather than a blogger who blogs recreationally. This study also guessed that if the former inference is correct, then this subset of bloggers might be more interested in the preservation of their blog and blog content as a result. However, this assumption does not mean to suggest that hobby bloggers don't participate on social media in connection with their blogs.

This study employed cluster sampling to a degree because bloggers were recruited through social media on the Internet. According to Babbie (2004), cluster sampling occurs "when it's either impossible or impractical to compile an exhaustive list of the elements composing the target population." Babbie (2004) continues to say that the researcher selects specific instances that involve the population (for this study, a Facebook group or page) to draw out responses from bloggers and generate a list of those

instances in order to extract a subpopulation from the total population.

In terms of sampling technique, the survey was a blend of self-selecting and snowballing, as respondents decided to participate in the survey, and then possibly shared the link with fellow bloggers who fit the defined profile for the study. Self-selecting is important since the research study cannot directly approach the population to promote the study. Snowballing is likewise important as a matter of convenience to ensure greater response.

These two methods were selected because the population is difficult to identify and reach (Wildemuth, 2009). While these methods might not be the most ideal in research design, they were the most appropriate choices for this study and its population.

Ethical issues were deemed not likely to be problematic in this research study. The outlined population does not focus on the IRB's list of vulnerable subjects. This does not suggest that vulnerable subjects, such as pregnant women, prisoners or students, did not necessarily participate in the survey. A pregnant woman, for example, could write a food blog, but her status is irrelevant in the context of the study. None of the questions in this survey pose risks to the subject's status and none of the data can reveal any vulnerability.

Furthermore, given the anonymous nature of the web-survey, participants' identities are safe. This research study took pains to emphasize that participation was completely voluntary as were answers to any of the survey questions. However, an IRB application was filed and the study was found exempt.

Data Collection

In terms of more specific methods, the study identified a list of possible third party blogger contacts to introduce and promote the survey to the proposed population. See Appendix A for the entire listing of identified contacts. It notes which parties were actually contacted. Facebook pages and closed Facebook groups were targeted primarily. See Appendix B for the template message requesting participation in the survey.

Appendix C includes a list of the parties that agreed to participate, and sources where the link could be posted openly without an express need to gain permission. Two organizations ultimately agreed to participate. An employee of Food Blog South posted the link to the organization's Facebook page and the organization's Twitter account. Food Bloggers Los Angeles allowed the principal investigator of the survey to make three posts promoting the survey and the link. An administrator graciously reposted these posts to help increase the survey's visibility.

With open Facebook groups, the moderator of the group was notified 24 hours in advance of the posting the link. The survey link was posted three times total, once at the beginning of each week. Since many of the open Facebook groups call for members to share recipes and links from their blogs, in the spirit of good will and engaging potential respondents, a link to a recipe was posted along with the survey lin. The three open groups included two groups both called Food Bloggers, Food Bloggers' Café and food blog and recipes.

With discussion boards and forums, the same procedure was attempted, except for

contacting moderators. One post per identified forum was meant to be posted for the three-week duration of the survey. Accounts were created for each of the discussion boards and forums. However, in practice this did not work as effectively.

For instance, in the case of the Chowhound discussion boards, all solicitations are relegated to a designated board. After the second link was posted, it was discovered that duplicate postings are deleted. A Chowhound administrator sent an email notification of the removal of the second post. Posts on the Better Blogger Network ended up as a blog post. Since it seemed that three blog posts of the survey link on the BBN would be redundant, the study only made one post there. Also, after the second post on the Food.com message boards was shared, a Food.com member left a comment with suggestive negative undertones about the survey link and the post. This study was not interested in inciting controversy, so it opted not to make a third post on that site.

Those are a few examples of difficulties encountered with the message boards. Ultimately, posting the link on the discussion boards was less convenient than other outlets, like Facebook. Thus, postings on discussion boards for this study turned out to be less fruitful in sharing the survey link.

Finally, for Tumblr and Twitter, links were posted each day for the duration of the survey. The study varied the times of day these posts were made to account for variation in users' browsing with the hope of also increasing views by different users. Some of the Tumblr posts were created in advanced and scheduled ahead of time. Hashtags were applied to increase the likelihood of food bloggers finding the message. Some hashtags seemed more successful than others. For example, #digitalpreservation and #recipe garnered shares from other users. The #recipe with a shortened link to a recipe along with

the shortened link was a useful strategy. The survey used Ow.ly to shorten links.

Please see Appendix D for an example of the tweets and Tumblr posts. These include early ideas for tweets and Tumblr posts, which were used initially. However, the survey mixed up its strategies, using different hashtags and wordings throughout the three weeks, in order to generate interesting and different posts (rather than the same post for three weeks straight) in the hopes of highlighting different keywords to catch the eye of food bloggers. Not all forty-two tweets and Tumblr posts are recorded in Appendix D, however Appendix F includes a few examples with screenshots of the posts made on each platform.

The study would like to share its results with the group of participants who made the project possible by contributing responses. Once a catalog record link is available through The University of North Carolina at Chapel Hill, it will be posted on each of the Facebook groups and pages, tweeted and posted on Tumblr. Given the issues with the discussion boards, the principal investigator will re-evaluate on a case-by-case basis which discussion boards will be appropriate to share the final results with.

The survey consisted of 25 questions with the potential for 6 follow-up questions depending on the response of the given participant. Questions were sorted into the following thematic categories: Introduction, Blogging Behavior, Technology and Preservation, Deleting, Editing and Loss and Conclusion.

At the end of the survey, the instrument asked the respondent to optionally share the link to the survey with one or more food blogger contacts. Consequently, the sampling for potential respondents was a hybrid of snowballing (promoting and asking others to share) and self-selecting (respondents decide to opt in, therefore making the

sample less deliberately random in design). See the Appendix E for the survey.

The introduction question was a prompt on the survey and the study itself. Respondents either selected to move forward or opt out of the survey at that point. If respondents chose to opt out, they were directed automatically to the end screen of the survey. During the introduction, the survey instrument explained that participation was voluntary and anonymous.

The section on blogging behavior assessed the background of each of the respondents. Questions asked a combination of queries relating to motivation for blogging, details of blog platforms and settings, frequency of publishing, years of experience blogging and more. The purpose of this section was to ascertain the respondents' preferences and their actions and interactions with their blogs and blogging.

Of course, a section of questions on technology and preservation was crucial because it is the focus for this research in gauging bloggers' perceptions on saving their blog content. This section examined the respondents' level of technological skill and comfort; it also determined if and how respondents save their blogs.

The section of questions on editing, deletion and loss brought to light whether or not accidental change or loss occurs for these bloggers. Further, it polled the frequency of intentional change or loss, which might provide interesting commentary on authenticity, since, as mentioned in the literature review, the nature of archival authenticity is changing with the influx of digital objects that can be edited easily and seemingly invisibly in comparison to paper documents.

The final question inquired how the respondents found the study, which is a measure of the effectiveness of the research design and the implementation of the study's

methods. Simply put, it tracks how the respondents were directed to the study and will show which avenue for promotion (e.g., Facebook, Twitter, etc.) was the most effective.

In terms of the formulation of questions, this study used many of the questions from Hank, (2011) as a model, either directly pulling questions or reshaping questions to fit the purposes of this research.

The survey was created with the UNC-Chapel Hill Qualtrics Portal. Responses were anonymous. Qualtrics reliably guaranteed anonymous answers for any respondents who decided to participate. The survey did not ask for identifying information such as name or blog address.

DATA ANALYSIS

Because this study employs mixed methods, analysis was split between quantitative and qualitative data. Data was gathered in the UNC Qualtrics portal through the anonymous Qualtrics survey. Quantitative data was assessed through percentages. Qualtrics was used to generate cross-tabulations in order to assess sub-group breakdowns. Qualitative data was assessed for recurrent themes.

In total, 57 surveys were initiated. Out of those 57 surveys, 40 surveys were completed and 17 were initiated but not completed, resulting in a 70% completion rate. Of the 17 initiated, 16 were blank and thus discarded. The 17th initiated survey answered one question, so it was discarded from the data set as well. The final sample size is 40. Since the overall number of respondents was lower and this study was an exploration of a new subset of bloggers and their opinions on the preservation of their blogs and blog content, all completed surveys were considered during analysis.

Rates of individual question completion varied. Questions receiving a low response rate will be indicated below. This survey defines a low response rate as approximately half or less (n=20) of respondents providing an answer to a given question. This rule is obviously discounted in the case of follow-up questions that might not appear for each respondent.

LIMITATIONS

Johnson and Kaye (2004) observe that accessing a full cross-section of the Internet is a difficult pursuit. This research endeavored to provide a perspective (food bloggers) from those outside of the library and information science field, as much of the research has examined responses from them already.

This research tried to extract a sample of a population of bloggers, and even a sample of food bloggers. Determining the representativeness of the population verges on impossible since there is no way to discern how many food bloggers exist on the Internet and there is little chance of reaching all of them, especially given that this is an individual and unfunded master's paper research. Instead, as stated, this study endeavored to collect data on a sample rather than a population.

Accordingly, the major limitation of the study was its inability to create a completely controlled environment to specifically calculate the total possible pool of respondents. Future research may be able to create a cleaner environment to calculate specific statistics. This research is breaking the ice in a new genre of bloggers on the topic of digital preservation.

EXPECTED BENEFITS

From the outset, the primary expected benefits were to gain an understanding of a new subset of bloggers and their knowledge of and interest in digital preservation and to measure their interest in protecting their work long-term. If bloggers who participated in this research study did not demonstrate any preference for saving their blog content, that would then raise the question of whether or not archivists or other information professionals should intercede to save blog content, or leave it to possible degradation. Appropriate follow-up research could be conducted to determine what role or responsibility archivists feel they have, if any, with bloggers and blog content.

RESULTS

What is the profile of the sample size of food bloggers? From a technical perspective, the three most common blogging platforms for this group are Wordpress.org (n=20, 48%), Wordpress.com (n=10, 24%) and Blogger (n=5, 12%) (Question 4). Other smaller platforms were represented, such as Moveable Type, Squarespace and Tumblr. One respondent reported a move from Homestead.com to Wordpress (no specification of .org or .com) and one respondent indicated (s)he was not sure of the blog's platform.

Over half of the respondents (n=25, 60%) indicated that their blogs were hosted by a third party service (Question 5). Additionally, just under half have migrated their blog platforms once (n=18, 43%) and just under half have never migrated their blog platforms (n=20, 48%). The remainder, (n=4, 10%) have migrated their blog platform more than once (Question 6).

Uniformly, all the respondents maintain public blogs (n=42, 100%) (Question 7). None of the respondents have partially private or totally private blog settings. All blog content is available for public consumption, which ties into the respondents' purpose for keeping their blogs.

The same number of respondents keep a blog as a hobby/recreational pursuit (n=18, 43%) as do for profit/part of a business (n=18, 43%) (Question 3). However, a small number of respondents (n=4, 10%) indicated that they maintained their blogs for professional development. Although professional development and for profit are different motivations, there is similarity in that both purposes are more professionally-oriented

rather than recreationally-oriented. A small number of respondents indicated Other (n=2, 5%), with one respondent explaining the blog was kept for both hobby and profit. The respondents here seem almost evenly divided between hobby and profit/professionalism. Some cross-tabulations looking at these sub-groups will be explored later.

Respondents' reasons for starting their blogs divided into four general categories: professional experience, share ideas and/or interest in cooking and food, connect with friends and family and occupy time/creative outlet (Question 2).

Respondents interested in professional experience were writers interested in transitioning to web writers. One respondent, who was a former food writer, sums up that "the freelance gigs were drying up and going to bloggers." Others motivated by professional experience saw their blog as a means, as one respondent explained, "to augment my professional resume," for to build writing samples and find future writing jobs. Their purpose in creating their blogs was intentional.

However, other respondents explained that they created their blogs in a less intentional fashion. One respondent mentioned sharing relative's cake recipes with her daughter. At first, she posted recipes on Facebook, and then eventually, at the suggestion of friends, started a blog. Another respondent wanted to share weekly menus with a relative and "wasn't planning on starting a 'blog.'"

Respondents demonstrated overlap between the four general categories. For example, one respondent replied "Preserve my recipes, share recipes, add credibility to my freelance writing career." Although other motivations were specific, such as "I wanted to see more content related to regional southern Louisiana foodways" or "to improve my food photography. All of the respondents' replies fit into one or more of the

four categories.

Over half of the respondents (n=26, 63%) reported that their current blog was not the only blog they have ever created, while for 15 (37%) their current blog address was the only blog they have created (Question 10). For their current blogs, over half of the respondents (n=26, 63%) indicated that they have blogged there for less than 5 years and the remaining respondents (n=15, 37%) have blogged there for five years or more (Question 9). The longest reported time was 10 years (n=1, <1%) and the shortest was 3 months (n=1, <1%). The two most common years reported were 2 years and 5 years, both receiving the same response rate (n=8, 20%). Just under half of the respondents estimate posting on their blogs multiple times a week (n=20, 49%), around a quarter (n=10, 24%) post multiple times a month.

The response to questions on social media accounts and guest posting was quite low (n=15) (Question 13). Yet for those questions, over half (n=10, 67%) had 4-6 social media accounts, just over a quarter (n=4, 27%) had 1-3 accounts and one respondent (n=1, 7%) had none. None of the respondents here reported to have 7 or more accounts. In response to the follow up question, 14 respondents indicated that some of their social media accounts were connected to their blogs (n=9, 64%) or all of their social media accounts were connected to their blogs (n=5, 36%) (Question 14). All of the respondents with social media accounts chose to link those accounts to their blog. The response rate was also low for the question on guest authoring on other blogs (n=15) (Question 15). Slightly over half have written guest posts (n=9, 60%) and slightly under half have not (n=6, 40%).

The intent behind these questions was to determine if these food bloggers are

creating, first, content related to their blog, and second, original content not posted on their blog. If respondents indicated that they are creating original blog-related content separate from their blog (i.e., a post on Facebook, a picture on Instagram, a guest post on another blog), this could complicate saving all blog-related content. However, given the low completion rate of these questions, drawing conclusions here is difficult.

In terms of deletion, editing and loss, well over half of the respondents (n=29, 78%) reported to have edited or deleted comments or posts on their blogs (Question 27). Question response rate was high here (n=37). Explanations of such deletion or editing were mostly intentional (Question 28). Respondents reported deleting comments that appeared like spam as well as comments that were "rude," "mean," "vulgar" or "off-topic." Respondents edited and deleted posts and comments intentionally for "typos," "grammar," "flow" of the post/comment and factual errors. One respondent mentioned deleting a post about a personal experience that could have incurred legal issues and another respondent mentioned deleting old posts containing pictures or recipes because of a concern about "copyright infringement."

Overall, much of the editing and deleting is intentional. Only a few respondents reported some unintentional deletion of posts or parts of posts, which was either attributed to mistakes made as they learned how to blog or as simply a mistaken click of the wrong button by working too quickly.

Of the respondents, most have not suffered any loss of blog content or design (n=28, 76%) while a small fraction (n=9, 24%) have (Question 29). For the respondents who indicated suffering loss of blog content or design, loss of content or loss of both content and design were the most common cases (Question 30). These respondents

discussed issues with blog migration, designers and technical support staff errors, defunct blogging platform, lack of backups resulting in lost changes, crashed host and internet connectivity problems. Only one respondent indicated recovering fully from the instance of loss, thanks to maintaining backups of his/her blog.

More than half of the respondents (n=22, 58%) rated themselves as "somewhat knowledgeable" on the technical aspects of blogging (Question 16). An equal number of respondents (n=6, 16%) rated themselves as "very knowledgeable" and "not very knowledgeable, while the smallest group (n=4, 11%) rated themselves as "neutral." None of the respondents rated themselves as "not knowledgeable." In general, the respondents here are reasonably confident in their technical knowledge of blogging.

This is reaffirmed by their responses to the follow-up question inquiring whether or not they possess the knowledge and/or skills to maintain their blog long-term (Question 17). The majority (n=27, 71%) selected "yes" whereas a smaller portion of respondents chose "undecided" (n=8, 21%) or "no" (n=3, 8%). The respondents that voiced confidence in their technical skills and knowledge expressed confidence for a handful of similar reasons.

Some respondents felt comfortable because their blogging platform streamlined the process and made the technical side of blogging easy for those without extensive technical savvy. Other respondents said they could tap into the knowledge of other sources, such as other bloggers, search engines or experts like developers or targeted classes on blogging. Still other respondents were optimistic that despite constant technological changes, they could continue to learn and evolve to keep up, especially because their motivation was personal enjoyment. Many respondents in this category also

indicated that their experience, either through blogging or related work, made them feel secure in their technical skills and knowledge. Whether the respondents in this category were self-taught, sought wisdom from outside sources or believed themselves capable of mastering new updates, these respondents shared positive opinions on learning and evolving with the technology.

Respondents that selected "no" or "undecided" voiced the exact opposite sentiments. One respondent who selected "no" stated that "Technology upgrades too frequently for me to keep up with it." The other respondents echoed this sentiment by saying that they were not as skilled or knowledgeable on the technical side or were simply behind in their knowledge or struggled to stay motivated. Another respondent who selected "no" indicated that (s)he used the help of a specialist for backups and is "not well informed as to the needs and conditions of backing up, how to retrieve, etc." These statements seem to suggest the respondents either feel confident or not confident in their ability to maintain their blog long-term not because they already possess the knowledge or skills, but because they either feel confident or not confident in their ability to acquire those skills or knowledge and evolve with the technology.

In regard to actually saving their blogs in full through an archiving service, half of the respondents (n=19, 50%) do not save their blog, a quarter of the respondents do (n=10, 26%) and a quarter are not sure if their method qualifies as an archiving service (n=9, 24%) (Question 18).

Eight respondents of the ten who save their blogs listed their archiving service of choice (Question 19) (n=8). Five respondents reported using Dropbox, Carbonite, OneDrive, Comcure and an Online Backup for Wordpress Plugin. Two respondents

reported outside reliance. The first respondent stated "Not sure. My tech person takes care of it." The second respondent stated "My hosting provider backs up and archives my blog weekly as a part of my hosting plan." The final respondent had a very detailed plan in which (s)he wrote the posts in a text editor instead of directly on the blog. This respondent then saved the posts and photos in three different locations (hard drive, external hard drive and Carbonite). Additionally, this respondent has his/her host backup the blog daily to a separate server and to his/her Amazon S3 account. In comparison to the other responses, this respondent was meticulous in his/her archiving approach.

Half of the respondents (n=20, 53%) do not save their blog through strategies other than an archiving service either (Question 20). However, the number of respondents who do apply alternative strategies (like printing to paper) was (n=14, 37%), an increase from the (n=10) 26% of respondents who use an archiving strategy to save their blogs (Question 18). A small portion of respondents (n=4, 11%) were not sure if their alternative strategy qualified.

Twelve respondents of the fourteen who save their blogs through alternative strategies listed their strategy or strategies alternative to an archiving service (Question 21) (n=12). Nine of the twelve respondents listed RSS as their strategy. The ninth respondent also reported to have a copy of his/her blog saved on Blogger. One respondent stated that "Blogger has an 'export blog' option - I try to do that once a month or so." Another respondent similarly stated saving the blog to his/her personal computer. And one respondent printed a paper copy of each recipe (s)he posts.

Using Qualtrics, some cross-tabulations were generated to compare the respondents' nature/purpose of their blog (hobby/recreational pursuit, professional

development, profit/part of business and other) (Question 3) with whether or not they saved their blog (either through an archiving service or alternate means) (Questions 16 and 17). See Appendix G for the cross-tabulation tables.

Only 19% (n=3) of hobby blogger respondents said that they saved their blog through an archiving service whereas 75% (n=12) said they did not and <1% (n=1) was not sure if the service qualified. For profit blogger respondents were split evenly between saving and not saving (n=5, 31%) with 38% (n=6) reporting that they were unsure if their strategy qualified as an archiving service. The number of professional development respondents was low (n=4) and they were evenly split between not saving their blogs and unsure if their strategy qualified.

For the question concerning whether or not the respondents save their blog using a strategy other than an archiving service, the breakdown is similar. For hobby blogger respondents, 31% (n=5) save their blog and 69% (n=11) do not. The difference here is obvious, but less drastic than between the percentage of hobby bloggers who save their blog through an archiving strategy and the percentage who do not. The results for professional development blogger respondents and for profit blogger respondents are again more evenly divided. Out of the for profit blogger respondents, 44% save their blog (n=7), 38% do not (n=6) and 19% are not sure if their strategy qualifies (n=3).

Because the numbers for professional development blogger respondents and the respondents who defined the nature/purpose of their blog as "other" were small, the research will focus on hobby blogger respondents and for profit blogger respondents. The cross-tabulation described above suggests that for hobby blogger respondents there is a greater disparity between those who save their blog and those who do not. The gap for

the for profit blogger respondents is smaller. This brings to question whether or not hobby blogger respondents are less inclined to preserve their blogs because it is a recreational pursuit rather than a business venture. Further research could be taken to explore this possibility, though considering sub-group breakdowns within the food blog genre could provide insight into bloggers' attitudes on their blog and its enduring value.

Interestingly, through a cross-tabulation table, an equal number of hobby blogger respondents and for profit blogger respondents rated themselves as "somewhat knowledgeable" on the technical aspects of blogging (56%, n=9) (Question 14). Yet none of the for profit blogger respondents ranked themselves below a "neutral" level of technical knowledge while 25% (n=4) of hobby bloggers ranked themselves as not very knowledgeable on the technical aspects of blogging. This brings the element of technical skills into the equation. Are hobby blogger respondents less interested in preserving their blogs? Or are they less likely to feel that they have the skills to preserve their blogs in comparison to for profit bloggers?

Another cross-tabulation table suggests that lack of technical skills for hobby blogger respondents is not the answer (Question 15). In fact, 69% of hobby blogger respondents (n=11) felt they had the technical skills to preserve their blog long-term. Only 25% said they were undecided (n=4) and <1% said no. By comparison, 81% of for profit bloggers (n=13) felt they had the proper skills, 13% (n=2) were undecided and <1% (n=1) said they did not have the adequate skills.

For those respondents who did not save a copy of their blog in full, only a small amount saved their blog in part by saving selected posts and/or comments (n=6, 33%) (Question 22). Around half (n=10, 56%) did not save the blog in part and a few

respondents (n=2, 11%) were not sure. Of those respondents who did not save a copy of their blog in full or in part half were interested in saving a copy (n=9, 56%) (Question 23). The remaining half was split between undecided (n=5, 31%) and not interested (n=2, 13%). Respondents stated a few different reasons for not saving their blog (Question 24). Some respondents indicated that it was a topic of future interest, but still lingering on their to-do list. Many of the respondents displayed ambivalence stating "I don't care that much about it, or "It's not something I feel needs to be preserved." Others felt that they didn't want to put extra work into saving their blog. One respondent drew an extended metaphor in expressing a desire for an easy, intuitive way to preserve blog content without much intellectual overhead --

I would like to use an intuitive backup system that doesn't need a computer expert to explain. I liken it to a car. We all drive, and a car is an immensely complex machine. We don't need to understand the intricacies to be able to drive the car. Why can't we develop computing systems and backup systems that are similar in characteristics, that a car, that are accessible to many without burdensome need for expertise?

Two respondents offered opinions echoed in the questions on donating blogs to cultural heritage institutions -- that a blog only provides personal interest and a disinterest in saving a blog unless it generates profit. In the question on donating their blogs to an archive, library or cultural heritage institution, the respondents were split primarily between "yes" (n=9, 38%) and "undecided" (n=9, 38%), with a slightly lower fraction selecting "no" (n=6, 25%) (Question 25). Response here was lower with only 24 respondents completing the question (n=24).

Respondents were hesitant about the idea of donating their blog to an institution (Question 26). Most replied with a variation on how they were unsure of how such a donation would work and what it would entail. Some respondents had less reservations

about donating their blog -- "If my blog were considered important as cultural heritage or otherwise worthy of preservation, it would be an honor to donate it" whereas others were open to the idea but with less enthusiasm, "I would consider donating my blog to an institution like this, I just don't know that it would be of interest to anyone." Despite the openness of the respondents to donating their blogs, their lack of certainty of their blogs' value is still clear in their language ("If my blog were considered important" and "I just don't know that it would be of interest to anyone"), which conveys a sense of apprehension to express the worth of their blog and its content.

One of the noticeable themes among responses was the respondents' uncertainty as to the enduring value of their blog and its content. Two responses in particular highlight this well:

I feel that my blog is not "worthy" enough to be archived; I'm one in a sea of millions and honestly, I have no gimmick, I have nothing to offer than the other millions might. My blog is for me, though it is public.

and

I am not sure what the "value" of my blog is. If it has continuing value to my family, I might leave it to my family. If it doesn't, I have no objection to donating it to an archive. That is not something I ever considered, or ever read about!

These respondents focus on the personal nature of their blogs, questioning the singular importance of their blog out of all the other blogs in existence. But archives are interested in representing the everyday character of the age. The very fact that these respondents feel their blog is not "worthy" or of "value" makes them valuable. Archives collect materials of illustrious figures, but are still interested in the mundane and the ordinary to represent, depending on their collection focus, trends and how people lived.

Another recurrent point was that of profit and copyright control. One respondent

explained "My blog is a business. The reason I do it at this point is to make money. I only make money when people come to my site, so I do not want to lose that." Respondents who brought up the issue of monetary gain or copyright, varied on their openness to the idea of donation. The respondent above is clearly not interested in the idea of relinquishing ownership. Other respondents were less resolute, for instance: "I own that content, which means I can repurpose it for monetary gain. I would need to look into the details and law regarding how I could continue to use it if it was also part of a cultural heritage institution."

Again, another cross-tabulation table was generated to extract sub-group opinions (Question 3) between hobby blogger respondents and for profit blogger respondents on donating their blog to a cultural heritage institution (Question 21). Both sub-groups were divided. Approximately 45% of hobby blogger respondents (n=5) said they would donate their blog, 27% of respondents said they would not (n=3) and 27% of respondents were undecided (n=3). For profit bloggers were also split on the matter of donating their blog, though with slightly more undecided about the idea of donating. Approximately 22% of for profit blogger respondents (n=2) said yes, 33% of respondents (n=3) said no and 44% of respondents (n=4) said they were undecided. Unfortunately, the total response to this question was low (n=24).

CONCLUSIONS

Overall, a majority of the respondents in this survey were reasonably confident in their technical skills for long-term blog maintenance. Many were fortunate in not suffering loss of blog content. And half of the respondents were not using any sort of strategy to save their blog. Regrettably the response rate to the question probing if those respondents who do not currently save their blog are interested in saving their blog was low. But half of those respondents are interested in saving their blogs.

In retrospect, it might have been wise to ask those respondents who saved their blogs not what they do to save their blog, but why they save their blogs to get an insight into their motivations. The survey did not touch on that. The consensus for those respondents who did not save their blogs currently and were disinterested in or undecided about saving their blog though was a feeling that the blog had no intrinsic value worth or a knowledge barrier/hesitancy about extra work.

The "value" of the blogs was a notable issue. Some of the respondents questioned whether their blog was worth keeping and preserving over time and worthy of donation (Question 26), a point that archivists could address.

What is the archivist's role here? That's a question to be answered, institution-by-institution, no doubt. But whether or not an institution is interested in the idea of collecting blogbasic outreach could be beneficial in the long run. The happiest middle ground is for archivists to do what they can to explain the value in preserving blogs for future researchers, provide information on the best practices to protect blog content and

explain the importance of safeguarding this original content. As expressed in the introduction of this paper, blogs have influenced media, communications and self-expression. They have infiltrated culture and they represent a trend in publishing. In the years to come, researchers may mourn losses of web diaries. Right now, the archivist could take the time to preemptively reassure bloggers of the value of their blogs.

In response to the issue of altering content, the questions on the survey simply showed that most editing and deletion was intentional for the purposes of correcting typos, facts and grammar in posts/comments and in removing spam and vulgar comments from posts. The few mentioned cases of accidental deletion were novice mistakes or the fault of overly speedy clicking, specifically, how edits can be made invisibly. This study had hoped to consider the implications of authenticity, yet what was found here was relatively routine. The survey was hoping to get more psychological insight into why and what bloggers edit or delete. It's not likely that many people would give much thought to deleting spam. And why should they? However, at the same time, it could bring into question, whether altering mundane elements like a factual error affects the authenticity of the original post? This paper is not prepared to supply that answer unfortunately. The topic could be considered separately as its own study.

Now that this study is complete, there are some clear flaws. It is probably not customary for a research paper to acknowledge its own errors, but since this study is my introduction to a more formal research paper, I will address some lessons I learned. In the process of preparing this paper, instructors warned that it's easy to write a bad survey. I only took that advice with a grain of salt. Now that I've written my first survey, I understand why.

This project was difficult to take on, for reasons already outlined in former sections, and the survey was too ambitious in scope. The survey gathered a large amount of data on several topics. In analyzing the responses, I realized that the survey tried to cover too many topics rather than staying simple and sticking to one. A thirty-one question survey was too long and I tested the patience of my pool of potential respondents, which was dangerous since I had little incentive to offer them for participating in the survey. They were doing me a favor by answering the survey, and I was taking up their time.

But in writing the survey I was fixed on gathering as much information as possible. If I could step back and rewrite the survey, I realize now that I gathered more data than necessary for the parameters of the study's focus and some elements that were gathered were not essential. From this I have learned that streamlining questions is best and not to worry about not getting enough valuable information. Data deluge is undesirable.

Some of the questions in this survey could be put toward future research. It also seems that this survey has succeeded in bringing up additional questions rather than answering the original research question set. For example, the sections on social media and guest posts were ancillary, but they could be used to study how much original content bloggers generate separate from their blog content. That would highlight whether there is additional, unprotected content aside from the blog itself. Another possible direction is surveying or interviewing archivists to gain their opinions and/or insights on the digital preservation of blogs. Further research could be conducted on this paper topic as well by looking at another blogger subset, comparing across blogger genres (opinions of food

bloggers versus fashion bloggers versus political bloggers) or examining breakdowns between hobby bloggers and for profit bloggers. Surveys take a good pulse of a respondent pool's opinions. Interviews would be nice for further in-depth research.

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APPENDICES

Appendix A: Third-Party Contacts to Distribute Survey

(Bolded bullets have been contacted)

<u>Blogger networks</u>

- **Austin Food Blogger Alliance (http://austinfoodbloggers.org/about/)**
- Better Blogger Network (http://betterbloggernetwork.ning.com)
    - Forum: http://betterbloggernetwork.ning.com/forum/
- BlogHer (http://www.blogher.com)
    - Discussion board: http://www.blogher.com/community/discussions
- Blog Catalog (http://www.blogcatalog.com)
- Blogarama (http://www.blogarama.com)
- Blogovin' (http://www.bloglovin.com)
- Blogger (http://www.blogger.com)
- **Food Blog Alliance (http://foodblogalliance.com)**
- **Food Blog South (http://foodblogsouth.com)**
    - Facebook
- **Food Blogger Connect (http://www.foodbloggerconnect.com)**
    - British
    - Facebook
- Food Bloggers of Canada (http://www.foodbloggersofcanada.com/contact/)
- **Food Bloggers of Los Angeles** (https://www.facebook.com/FoodBloggersLosAngeles)
- **Food Bloggers Network (http://www.foodbloggers.net)**
    - Facebook
- Foodie Blog Roll (http://www.foodieblogroll.com)
- Wordpress (http://www.wordpress.com)

<u>Blogger conferences:</u>

- AltDesign Summit (http://www.altitudesummit.com)
- BlissDom (http://www.blissdomconference.com)

<u>Facebook:</u>

Pages

- **Fabulous Food Blog Recipes (https://www.facebook.com/FabulousFoodBlogRecipes?ref=br_rs)**
- Food Blog Events (https://www.facebook.com/pages/Food-Blog-Events/282103625146471)
  - o Hasn't been updated in awhile
- **Food Blog Forum (https://www.facebook.com/FoodBlogForum)**
- Food Blog Life (https://www.facebook.com/FoodBlogLife)
  - o Hasn't been updated in awhile
- Food Bloggers and Others (https://www.facebook.com/foodbloggersothers)
- **Halifax Food Bloggers (https://www.facebook.com/HalifaxFoodBloggers/)**

Closed Groups

- **Food Blogger Central (https://www.facebook.com/groups/amazingrecipes/?ref=br_rs%20food%20blogger%20central)**
- **Food Blogger Friends (https://www.facebook.com/groups/239696939468981/)**
- **Food Bloggers Network (https://www.facebook.com/groups/foodbloggersnetwork/)**
- **Food Bloggers Sharing Posts (https://www.facebook.com/groups/459757550762102/?ref=br_rs)**

Open Groups

- food blog and recipes (https://www.facebook.com/groups/629844730385041/)
- Food Bloggers (https://www.facebook.com/groups/502515289760523/?ref=br_rs)
- Food Bloggers (https://www.facebook.com/groups/100588473343067/?ref=br_rs)
- Food Bloggers' Café (https://www.facebook.com/groups/180997465260600/?ref=br_rs)
- Real Food Bloggers (https://www.facebook.com/groups/216120851892699/?ref=br_rs)

Google+:
- **G+ Food Bloggers Community (https://plus.google.com/communities/103143122722496038352)**

Discussion Boards and Forums:
- Better Blogger Network (http://betterbloggernetwork.ning.com)
  - o Forum: http://betterbloggernetwork.ning.com/forum/
- Bloggeries (http://www.bloggeries.com/forum/)
- BlogHer (http://www.blogher.com)
  - o Discussion board: http://www.blogher.com/community/discussions
- Blog Catalog Forums (http://www.blogcatalog.com/discuss/everybody) and (http://www.blogcatalog.com/discuss/category/food_drink/)
- Chowhound (http://www.chow.com/about)

- eGullet Forums (http://forums.egullet.org)
- Food.com Forums (http://www.food.com/communityforum.do)
  - o Don't see an official "blogging" section, but it's likely that food bloggers might visit these forums.

Appendix B: Initial Contact Message to Third Party Survey Distributor Draft

Dear **{Insert Name Here}**,

My name is Jency Williams. I am a graduate student at the University of North Carolina at Chapel Hill's School of Information and Library Science. Currently, I am in the final year of my program and I am working on a master's paper.

The paper is a study on food bloggers and their perceptions of digital preservation. I am curious to see what steps food bloggers might take to save their blogs, and if they have any interest in preserving their blogs long-term. Data for this study will be collected through a voluntary and anonymous survey.

I am contacting you because I would like to share the link to the survey with your **{Insert Appropriate Group Type Here}**, **{Insert Name Here}**. I am fully negotiable on how that would be done. Once it is finalized, the survey will be open for three weeks; I am aiming for mid-February. I was hoping to post the link to your **{Insert Appropriate Group Type Here}** at the beginning of each week, for a total of three times. Either you or I could post the link, whichever you prefer. Members of your **{Insert Appropriate Group Type Here}** may take the survey, if they choose to. I could also share a link to the final results when they become available in the UNC Libraries catalog.

Thank you for your time. I hope to hear from you soon regarding the survey. If you have any questions, please feel free to respond via this message **{Use For Facebook Contacts}** or via email to jencyw@live.unc.edu.

Sincerely,

Jency Williams
MSLS Candidate 2014

Appendix C: Finalized Third Party Outlets for Survey Distribution

<u>Agreed to participate</u>
- Food Blog South (http://foodblogsouth.com)
  - o Facebook
- Food Bloggers of Los Angeles
  (https://www.facebook.com/FoodBloggersLosAngeles)

<u>Declined participation</u>

- Food Bloggers Sharing Posts
  (https://www.facebook.com/groups/459757550762102/?ref=br_rs)
- G+ Food Bloggers Community
  (https://plus.google.com/communities/103143122722496038352)

<u>Open Spaces for Posting Survey Link</u>

Facebook Open Groups

- food blog and recipes (https://www.facebook.com/groups/629844730385041/)
- Food Bloggers (https://www.facebook.com/groups/502515289760523/?ref=br_rs)
- Food Bloggers (https://www.facebook.com/groups/100588473343067/?ref=br_rs)
- Food Bloggers' Café
  (https://www.facebook.com/groups/180997465260600/?ref=br_rs)

Discussion Boards and Forums:

- Better Blogger Network (http://betterbloggernetwork.ning.com)
  - o Forum: http://betterbloggernetwork.ning.com/forum/
- Bloggeries (http://www.bloggeries.com/forum/)
- BlogHer (http://www.blogher.com)
  - o Discussion board: http://www.blogher.com/community/discussions
- Blog Catalog Forums (http://www.blogcatalog.com/discuss/everybody) and
  (http://www.blogcatalog.com/discuss/category/food_drink/)
- Chowhound (http://www.chow.com/about)
- eGullet Forums (http://forums.egullet.org)
- Food.com Forums (http://www.food.com/communityforum.do)
  - o Don't see an official "blogging" section, but it's likely that food bloggers
    might visit these forums.

Appendix D: Preliminary Draft of Tweets and Tumblr Posts

Tweets (140 characters or less)

NB: Ow.ly URL shortener will reduce character count to around 118. The Ow.ly URL used here was a practice and does not actually direct to the survey instrument. Either Ow.ly or Bit.ly will be used.

Draft 1
Calling all food bloggers! Anonymous web survey on food bloggers and digital preservation. Please share your thoughts ow.ly/t2NXY
Count: 140 characters

Draft 2
Calling all food bloggers! Anonymous web survey on #foodbloggers and #digital preservation. ow.ly/t2NXY #blogs #blogging
Count: 131 (115 without #blogs #blogging)

Draft 3
Calling all food bloggers! Anonymous web survey on #foodbloggers and #digital preservation. Please participate. ow.ly/t2NXY
Count: 135

Tumblr Posts

Since there are no length restraints here, the full survey link will be posted.
Calling all food bloggers! I am a graduate student studying library and information science working on a master's paper on food bloggers and their perceptions of digital preservation. If you are a food blogger, please consider participating in my anonymous, online survey. This link **{INSERT LINK HERE}** will direct you to the survey with more information.

Hashtags to include: foodblogs, foodbloggers, blogs, blogging, surveys, research, archives, digital preservation

As mentioned in the Data Collection section, recipes will be posted along with the survey link in posts to open Facebook groups. The study might post links to recipes in the Tumblr posts as well (and provide hashtags for the recipe) and/or re-blog recipes on Tumblr with the draft post above entered into the re-blogged post.

Most likely, the text from the Tumblr post will be used in the discussion boards and forums.

Appendix E: Text of Survey (Skip Logic is Italicized)

Food Bloggers and their Perceptions of Digital Preservation

Block 1: Introduction

1 Hello and welcome. Thank you for participating in this research study
entitled Food Bloggers and Their Perceptions of Digital Preservation. This study is a
component of my master's degree in library science at the University of North Carolina at
Chapel Hill. Questions will cover the following topics: blogging behavior, technology
and preservation and deletion, editing and loss.

Participation in the study is totally voluntary. You may decide not to participate or to
withdraw from this study at any point. Any contributions made by survey respondents
will be anonymous and confidential. You must be age 18 or older to participate in the
study.

The results of the research will be publicly available through the UNC-Chapel Hill
Libraries Catalog. As a participant in this survey, there are no foreseeable risks to you.
But, by participating, you can help provide your thoughts as a blogger on the subject of
long-term maintenance of blog content.

The survey link with expire on Monday, 3/3/2014. The survey will be open for three
weeks as of Monday, 2/10/2014. Once the survey expires, you will not be able to finish
your survey if it is still incomplete.

If you have any questions or concerns at all, please feel free to contact me for
clarification by e-mail at jencyw@live.unc.edu.

Once again, thank you for time and participation in this research study.
I understand, I am willing to participate, and I am age 18 or older (1)
I wish to withdraw from this study (2)

Skip Logic:

If I wish to withdraw from this study... Is Selected, Then Skip To End of Survey

Block 2: Blogging Behavior

2 Why did you start blogging?

_____

3 How would you classify the nature or purpose of your blog?

Hobby/Recreational Pursuit (1)

For Professional Development (2)

For Profit/Part of a Business (3)

Other (4) _____

4 What blogging platform do you publish on?

Blogger (1)

LiveJournal (2)

Moveable Type (3)

Squarespace (4)

TypePad (5)

Tumblr (6)

Weebly (7)

Wordpress.com (8)

Wordpress.org (9)

Other (Please list platform) (10) _____

Not Sure (11)

(Page Break)

5 Do you host your own blog or is it hosted by a third party service?

I host my own blog (1)

My blog is hosted by a third party service (2)

Not sure (3)

6 Have you ever migrated your blog from one platform to another?

Yes, once (1)

Yes, more than once (2)

My service provider/network did (3)

No (4)

Not sure (5)

7 Is your blog publicly available on the Internet?

Yes, my blog is publicly available (1)

Yes, more than half of my blog is publicly available (2)

No, more than half of my blog is private (3)

No, my blog is private (4)

(Page Break)

8 How often do you publish on your blog?

Multiple times a day (1)

Daily (2)

Multiple times a week (3)

Weekly (4)

Multiple times a month (5)

Monthly (6)

Yearly (7)

9 How long have you blogged on your current blog? Please state your answer in years
(i.e., 1 year, 2 years, 3 years...)

_____

10 Is your current blog the only blog you have ever created?

Yes (1)

No (2)

Skip Logic:

If Yes Is Selected, Then Skip To Question 10A

If No Is Selected, Then Skip To End of Block

10A Please list the total number of unique blog addresses you have created (i.e., 2, unique blog addresses, 3 unique blog addresses, etc.)

_____

11 Have you saved a copy/copies of those additional unique blog addresses?
Yes (1)
I have saved copies for some of the unique blog addresses, but not all. (2)
No (3)

(Page Break)

12 Do you have social media accounts?
Yes, a few (1-3 accounts) (1)
Yes, some (4-6 accounts) (2)
Yes, several (7 or more accounts) (3)
No, (0 accounts) (4)

Skip Logic
If Yes, a few (1-3 accounts) Is Selected, Then Skip To Question 12A
If Yes, some (4-6 accounts) Is Selected, Then Skip To Question 12A
If Yes, several (7 or more accounts) Is Selected, Then Skip To Question 12A
If No, (0 accounts) Is Selected, Then Skip To Question 13

12A Are your social media accounts connected to your blog?
Yes, some are connected (1)
Yes, all are connected (2)
No (3)

13 Do you or have you ever published posts on other blogs, for example, as a guest author?
Yes (1)
No (2)

Block 3: Technology and Preservation:

14 On a scale from 1 to 5, with 1 as not knowledgeable and 5 as very knowledgeable, how knowledgeable do you feel about the technical aspects of blogging?

5: very knowledgeable (1)

4: somewhat knowledgeable (2)

3: neutral (3)

2: not very knowledgeable (4)

1: not knowledgeable (5)

15 Do you believe that you have the knowledge and/or skills to maintain your blog and its content long-term? Briefly explain why or why not.

Yes (1) _____

No (2) _____

Undecided (3) _____

16 Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through an archiving service, such as the Internet Archive or another digital archive?

Yes (1)

No (2)

Not sure if what I use qualifies as an "archiving service" (3) _____

Skip Logic:

If Yes Is Selected, Then Skip To Question 16A

If No Is Selected, Then Skip To Question 17

If Not sure… Is Selected, Then Skip to Question 17

16A Please list the archiving service or services you use to save a copy of your blog.

_____

Skip Logic:

If Please list the archiving service or services… Is Displayed, Then Skip To Question 17

(Page Break)

17 Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through another strategy alternative to an archiving service, such as printing to paper, a syndication service like RSS feed, etc.?

Yes (1)

No (2)

Not sure if the strategy I use qualifies as a strategy alternative to an archiving service (3)

_____

Skip Logic:

If Yes Is Selected, Then Skip To Question 17A

If No Is Selected, Then Skip To Question 18

If Not sure Is Selected, Then Skip To Question 18

17A Please list the strategy or strategies you have used to save a copy of your blog (ex: printing to paper, syndication service like RSS feed, etc.)

_____

Skip Logic:

If Please list the strategy or strategies... Is Displayed, Then Skip To End of Block

18 If you do not save a copy of your blog in full, do you save it in parts? Ex: Saving selected posts and/or selected comments.

Yes (1)

No (2)

Not sure (3)

I already save a copy of my blog in full (4)

19 If you do not currently save a copy of your blog in full or in part, are you interested in saving a copy of your blog?

Yes (1)

No (2)

Undecided (3)

I already save a copy of my blog in full or in part (4)

20 Please explain you why you are or are not interested in saving a copy of your blog in full or in part. If you answered "Undecided" to the previous question, please explain why you are undecided.

_____

21 Would you ever consider donating your blog to an archive, library or other cultural heritage institution?
Yes (1)
No (2)
Undecided (3)

22 Please explain why you would or would not consider donating your blog to an archive, library or other cultural heritage institution. If you answered "Undecided" to the previous question, please explain why you are undecided.

_____

Block 4: Deleting, Editing and Loss

23 Have you ever intentionally or unintentionally deleted and/or edited comments and/or posts on your blog?
Yes (1)
No (2)

Skip Logic:
If Yes Is Selected, Then Skip To Question 23A
If No Is Selected, Then Skip To Question 24

23A Briefly list why you
deleted and/or edited the comments and/or posts on your blog. Please indicate whether the action was intentional or unintentional.

_____

24 Have you ever suffered any other unexpected loss of blog content or design?

Yes (1)

No (2)

Skip Logic:

If Yes Is Selected, Then Skip To Question 24A

If No Is Selected, Then Skip To End of Block

24A Briefly explain the loss or losses you have encountered in the past.

_____

Block 5: Conclusion

25 How did you hear about this survey?

Through a blogger network (1)

Through a blogger conference site (2)

Through Twitter (3)

Through another respondent who shared the survey link (4)

Other (5) _____

Custom exit message:

Thank you for your participation! I greatly appreciate you taking the time to complete this survey. Again, your answers are completely anonymous and all data collected will be stored confidentially.

One final request: I would appreciate it if you could share the link https://unc.az1.qualatrics.com/SE/?SID=SV_2ohFaOKgZllotW5 to this survey with another food blogger contact. Please only share the link if you wish to though.

If you would like to see the final results in the completed master's paper, I will try to make a link to the paper available through one or more of the sources that posted the original survey link. The paper can also be found online through the UNC-Chapel Hill Libraries Catalog. To reiterate, the paper will be publicly accessible but the results will be anonymous and will only appear in and be used for the master's paper.

Lastly, if you have any questions or concerns at all, please contact me by e-mail jencyw@live.unc.edu. I would be more than happy to clarify any details or issues.

Thank you again for your time and participation.

Appendix F: Examples of Posts Promoting Survey

Facebook:

Jency Williams

Lemon squares are one of my favorites. I'm dying to try this take: http://www.eatliverun.com/creamy-lime-squares/ Love that color!

Also, I'm conducting a survey on food bloggers and preserving blog content long term as part of my library science master's program. If you've got a food blog, please consider participating! The survey is anonymous and confidential. Check out the link below:

https://unc.az1.qualtrics.com/SE/?SID=SV_2ohFaOKgZlIotW5

Creamy Lime Squares Recipe
eatliverun.com
Do people even still really say "in your back pocket" anymore? How about "on your computer screen?" or "on your iphone" or, even better, in your oven?

Tumblr:

(NB: Picture in Tumblr post is cut off in this screenshot.)

Do you know what "en papillote" means? Are you a food blogger? Then take my survey!

I am a graduate student studying library and information science working on a master's paper on food bloggers and saving blog content long term. Here's the link to my anonymous online survey: https://unc.az1.qualtrics.com/SE/?SID=SV_2ohFaOKgZlIotW5

Please consider participating. I value any and all input from food bloggers out there on the Internet. If you have some food blogger friends, feel free to pass the link along to them as well!

noshonit:

> Have you ever heard of cooking "en papillote?" It's a simple, elegant technique of cooking seafood in parchment paper pouches in the oven. The fish steams with whatever flavorings you add in and stays perfectly moist.
>
> The best part? Each person can customize their own pouch!
>
> Jelly Toast shows us how here: http://bit.ly/1a4mnMJ http://on.fb.me/1dbmyAW

Tagged: food, food blog, food blogs, food bloggers, food blogger, blog, blogger, bloggers, survey, research, archives, digital preservation, fish, en papillote, healthy eating, healthy food, cooking, cooking techniques

Twitter:

Example 1 (hashtags and photo)

Example 2 (hashtags and recipe link)

Example 3 (hashtags and retweet request)

Discussion Boards/Forums:

Chowhound Post:

QUICK LINKS: Chowhounds Wanted

The Chowhound Team ♦ Jun 25, 2012 01:23 PM

This thread is a place where you can post about opportunities for chowhounds to help with projects. For example:

👍 5

f Like

4

🐦 Tweet

1) Journalist requests for story subjects/interviews
2) Announcements about academic research projects/surveys
3) Casting calls
4) Consumer opinion surveys
5) Requests for feedback on a work-in-progress product/webpage/idea
6) Announcements about contests

Before you post, please read these guidelines below. If you have any comments about this thread's creation, please post about it in this Site Talk thread: http://chowhound.chow.com/topics/855726

1. No solicitation of money or sales - charity appeals, kickstarter projects, event tickets, or product promotions will not be permitted.
2. Opportunities should be strongly food focused.
3. This thread should not be the focus of the activity. If you're doing a survey, you need to have the survey set up off-site, not simply ask your questions here for people to answer directly on Chowhound.
4. You may answer questions that arise from your announcement. However, once you've posted your announcement, we'd ask that you follow up only in keeping with our Etiquette for Insiders and our Etiquette for Bloggers and Journalists, found here: http://chowhound.chow.com/topics/3676... That means limiting yourself to factual responses, even if the response to your announcement isn't positive.
5. Please include the deadline or end date. We will remove posts periodically to keep the thread up to date. We reserve the right to remove any post at any time, at the sole discretion of the moderators and administrators of the site.

If you're not 100% sure that your announcement fits within our guidelines, please email the full text of what you plan to post to

topics/367605#2259234

and we'll let you know what we think. Keep in

jencyw   Feb 11, 2014 09:04 AM

Hi,

I am a graduate student studying library and information science. Right now I'm working on a master's paper focusing on food bloggers and saving blog content long term. I'm conducting my research through an anonymous online survey: https://unc.az1.qualtrics.com/SE/?SID...

If you have a food blog, then you are eligible to participate. If you know any food bloggers, please pass the link along to them. I would appreciate any and all input from food bloggers out there on the Internet. The survey opened 2/10 and will close 3/3.

Check out the survey link for a little more information on the study! Thanks!

Food.com Post:

<< Previous Topic | Next Topic >>

Food Bloggers, A Grad Student Needs Your Help

Post Reply   New Topic   Go to Forum...

jencyw ▾
Newbie "Fry Cook" Poster   11 Feb 2014 11:56

Hi,

I am a graduate student studying library and information science. Right now I'm working on a master's paper focusing on food bloggers and saving blog content long term. I'm conducting my research through an anonymous online survey: https://unc.az1.qualtrics.com/SE/?SID=SV_2ohFaOKgZllotW5&Preview=Survey&BrandID=unc

If you have a food blog, then you are eligible to participate. If you know any food bloggers, please pass the link along to them. I would appreciate any and all input from food bloggers out there on the Internet. The survey opened 2/10 and will close 3/3.

Check out the survey link for a little more information on the study! Thanks!

Reply   Quote   Edit   Top of Page

Appendix G: Tables

1. Cross-Tabulation of **Question 3** (How would you classify the nature or purpose of your blog?) and **Question 14** (On a scale from 1 to 5, with 1 as not knowledgeable and 5 as very knowledgeable, how knowledgeable do you feel about the technical aspects of blogging?)

Blog Nature/Purpose and Technical Knowledge of Blogging

| | | Q3: How would you classify the nature or purpose of your blog? | | | | |
		Hobby/Recreational Pursuit	For Professional Development	For Profit/Part of a Business	Other	Total
Q14: On a scale from 1 to 5, with 1 as not knowledgeable and 5 as very knowledgeable, how knowledgeable do you feel about the technical aspects of blogging?	5: very knowledgeable	2	0	4	0	6
	4: somewhat knowledgeable	9	3	9	1	22
	3: neutral	1	0	3	0	4
	2: not very knowledgeable	4	1	0	1	6
	1: not knowledgeable	0	0	0	0	0
	Total	16	4	16	2	38

		How would you classify the nature or purpose of your blog?
On a scale from 1 to 5, with 1 as not knowledgeable and 5 as very knowledgeable, how knowledgeable do you feel about the technical aspects of blogging?	Chi Square	9.18*
	Degrees of Freedom	12
	p-value	0.69

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

2. Cross-Tabulation of **Question 3** (How would you classify the nature or purpose of your blog?) and **Question 15** (Do you believe that you have the knowledge and/or skills to maintain your blog and its content long-term? Briefly explain why or why not.)

Blog Nature/Purpose and Blog Maintenance Knowledge

		Q3: How would you classify the nature or purpose of your blog?				
		Hobby/Recreational Pursuit	For Professional Development	For Profit/Part of a Business	Other	Total
Q15: Do you believe that you have the knowledge and/or skills to maintain your blog and its content long-term? Briefly explain why or why not.	Yes	11	1	13	2	27
	No	1	1	1	0	3
	Undecided	4	2	2	0	8
	Total	16	4	16	2	38

		Q3: How would you classify the nature or purpose of your blog?
Q15: Do you believe that you have the knowledge and/or skills to maintain your blog and its content long-term? Briefly explain why or why not.	Chi Square	6.11*
	Degrees of Freedom	6
	p-value	0.41

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

3. Cross-Tabulation of **Question 3** (How would you classify the nature or purpose of your blog?) and **Question 16** (Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through an archiving service, such as the Internet Archive or another digital archive?)

Blog Nature/Purpose and Saving Blog 1

		Q3: How would you classify the nature or purpose of your blog?				
		Hobby/Recreational Pursuit	For Professional Development	For Profit/Part of a Business	Other	Total
Q16: Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through an archiving service, such as the Internet Archive or another digital archive?	Yes	3	0	5	2	10
	No	12	2	5	0	19
	Not sure if what I use qualifies as an "archiving service"	1	2	6	0	9
	Total	16	4	16	2	38

		Q3: How would you classify the nature or purpose of your blog?
Q16: Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through an archiving service, such as the Internet Archive or another digital archive?	Chi Square	14.79*
	Degrees of Freedom	6
	p-value	0.02

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

4. Cross-Tabulation of **Question 3** (How would you classify the nature or purpose of your blog?) and **Question 17** (Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through another strategy alternative to an archiving service, such as printing to paper, a syndication service like RSS feed, etc.?)

Blog Nature/Purpose and Saving Blog 2

		Q3: How would you classify the nature or purpose of your blog?				
		Hobby/Recreational Pursuit	For Professional Development	For Profit/Part of a Business	Other	Total
Q17: Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through another strategy alternative to an archiving service, such as printing to paper, a syndication service like RSS feed, etc.?	Yes	5	1	7	1	14
	No	11	2	6	1	20
	Not sure if the strategy I use qualifies as a strategy alternative to an archiving service	0	1	3	0	4
	Total	16	4	16	2	38

		How would you classify the nature or purpose of your blog?
Do you save a copy of your entire blog (i.e., content from posts and interactive features, such as commenting, blog roll, etc.) through another strategy alternative to an archiving service, such as...	Chi Square	5.80*
	Degrees of Freedom	6
	p-value	0.45

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

5. Cross-Tabulation of **Question 3** (How would you classify the nature or purpose of your blog?) and **Question 21** (Would you ever consider donating your blog to an archive, library or other cultural heritage institution?)

Blog Nature/Purpose and Donating Blog

		Q3: How would you classify the nature or purpose of your blog?				
		Hobby/Recreational Pursuit	For Professional Development	For Profit/Part of a Business	Other	Total
Q21: Would you ever consider donating your blog to an archive, library or other cultural heritage institution?	Yes	5	2	2	0	9
	No	3	0	3	0	6
	Undecided	3	1	4	1	9
	Total	11	3	9	1	24

		How would you classify the nature or purpose of your blog?
Would you ever consider donating your blog to an archive, library or other cultural heritage institution?	Chi Square	4.55*
	Degrees of Freedom	6
	p-value	0.60

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.