

EDUCATION BLOGOSPHERE SURVEY

data collected January 2008
data reported October 2008

Dr. Scott McLeod
dangerouslyirrelevant.org

316

419
RESPONDENTS

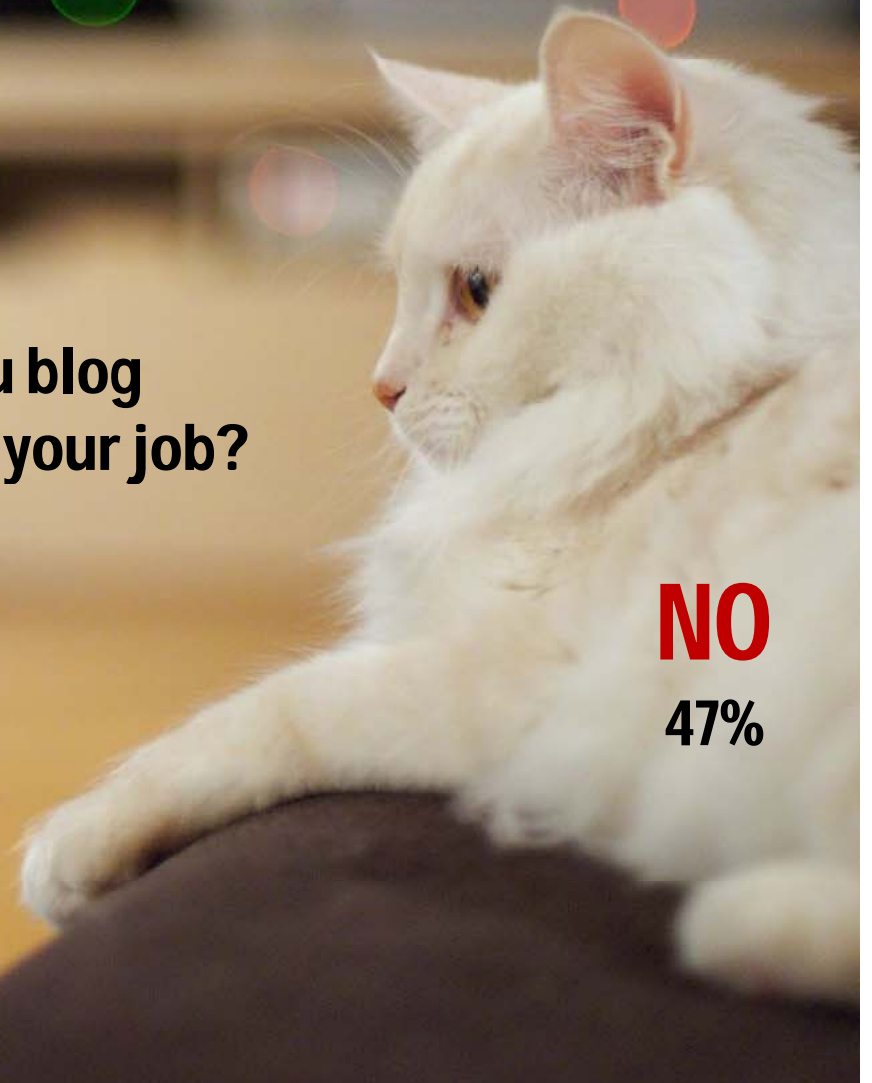
YES

53%

**Do you blog
as part of your job?**

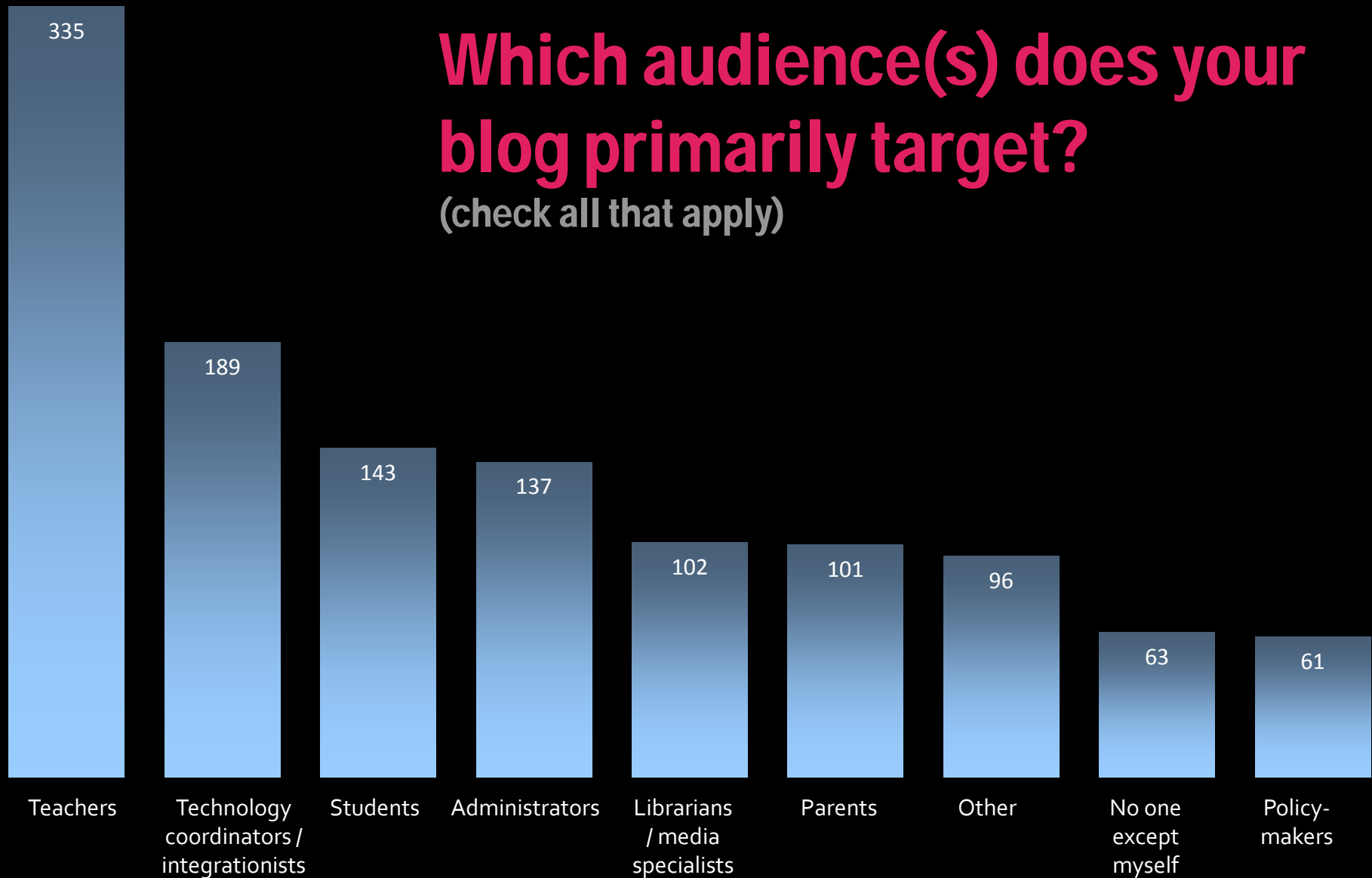
NO

47%



Which audience(s) does your blog primarily target?

(check all that apply)





**minutes
per week
spent
blogging**
(median)

What are the primary reasons you blog?

(please select up to 3)

	Responses
PERSONAL LEARNING / GROWTH new information, new perspectives, learning network	248
THE CHANCE TO THINK thinking through ideas, reflection, rumination	187
A VOICE / AUDIENCE / CHANCE TO SHARE expressing ideas, someone is listening, reaching a wider audience	161
COMMUNITY / CONNECTION / INTERACTION conversation, discussion, new friends, peer group, support	159
CAPTURING IDEAS / RESOURCES FOR LATER summarizing, organizing, creating a record, documenting, archiving	110
SENSE OF HELPING OTHERS contributing value, greater good, mentoring	96
KEEPS ME CURRENT / UP-TO-DATE new tools and resources, discovery, staying fresh	74
CHANCE TO TRY THINGS OUT experiment, explore, try things	50
THE OPPORTUNITY TO HEAR BACK testing ideas, feedback, validation	48
IT'S REWARDING / GRATIFYING receive praise, self-satisfaction, feeling of accomplishment	21
OTHER	20

Technorati authority

(median)





Correlation

Technorati authority &
number of subscribers

What's the most difficult thing for you about blogging?

(please select up to 3)



Lack of time
to write



Lack of time
to read



Lack of
confidence



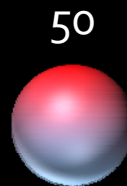
Lack of
readership



Need to be
careful / safe



Finding
new ideas



Unsure
about
purpose



Filtering /
other
roadblocks



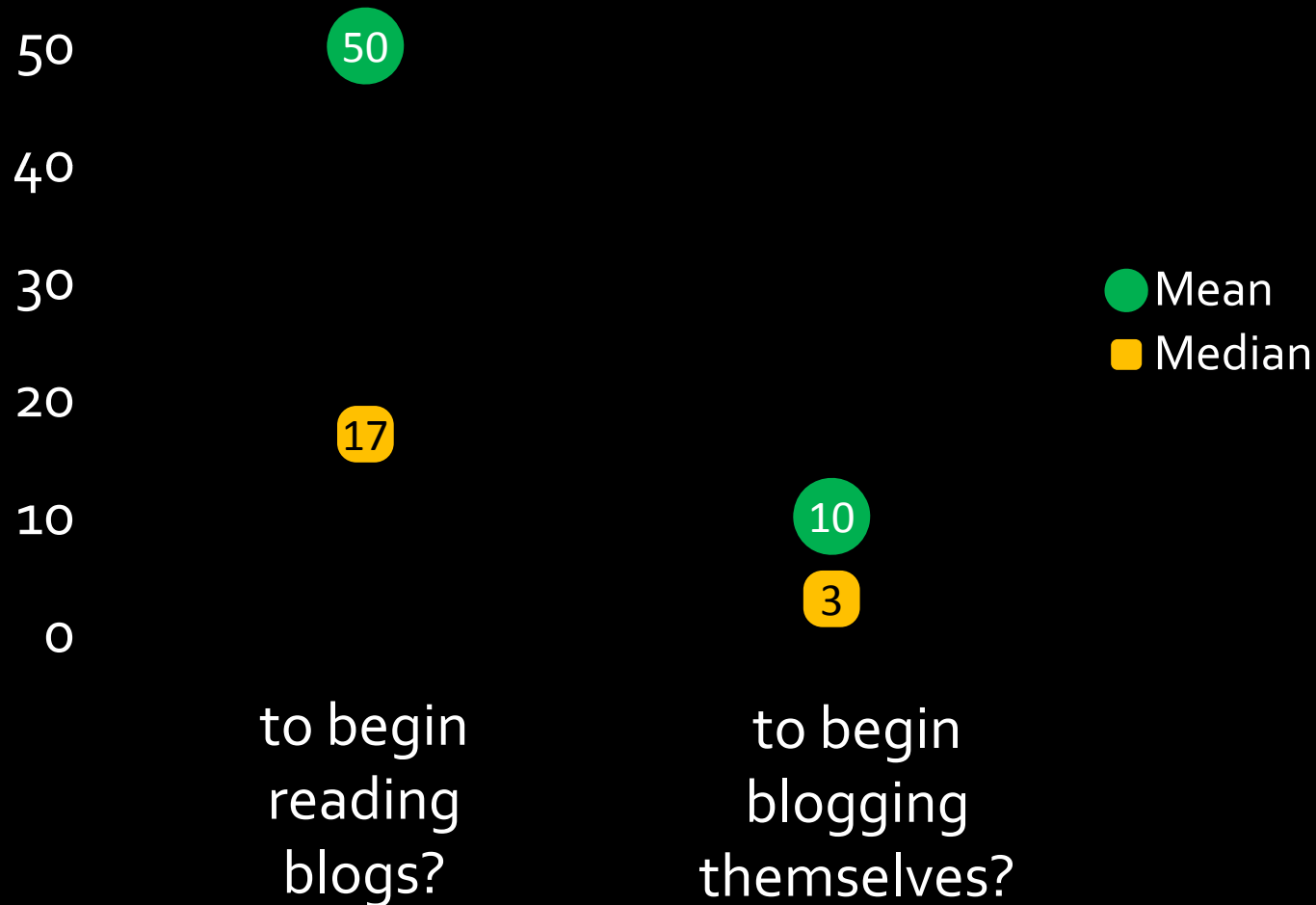
Writing or
technical
mechanics



Other



In 2007, approximately how many educators did you influence...



**People in your
organization
who actively
read or write
for blogs
(median percentage)**



A man with a beard and short dark hair, wearing a dark grey short-sleeved button-down shirt, is standing on the left side of a large black chalkboard. He is facing right, looking at the board, and his right hand is raised, holding a piece of chalk and pointing towards the text he has just written. The chalkboard is mounted on a wooden wall. The text on the board is written in white chalk.

How many feeds are in your
aggregator?

Mean = 92

Median = 50

Max = 848



www.flickr.com/photos/psoup216/1443767349

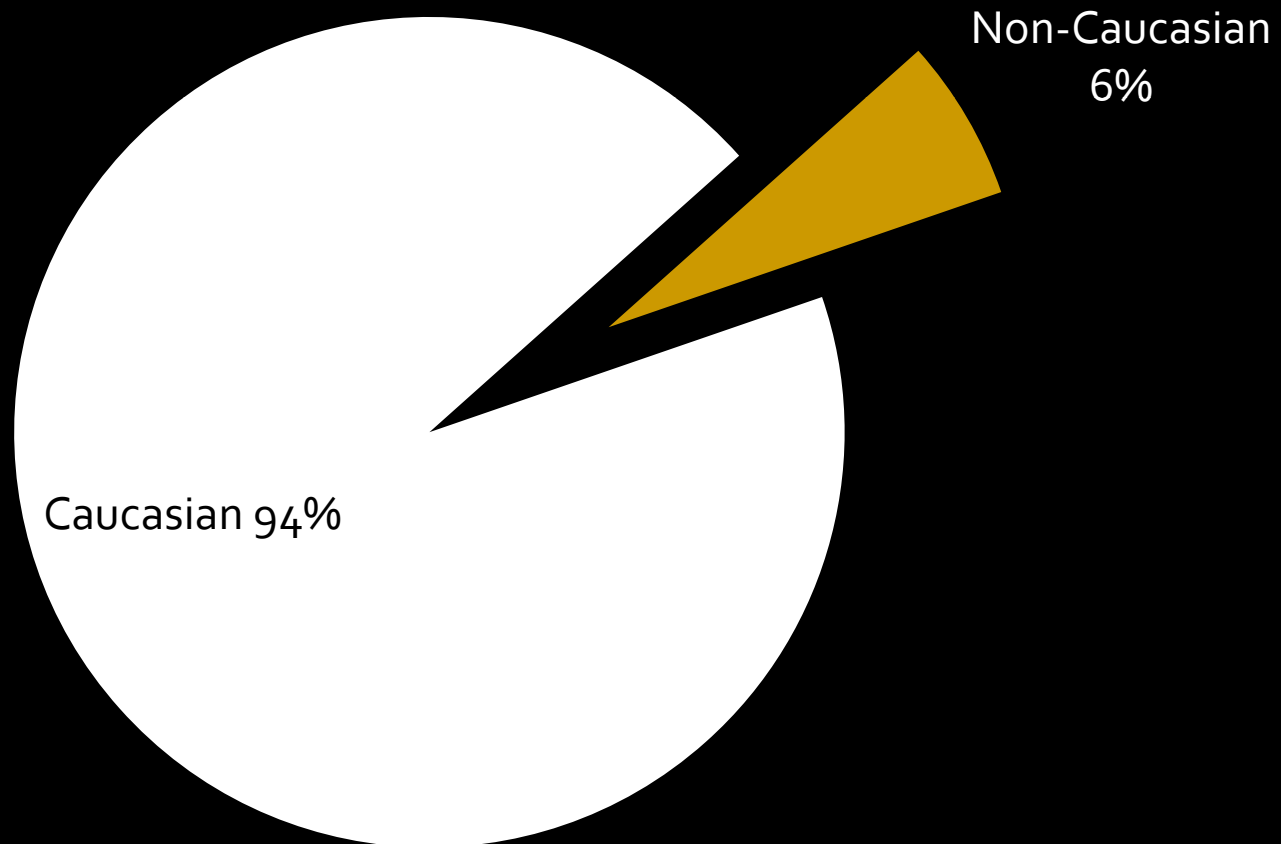
**More
information**
about the
participants

48%
girls

52%
boys

The unbearable whiteness of blogging

(cf. Milan Kundera)





Age 10-19
1 respondent



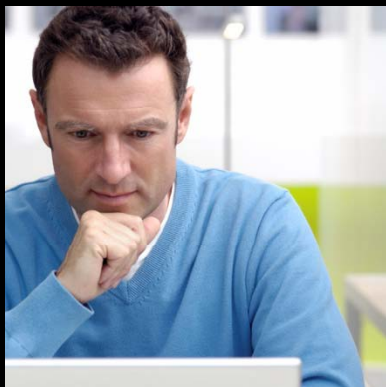
Age 40-49
84 respondents



Age 20-29
36 respondents



Age 50-59
51 respondents



Age 30-39
99 respondents



Age 60-69
8 respondents

Respondents (worldwide)

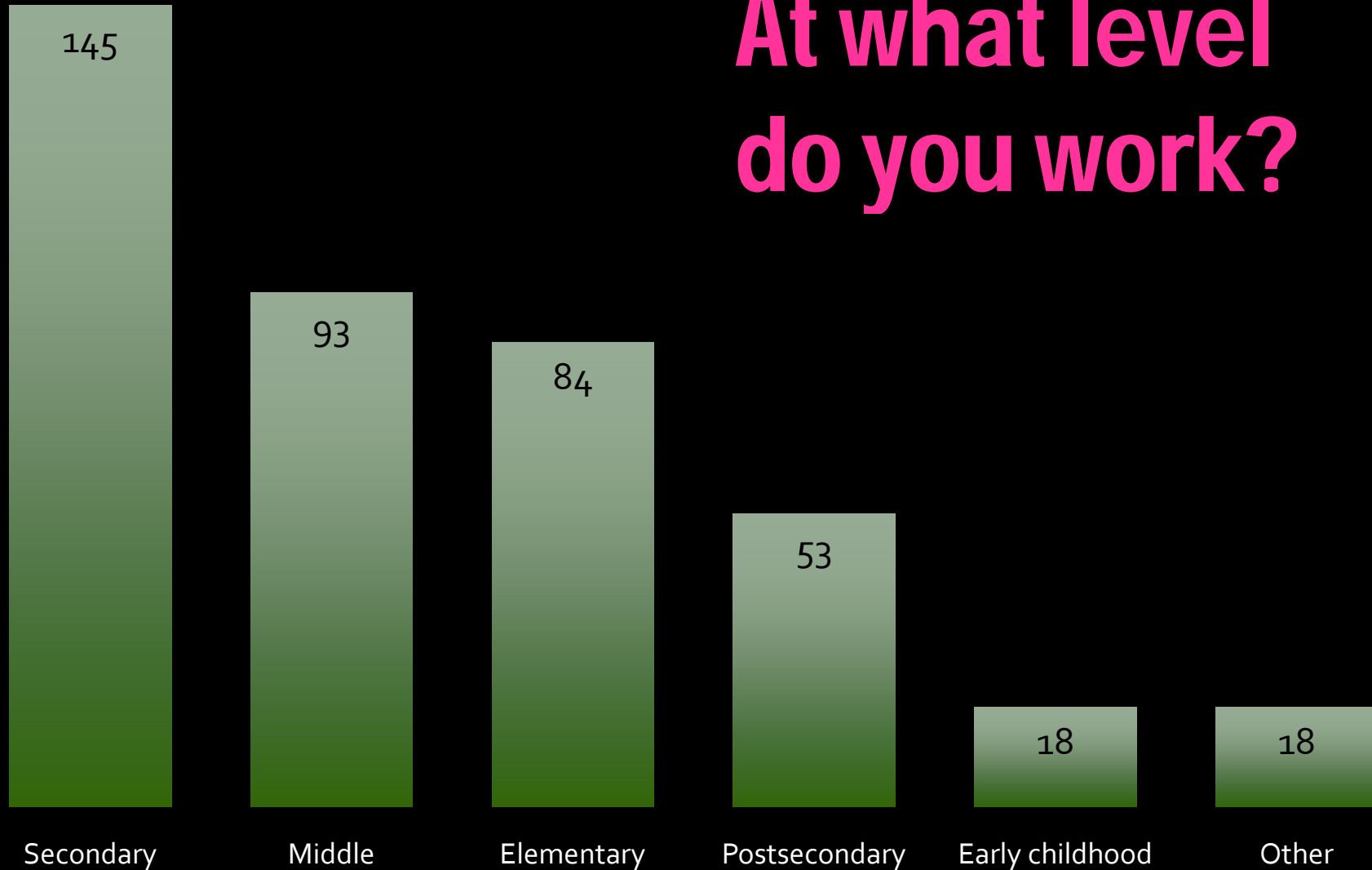


Respondents (continental U.S.)

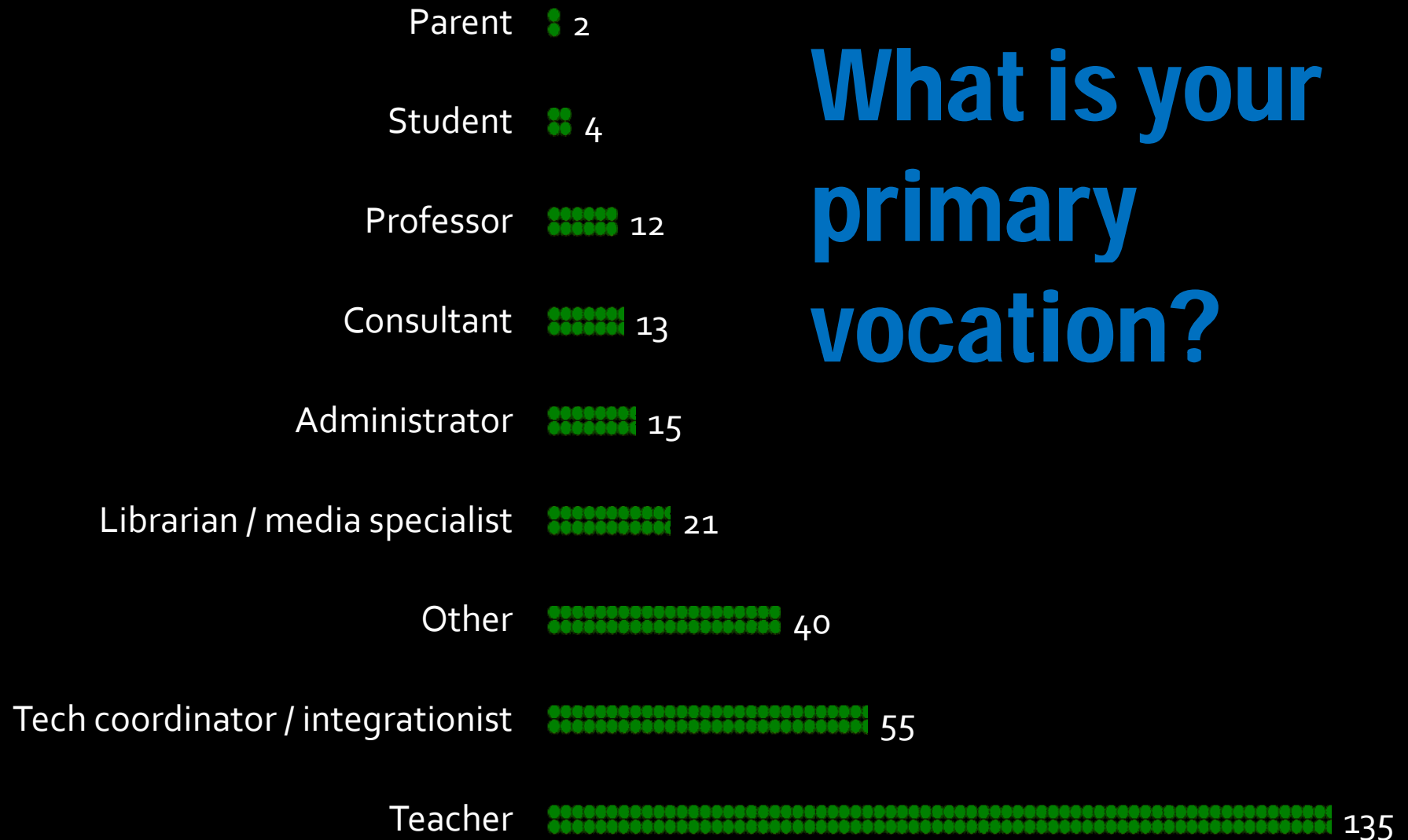


(yes, I forgot to take my own survey)

At what level do you work?



What is your primary vocation?



What subject do you teach? (teachers only)

Health / PE 13

ESL / ELL / bilingual 17

Fine arts 18

Special education 18

Technical arts (business, home econ, tech, etc.) 39

Science 41

Other 45

Social studies 45

Mathematics 51

English / language arts 74



Thank you!
I couldn't do this without you!

Music credits

Inertia

The Hustlers

