Genres on the Internet between Stability and Change

Methodological Considerations of Diachronic Internet Research

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New document genres have emerged, while older ones have blended, changed, and been incorporated into different social endeavours [...] new electronic genres emerging frequently appear to be shuffled, disassembled, and then put together again, in a seemingly chaotic manner.

(Crowston & Kwásnik 2005: 79)
How to handle a potentially embarrassing social media mistake

Todd Wasserman, mashable, chronicles how the Red Cross handled a rouge tweet. Spoiler alert: they handled it well.

The American Red Cross came to its own aid Wednesday, disarming a potentially embarrassing tweet with humor and demonstrating how social media crises need not be debilitating.

Todd walks you through the steps the Red Cross took to deal with the errant tweet: they deleted the rogue tweet and acknowledged the mistake with humor. Ignoring your mistake or not dealing with it appropriately will only make the situation worse.

I recommend reading the entire article.

via Red Cross Does PR Disaster Recovery on Rogue Tweet.
A Dynamic Genre Model
Genre as Multi-Layered Phenomenon
Form of Communication

- Form of Communication
- Situation
- Structure
- Genre
- Function

Multimodality:
- pictures, videos...
- layout
- hyper textual elements
Genre as Social Action

Form of Communication

Situation

Structure

Genre

Function

A Community’s Social Practice
Form of Communication

A Community’s Social Practice

Situation

Structure

Function
Diachronic Research on the Internet
Martin-Luther-Universität Halle-Wittenberg

- Informationen über die Universität
- Rektorat und Zentrale Universitätsverwaltung
- Fakultäten, Fachbereiche, Institute und andere wissenschaftliche Einrichtungen
- Zentrale Einrichtungen
- Namen, Verzeichnisse, Adressen
- Studium & Forschung
- Tagungen, Kongresse, Ausstellungen und besondere Veranstaltungen
- Wahlen der Universität
- Studenten-Seiten
Looking for a Needle in the Haystack…

Hrm.
Wayback Machine doesn't have that page archived. It doesn't seem to be available on the live web, either.
Research Corpus: DIABLOK

Part I: 1997-2000
19 Weblogs listed on Infoshift (1999)

Part II: 2002-2011
Personal Weblogs collected at Globe of Blogs

DIABLOK = Diachrones Blog Korpus
Applying the Model…

… Preliminary Results
General Change: Length of Postings

InfoShift 1998

Jeff Veen applies his renowned design acumen to personal sites. [12.1.98]

As is typical with AICN, you'll have to wade through a lot of rambling to get Hollywood's bungling of the Sandman movie. [12.1.98]

One Ideal Life 2011

All Better

I'm finally all better. Almost everyone is. It's so nice.

But then we had to help my mother move. I hate moving. Like really. And by moving I mean the picking up of the boxes and furniture, loading them into the truck and then taking them into the new place. Blah!

In other news because we're human we made a financial mistake and we're without money for the week. I mean I suppose if we wanted to do some crazy things we could get money but for all intended purposes let's just say we're broke. I'm thankful that we have more then enough food and necessities to get us through to payday. Hubby is glad all our bills are already paid for this month. He hates for anything to be late. It's just annoying because we were coming off basically not getting any paychecks for 1.5 months to getting paid from his new job to no money a weekend later.

The thing to remember is that these things happen. No one is perfect and you learn and you move on. Also if you were being good in the first place that it doesn't really matter cause everything was in place. I mean shoot we went and saw the new Narnia today. Oh it was so good too!

In other news we've all agreed that the baby right now? Not cool. We're not going to give her up or anything...yet. But seriously it is a super good thing she is so freaking adorable most of the time. Because when she is not smiling and making that stupid whining noise it is really hard to not vote her out of the house! Just saying!
General Change: Length of Postings

Average Length of Postings

- 1998-1999
- 2002-2005
- 2006-2008
- 2009-2011

Average length of postings from 1998-1999 to 2009-2011 shows an overall increase.
General Change

Values of one feature
Genre Split

Values of one feature

\[ t_1 \quad t_2 \quad t_3 \quad t \]
Personal Homepage and Personal Weblog

Contents: Weblog links of the week | Five newest additions | Features of ongoing interest | Full contents by category

Weblog links of the week

Joe! Joe! He's our man! If he can't "do it," then quit wasting the film!

- Hey! I'm important! A nomination of a famous Macintosh user I submitted to MacCentral was successfully posted! This must be the same kind of thrill writers get when they see their work published. It’s only happened to me 380-odd times, so I'm a bit rusty.

- The single "Ends" by Everlast (strum it; sit there and have RealAudio take over your machine) sums up the '90s. The measured, chillingly-dispassionate opening delivery and the tightly restrained harmonies during the chorus, oddly reminiscent of the Pet Shop Boys, evoke despair and bad news. Misbegotten, overly literal video ruins the whole thing. (Everlast resources on the net are an absolute mess, as is the absurd URL of his official site, ForeverEverlasting.com. How many of his preliterate fans, barely old enough to mimic his facial hair, will spell that right?)
Pattern Embedding

Values of one feature

$t_1$  $t_2$  $t_3$  $t$
Pattern Embedding: Tweets

Tweets

A person gets sick for a week, re-emerge and what happens, Target is all changed around!! This really happened & isn't the dayquil? #fb 19 hours ago

I am SO happy that EE is feeling better! Now I wish she would take that and GO TO BED! so that I could too! #fb 2011/01/27

was supposed to be simple trip to take Ireland to library for HS class. Turned into bloody nose drama and spike in my fever. So done. #fb 2011/01/26
Migration

Form of Communication I

Form of Communication II