

Audience

Scientists/Researchers on Complex Networks

Hopefully, Blogviz will offer a significant step in this long scientific journey towards the understanding of the “right vision of complexity”. To all researchers, academics, and scientists that have been persistently and bravely disentangling the networks around us, I truly hope this application can produce one important footprint in this expedition. It doesn't have to be gigantic, just one step forward. By bringing my visual expertise and interest in Information Architecture, Data Visualization and Interface Design, I expect to make a small corner of the vast Science of Complex Networks more clear and understandable. This corner embodies the domain of Online Social Communities and the phenomenon of *blogging*.

Sociologists

Professionals, Researchers, Faculty and Students. Blogviz will offer an interesting case study for analyzing a dynamic, ever-changing, complex, online social network – the *Blogsphere*. Maybe for the first time in history, sociologists have the opportunity to track the closest concept to a word-of-mouth behavior in a social community. To map a word-of-mouth circulation in social communication has been, until now, an almost fruitless task. Blogs in the other hand, by making the analogy between a word-of-mouth behavior and topics diffusion, offer an engaging experimental laboratory to better study and understand this occurrence.

Bloggers

Blogviz is an analysis tool build to better understand the dynamics within the blog community. By that order, any blogger who feels the need to comprehend the underlying network that he's part of is a potential user of my application. Any blogger will be able to learn about the regular flow of information among blogs, recognize major nodes in the process, discover most inventive bloggers and even explore a new community of shared interests.

Information Architects and Data Visualization enthusiasts

Professionals, Researchers, Faculty and Students. I look forward to my passion and fascination for the field of Information Architecture and Data Visualization to be reflected in my thesis project. I truthfully expect Blogviz to be a relevant precedent in some of your projects. I hope it might deserve a mention in your research, inspire or influence you at some level.

Cultural Critics

Blogging presents one of the most intriguing and fascinating phenomena of our time. We might be in for a long ride in the adulteration of most publishing media conglomerates. We cannot really predict the ultimate result of this major drift in the flow of information, but one thing is sure, it has already started, and blogs are the key elements of this personal publishing uprising. Blogviz will offer a better understanding of the mechanics of this contemporary revolution, and in real time one might see how it's influencing the present, and subsequently, the future.

Marketers

Possibly, the only open door to an eventual commercial viability for the application is based on its relevance for the Marketing industry. Even if the final goal is to build Blogviz as a free-for-all online visualization tool, it is reassuring to know that it is potentially useful outside the research, scientific and academic realms. Like the sociologists, marketers have become more and more interested in the word-of-mouth behavior, even though the more traditional marketing strategists haven't minimally explored this concept. In the blog community, most bloggers are incorporating the idea of syndication in their blogs, in the form of data XML file, called RSS, which is basically a list of post summaries and links to them. These files can then be interpreted by a desktop application called a RSS Aggregator, and read by the user without the need to access the website. Some consider RSS to be the future of news distribution, and that might well be the case, which proves that, as in any medium, advertisement is now starting to infiltrate RSS Feeds. The potential use of Blogviz in this assertion is huge. Marketers interested in investing in the best RSS blog sources for advertisement, could easily locate most seen blogs, map the innovators, the followers, the major dispatchers of information, and then explore the conclusions accordingly.