

## 4 Audience

### Scientists/Researchers on Complex Networks

Hopefully, Blogviz will offer a significant step in this long scientific journey towards the understanding of the dynamics of complex networks. To all researchers, academics, and scientists that have been persistently and bravely disentangling the networks around us, I truly hope this model 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 and complex online social network – the *Blogosphere*. To map a word-of-mouth spreading in social communication has been, until now, an almost fruitless task. Blogs in the other hand offer an engaging experimental laboratory to better study and understand this occurrence. Memetics is an expanding field of study in social sciences, which is being explored by a significant number of researchers. Blogviz, by making a parallel between meme propagation and topics diffusion in *blogspace*, makes an important contribution to the understanding of Memetics.

### Information Architects and Data Visualization enthusiasts

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

## Cultural Critics

Blogging presents one of the most intriguing and captivating phenomenons 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 online information, but one thing is sure, it has already started. Blogviz will offer an enhanced insight on the mechanics of this contemporary revolution.

## 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 Blogviz is a non-commercial research project, it is reassuring to know that it's potentially useful outside the research and academic realms. Like 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 a 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 specific website. Some consider RSS to be the future of news distribution, and that might well be the case, which explains why, as in any communication 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 track most seen blogs, locate the innovators, the followers, the major dispatchers of information, and then explore the conclusions accordingly.

## Bloggers

Blogviz is a visualization model build to better understand the information dynamics within the blog community. By that order, any interested blogger who feels the need to comprehend the underlying network that he's part of is a potential user of my research project.