

12-2006

Blogging as pedagogic practice: artefact and ecology

Marcus O'Donnell

University of Wollongong, marcuso@uow.edu.au

Follow this and additional works at: <https://ro.uow.edu.au/apme>

Recommended Citation

O'Donnell, Marcus, Blogging as pedagogic practice: artefact and ecology, *Asia Pacific Media Educator*, 17, 2006, 5-19.

Available at: <https://ro.uow.edu.au/apme/vol1/iss17/3>

Research Online is the open access institutional repository for the University of Wollongong. For further information contact the UOW Library: research-pubs@uow.edu.au

Blogging as Pedagogic Practice: Artefact and Ecology¹

Marcus O'Donnell

University of Wollongong, Australia

Much of the published discussion and research on blogs and teaching and learning in higher education focuses on evaluation of blogging as a communicative technique. This type of discussion largely assumes that successful integration of blogging into course delivery should be judged against a pre-existing and unchallenged pedagogical model. This paper argues that to leverage its full educational potential blogging must be understood not just as an isolated phenomena, but as part of a broad palette of cybercultural practices which provide us with new ways of doing and thinking. The paper looks at the ways broader theoretical models associated with the development of the blogosphere might challenge or enhance current theories of teaching and learning. Spatial metaphors inherent in network models of blogging will be contrasted with the surface/depth model of student learning. The paper will argue that blogs should not be seen merely as a technological tool for teaching and learning but as a situated practice that must be brought into appropriate alignment with particular pedagogical and disciplinary practices. A model of blogging as a networked approach to learning suggests that blogging might achieve best results across the curriculum not through isolated use in individual units.

Many claims have been made for the utopian potential of blogs and blogging. They have been hailed as a revolutionary expansion of the electronic agora, holding the potential to reinvigorate the public sphere as well as a unique tool that will improve efficiencies in everything from marketing to education. But they have also been dismissed as just another software program that encourages the internet equivalent of vanity publishing. Hailed as citizen journalists by some, bloggers are rejected as just the latest incarnation of the scandal/attack instincts of tabloid journalism, by others.

Blogs come to us as the latest in a series of technological innovations that have been hailed for their revolutionary potential (Mitchell 1999). They share in the utopian aura of the personal computer, the internet, the mobile phone, the wireless network and most recently the ipod.

These varied claims for the blogosphere signal something of the “it” moment in which blogging is currently being introduced to a wider public. However they are also indicative of the mechanistic way in which blogging is being explored and understood. Too many people are asking what blogs can *do* before they really understand what blogs *are*.

Although innovative uses of blogging by both journalists and educators are becoming increasingly common I believe the media and the academy as institutions are still asking the wrong questions about this phenomenon. The standard questions are most often posed in terms of productivity: how can this technology enable us to do what we already do but more efficiently? How can we reach more people? How can we encourage more discussion? These are all good questions but not the only ones we need ask.

Ulises Mejias reminds us that technologies influence not just what we do but how we think and that a mechanistic exploration of new communication technologies will not help us harness their full potential.

Each communication technology in fact reshapes our relationship with the world: how we describe the world through language affects how we think about the world, and vice versa. This process has become more complex as technologies appear more rapidly, leaving little time for reflective assimilation. Furthermore, new communication technologies bring about not just additive adjustments to already existing options to communicate, but complete changes to media environments and ways of knowing the world. (Mejias 2004)²

I argue that we need to look at blogging, not as an isolated phenomenon, but as part of a broad palette of cybercultural practices, which provide us with both new ways of doing and new ways of thinking.

This article arises out of a professional and personal involvement with blogging as a journalist, researcher and educator. It is primarily theoretical rather than evaluative. It seeks to situate blogging in a broader theoretical and pedagogical framework and then addresses briefly some practical possibilities for journalism education that arise out of this theoretical model of pedagogical blogging.

I will argue that blogging is a form of personal publishing that shapes authorship through its structured yet flexible forms and its immersion in a hypertextual ecology

of the link. It is conversational, setting-up and supporting conversations with both self and others. It connects the blogger to “processes, discourses and communities” (Wrede 2003) and it encourages the development of emergent narratives integrating personal, peer and expert knowledges.

I will also argue that when understood theoretically as a communicative practice the dynamics of blogging provide a tool that can help us not only to think pedagogically but to rethink pedagogy.

Blogs and Cyberdiscursivity

David Bell (2001:2) suggests that cybercultures are best understood through an integrated investigation of their “material, symbolic and experiential dimensions”.

We experience cyberspace in all its spectacular and mundane manifestations by *mediating* the material and the symbolic...thinking about what cyberspace ‘is’ and what it ‘means’ involves its own hypertextuality, as we mingle and merge the hardware, software and wetware with memories and forecasts, hopes and fears, excitement and disappointment. (2001:2)

At the material and experiential level, participation in cybercultures occurs along a continuum that begins with activities which are now almost ubiquitous such as web surfing, email and googling. More specialist techniques such as RSS feeds, instant messaging, peer-to-peer file transfer and podcasting are becoming increasingly familiar and finally this continuum includes participation in emergent movements such as those centred around open-source software or creative commons, “copyleft” initiatives. Even deeper immersion in cybercultures would include experimentation with a range of virtually augmented realities and the cyborg amplification of the human body.

Martin Jacobsen (2002) argues that these cybercultural practices have given rise to new discursive norms that distinguish it from both literate and oral cultures.

Where oral rhetoric is embodied and literacy is disembodied, a cyberdiscursive rhetoric is virtual, characterized by remotely centred interactivity and instantaneousness...the concrete rhetoric of orality and abstract rhetoric of literacy become dynamic in cyberdiscursivity via the continuous, productive nature created by virtuality and user agency...oral rhetoric’s aggregative structure and literacy’s hierarchical structure give way to an emergent structure in CMC, pieced together by a user who does not recognize a structure until it develops before her through a random choice of fragments which seldom, if ever, remain cohesive, and which usually become impossible to trace...the communal nature of oral rhetoric and the individual nature of literacy move toward an idiosyncratic rhetoric in which reader/user agency transforms the textual experience into an epistemologically challenging game which shatters rules as basic to print texts as one word following another. (Jacobsen 2002:xx)

So how does blogging change the way we think? How does it embody the virtual, dynamic, emergent and idiosyncratic characteristics of cyberdiscursivity?

Blogging as Relationship and Conversation

In his important review essay on blogging and education, long time 'edu-blogger' Stephen Downes urges us to think of blogging as "something defined by *format* and *process*, not by content." He continues:

A blog, therefore, is and has always been more than the online equivalent of a personal journal. Though consisting of regular (and often dated) updates, the blog adds to the form of the diary by incorporating the best features of hypertext: the capacity to link to new and useful resources. But a blog is also characterized by its reflection of a personal style, and this style may be reflected in either the writing or the selection of links passed along to readers. Blogs are, in their purest form, the core of what has come to be called *personal publishing*. (Downes 2004)

A blog is personal publishing not just in the sense of its expressive or emotional or idiosyncratic tone but also in the sense that it operates at the core of a personal network or set of personal relationships. Downes quotes Meg Hourihan to this effect:

Whether you're a warblogger who works by day as a professional journalist or you're a teenage high school student worried about your final exams, you do the same thing: you use your blog to link to your friends and rivals and comment on what they're doing. Blog posts are short, informal, sometimes controversial, and sometimes deeply personal, no matter what topic they approach. (Hourihan 2002)

Oliver Wrede expresses this slightly differently. He argues that "weblogs are not special because of their technology but because of the practice and authorship they shape."

Weblogs combine two oppositional principles: monologue and dialogue. A reaction to a statement is not only directed to the sender but also to unknown readers. Very often the weblogger gets feedback from unexpected sources: new relations and contexts emerge. This (assumed) undirected communication develops to an open and involving activity.

Weblogs not only enable interaction with other webloggers, they offer a way to engage in a discursive exchange with the author's self (intrapersonal conversation). A weblog becomes an active partner in communication, because it demands consistent criteria for what will be posted to a weblog (and how). This "indirect monologic dialog" of weblogs allows us to conduct communicative acts that otherwise would only be possible in very particular circumstances. (Wrede 2003)

Lilia Efimova and Aldo de Moor in a very interesting analysis of weblog conversations make a similar point:

Unlike other tools that support conversations, weblogs provide their authors with a personal space simultaneously with a community space. As a result, at any given time a blogger is involved in two types of conversations: (1) conversations with self and (2) conversations with others.

In the simplest case, a weblog post is fully and only embedded into “a conversation with self”, a personal narrative used to articulate and to organise one’s own thinking. A single blogger could have several of such conversations simultaneously, returning to ideas over time. Next, each of the posts can trigger a conversation with others that can take several rounds of discussions as well. (Efimova & de Moor 2005)

The personal conversation or the monologic aspect of blogging can be simply left to grow spontaneously or the author can learn to work with a blog as an evolving hypertext essay by thoughtfully linking backwards and forwards to their own as well as others’ posts. In fact new software plug-ins encourage this type of practice by allowing authors to display a series of related-post-links with each entry.

Part of the freedom of blogging is its immediacy and its flexibility: it is a space where anything from brief notes, first thoughts and links, to more worked-up essay style postings can live together. However deeper dimensions are discovered if the blogger actively mines this archive gradually shaping it through addition and juxtaposition.

Similarly the communal or dialogic aspects of the blogging-conversation are multidimensional. At the most fundamental level blogs are developed through an immersion in the ecology of the link, which situates authorship in relation to other texts and other authors. Comments, traffic patterns, sidebar “blogrolls” and electronic “pings” (which notify bloggers when others have commented on one of their posts) help this evolve into an even broader conversation. Just as actively mining the archive and adding a set of related-post links enriches the monologic conversation, active deployment of techniques such as RSS aggregation (a web-based form of automated syndication) and the formation of group blogs can extend the social/communal dimensions of the blogging conversation.

So does this vision of what blogging could be match the practice and intentions of educational blogging? Where do we situate blogging within a pedagogical and disciplinary framework?

Blogging Theory Blogging Practice

Susan Herring and colleagues in a content analysis of 203 randomly selected blogs concluded that there was a gap between blogging rhetoric and blogging practice.

Our analyses revealed less evidence than expected of blogs as interlinked, interactive, and oriented towards external events; rather, most of the blogs in our corpus are individualistic, even intimate, forms of self-expression, and a surprising number of them contain few or no links. Based on the profile generated by the empirical analysis, we traced the historical antecedents of weblogs back to hand-written diaries. We also pointed out the hybrid nature of weblogs, suggesting that the technical affordances of the weblog format make it readily adaptable to multiple purposes of use. Finally, we suggested that these same affordances bridge, and ultimately blur the boundaries, between HTML documents and text-based CMC, as blogs and other interactive Web-

based communication systems replace some of the functions of traditional Internet genres and give rise to new functions. (Herring et al 2004)

Herring et al's conclusions are interesting from a number of points of view. Firstly, they point to the fact that there are a variety of distinctly marked blog sub-genres or a continuum of blogging practice, which stretches from the highly individualised to the highly networked. Secondly, they call blogs "a bridging genre" that is bringing together coded (HTML) forms of internet communication such as homepages with more direct forms of text based peer-to-peer computer mediated communication. Blogs also bridge pre-digital formats like the hand-written diary with digital forms of self-presentation. Importantly their analysis situates blogs as an emerging genre that is currently still evolving.

That blogging remains contested territory will come as no surprise to educational bloggers. While there has been plenty of enthusiasm about the use of blogs in higher education some writers have also expressed a sense of disappointment with what blogs can accomplish (eg. Krause 2004).

There are numerous posts on both communal and individual blogs about gaps between the expected and actual outcomes of student blogging projects. The following post on "falling out of love with blogging" by Patricia Rimmell from Kariosnews is typical:

I have discovered that my honeymoon with blogs is over, mostly because there really is no room for spirited interaction between my students and myself in the blogs. Yes, I can require that they respond to another person's blog, but one student said that, compared to a discussion forum, leaving responses to blogs felt more like leaving a note for someone who is out. The discussion forum, she said, felt more like an ongoing conversation which was more fun. (Rimmell 2004)

This post generated a lot of comment from other educators. Many expressed relief that they had been given license to articulate their doubts about blogging in education. The complaints from teachers included:

- blogs are not good tools for facilitating discussion;
- students find the technological hurdles an unhelpful barrier;
- assigned blogging ends up being "forced writing";
- blogs focus on the personal and can be "an unwholesome celebration of one's ego".

The comments belie a tendency to think of blogging as a fixed or singular entity that is expected to perform at one end or another of the social/personal continuum of blogging experience and/or at only one point along the informal/structured spectrum.

Commenting on these posts Charlie Lowe (2004) reminds us that there are three different modes of blogging: the personal mode; the knowledge management mode and the community/social mode. But where blogging truly comes into its own is when it is able to integrate all three modes into a coherent whole.

As Herring and her colleagues identified, the wider blogosphere is a self-regulating system that gives rise to a diversity of experience, but if blogs are to be used

effectively as an educational technology they require a tighter framework. This includes both a clear but broad set of intentions and an appropriate induction into this new literacy. Only then can students be expected to navigate their way through the multiple possibilities offered by blogging practice.

Clancy Ratliff (2004) further develops an analysis of the different types and purposes of educational blogging.

If your objective is to create a learning community, weblogs can help you achieve it by giving students a space to share their writing with other students in the class, who have the opportunity to leave comments under their classmates' posts. Weblogs are also a powerful tool for teaching students about writing for an audience, as they are public, and they reach an audience of not only the teacher and the other students in the class, but also readers outside the class who leave comments. If your objective is to help students synthesize information and make connections through writing, weblogs can help you meet this objective by allowing students to take advantage of the Web. Weblog software makes it easy for students to create content for the Web without knowing much HTML, find online articles related to topics discussed in class, and share them easily with other students. In my experience, blogging encourages associative thinking. (Ratliff 2004)

If blogging is a bridging genre it is because it enables access to some of the complex functionality of HTML coding through a much more accessible interface. While this reduces some of the technical complexities faced by the novice blogger it does not necessarily reduce the functional complexity of the system. The relative simplicity of the blogging technology opens up a complex set of choices that must be modelled by experienced practitioners.

In an old but still very relevant set of postings on blogging in the class room James McGee suggests that there are four stages to this induction.

There are four hurdles to pass to move from willing volunteer to competent blogger: learning the technology environment, developing an initial view of blogging, plugging into the conversation, and developing a voice. These are not so much discrete phases as they are parallel tracks that can be managed. (McGee 2002)

Many of the complaints about blogging as an educational technology reflect an approach that seems to revolve around the last two elements of McGee's four points without due attention to the first two. We cannot expect a vibrant conversation to magically emerge in student blogs without providing a developmental framework.

Blogging broadly developed is not merely a writing exercise, it is not just journal keeping, it is not an online discussion group, it is not a class intranet even though it can include elements of all of these. If we are to take educational advantage of blogging it is vital that we assist our students to come to their own view of blogging and that we help them situate this within a wider view of cyberdiscursivity.

One of the aims of using blogs in educational settings must actually be about the process itself. In the same way that one of the aims of encouraging good essay writing is to assist students to develop expressive skills that they can then apply in

a range of different ways in professional or personal contexts, one of the aims of blogging ought to be to encourage cyber-literacy and an understanding of the ecology of the link in a networked society.

The initial enthusiasm about blogging in higher education arose because it seemed to easily fall within a progressive view of educational practice. It offers a socially situated, student centred, contemporary, technical solution. However blogging cannot easily be modelled on other forms of teaching and learning technology. Threaded discussion boards for example, are essentially an asynchronous version of synchronous face-to-face tutorial groups and call for a similar set of parameters such as discussion prompts and norms that encourage vigorous yet civil interaction. Blogging requires students and teachers to explore a different set of strategies. Many of these strategies are not unfamiliar but they need to be brought together in new and different ways.

Bloggging and Pedagogy

Various authors have attempted to locate blogging within a broader pedagogical theory. Dickinson (2003) has related blogging to the stages of learning outlined in Bloom's popular taxonomy, which sees learning in a series of cumulative stages ranging from knowledge gathering through to synthesis and evaluation. Farmer (2004) and Ferdig and Trammell (2004) have situated blogging within a social constructivist framework. Both these approaches point to blogging's usefulness in encouraging higher order learning skills and place blogging within a broadly progressive model of teaching and learning.

I would like to extend this discussion by briefly pointing to two other bodies of pedagogical theory and how they might help us think about blogging in our curricula. Firstly, Seymour Papert's 'constructionism' provides a theoretical framework that sheds light on blogging. Secondly blogging's ecology of the link opens up new metaphors that challenge ubiquitous deep/surface models of learning.

'Constructionism' – a reformulation of Piaget's 'constructivism' – developed by Papert and his colleagues at MIT's Media Lab, highlights the personalised production of "knowledge artefacts" as well as the social nature of the learning process.

Constructionism – the N word as opposed to the V word – shares constructivism's connotation of learning as "building knowledge structures" irrespective of the circumstances of the learning. It then adds the idea that this happens especially felicitously in a context where the learner is consciously engaged in constructing a public entity, whether it's a sand castle on the beach or a theory of the universe. (Papert & Harel 1991:3)

Edith Ackerman emphasises that Papert's theory concentrates on the transformation of ideas in particular contexts, through particular tools by particular minds. It shifts the epistemological emphasis from universals to "individual learners' conversation with their own favorite representations, artifacts, or objects-to-think with."

To Papert, projecting out our inner feelings and ideas is a key to learning. Expressing ideas makes them tangible and shareable which, in turn, informs, i.e., shapes and sharpens these ideas, and helps us communicate with others

through our expressions. The cycle of self-directed learning is an iterative process by which learners invent for themselves the tools and mediations that best support the exploration of what they most care about. Learners, young and old, are “worldmakers,” in Nelson Goodman’s sense. (Ackerman nd: 4)

Pentland, another of Papert’s colleagues, suggests that constructionism is particularly useful in understanding new ways of thinking that emerge from a consideration of the internet as an ecological environment or series of interacting ecosystems.

The ecologies of the Internet could be a particularly fertile ground for the development of ecological thinking because they can be designed, manipulated, and analysed much more easily than ‘natural’ ecologies. As Papert has argued, people learn with particular effectiveness when they are actively engaged in the design and construction of personally meaningful artefacts. The Internet enables people to design and play with ‘ecological artefacts’ to a far greater extent than ever before. (Pentland 2004)

Papert and colleagues thus present a vision of learning that encourage us to think of learning as an integrated suite of personal meaning making processes, content or artefact construction and ecological relations. This set of processes fits well with Lowe’s (2004) typology of blogging as occurring across three modes: personal; knowledge management and social. A constructionist approach would encourage us to ensure that each of these modes are developed in an integrated way in educational blogging projects and would discourage approaches which highlight blogs as merely communicative devices.

While Papert’s constructionism and other theories can help us understand the ways blogging might encourage learning opportunities, blogging in turn can also help us think in new ways about traditional learning theories.

Metaphors arising out of blogging practice offer a much-needed alternative to the popular deep/surface “approaches to learning model”. Tamsin Haggis (2002) has pointed out that this model, first developed by Marton and Saljo (1984), has attracted surprisingly little critique and has slowly assumed an almost uncontested status as the dominant paradigm guiding policy and research on teaching and learning in higher education in Europe and Australia. Even supporters of the model admit that it has become so ubiquitous that it runs the risk of becoming a cliché (Richardson quoted in Haggis 2002).

However for all its apparent simplicity the deep/surface binary is little more than a deceptive tag for a confusingly complex body of research. Vivien Beattie (1997) and colleagues have pointed out that the “model” is actually an umbrella for four inter-related theories produced by four separate research centres.

Noel Entwistle (1997:214) one of the researchers associated with the approach attributes its uncontested and widespread uptake to “the need in staff development to start from a simple and powerful idea which conveys complex pedagogical principles in readily accessible ways”.

Entwistle is right. There is much that is attractive, powerful and familiar in this literature. At first glance Entwistle’s description of a deep approach to learning seems

strikingly similar to many of the ideas that I have been discussing in the rest of this article:

A deep approach derives, from the intention to understand ideas for oneself, by relating ideas to previous knowledge and experience, looking for patterns and underlying principles, checking evidence and relating it to conclusions and examining logic and argument cautiously and critically. (Entwistle 1997:214)

Although at a basic level this is a “meaning-making” theory of education, its techno-rational orientation can be deduced from its language of caution. There is little sense of adventurism and only a weak sense of individual agency – the learner is seen to merely look for underlying patterns rather than to actively make connections. As Haggis observes:

One of the fundamental problems with the view of learning that the model presents is that it removes the individual learner from the richness and complexity of his/her multiple contexts. It also constructs ‘the learner’ as a being passively created by ‘past experience’, and passively amenable to reconstruction as a ‘deep’ learner through a new set of molding processes that take place within the university. The learner, in this model, is a human being without agency. (Haggis 2002:98)

Many of the problems that Haggis and other critics of the model (Webb 1997) point to are inherent in the metaphoric terms that Entwistle claims are so “simple and powerful”. Lakoff and Johnson (1980) have pointed out that metaphors are not neutral; they play a critical role in both producing and constraining our thinking.

The deep/surface approach uses an essentialist metaphor that relates learning to the search for an abstract buried treasure. The truth is out there (deep space) or under there (deep sea) if only the seeker is prepared to dive/fly far enough. In this metaphor truth or knowledge is clearly a “thing” that is not easily found (it’s not close by or near the surface) but it is something that definitely does exist and it’s something that requires struggle to attain.

In spatial terms the deep/surface metaphor is a vertical metaphor, which directs the search above, below or even “deep inside” and as such it is marked as distinctly individualist, with the learner upright and isolated. It lacks any sense of horizontal connectivity.

Although the web is sometimes described as a deep space it’s essential characteristic is that of a horizontal network, “web” being a spatially expansive horizontal metaphor. Blogging can help us to understand some of the practices and principles behind the deep/surface approaches literature but does so under the guise of a new metaphor.

Bloggng exemplifies an ecological model: linked, networked, embedded, organic even viral are suitable metaphors to describe this approach and its web of connectivity. A linked or network approach to learning encourages an understanding that seeks to recognize patterns and build on relationships with other knowledge domains, but unlike Entwistle’s approach these relationships are not sought in abstract deep space. They are sought in a set of loosely mapped known and unknown adjacent spaces each only a link or series of links away.

In a linked or networked approach to learning the sense of agency and individuality is powerful but it is not isolating or egocentric. Each node in a dynamic network has the ability to both send and receive therefore this metaphor better accounts for both the given (or contextual) and the constructed aspects of the learning process.

In Jacobsen's (2002) terms the deep/surface metaphor clearly outlines a literary model: disembodied, abstract, hierarchical, individual. Whereas linked or network learning represents the virtual, dynamic, emergent, idiosyncratic characteristics of cyberdiscursivity.

So what does this mean in practice?

Some Practical Implications: Course Wide Blogs and Academic Literacy

My experience as a journalism educator is that blogging is a useful but not uncomplicated pedagogical tool for both media theory and practical journalism courses.

In media theory subjects one good use of blogging is as a vehicle to analyse current media practice. Blogs are particularly useful for this purpose because it allows students to link directly to online news sources. As audiences increasingly move from print to online news sources this is also a good way of getting students to explore and comment on the diversity of national and international online news sites.

Such an exploration of media practice can be linked to other class activities or assignments.

In a second year undergraduate subject exploring theories of news and current affairs I used blogs as a central tool that linked to both student presentations and the final case study assignment. Students were assigned a beat – health, education, religion, immigration and race, gender and family – they covered this beat in their blogs by finding and analysing media reports in their assigned area and relating their analysis to theoretical issues such as sourcing practices, objectivity, models of journalism etc that were being covered in the course. Groups of students from the same beat then combined to present their findings in a class presentation. In order to do this effectively these students had to have been monitoring and commenting on each others' blogs. Finally, students developed a detailed case study assignment from one of the issues they had identified in their posts.

This is an example of the way a blog can be used to encourage both personal and interpersonal conversations. It is also an example of the "knowledge-management" mode of blogging where students were encouraged to use blogs as an online research tool.

In practice courses there are many ways that blogging can be used which range from completely unstructured blogging assignments through to structured use of blogging where topics or prompts are assigned each week or where blogs are project or beat based.

In an introduction to feature writing subject I had students posting three times a week in three categories: observations from life, analysing features and feature ideas. These three categories became a perfect vehicle to explore the three cornerstones of good feature writing: observational writing, strong structure and interesting ideas. The advantage of the blog over individual assignments in these areas is that, as an ongoing series of weekly exercises, students gain both an experience of writing to deadline and a sense of a developing set of ideas emerging over time.

This was a demanding assignment and there was some initial resistance. However, there was a strong emerging consensus in the final essays, where students were asked to reflect on their learning experiences in the subject, that the blogging exercise was a surprising but important learning experience.

Nearly all of the reflections about the blogging exercise express initial reluctance/scepticism about the idea but then go on to say how this was overcome as they “got into” the task. The different ways that different students “get into” blogging are interesting:

- For some the “ah hah” moment comes as they begin to see the blog as a “thing” that they can tinker with, change, develop and create. They move from doing an assignment to – as one student noted - “making it a complete piece of work”. This aligns with Papert’s notion of constructing artifacts as a prime learning experience.
- For others it is noticing the influence of the blog on other aspects of their work or thinking. As one student said: “I realised I was beginning to think like a journalist” because the blog became a focus for what might have just been passing ideas: “I must do a post on that”.
- For others it is getting over the “geek” factor (“they” do that it's not for me). Part of helping students to get over this hurdle is to show them the various journalistic applications of blogging and emphasise that it is now a professional skill required in many journalism positions.

While blogs can be useful in individual subjects I am becoming increasingly convinced that blogs used across classes over the duration of a degree course, rather than blogs focused on specific assignment tasks or blogs developed for single semester units are a more congruent use of this technology.

As I have argued blogging is both the construction of a personal knowledge artefact and an ecological practice, which reveals emergent knowledges as a series of dynamically linked spaces, this immediately focuses any pedagogy of blogging on questions of connectivity and the evolution of ideas over time.

If students were encouraged to establish a blog at the beginning of their course and continued to use it to post research notes, stories and reflections throughout their degree studies, this would become a unique and powerful teaching and learning tool. The blog would evolve together with (and record) the student’s learning and practical experience.

- Students would grow into blogging and gradually figure out what it is best for them to blog and how.
- Connections in the course blogosphere would develop organically over time;

- Blogging becomes a metalearning tool that allows students to make connections across subjects.
- It has the potential to contribute to a department wide sense of learning community.

For journalism students this approach has particular advantages:

- It encourages the habit of writing;
- It provides a personal publication space over which they have journalistic control;
- It provides an immediate portfolio of work for future job hunting;
- It provides a single space which links practice based elements of the course and theory based units

An ongoing course blog takes particular advantage of the blog's flexible episodic, cumulative and open-ended form. But it can also provide a place to house particular projects and more "finished" pieces of work. Thus it offers unique opportunities that are not usually provided by traditional forms of essay writing, project work or other forms of computer based course management systems. Integration of ongoing course blogs into the curriculum would also foreground cyber-literacy as an important ongoing course objective.

Just as importantly the ongoing use of blogging as a reflective form of metalearning would also foreground broader issues of academic literacy. As Haggis notes many of the underlying assumptions about the "good student" which underlie current popular theories of education make unrealistic assumptions about their pre-existing skills and general academic literacy.

What often seems to remain unacknowledged is that the attitudes and values which characterise the model's description of the ideal learner have in fact taken academics themselves many years to learn. It is unlikely that even the most well-educated post-school student arrives in university with the strategies that enable them to learn in [such a developed way]. (2002:98)

If taken seriously blogging practice can help us develop a range of new ways to address our literacy as learners and educators and it can help initiate students into an understanding of learning as an ongoing, dynamic conversation with self and others.

Endnote

- 1 An earlier version of this paper was presented at Blog Talk Downunder, 19-21 May 2005, Sydney, Australia. Thanks to the two anonymous reviewers who have helped make this a much better paper.
- 2 A note on sources: given the topic of this paper many of the sources are drawn from online papers and blogs thus "page" numbers are not available. It should be noted that while traditional peer-reviewed papers on blogging are now increasing much of the early work on blogging was presented at specialist conferences and published online. One of the interesting aspects of the academic blogosphere is the peer interaction and peer review that occurs online in non-traditional formats.

References

- Ackerman, Edith, "Piaget's Constructivism, Papert's Constructionism: What's the difference?" Available online: http://www.learning.media.mit.edu/content/publications/EA.Piaget%20_%20Papert.pdf (Accessed 20 September 2006)
- Vivien Beattie, Bill Collins, Bill McInnes, 1997. "Deep and surface learning: a simple or simplistic dichotomy?," *Accounting Education*, vol. 6(1), pp 1-12.
- Bell, David, 2001, *An introduction to cybercultures*, New York: Routledge.
- Guy Dickinson 2003 "Weblogs - can they accelerate expertise" Available online: http://www.participo.com/files/ma/do_weblogs_accelerate_expertise.pdf (Accessed 20 September 2006)
- Downes, Stephen "Educational Blogging," *EDUCAUSE Review*, vol. 39 (5) pp. 14–26. Available online: <http://www.educause.edu/pub/er/erm04/erm0450.asp> (Accessed 20 September 2006)
- Efimova, L. & de Moor, A. "Beyond personal webpublishing: An exploratory study of conversational blogging practices" Proceedings of the Hawaii International Conference on System Sciences, 3-6 January 2005. Available online: <http://blog.mathemagenic.com/2004/09/15.html#a1353> (Accessed 20 September 2006)
- Entwistle, N. (1997) "Reconstituting approaches to learning: a response to Webb", *Higher Education*, 33, pp. 213–218.
- Ferdig, Richard E., and Kaye D. Trammell. "Content Delivery in the 'Blogsphere,'" *T.H.E. Journal Online*, February 2004.
- Farmer, James, "When blogging goes bad..." *incorporated subversion* 3/2/2005 Available online: <http://incsub.org/blog/?p=237> (Accessed 20 September 2006)
- Haggis, Tamsin, "Constructing Images of Ourselves? A Critical Investigation into 'Approaches to Learning' Research in Higher Education," *British Educational Research Journal*, Vol. 29, No. 1, 2003
- Hourihan, Meg, "What We're Doing When We Blog," *O'Reilly Web Devcenter*, 13/6/02, Available online: <http://www.oreillynet.com/pub/a/javascript/2002/06/13/megnutf.html> (Accessed 20 September 2006)
- Herring, Susan C. et al. "Bridging the Gap: A Genre Analysis of Weblogs." 2004. Proceedings of the 37th Hawai'i International Conference on System Sciences 29 Nov. 2004. Available online: <http://www.blogninja.com/DDGDD04.doc> (Accessed 20 September 2006)
- Jacobsen, Martin M., *Transformations of Literacy in Computer-Mediated Communication: Orality, Literacy, Cyberdiscursivity* Lewiston, NY: The Edwin Mellen Press, 2002. Excerpt available online: <http://www.wtamu.edu/academic/fah/eng/wc/preface.htm> (Accessed 20 September 2006)
- Krause Steven 2004 When Blogging Goes Bad: A Cautionary Tale About Blogs, Email Lists, Discussion, and Interaction(1) K A I R O S: 9.1 Available online: <http://english.ttu.edu/kairos/9.1/binder.html?praxis/krause/index.html> (Accessed 20 September 2006)
- Lakoff, George and Johnson, Mark, *Metaphors We Live By* Chicago: University of Chicago Press, 1980. Charlie Lowe (2004) "when the honeymoon is over . . ." *Kairosnews*, October 18, 2004. Available online: <http://kairosnews.org/falling-out-of-love#comment-3315> (Accessed 20 September 2006)
- McGee, James, "Blogging in the classroom, Part 2. Forced blogging = flogging?" *McGees Musings* 16/10/02. Available online: <http://www.mcgeemusings.net/2002/10/16.html> (Accessed 20 September 2006)
- Mejias, Ulises, 2004, "Online Discourse: Past, Present and Future," 16th Annual Instructional Technology Institute conference at Utah State University in Logan, September 1, 2004. Available online: http://ideant.typepad.com/ideant/2004/07/online_discours.html (Accessed 20 September 2006)
- Marton, F. & Saljo, R. (1984/1997) "Approaches to learning," in F. Marton, D. Hounsell & Entwistle, N. (Eds.) *The experience of learning. Implications for teaching and studying in higher education*, Edinburgh: Scottish Academic Press.
- Ratliff, Clancy, "online writing / writing online presentation" *Culture Cat* 22/10/04. Available online: <http://culturecat.net/onlinewritingDRAFT?PHPSESSID=00d3bb022ea8583fcbf3e33a03a73431> (Accessed 20 September 2006)

- Patricia Remmell "Falling out of love with blogging" *Kairosnews* 16/10/2004. Available online: <http://kairosnews.org/node/4003> (Accessed 20 September 2006)
- Papert Seymour & Idit Harel, 1991, *Constructionism*, Ablex Publishing.
- Pentland, A., "Learning communities — understanding information flow in human networks," *BT Technology Journal*, Volume 22(4) Available online: <http://pubs.media.mit.edu/bttj/Paper07Pages62-70.pdf> (Accessed 20 September 2006)
- Wrede, Oliver, "Weblogs and Discourse: Weblogs as a transformational technology for higher education and academic research," Blogtalk Conference Paper, Vienna, May 23rd-24th 2003. Available online: http://weblogs.design.fh-aachen.de/owrede/publikationen/weblogs_and_discourse (Accessed 20 September 2006)
- Webb, G. (1997) "Deconstructing deep and surface: towards a critique of phenomenography", *Higher Education*, 33, pp. 195–212.

MARCUS O'DONNELL is Associate Lecturer in the School of Journalism and Creative Writing, University of Wollongong. He has worked as a journalist for the last fifteen years and was most recently Editor in Chief of SSO Media the publisher's of weekly newspaper *The Sydney Star Observer*. He is currently completing his PhD at University of Technology Sydney on apocalyptic narratives in news and popular culture. Email: marcusod@uow.edu.au