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Blog Readings

[Berger, Eric \(2007\). "Emergency Medicine in the Blogosphere: The Irreverent Wit of the Specialty's Unofficial Voice," *Annals of Emergency Medicine*, 49\(5\): 612-614](#)

[Boulos, Maged N. Kamel & Steve Wheeler \(2007\). "The Emerging Web 2.0 Social Software: An Enabling Suite of Sociable Technologies in Health and Health Care Education," *Health Information and Libraries Journal*, 24: 2-23.](#)

[Boulos, Maged N. Kamel \(2006\). "Wikis, blogs and podcasts: a new generation of Web-based tools for virtual collaborative clinical practice and education," *BMC Medical Education*, 6\(6\): 41.](#)

[Bower, Bruce \(2006\). "Growing up Online," *Science News*, Jun. 17: 376-378.](#)

[Chesanow, Neil. \(2004\). "Doctors, and 'blogs'," *Medical Economics*, 81\(16\): 38-40.](#)

[Cohen, Mitchell L. \(2007\). "Family medicine meets the blogosphere," *Family Practice Management*, 14\(5\): 38](#)

[Giustini, D. \(2006\). "How Web 2.0 is changing medicine," *British Medical Journal \(International ed.\)* 333: 1279-1280.](#)

[Hillan, J \(2003\). "Physician Use of Patient-centered Weblogs and Online Journals," *Clinical Medicine & Research*, 1\(4\): 333-335.](#)

[Kim, Sujin & Deborah S. Chung \(2007\). "Characteristics of Cancer Blog Users," *Journal of the Medical Library Association*, 95\(4\): 445-450.](#)

[Tara Lagu, Elinore J. Kaufman, David A. Asch, and Katrina Armstrong Background. Content of Weblogs Written by Health Professionals Journal of General Internal Medicine, online July 23, 2008.](#)

[Lamberts, Rob \(2007\). "Medical Blogs: Potential Minefield for Writers." Medical Ethics Advisor, August 1, 2007.](#)

[McLean, Rick \(2007\). "The effect of Web 2.0 on the Future of Medical Practice and Education: Darwinkinian Evolution or Folksonomic Revolution?" Medical Journal of Australia, 187\(3\): 174-177.](#)

[Morita, Tomohiro, et al. \(2007\). "A Study Of Cancer Information for Cancer Patients on the Internet," International Journal of Clinical Oncology, 12: 440-447.](#)

[David D. Perlmutter. Blogwars: The New Political Battleground. New York: Oxford University Press, 2008.](#)

[David D. Perlmutter. "The Internet: Big Pictures and Interactors." In Larry Gross, John Stuart Katz, & Jay Ruby \(eds.\), Image Ethics in the Digital Age, 2nd ed., pp. 1-26. Minneapolis: University of Minnesota Press, 2004.](#)

[David D. Perlmutter. "Foreword." In Suzanne Stefanac, dispatches from blogistan: a travel guide for the modern blogger, pp. v-viii. Berkeley: Peachpit/New Riders Press, 2007.](#)

[David D. Perlmutter & Mary Schoen. "If I Break A Rule, What Do I Do, Fire Myself? Ethics Codes of Independent Blogs." Journal of Mass Media Ethics 22\(1\) 2007: 37-48.](#)

[David D. Perlmutter & Misti McDaniel. "The Ascent of Blogging." Nieman Reports, 59\(3\) Fall 2005: 60-64.](#)

[Read, RW \(2007\). "Patient Blogs: Windows into the Soul of Uveitis Care?" Ocular Immunology and Inflammation, 15\(6\): 419-420.](#)

[Sethi, Sumer K. \(2007\). "Blog/Web Log—A New Easy and Interactive Website Building Tool for a Non-net Savvy Radiologist," Journal of Thoracic Imaging, 22\(2\): 115-119](#)

ABSTRACTS

Berger, Eric (2007). "Emergency Medicine in the Blogosphere: The Irreverent Wit of the Specialty's Unofficial Voice," *Annals of Emergency Medicine*, 49(5): 612-614

Abstract: As blogs have multiplied in numbers, some of the most influential writers have begun revolutionizing politics and ratcheting up criticism of the mainstream media. But their effect on medicine, and emergency medicine in particular, is less clear. "Medical blogging is an ethical activity." In the last 2 years blogging has grown up, transitioning from grass roots to the mainstream. In the early days, individuals operated the most popular blog sites on the Web. Now, many of the top 100 blogs are operated by traditional media sites.

Article Outline:

The Perils of Blogging

Unintended Influence

Blogging in Anonymity

The Ethics of the Weblog

The New Generation

Reaching Maturity

Link: [http://www.annemergmed.com/article/S0196-0644\(07\)00375-7/fulltext](http://www.annemergmed.com/article/S0196-0644(07)00375-7/fulltext)

Boulos, Maged N. Kamel & Steve Wheeler (2007). "The Emerging Web 2.0 Social Software: An Enabling Suite of Sociable Technologies in Health and Health Care Education," *Health Information and Libraries Journal*, 24: 2–23.

Abstract: Web 2.0 sociable technologies and social software are presented as enablers in health and health care, for organizations, clinicians, patients and laypersons. They include social networking services, collaborative filtering, social bookmarking, folksonomies, social search engines, file sharing and tagging, mashups, instant messaging, and online multi-player games. The more popular Web 2.0 applications in education, namely wikis, blogs and podcasts, are but the tip of the social software iceberg. Web 2.0 technologies represent a quite revolutionary way of managing and repurposing/remixing online information and knowledge repositories, including clinical and research information, in comparison with the traditional Web 1.0 model. The paper also offers a glimpse of future software, touching on Web 3.0 (the Semantic Web) and how it could be combined with Web 2.0 to produce the ultimate architecture of participation. Although the tools presented in this review look very promising and potentially fit for purpose in many health care applications and scenarios, careful thinking, testing and evaluation research are still needed in order to

establish 'best practice models' for leveraging these emerging technologies to boost our teaching and learning productivity, foster stronger 'communities of practice', and support continuing medical education/professional development (CME/CPD) and patient education.

Link: <http://www.blackwell-synergy.com/doi/abs/10.1111/j.1471-1842.2007.00701.x>

Boulos, Maged N. Kamel (2006). "Wikis, blogs and podcasts: a new generation of Web-based tools for virtual collaborative clinical practice and education," *BMC Medical Education*, 6(6): 41.

Abstract:

Background We have witnessed a rapid increase in the use of Web-based 'collaborationware' in recent years. These Web 2.0 applications, particularly wikis, blogs and podcasts, have been increasingly adopted by many online health-related professional and educational services. Because of their ease of use and rapidity of deployment, they offer the opportunity for powerful information sharing and ease of collaboration. Wikis are Web sites that can be edited by anyone who has access to them. The word 'blog' is a contraction of 'Web Log' – an online Web journal that can offer a resource rich multimedia environment. Podcasts are repositories of audio and video materials that can be "pushed" to subscribers, even without user intervention. These audio and video files can be downloaded to portable media players that can be taken anywhere, providing the potential for "anytime, anywhere" learning experiences (mobile learning).

Discussion Wikis, blogs and podcasts are all relatively easy to use, which partly accounts for their proliferation. The fact that there are many free and Open Source versions of these tools may also be responsible for their explosive growth. Thus it would be relatively easy to implement any or all within a Health Professions' Educational Environment. Paradoxically, some of their disadvantages also relate to their openness and ease of use. With virtually anybody able to alter, edit or otherwise contribute to the collaborative Web pages, it can be problematic to gauge the reliability and accuracy of such resources. While arguably, the very process of collaboration leads to a Darwinian type 'survival of the fittest' content within a Web page, the veracity of these resources can be assured through careful monitoring, moderation, and operation of the collaborationware in a closed and secure digital environment. Empirical research is still needed to build our pedagogic evidence base about the different aspects of these tools in the context of medical/health education.

Summary and conclusion If effectively deployed, wikis, blogs and podcasts could offer a way to enhance students', clinicians' and

patients' learning experiences, and deepen levels of learners' engagement and collaboration within digital learning environments. Therefore, research should be conducted to determine the best ways to integrate these tools into existing e-Learning programmes for students, health professionals and patients, taking into account the different, but also overlapping, needs of these three audience classes and the opportunities of virtual collaboration between them. Of particular importance is research into novel integrative applications, to serve as the "glue" to bind the different forms of Web-based collaborationware synergistically in order to provide a coherent wholesome learning experience.

Link: <http://www.biomedcentral.com/1472-6920/6/41>

bower, Bruce (2006). "Growing up Online," *Science News*, Jun. 17: 376-378.

Abstract: Researchers are beginning to examine how children and adolescents use the Internet to communicate with each other. According one survey, almost 90 percent of young people in the U.S. use the Internet. Young Internet users have access to an unprecedented number and variety of meeting places, ranging from message boards to instant messaging to so-called social-networking sites. Now, researchers are exploring the ways in which various online contacts impact on a young person's schoolwork, social life, and budding sense of identity. There is evidence indicating that the Internet has expanded the reach of health education efforts to teenagers across the world and provided a global crop of young people with unique leadership opportunities.

Link:

<http://web.ebscohost.com/ehost/detail?vid=3&hid=108&sid=b924a5ea-720c-411a-aacc-9cabb6fe5cec%40sessionmgr109>

Chesanow, Neil. (2004). "Doctors, and 'blogs'," *Medical Economics*, 81(16): 38-40.

Abstract: Doctors, and "blogs": physicians are beginning to take advantage of this new-age alternative to journaling, and getting lots more mileage from it. (weblogs). The world of blogs is exploding. That's because blogging is easy and cheap. Many blog hosts, like Blogger (www.blogger.com), are free. Easy-to-use templates can have your personal Web site--complete with Web address--up and running in a few minutes. Adding content--articles, photos, text, links--is a cinch. But to gain a following, a blog requires new content a couple of times a week, if not daily. That takes time, a commodity that busy physicians don't have a lot of. As a result, the number of doctors who blog isn't large. We searched the Web and found about two dozen,

with perhaps another two dozen medical students. Why do it? Let's take a look.

Link:

<http://medicaleconomics.modernmedicine.com/memag/article/articleDetail.jsp?id=114223>

Cohen, Mitchell L. (2007). "Family medicine meets the blogosphere," *Family Practice Management*, 14(5): 38

Abstract: Blogs, or Web logs, are a growing Internet self-publishing trend, one especially worth noting as the use of health care blogs proliferates among physicians and patients. Some physicians use blogs to chronicle events in their lives or to inspire readers. Patients write many of the health care blogs published on the Internet. For those dealing with chronic or other serious illnesses, blogging can be a therapeutic experience. They can blog their thoughts and experiences and in the process share their knowledge with others who may be going through a similar situation. While blogs have a lot to offer family physicians and their patients now, their impact could be greater in the future, as imagination and motivation advance their use. Blogs will not replace face-to-face interactions either, but they may enhance doctor-patient communication.

Link:

<http://proquest.umi.com/pqdweb?index=6&did=1266512231&SrchMode=3&sid=1&Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1207257792&clientId=42567&aid=1>

Giustini, D. (2006). "How Web 2.0 is changing medicine," *British Medical Journal (International ed.)* 333: 1279-1280.

Abstract: Web 2.0 is primarily about the benefits of easy to use and free Internet software, which brings people together in a more dynamic, interactive space. Web 2.0 software can be used to create optimal knowledge building opportunities for doctors, such as a medical Wikipedia that is freely accessible and continually updated by doctors.

Link: <http://www.bmj.com/cgi/content/full/333/7582/1283>

Hillan, J (2003). "Physician Use of Patient-centered Weblogs and Online Journals," *Clinical Medicine & Research*, 1(4): 333-335.

Abstract: Online weblogs and journals developed by people affected by illness are popular vehicles for personal expression and peer emotional support. These sites can also offer insight to healthcare providers about patient opinions, habits and actions. These same media can also be effective and efficient tools for exchanging

information between patients, providers, or between a patient and his/her provider(s).

Link: <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1069063&rendertype=abstract>

Kim, Sujin & Deborah S. Chung (2007). "Characteristics of Cancer Blog Users," *Journal of the Medical Library Association*, 95(4): 445-450.

Abstract: Results from the analysis illustrated a dominant demographic group across all clusters: highly educated Caucasian females. The bloggers were also older (average age fifty-seven) than in other studies. The study findings suggest that blogs are used more frequently to share emotional support and personal stories than medical knowledge. These results can inform the design of cancer blogs that provide customized (or personalized) assistance depending on the category of cancer blog users and their distinct characteristics. Additionally, medical librarianship should not overlook bloggers and their uses, because blogs can be used as a health communication medium to disseminate cancer health information.

Link: <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=2000789>

Tara Lagu, Elinore J. Kaufman, David A. Asch, and Katrina Armstrong Background. Content of Weblogs Written by Health Professionals *Journal of General Internal Medicine*, online July 23, 2008.

Medical weblogs ("blogs") have emerged as a new connection between health professionals and the public.

Objective To examine the scope and content of medical blogs and approximate how often blog authors commented about patients, violated patient privacy, or displayed a lack of professionalism.

Design We defined medical blogs as those that contain some medical content and were apparently written by physicians or nurses. We used the Google search term "medical blog" to begin a modified snowball sampling method to identify sites posting entries from 1/1/06 through 12/14/06. We reviewed five entries per blog, categorizing content and characteristics.

Results We identified 271 medical blogs. Over half (56.8%) of blog authors provided sufficient information in text or image to reveal their identities. Individual patients were described in 114 (42.1%) blogs. Patients were portrayed positively in 43 blogs (15.9%) and negatively in 48 blogs (17.7%). Of blogs that described interactions with individual patients, 45 (16.6%) included sufficient information for patients to identify their doctors or themselves. Three blogs showed

recognizable photographic images of patients. Healthcare products were promoted, either by images or descriptions, in 31 (11.4%) blogs. *Conclusions* Blogs are a growing part of the public face of the health professions. They offer physicians and nurses the opportunity to share their narratives. They also risk revealing confidential information or, in their tone or content, risk reflecting poorly on the blog authors and their professions. The health professions should assume some responsibility for helping authors and readers negotiate these challenges.

Link: <http://www.springerlink.com/content/k7r6123g4x776q5l/>

Lamberts, Rob (2007). "Medical Blogs: Potential Minefield for Writers." *Medical Ethics Advisor*, August 1, 2007.

Abstract: "De-identification" is a hot topic among medical bloggers. De-identification can be more complicated than merely changing names and dates. Other problems arise when bloggers post anonymously. The ethics code — and whether it actually can have meaning — is still in development.

Link:

http://find.galegroup.com/itx/paginate.do?qrySerId=Locale%28en%2CUS%2C%29%3AFOE%3D%28JN%2CNone%2C24%29%22Medical+Ethics+Advisor%22%3AAnd%3ALQE%3D%28DA%2CNone%2C8%2920070801%24&inPS=true&searchType=PublicationSearchForm&prodId=ITOF&userGroupName=ksstate_ukans

McLean, Rick (2007). "The effect of Web 2.0 on the Future of Medical Practice and Education: Darwikinian Evolution or Folksonomic Revolution?" *Medical Journal of Australia*, 187(3): 174-177.

Abstract: Web 2.0 is a term describing new collaborative Internet applications. The primary difference from the original World Wide Web is greater user participation in developing and managing content, which changes the nature and value of the information. Key elements of Web 2.0 include: Really Simple Syndication (RSS) to rapidly disseminate awareness of new information; blogs to describe new trends; wikis to share knowledge; and podcasts to make information available "on the move". The medical community needs to be aware of these technologies and their increasing role in providing health information "any time, any place".

Link:

<http://proquest.umi.com/pqdweb?index=26&did=1325318181&SrchMode=3&sid=1&Fmt=2&VInst=PROD&VType=POD&RQT=309&VName=PQD&TS=1207083961&clientId=42567&aid=3>

Morita, Tomohiro, et al. (2007). "A Study Of Cancer Information for Cancer Patients on the Internet," *International Journal of Clinical Oncology*, 12: 440–447.

Abstract: BACKGROUND: There have been few studies of the information provided for cancer patients on the internet. METHODS: Using the Japanese language, we searched for cancer-related web pages, using the Google search engine, and evaluated the characteristics of the 150 top-ranked search results. We collected information on the operators of the websites, number of links, existence of a search function, and advertisements on the site. According to their contents, the 150 websites were classified into seven categories, of which five (numbers 1, 2, 3, 4, and 6) each accounted for 20% of the websites. The categories were: (1) media-related websites (e.g., newspapers and publishers), and portal sites; (2) patient association websites, patient's diaries, blogs by patients and/or their families (n = 33); (3) websites of medical institutions (e.g., hospitals; n = 27); (4) websites of research institutions (e.g., universities; n = 35); (5) websites of pharmaceutical companies; (6) other websites providing medical information (n = 32); and (7) other websites that did not belong to categories 1-6. Outgoing links were common in websites created by media-related organizations (median, 13) or patients and their families (median, 15), but such links were not common in the other types of websites (median, 0-4). Eight of the 13 cancer based hospitals in Japan, as well as the National Cancer Center were publishing general cancer information on their websites. Of the 13 cancer based hospitals, 12 included a link to the National Cancer Center. The National Cancer Center had the largest amount of information (736 575 words), exceeding the amount provided by the other cancer based hospitals (1 622-155 515 words). Two of the 7 websites of academic associations (included in category 6) had cancer information for patients, but the document sizes were small (3230-44 091 words). CONCLUSION: The website of the National Cancer Center is the most prominent source of general cancer information for patients, but it still has room for improvement in its usability.

[PUBLICATION ABSTRACT]

Link:

<http://proquest.umi.com/pqdweb?index=0&did=1398612291&SrchMode=3&sid=2&Fmt=2&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1207084037&clientId=42567&aid=4>

David D. Perlmutter. *Blogwars: The New Political Battleground*. New York: Oxford University Press, 2008.

Abstract: Political blogs have grown astronomically in the last half-decade. In just one month in 2005, for example, popular blog DailyKos received more unique visitors than the population of Iowa and New Hampshire combined. But how much political impact do bloggers really have? In *Blogwars*, David D. Perlmutter examines this rapidly burgeoning phenomenon, exploring the degree to which blogs influence--or fail to influence--American political life. Challenging the hype, Perlmutter points out that blogs are not that powerful by traditional political measures: while bloggers can offer cogent and convincing arguments and bring before their readers information not readily available elsewhere, they have no financial, moral, social, or cultural leverage to compel readers to engage in any particular political behavior. Indeed, blogs have scored mixed results in their past political crusades. But in the end, Perlmutter argues that blogs, in their wide dissemination of information and opinions, actually serve to improve democracy and enrich political culture. He highlights a number of the particularly noteworthy blogs from the specialty to the superblog-including popular sites such as Daily Kos, The Huffington Post, Powerlineblog, Instapundit, and Talking Points Memo--and shows how blogs are becoming part of the tool kit of political professionals, from presidential candidates to advertising consultants. While the political future may be uncertain, it will not be unblogged. For many Internet users, blogs are the news and editorial sites of record, replacing traditional newspapers, magazines, and television news programs. *Blogwars* offers the first full examination of this new and controversial force on America's political landscape.

Link:

<http://www.oup.com/us/catalog/general/subject/Politics/AmericanPolitics/PoliticalCommunicationMediaStudi/?view=usa&ci=9780195305579>

David D. Perlmutter. "The Internet: Big Pictures and Interactors." In Larry Gross, John Stuart Katz, & Jay Ruby (eds.), *Image Ethics in the Digital Age*, 2nd ed., pp. 1-26. Minneapolis: University of Minnesota Press, 2004.

Link:

http://books.google.com/books?hl=en&lr=&id=vpNHkcf2HnsC&oi=fnd&pg=PA1&dq=The+Internet:+Big+Pictures+and+Interactors+by+David+D.+Perlmutter&ots=bSWXaCQ1Sz&sig=I0j9ww5JntCi6fy_f_NSH60oc0w

David D. Perlmutter. "Foreword." In Suzanne Stefanac, *dispatches from blogistan: a travel guide for the modern blogger*, pp. v-viii. Berkeley: [Peachpit/New Riders Press](#), 2007.

David D. Perlmutter & Mary Schoen. "[If I Break A Rule, What Do I Do, Fire Myself? Ethics Codes of Independent Blogs.](#)" *Journal of Mass Media Ethics* 22(1) 2007: 37-48.

Abstract: As the latest tool for disseminated information and editorial comment shaping public opinion, blogging is quickly gaining popularity, prominence, and power. One major controversy for the new medium of circulating news and commentary is to what extent or even whether blogs should have codes of ethics. We examined 30 politically-oriented weblogs. Of these, only a few had a code of ethics, stated or implied. Little cohesion existed between the codes of ethics, but a few themes emerged. Qualitative analysis of the codes of ethics shows that what bloggers valued most included accuracy, credibility, and etiquette. We further provide evidence to support the prevailing thought that, while appearing to be "ethical" seems important to bloggers, blogging ethics and credibility are difficult to operationalize.

Link: <http://www.informaworld.com/smpp/content~content=a787960687?words=david%7cperlmutter&hash=2062472267>

David D. Perlmutter & Misti McDaniel. "[The Ascent of Blogging.](#)" *Nieman Reports*, 59(3) Fall 2005: 60-64.

Abstract: Perlmutter and McDaniel explore the ascendancy of blogging, evaluate blogs' impact on journalism, and assess how new media likely will affect the old. They stress that at some level, blogs seem a threat to almost everything in the news business. But the point worth remembering is that the rise of new media should not make the old media panic or be dismissive or fearful.

Link: <http://proquest.umi.com/pqdweb?index=36&did=912481461&SrchMode=3&sid=1&Fmt=2&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1207114556&clientId=42567&aid=1>

Read, RW (2007). "Patient Blogs: Windows into the Soul of Uveitis Care?" *Ocular Immunology and Inflammation*, 15(6): 419-420.

Sethi, Sumer K. (2007). "Blog/Web Log—A New Easy and Interactive Website Building Tool for a Non-net Savvy Radiologist," *Journal of Thoracic Imaging*, 22(2): 115-119

Abstract: Recently, there has been no escaping the mention of blogs in the media. Blogging has emerged as a social phenomenon, which

has impacted politics, business, and communication. Blogging software has enabled people with limited knowledge of the Internet to publish their thoughts online and participate in a global conversation; whereas the Blogosphere has hyperaccelerated the spread of information. Technorati, a blog search engine is now tracking over 7.8 million Weblogs, and 937 million links, and reports that there are about 30,000 to 40,000 new blogs created a day. The majority of people who blog do so as a hobby, using blogs to publish their thoughts, feelings, and viewpoints on whatever topics interest them. Blogging software also enables people to post pictures, music, and more recently videos. For many people blogs are used as online journals or diaries; other people use blogs to communicate with their family and friends. Whether people generate revenue with their blogs or use them as a hobby the one thing they all have in common is that they are part of the Blogosphere, or network of blogs that gives people a voice and allows them to spread information at an unprecedented rate. Although searching PubMed produces few results for "blog" (6 relevant articles of 24), "weblog" (1 article), web log (8 entries of varying relevance), and "blogging" (4 articles) (none of which were in Radiology, RadioGraphics, AJR, or JVIR), blogging might well become an important means of information transfer in Radiology also. As radiology is an image-based science, a blog is a satisfying endeavor in that you can share your experiences with others instantaneously. In this context, I would like to submit my experience with easy method for building a Web site known as blogging (maintaining a Web log). As a radiologist, I use my blog (<http://www.sumerdoc.blogspot.com/>; or <http://www.indianradiology.com/>) to post interesting cases from my routine practice along with any interesting abstracts I come across during my day-to-day work. The success of this project can be measured by the fact that in the last full year of "rad-blogging," more than 30,000 visitors came to the site from all over the world, with thousands of queries from patients, colleagues, and many interested students. Rad-blogging might well become a new easy method of information exchange and opinion building in Radiology.

Link: http://www.find-health-articles.com/rec_pub_17527112-blog-web-log-new-easy-interactive-website-building-tool-non-net-savvy.htm