Agenda 2-26 - Data Selection II and Visual Map

Figure A1- Theblondesalad.com Traffic statistics from Alexa.com

While theblondesalad was experiencing a steady in rise in popularity, a sharp drop can be seen

once Instagram began gaining tract around 2013, and essentially revolutionized the way the

fashion industry developed their online presence. Theblondesalad's focus was rooted within the

fashion industry, so it was only appropriate for Chiara to have made the transition along with the

rest of her peers. Once her focus grew to Instagram, the views on her blog began to drop, not

only due to the fact that more of her attention was focused on Instagram rather than her blog, but

also due to the fact that she was able to reach a larger audience base through Instagram at the time.
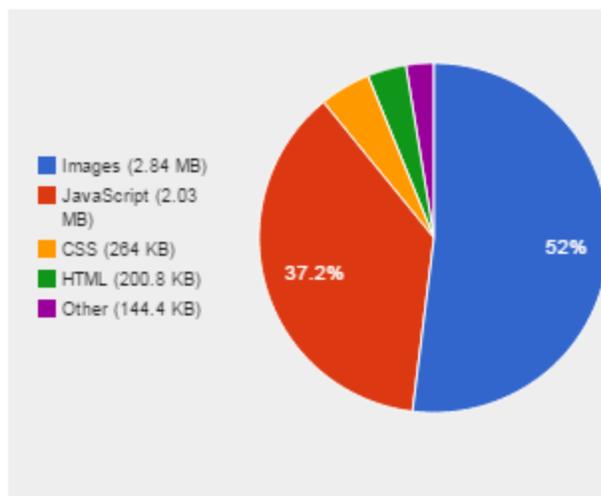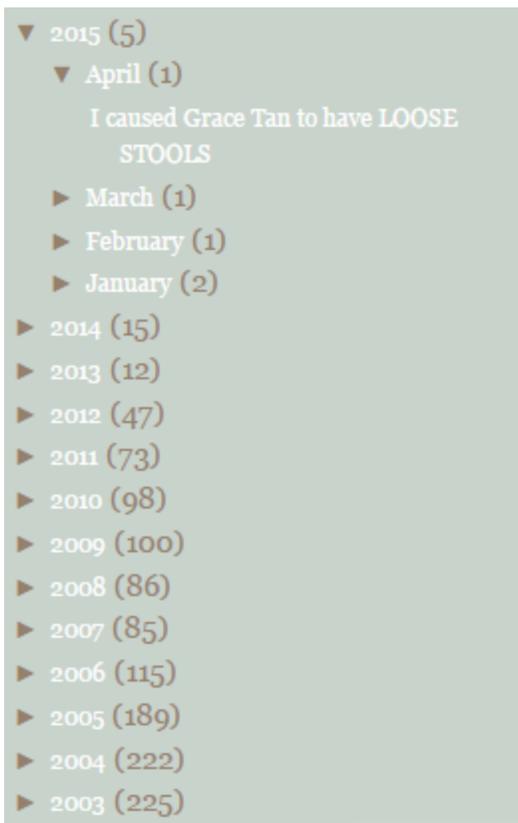

Figure A-2 - Theblondesalad.com Page Resources

A quick study of the page resources on her blog can also show to indicate that the main focus of the blog is now largely visual, similar to the nature Instagram. There are less and less words and editorials, and more quick photo posts.

Figure 2-A - Xiaxue Blog Archive (Text post count)

▼ 2015 (5)
  ▼ April (1)
      I caused Grace Tan to have LOOSE STOOLS
  ▶ March (1)
  ▶ February (1)
  ▶ January (2)
▶ 2014 (15)
▶ 2013 (12)
▶ 2012 (47)
▶ 2011 (73)
▶ 2010 (98)
▶ 2009 (100)
▶ 2008 (86)
▶ 2007 (85)
▶ 2006 (115)
▶ 2005 (189)
▶ 2004 (222)
▶ 2003 (225)

Another clear indication of the drop in activity for bloggers can be seen by looking at their blog archive. In Xiaxue's case, we can see a steep drop in blog posts from 2012 entering 2013. 2013 is commonly seen as the year where Instagram really began picking up, and became an incredibly popular platform for blogger.

Figure 2-B - Instagram Statistics for Xiaxue

INSTAGRAM STATS SUMMARY / USER SUMMARY (2015-04-24 - 2015-05-03)						
DATE		**FOLLOWERS**		**FOLLOWING**		**MEDIA**
2015-04-24	Fri	+1,695	569,538	+1	426	+2	2,574
2015-04-25	Sat	+141	569,679	+2	428	+3	2,577
2015-04-26	Sun	-21	569,658	+3	431	+4	2,581
2015-04-27	Mon	+89	569,747	--	431	+3	2,584
2015-04-28	Tue	+267	570,014	+2	433	--	2,584
2015-04-29	Wed	+459	570,473	--	433	+5	2,589
2015-04-30	Thu	-129	570,344	--	433	+2	2,591
2015-05-01	Fri	+117	570,461	--	433	+4	2,595
2015-05-02	Sat	+331	570,792	+2	435	+1	2,596
2015-05-03	Sun	+75	570,867	--	435	--	2,596
DAILY AVERAGE		+160		+1		+3	
MONTHLY AVERAGE		+4,800		+30		+90	

In comparison to her few blog posts in the past years, Xiaxue posts an average of 3 Instagram photos a day. Even though she does not interact with her followers on her traditional blog as often anymore, she is still very active through different platforms and is able to maintain her following through there instead.

Figure 2-C - Theblondesalad.com Blog Archive

The statistics for theblondesalad are not as steep, and in actuality her blog posts are now on the rise in comparison to how many she made in 2014. In a case study on theblondesalad done by Harvard, her team actually explained the shift they made in the content of their blog, in response to the drop in readers due to her growing popularity on Instagram.

Figure 2-D - Theblondesalad Instagram Statistics

INSTAGRAM STATS SUMMARY / USER SUMMARY (2015-04-24 - 2015-05-03)

DATE		FOLLOWERS		FOLLOWING		MEDIA	
2015-04-24	Fri	+5,533	3,660,733	--	665	+9	11,761
2015-04-25	Sat	+4,702	3,665,435	+1	666	+8	11,769
2015-04-26	Sun	+6,891	3,672,326	--	666	+5	11,774
2015-04-27	Mon	+5,290	3,677,616	--	666	+8	11,782
2015-04-28	Tue	+6,473	3,684,089	--	666	+7	11,789
2015-04-29	Wed	+3,091	3,687,180	-16	650	+10	11,799
2015-04-30	Thu	+6,447	3,693,627	-1	649	+5	11,804
2015-05-01	Fri	+6,479	3,700,106	--	649	+8	11,812
2015-05-02	Sat	+5,460	3,705,566	-2	647	+6	11,818
2015-05-03	Sun	+5,462	3,711,028	--	647	+9	11,827
DAILY AVERAGE		**+5,242**		--		+7	
MONTHLY AVERAGE		**+157,260**		--		+210	

Also for Chiara, she posts on average 7 posts a day, which is still much more often than the amount of times she blogs a day.

Visual Map of Data

THE SWITCH TO MICROBLOGGING
instagram and twitter

POSITIVE RESULTS

- bloggers are more connected to readers

  - ↳ more posts, readers are able to follow the blogger throughout their day
  - ↳ reposting and responding to more readers
  - ↳ bloggers can see who their readers are

- readers are more active when consuming media

  - ↳ more posts and comments through these platforms
  - ↳ more readers are participating in their own microblogs

NEGATIVE RESULTS

- QUANTITY OVER QUALITY

  - ↳ posts are shorter and more visual-based
  - ↳ information from these posts come so often and are so similar that they no longer hold as much importance

- Less stimulating and engaging material

  - ↳ posts are shallow, uninformative
  - ↳ quality and content lacks in comparison to traditional blog posts