

Economics Blogs and Economic Education¹

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Introduction

Gone are the days when teachers and professors were forced to distribute paper handouts during class, when student research required a trip to the library and when professors had to require students to purchase a subscription to the Wall Street Journal to keep up with current events. The internet, aka web 1.0, has revolutionized teaching, allowing communication with email and posting of electronic syllabi and assignments and links to readings that can be accessed from any networked computer (Goffe and Sossin 2005). A limitation of web 1.0 technology, however, is that it is a one-way street and professors are the drivers. Static course webpages are useful but they limit the flow of information.

Dynamic web 2.0 technologies allow teachers, professors and students to interact and more easily share content, discuss and collaborate. Examples of web 2.0 technology include social-networking sites (i.e., Facebook), video-sharing sites (i.e., YouTube), podcasts, wikis and blogs. Web 2.0 technology promises to further revolutionize economic education by allowing professors and students greater ability to interact outside the classroom (as well as within the classroom). Professors can post video lectures³ and develop lectures and other assignments along with students using wikis and blogs. Professors and students can communicate with Facebook groups, Facebook chat and use Twitter in addition to old-fashioned email. Students can make up for absences with an online discussion or a laboratory experiment using decentralized software

(Greenlaw and DeLoach 2003, Bostian and Holt 2009). Web 2.0 technology enhances active learning in a radical way.

Greenlaw (2010) describes how web 2.0 technology (i.e., social software) transcends web 1.0 technology and answers questions such as ‘What is social software, and how does it differ from earlier internet tools? What are the tools of social software, and how can they be used productively for teaching and learning?’ Blogs are direct descendents of static webpages.⁴ A blog is a dynamic webpage that is updated hourly, daily, weekly or only occasionally with posts of varying length (Ayres and Sachania 2009). Posts can range from short comments about news article clippings to long essays about economic issues and current events. Economics blogs may focus on a narrow topic (e.g., environmental economics) or discuss broader economic issues.⁵ Blogs usually allow comments from readers which ultimately may generate a community of readers. Blogs can be read as a webpage or posts can be downloaded to a computer or mobile device with ‘really simple syndication’ (RSS). The sum of all blogs is known as the blogosphere; or in economics, the econoblogosphere. Blog posts can occur instantaneously with current events. A blogger can read a newspaper article and comment on it in a blog post within minutes of the newspaper’s publication. Through blogging, economics professors and students have easy access to the unfiltered opinions of some of the top thinkers in economics (DeLong 2006).

Greenlaw (2010) argues that blogs can be used by students for reflection on a topic, for student discussion and as a research tool. Blogs can be used by teachers as a “learning management system.” Ayres and Sachania (2009) describe a number of other ways that blogs can be used in economics courses. The first is for the professor to develop and maintain a class blog as a substitute for a class web page or syllabus. Also, professors can write their own blogs where the more substantive posts can serve as textbook supplements. Greg Mankiw, the writer of

the popular introductory textbook, has a ‘blog map’ link for his textbook users.⁶ His readers can access up-to-date examples of economics principles. The Environmental Economics blog offers ‘Environmental Economics 101’ with primers, data and recommended readings.⁷

In addition, blogs can form the basis of student assignments. Students can be assigned blog posts as reading assignments. Students can be required to write posts for the class blog, compare positions on issues across blogs or write comments on other students’ posts.⁸ Students can even develop and maintain their own blog which would be ideal for courses with a research project component. The student blog could provide updates on the research process and posts about current events related to the topic.

While all of the elements of web 2.0 are available to economics teachers and professors, in this chapter we limit our focus to economics blogs. Our own experience is as economics bloggers, as teachers who use blogs and as researchers who have conducted two surveys on economics blogging.⁹ In the rest of this chapter we describe the ‘market’ for economics blogs with respect to economic education. In the next section we describe the product and market (i.e., the econoblogosphere). Then we describe the supply side (i.e., bloggers) and the demand side (i.e., blog readers) of the market. Finally, we provide a brief conclusion and discussion of economics blogs, teaching and opportunities for future research.

Economics blog market

The econoblogosphere is a well-developed and growing niche of the academic blogosphere. The American Economic Association’s Resources for Economists on the Internet (<http://rfe.org>) lists 73 blogs (i.e., the number of firms). The list of economics blogs at Wikipedia

currently stands at 200. The Economics Roundtable (<http://www.rtable.net>), maintained by William Parke of the University of North Carolina, aggregates posts from over 150 economics blogs. The Palgrave Econolog (<http://www.econolog.net>) lists 467 economics blogs. Brian Gongol collects and maintains visitation statistics of economics and business blogs at <http://econdirectory.com> (Appendix B). Between June 2006 and March 2008 the number of economics and business blogs increased from 42 to 140. At the time of this writing, the number of economics and business blogs included in the Gongol rankings is 166 with another 150 not providing enough data to be ranked.

According to Palgrave Econolog, the number of posts published per week is about 4000. According to Gongol, the average number of page views per blog, which can be interpreted as the equilibrium quantity in the market, ranged from 1700 to 2500 per day over the same time period. The total number of page views over the entire market increased from 80,000 to 350,000. The econoblogosphere is highly concentrated. The 4-blog concentration ratio began at 44 percent in June 2006, quickly fell to 33 percent and then steadily rose to 50 percent by March 2008. At the time of this writing the number of page views is 454,000, an increase of almost 30 percent over the past 33 months. The four blog concentration ratio is 52 percent. The ten blog concentration ratio is 74 percent.

As indication of the amount of time academics have for blogging, the level of knowledge academics have about economics and business and their willingness to share that knowledge through teaching, economics blogging is heavily influenced by academic economists. Of the top business and economics blogs in the Gongol rankings, a large percentage have primary or significant contributions from academic authors. Currently, the top five academic economics bloggers include Marginal Revolution (Tyler Cowen and Alex Tabarrok at George Mason

University), Economist's View (Mark Thoma at the University of Oregon), Greg Mankiw's Blog (Harvard University), Overcoming Bias (Robin Hanson at George Mason University) and Carpe Diem (Mark Perry at University of Michigan, Flint).

Mixon and Upadhyaya (2010) use the academic reputation of economics bloggers, as measured by citations of the primary authors' scholarly work, to rank economics blogs by reputation of the authors.¹⁰ They find that a ranking of economics departments based on the ranking of the blog authors' academic reputation is highly correlated with rankings of departments based on other criteria. Mixon and Upadhyaya (2010, p. 7) conclude that their findings are 'consistent with the hypothesis that bloggers of higher scientific quality or credentials attract more attention.'

Supply side

Why do bloggers blog? In this section we present some results of a survey of economics bloggers (Appendix C). The objectives of the survey were to assess the characteristics of these bloggers and understand their blogging activities and motivations for blogging (Schiff 2008). In total, 183 different blogs were included, based on the criteria that most or all of their content be relatively closely related to economics. The common characteristics of all the included blogs are that they cover academic or professional topics, and are generally written by academics or professionals. In total, 104 complete responses are used.

Among survey respondents, about half of economics bloggers were aged under 40, and about 40 percent were between 40 and 60. Only 1 percent were 20 years old or younger, reflecting the fact that most economics blogs are written by professors or professional

economists. Over 50 percent had been blogging for more than 2 years. About 58 percent of bloggers surveyed were employed at an academic institution, while 9 percent were students.

The average number of blog posts written over the past month was 33, with a median of 25. Most bloggers, 54 percent, spend less than 20 hours per month on tasks related to their blog. Fifty percent of their time was spent writing or editing posts and 36 percent spent reading or researching material for posts. Sixty seven percent have third party advertising on their blogs and 73 percent of bloggers advertise their books, consulting services and other products. However, 52 percent of bloggers consider their payments from blogging to be very inadequate compensation.

Survey respondents were asked to rate ten different motivations for blogging. Public motivations of contributing to debates, public education and research dissemination rate relatively highly, as do the private motivations of fun/entertainment, profile raising and recording thoughts and ideas. Income, improving writing skills and getting reader feedback are relatively minor motivators for most economics bloggers. The drawbacks to blogging include the time required (95 percent rate it as a little, somewhat, very or extremely important), lack of interest from readers (80 percent), difficulties coming up with new material for posts (65 percent), concerns about adverse reputational effects (60 percent), inappropriate comments from readers (64 percent) and low actual or potential income (56 percent).

To investigate further the supply of economics blogging, we regressed the quantity of blog posts over the past month as reported by survey respondents against a number of variables relating to the blogger's characteristics and motivations. The independent variables include a variable for whether the blogger had paid advertising on their blog, a variable for whether the blogger advertised other services they sell such as consulting or textbooks on their blog, a

variable for the importance of advertising revenue as motivation for blogging, a variable for other potential revenue, blogger age, length of time blogging and the average amount of time spent writing each blog post. In contrast to the self-reported motivations of bloggers, the regression results suggest that actual and potential advertising revenue are significant drivers of the quantity of posts per month. This may be influenced by a relatively small number of professional bloggers in our dataset who get paid to blog. Bloggers who spend less time on each post write more posts per month, which is not surprising. Some bloggers choose to write less frequent but more lengthy posts, while others generate frequent short posts.

Demand side

The number of blog readers has also increased significantly over the past few years. In 2007, the Wall Street Journal's 'Numbers Guy,' Carl Bialik, reported that between 16 percent and 50 percent of U.S. adults were blog readers with varying intensity.¹¹ We conducted an internet survey of economics blog readers during March 2008 (Appendix D). The primary purpose of the survey was to determine how much time users spent reading economics blogs relative to other reading activities and the purpose of that attention to blogs. The basis of our analysis is a convenience sample of 378 voluntary respondents to a call for participation at the (now retired) 26econ blog, the Environmental Economics blog and several other more prominent blogs. As such, it can not be considered representative of the economics blog reader but the results are suggestive.

Ten percent of the sample identifies themselves as 'a teacher or professor,' 10 percent are 'a non-academic professional economist in the public or private sector and 48 percent are 'some

other kind of professional.’ Twenty-four percent identify themselves as a student. The average age is 34 years, weekly work hours are 29 and average annual personal income is \$60 thousand. Eighty-seven percent of economics blog readers are male and 89 percent are white. Most respondents consider themselves politically liberal (36 percent), followed by Libertarian (24 percent), independent (14 percent) and conservative (9 percent). Seventy-two percent of respondents live in North America and 21 percent in Europe.

Survey respondents read multiple economics blogs. Thirty-nine percent read between one and five blogs, 31 percent read between six and ten and 26 percent read eleven or more economics blogs. The most popular blogs written by academic economics are, in order, Marginal Revolution (Tyler Cowen and Alex Taborrak), Greg Mankiw’s Blog, Freakonomics (Steven Levitt and Stephen Dubner), Conscience of a Liberal (Paul Krugman), and Economist’s View (Mark Thoma).

Respondents were asked ‘What is the most important reason that you read economics blogs?’ Of the suggested responses over 70 percent of respondents indicated ‘my own enjoyment/knowledge’ and 13 percent indicated ‘research for my work or writing my own blog.’ Less than 10 percent use blogs primarily ‘to get ideas for teaching,’ ‘research for a school project,’ because ‘it is required by my teacher/professor,’ ‘to get information or advice related to investing’ or ‘to identify interesting or important news stories.’ Eighty-three percent of students are reading economics blogs for their own enjoyment or knowledge while only 66 percent of non-students do so. The differences between students and non-students are statistically significant at the $p = .05$ level. About 75 percent somewhat agree or strongly agree with the statement that it is important for blogs to keep up with current events and news.

Respondents were next asked ‘How much time during the past month did you spend reading economics blogs?’ The sample was evenly distributed with 21 percent indicating two to five hours, 24 percent indicating five to ten hours, 23 percent indicating ten to twenty hours and 21 percent indicating more than twenty hours. There are no statistically significant differences between students and non-students. When inquiring as to how their time use had changed compared to one year ago, 33 percent and 48 percent of respondents are spending ‘a little more’ or ‘a lot more’ more time reading economics blogs. Fifteen percent are spending about the same amount of time. There are statistically significant differences across students and non-students but the practical differences are slight. For example, fifty percent of students are spending a lot more time reading economics blogs compared to 47 percent of non-students who do so.

Respondents were then asked ‘How much time during the past month did you spend reading *all* blogs?’ Eleven percent answered two to five hours, 14 percent answered five to ten hours, 26 percent answered ten to twenty hours and 44 percent answered more than twenty hours. Only 32 percent of students are reading all blogs more than twenty hours while 48 percent of the non-students are doing so. This difference is statistically significant at the $p = .05$ level. Compared to one year ago, 37 percent and 38 percent of respondents are spending ‘a little more’ and ‘a lot more’ time reading all blogs. There are no statistically significant differences across student and non-student samples.

The increased reading of economics and other blogs has done little to cut into overall reading. Fifty two percent of all respondents state that they are spending about the same amount of time ‘reading printed economics-related books, magazines and newspapers’ now compared to one year ago. Twenty two percent are reading a little less while 17 percent are reading ‘a little more.’ There are no statistically significant differences across students and non-students. Forty

seven percent of the sample are reading printed economics-related books, magazines and newspapers about the same as they did a year ago. Twenty three percent of students are reading a little more compared to twenty percent of non-students. Sixteen percent of students are reading a lot more print economics compared to six percent of non-students. These differences are statistically significant at the $p = .05$ level.

The Pearson correlation coefficients on the ranks of responses indicates that the time spent reading economics blogs and all blogs is positively correlated ($r = 0.64, p < .01$). These activities appear to be complements. There is no correlation between time spent reading economics blogs and print economics. These results are similar for student and non-student sub-samples. Comparing time spent from year to year, there is a positive and statistically significant rank correlation between time spent reading economics blogs and time spent reading all blogs ($r = 0.59, p < .01$). Overall, there is no correlation between time spent reading economics blogs and print economics compared to one year ago. However, for students there is a positive correlation between time spent reading economics blogs and time spent reading print economics compared to one year ago ($r = 0.23, p < .05$). For students, there appears to be a trend toward complementarity of economics blogs and print economics.

Discussion

While the use of interactive web 2.0 technologies as teaching tools in economics is still relatively new, anecdotal evidence suggests that blogs are increasingly being used for teaching. Blogging might help an economist think more carefully about a particular topic and, in our experience, blog comments provide useful feedback to shape this thinking. To the extent that thinking about

economics enhances teaching, then blogging enhances teaching. Blog posts are often short, and blog readers can switch to a competing blog with a mouse-click, so successful bloggers must develop a concise and engaging style of communication which also may enhance teaching. Blogging requires reading; very few bloggers write posts off the top of their heads. Therefore, many bloggers are required to expand their reading which increases the current event-type material that can be presented in the classroom. Our own experience is that blogging is a good source of ideas for teaching and research.¹²

Our survey results suggest that there is a growing audience for economics bloggers among those in the general public, and especially students with an interest in economics. The student audience is especially attractive for the informal teaching opportunities that blogging presents. However, little is known about the impact of economics blogs and other web 2.0 technologies on teaching effectiveness. To better understand the potential of these technologies in economic education, it would be useful for future research to examine the link between blogs and specific learning outcomes. These outcomes could include both objective measures of academic performance as well as subjective measures of student participation and satisfaction. Another interesting avenue for research is to examine the effectiveness of blogs to educate people outside of the formal education system on economic concepts and ideas. For example, regular economics blog readers who do not have formal backgrounds in economics and are not economics students could be tested to assess their level of understanding of economics against a control group of non-blog-readers.

References

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Endnotes

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² The authors are affiliated with The Ohio State University, Covec and Appalachian State University.

³ See Jodi Beggs’ lectures at <http://www.economistsdoitwithmodels.com/microeconomics-101/>.

⁴ In contrast, wikis are websites that any user can edit and can be used for class outlines, class notes and student discussion of course essays and papers (Greenlaw 2010). See Ferris and Hilder (2006) for further discussion about wikis and education.

⁵ For example, see the list of ‘Ten Interesting Economics Blogs’ in the The Milken Institute Review (2007) reproduced here in Appendix A.

⁶ http://www.cengage.com/economics/book_content/0324224729_mankiw/map/

⁷ http://www.env-econ.net/environmental_economics_1.html

⁸ ‘Here They Come!’ at <http://aguanomics.com/2009/10/here-they-come.html>.

⁹ Haab and Whitehead blog at Environmental Economics (www.env-econ.net) and Schiff formerly blogged at 26econ (26econ.com).

¹⁰ Academic citations are notoriously fickle measures of academic quality. Problems of miscounting and double-counting abound. Nevertheless, rankings such as those by Mixon and Upadhyaya are a useful start for understanding the contributions blogs can make to the understanding of economics by the broader public.

¹¹ See ‘Counting Bloggers, and Blog Readers,’ <http://blogs.wsj.com/numbersguy/counting-bloggers-and-blog-readers-181/>.

¹² For those who would like to try blogging, Ayres and Sachania (2009) provide a guide to software options and writing and managing content.

LISTS

10 Ten Interesting Economics Blogs

There are now literally thousands of blogs with some economic content, and dozens worth an occasional look. I find myself going back to these 10 (listed in no particular order) for a mix of fresh ideas, reality checks and even a bit of uneconomist-like passion.

Brad DeLong's Semi-Daily Journal (delong.typepad.com)

DeLong, a Berkeley prof who was a senior Treasury official in the Clinton administration, is a fine liberal economist with opinions about everything.

Newmark's Door (newmarksdoor.typepad.com/mainblog)

Quirky, thoughtful blog that leans to the right, from David M. Newmark of North Carolina State.

A Fistful of Euros (fistfulofeuros.net)

A dozen perceptive commentators make this an excellent place to keep up with European economics and politics.

Environmental Economics (www.env-econ.net)

Tim Haab (Ohio State) and John Whitehead (Appalachian State) specialize in natural resources and environment issues.

Greg Mankiw's Blog (gregmankiw.blogspot.com)

Smart stuff from a Harvard macroeconomist who was George W. Bush's most respectable economist.

Economics Unbound (www.businessweek.com/the_thread/economicunbound)

BusinessWeek's free-ranging economics blog, overseen by Michael Mandel, *BW's* chief economist.

Nouriel Roubini's Blog (rgemonitor.com/blog/roubini)

Roubini teaches economics at NYU and runs Roubini Global Economics. The focus is on macroeconomics and international finance.

Freakonomics Blog (www.freakonomics.com/blog)

More of the delightfully unexpected from the book's authors (Steven Levitt and Stephen Dubner), who've attracted a whole new audience to microeconomics.

Asymmetrical Information (www.janegalt.net)

The inner pedant of libertarian Jane Galt, aka Megan McArdle, a 30-something University of Chicago MBA who now writes for the *Economist* magazine.

Economics Roundtable (www.rtable.net/index/rt/economics)

One-stop shopping: A "meta-blog" that collects the commentary of dozens of economist-bloggers and fellow travelers.

Appendix B. Gongol Rankings from <http://econdirectory.com> (December 20, 2010).

EconDirectory.com: Traffic Rankings for Business and Economics Websites

Brian Gongol

Next update: On or about December 4, 2010. The November rankings, though posted very late (due to a family emergency) were in fact based on data collected according to the normal schedule. The most recent ratings are always found at EconDirectory.com.

{ [frequently-asked questions \(FAQ\)](#) • [what the newspaper comparisons mean](#) • [full directory](#) • [past rankings](#) }

If your favorite site isn't listed, [here's why](#).

The data here are generally from October 1 to October 31, 2010, as collected on November 8, 2010

Traffic ratings from November 8, 2010 - by average daily pageviews

Rank	Site	Page Views	Change	Pageview Ratio	...making this the ____ of business/econ websites:
1	Calculated Risk	69992	▲	100.00%	USA Today
2	Big Picture	63919	▼	91.32%	Wall Street Journal
3	Michael Shedlock	52019	▼	74.32%	New York Times
4	Naked Capitalism	43480	▲	62.12%	New York Times
5	Marginal Revolution	35980	▲	51.41%	New York Times
6	Gregory Mankiw	15833	▼	22.62%	Chicago Tribune
7	VoxEU	15618	▲	22.31%	Houston Chronicle
8	Economist's View	15459	▲	22.09%	Houston Chronicle
9	Tax Prof	13625	▲	19.47%	Long Island Newsday
10	Baseline Scenario	7664	▲	10.95%	Indianapolis Star
11	Carpe Diem	6440	▲	9.20%	Miami Herald
12	Trader's Narrative	6200	▲▲	8.86%	Seattle Times
13	Half Sigma	5851	▲	8.36%	Tampa Tribune
14	Gongol	5061	▼	7.23%	Las Vegas Review-Journal
15	Overcoming Bias	4770	▼▼	6.82%	Austin American-Statesman
16	Angry Bear	4763	▲	6.81%	Austin American-Statesman
17	Financial Armageddon	4761	▲	6.80%	Austin American-Statesman
18	Triple Pundit	4723	▼▼	6.75%	Austin American-Statesman
19	Ekonomi Turk (Turkish)	4672	▲▲	6.68%	Austin American-Statesman
20	QandO	4348	▲	6.21%	Rochester Democrat & Chronicle
21	Coyote Blog	4153	▲	5.93%	Des Moines Register
22	Carl Futia	4038	▲	5.77%	Providence Journal
23	Angry Economist	3670	▲	5.24%	Salt Lake City Tribune
24	Economic Edge	3163	▲	4.52%	Albuquerque Journal
25	Tim Worstall	3136	▲	4.48%	Albuquerque Journal

26	<u>Harvard Law School Forum on Corporate Governance</u>	2252	▲	3.22%	Flint Journal
27	<u>Atanu Dey</u>	2234	▲▲	3.19%	Flint Journal
28	<u>Economic Populist</u>	2225	▲▲	3.18%	Santa Rosa Press Democrat
29	<u>EconBrowser</u>	2137	▲	3.05%	El Paso Times
30	<u>Visualizing Economics</u>	2062	▼	2.95%	Portland Press Herald
31	<u>Environmental Economics (Haab and Whitehead)</u>	2023	▼	2.89%	Portland Press Herald
32	<u>Wages of Wins</u>	1981	▼	2.83%	South Bend-Mishawaka Tribune
33	<u>Fistful of Euros</u>	1881	▼▼	2.69%	Ogden Standard-Examiner
34	<u>John Lott</u>	1465	▲	2.09%	Cape Cod Times
35	<u>Trader Mike</u>	1399	▼	2.00%	Lancaster Intelligencer Journal
36	<u>Calafia Beach Pundit</u>	1397	▼	2.00%	Lancaster Intelligencer Journal
37	<u>Willisms</u>	1383	▲	1.98%	Bloomington-Normal Pantagraph
38	<u>The Conglomerate</u>	1339	▼▼	1.91%	North Andover Eagle-Tribune
39	<u>Political Calculations</u>	1168	▲	1.67%	Fort Smith Southwest Times Record
40	<u>Random Roger's Big Picture</u>	1155	▲	1.65%	Saginaw News
41	<u>Roth and Co.</u>	1106	▲	1.58%	Waco Tribune-Herald
42	<u>Bonddad Blog</u>	1064	▲	1.52%	Tyler Morning Telegraph
43	<u>Art Diamond</u>	1034	▲	1.48%	Tyler Morning Telegraph
44	<u>When Giants Fall</u>	931	▲▲	1.33%	Great Falls Tribune
45	<u>Economicrot</u>	907	▼	1.30%	Muncie Star/Press
46	<u>Newmark's Door</u>	901	▼	1.29%	Muncie Star/Press
47	<u>Aguanomics</u>	891	▲▲	1.27%	Racine Journal Times
48	<u>Antitrust and Competition Policy</u>	854	▼	1.22%	Chico Enterprise-Record
49	<u>Economic Perspectives from Kansas City</u>	774	▲▲	1.11%	Fort Collins Coloradoan
50	<u>Fat Pitch Financials</u>	766	▲	1.09%	Eau Claire Leader-Telegram
51	<u>Entrepreneurial Mind</u>	756	▼	1.08%	Eau Claire Leader-Telegram
52	<u>New Economist</u>	740	▲	1.06%	Fort Wayne News-Sentinel
53	<u>Taking Hayek Seriously</u>	703	▼	1.00%	Fort Wayne News-Sentinel
54	<u>Dash of Insight</u>	659	▲▲	0.94%	Bowling Green Daily News
55	<u>True Economics</u>	628	▼	0.90%	Eureka Times-Standard
56	<u>Distributed Republic</u>	625	▲	0.89%	Eureka Times-Standard
57	<u>Market Solution (Serbian)</u>	603	▼	0.86%	Burlington Hawk Eye
58	<u>Econospeak</u>	561	▲▲	0.80%	Attleboro Sun Chronicle
59	<u>Billboardom</u>	518	▲	0.74%	Fort Dodge Messenger
60	<u>EclectEcon</u>	433	▲	0.62%	Chillicothe Gazette
61	<u>Long or Short Capital</u>	431	▼	0.62%	Chillicothe Gazette
62	<u>Ajay Shah</u>	429	▼	0.61%	Chillicothe Gazette
63	<u>Paper Economy</u>	428	▼	0.61%	Chillicothe Gazette
64	<u>Justin Wehr</u>	411	▲	0.59%	Chillicothe Gazette
65	<u>Mess that Greenspan Made</u>	410	▼	0.59%	Chillicothe Gazette

66	<u>Economista Serial Cronico</u>	406	▼	0.58%	Chillicothe Gazette
67	<u>Financial Rounds</u>	398	—	0.57%	Chillicothe Gazette
68	<u>Environmental and Urban Economics</u>	343	▼	0.49%	Marietta Times
69	<u>The Visible Hand in Economics</u>	324	▼	0.46%	Marietta Times
70	<u>Economics Junkie</u>	316	▲▲	0.45%	Marietta Times
71	<u>Blogo Existo (Portuguese)</u>	310	▲▲	0.44%	Gettysburg Times
72	<u>Adam Smith's Lost Legacy</u>	303	▲	0.43%	Gettysburg Times
73	<u>Window Manager</u>	292	▲	0.42%	Gettysburg Times
74	<u>Mad Money Machine</u>	288	▲▲	0.41%	Gettysburg Times
75	<u>Illusion of Prosperity</u>	284	▲▲	0.41%	Gettysburg Times
76	<u>Accrued Interest</u>	268	▲	0.38%	Lake City Reporter
77	<u>Global Economy Matters</u>	262	▼	0.37%	Emporia Gazette
78	<u>Environmental Valuation and Cost-Benefit News</u>	252	▼▼	0.36%	Emporia Gazette
79	<u>Market Power</u>	251	▼	0.36%	Emporia Gazette
80	<u>SCSU Scholars</u>	249	▲▲	0.36%	Emporia Gazette
81	<u>Truck and Barter</u>	233	▼▼	0.33%	Emporia Gazette
82	<u>N. Emrah Aydinonat</u>	231	▼	0.33%	Emporia Gazette
83	<u>Economic Disconnect</u>	218	▼	0.31%	Emporia Gazette
84	<u>Asymmetrical Information</u>	201	▲▲	0.29%	Emporia Gazette
85	<u>Supply and Demand (In That Order)</u>	196	▼▼	0.28%	Chippewa Falls Herald
86	<u>Cold Spring Shops</u>	187	▲▲	0.27%	Tulare Advance-Register
87	<u>Oregon Economics</u>	181	▼	0.26%	Tulare Advance-Register
88	<u>Trade and Me (Spanish)</u>	173	▲	0.25%	Bucyrus Telegraph-Forum
89	<u>Alpha Sources</u>	172	▼▼	0.25%	Bucyrus Telegraph-Forum
90	<u>Globalisation and the Environment</u>	170	▲	0.24%	Bucyrus Telegraph-Forum
91	<u>Businomics</u>	167	▲	0.24%	Bucyrus Telegraph-Forum
92	<u>MV=PQ</u>	167	▲▲	0.24%	Bucyrus Telegraph-Forum
93	<u>Egoist</u>	166	▼	0.24%	Bucyrus Telegraph-Forum
94	<u>Capital Spectator</u>	149	▼	0.21%	Port Clinton News Herald
95	<u>VoluntaryXchange</u>	149	▲▲	0.21%	Port Clinton News Herald
96	<u>Management R&D</u>	137	▲▲	0.20%	Port Clinton News Herald
97	<u>Emirates Economist</u>	136	▲	0.19%	Baraboo News Republic
98	<u>IPE at UNC</u>	131	▲▲	0.19%	Baraboo News Republic
99	<u>Bayesian Heresy</u>	129	▼	0.18%	Orange Leader
100	<u>Buyer Behaviour</u>	125	▼	0.18%	Orange Leader
101	<u>Knowing and Making</u>	115	▲▲	0.16%	Oklahoma City Journal Record
102	<u>Bearwatch</u>	98	▲	0.14%	Webster City Freeman-Journal
103	<u>John Barrdear</u>	89	▲▲	0.13%	Webster City Freeman-Journal
104	<u>Italian Economy Watch</u>	86	▼	0.12%	Webster City Freeman-Journal
105	<u>Blue Matter</u>	81	▲▲	0.12%	Webster City Freeman-Journal
106	<u>Heavy Lifting</u>	64	▼	0.09%	Jefferson City News Tribune

107	<u>Development Bank Research Bulletin</u>	60	▲	0.09%	Jefferson City News Tribune
108	<u>Economic Dreams, Economic Nightmares</u>	57	▲	0.08%	Jefferson City News Tribune
109	<u>Good News Economist</u>	55	▼▼	0.08%	Jefferson City News Tribune
110	<u>Sybil's Star</u>	55	▼	0.08%	Jefferson City News Tribune
111	<u>Labour and Capital</u>	55	▼▼	0.08%	Jefferson City News Tribune
112	<u>Anecdotal Economics</u>	55	▲▲	0.08%	Jefferson City News Tribune
113	<u>Ecological Economics</u>	53	▼	0.08%	Jefferson City News Tribune
114	<u>Common Tragedies</u>	52	▼▼	0.07%	Jefferson City News Tribune
115	<u>Trade Diversion</u>	47	▼▼	0.07%	Jefferson City News Tribune
116	<u>Age of Abundance</u>	46	▼	0.07%	Jefferson City News Tribune
117	<u>L'Estable</u>	41	▼	0.06%	below threshold for top 750 newspapers
118	<u>EconWeekly</u>	41	▲▲	0.06%	below threshold for top 750 newspapers
119	<u>Business of America is Business</u>	40	▲▲	0.06%	below threshold for top 750 newspapers
120	<u>Futronomics</u>	36	▼	0.05%	below threshold for top 750 newspapers
121	<u>Moonballs from Planet Earth</u>	36	▼	0.05%	below threshold for top 750 newspapers
122	<u>Environmental Economics and Sustainable Development</u>	35	▼▼	0.05%	below threshold for top 750 newspapers
123	<u>Libertarianism from A to Z</u>	32	▲▲	0.05%	below threshold for top 750 newspapers
124	<u>Accidental Verbosity</u>	31	▲▲	0.04%	below threshold for top 750 newspapers
125	<u>Blog of Diminishing Returns</u>	30	▲▲	0.04%	below threshold for top 750 newspapers
126	<u>Street Light</u>	27	▲	0.04%	below threshold for top 750 newspapers
127	<u>Deflationite</u>	27	▲▲	0.04%	below threshold for top 750 newspapers
128	<u>Vox Baby</u>	26	▼	0.04%	below threshold for top 750 newspapers
129	<u>Beyond Economics</u>	26	▲	0.04%	below threshold for top 750 newspapers
130	<u>Oikos</u>	25	▲	0.04%	below threshold for top 750 newspapers
131	<u>Three Chemists and a Bean-Counter</u>	18	▼	0.03%	below threshold for top 750 newspapers
132	<u>Labor Blog</u>	15	▲▲	0.02%	below threshold for top 750 newspapers
133	<u>Latin America and Brazil</u>	13	▲	0.02%	below threshold for top 750 newspapers

134	Willem Buiter	10	▲▲	0.01%	below threshold for top 750 newspapers
135	Urban Economics and More	7	▼▼	0.01%	below threshold for top 750 newspapers
136	General Glut	6	▼▼	0.01%	below threshold for top 750 newspapers
137	MacroMouse	6	▼▼	0.01%	below threshold for top 750 newspapers
138	Market Ticker	5	—	0.01%	below threshold for top 750 newspapers
139	Escape from Cubicle Nation	4	▼	0.01%	below threshold for top 750 newspapers
140	European Tribune	4	▲▲	0.01%	below threshold for top 750 newspapers
141	Research Design and Statistics	3	—	0.00%	below threshold for top 750 newspapers
142	Liberal Capitalist Party	2	▼▼	0.00%	below threshold for top 750 newspapers
143	Carnival of the Capitalists	1	▼▼	0.00%	below threshold for top 750 newspapers
144	Drezner	1	—	0.00%	below threshold for top 750 newspapers
145	Jacqueline Passey	1	—	0.00%	below threshold for top 750 newspapers
146	Inflation in the USA	1	—	0.00%	below threshold for top 750 newspapers
147	ArgMax	0	▼▼	0.00%	below threshold for top 750 newspapers
148	Notes for Monetary Enthusiasts	0	▼▼	0.00%	below threshold for top 750 newspapers
149	Card-Carrying Member	0	▼▼	0.00%	below threshold for top 750 newspapers
150	Winter Watch	0	▼▼	0.00%	below threshold for top 750 newspapers
151	Andrew Leigh	0	—	0.00%	below threshold for top 750 newspapers
152	Core Economics	0	—	0.00%	below threshold for top 750 newspapers
153	Vancouver Housing	0	—	0.00%	below threshold for top 750 newspapers
154	Indian Economy	0	—	0.00%	below threshold for top 750 newspapers
155	World Economic Forum Weblog	0	—	0.00%	below threshold for top 750 newspapers
156	Deinonychus Antirrhopus	0	—	0.00%	below threshold for top 750 newspapers
157	Different River	0	—	0.00%	below threshold for top 750 newspapers

158	Marek Hlavac	0	—	0.00%	below threshold for top 750 newspapers
159	Truth on the Market	0	—	0.00%	below threshold for top 750 newspapers
160	Economics, Markets, and Probabilities	0	—	0.00%	below threshold for top 750 newspapers
161	Hypothetical Bias	0	—	0.00%	below threshold for top 750 newspapers
162	Chicago Boyz	0	—	0.00%	below threshold for top 750 newspapers
163	Ashish's Niti	0	—	0.00%	below threshold for top 750 newspapers
164	Chris Blattman	0	—	0.00%	below threshold for top 750 newspapers
165	Statistical Modeling	0	—	0.00%	below threshold for top 750 newspapers
166	Macroblog	0	—	0.00%	below threshold for top 750 newspapers

Traffic ratings from November 8, 2010 - by average daily visits

Rank	Site	Visits	Change	Visit Ratio	...making this the ___ of business/econ websites:
1	Big Picture	51400	▼	100.00%	USA Today
2	Calculated Risk	48464	▼	94.29%	Wall Street Journal
3	Michael Shedlock	41626	▼	80.98%	New York Times
4	Naked Capitalism	31162	▲	60.63%	New York Times
5	Marginal Revolution	25177	▲	48.98%	New York Times
6	Gregory Mankiw	11478	▼	22.33%	Houston Chronicle
7	Tax Prof	10640	▲	20.70%	Houston Chronicle
8	VoxEU	8541	▲	16.62%	Long Island Newsday
9	Economist's View	9554	▲▲	18.59%	Long Island Newsday
10	Baseline Scenario	5858	▲	11.40%	Sacramento Bee
11	Triple Pundit	2897	▼▼	5.64%	Jacksonville Times-Union
12	Overcoming Bias	2936	▼▼	5.71%	Los Angeles Daily News
13	Carpe Diem	4739	▲	9.22%	Miami Herald
14	Financial Armageddon	3566	▲	6.94%	Raleigh News & Observer
15	Half Sigma	3343	▲	6.50%	Memphis Commercial Appeal
16	Angry Bear	3095	▲	6.02%	Des Moines Register
17	Carl Futia	3133	▲	6.10%	Fresno Bee
18	QandO	2843	▲	5.53%	Grand Rapids Press
19	Coyote Blog	2822	▲	5.49%	Grand Rapids Press
20	Trader's Narrative	3800	▲▲	7.39%	Boston Herald
21	Gongol	2374	▲	4.62%	Albuquerque Journal
22	Ekonomi Turk (Turkish)	2536	▲▲	4.93%	Knoxville News Sentinel

23	Economic Edge	2030	▲	3.95%	Treasure Coast News
24	Tim Worstall	1747	▲	3.40%	Long Beach Press-Telegram
25	The Conglomerate	921	▼▼	1.79%	Palm Springs Desert Sun
26	Fistful of Euros	1167	▼▼	2.27%	San Bernardino Sun
27	EconBrowser	1552	▲	3.02%	El Paso Times
28	Wages of Wins	1328	▼	2.58%	Fayetteville Observer
29	Visualizing Economics	1237	▼	2.41%	Rockford Register Star
30	Economic Populist	1522	▲▲	2.96%	Portland Press Herald
31	Harvard Law School Forum on Corporate Governance	1328	▲	2.58%	Fayetteville Observer
32	Environmental Economics (Haab and Whitehead)	1147	▲	2.23%	Green Bay Press-Gazette
33	Calafia Beach Pundit	1078	▼	2.10%	Cape Cod Times
34	Angry Economist	1030	▼	2.00%	Lancaster Intelligencer Journal
35	Trader Mike	943	▼	1.83%	Biloxi-Gulfport Sun Herald
36	John Lott	1088	▲	2.12%	Springfield State Journal-Register
37	Willisms	974	▲	1.89%	Beaumont Enterprise
38	Becker-Posner	875	—	1.70%	Utica Observer-Dispatch
39	Political Calculations	814	▲	1.58%	Waco Tribune-Herald
40	Bonddad Blog	828	▲	1.61%	Waco Tribune-Herald
41	Art Diamond	772	▲	1.50%	Tyler Morning Telegraph
42	Roth and Co.	726	—	1.41%	Lynchburg News & Advance
43	Random Roger's Big Picture	698	▼	1.36%	La Crosse Tribune
44	Atanu Dey	1175	▲▲	2.29%	Pensacola News Journal
45	Economicrot	680	▼	1.32%	Great Falls Tribune
46	Entrepreneurial Mind	645	▼	1.25%	Racine Journal Times
47	Newmark's Door	539	▼	1.05%	Fort Wayne News-Sentinel
48	True Economics	500	▼	0.97%	Bowling Green Daily News
49	Antitrust and Competition Policy	496	▼	0.96%	Bowling Green Daily News
50	Fat Pitch Financials	597	▲	1.16%	Fort Collins Coloradoan
51	Sports Economist	421	▼	0.82%	Burlington Hawk Eye
52	New Economist	424	▲	0.82%	Burlington Hawk Eye
53	When Giants Fall	366	▼	0.71%	Fort Dodge Messenger
54	Virginia Postrel	389	▼	0.76%	Attleboro Sun Chronicle
55	Market Solution (Serbian)	376	▼	0.73%	Fort Dodge Messenger
56	Dash of Insight	483	▲▲	0.94%	Bowling Green Daily News
57	Distributed Republic	393	▲	0.76%	Attleboro Sun Chronicle
58	Taking Hayek Seriously	357	▼	0.69%	Orangeburg Times and Democrat
59	Economista Serial Cronico	324	▼	0.63%	Chillicothe Gazette
60	Paper Economy	317	▼	0.62%	Chillicothe Gazette
61	Mess that Greenspan Made	324	▲	0.63%	Chillicothe Gazette
62	Economic Perspectives from Kansas City	455	▲▲	0.89%	Eureka Times-Standard
63	Ajay Shah	306	▲	0.60%	Chillicothe Gazette

64	<u>Environmental and Urban Economics</u>	283		0.55%	Chillicothe Gazette
65	<u>Truck and Barter</u>	144		0.28%	Chippewa Falls Herald
66	<u>Long or Short Capital</u>	256		0.50%	Marietta Times
67	<u>Econospeak</u>	438		0.85%	Burlington Hawk Eye
68	<u>Financial Rounds</u>	254		0.49%	Marietta Times
69	<u>Aguanomics</u>	704		1.37%	La Crosse Tribune
70	<u>Billboardom</u>	287		0.56%	Chillicothe Gazette
71	<u>Justin Wehr</u>	263		0.51%	Marietta Times
72	<u>EclectEcon</u>	275		0.54%	Chillicothe Gazette
73	<u>Accrued Interest</u>	228		0.44%	Gettysburg Times
74	<u>Global Economy Matters</u>	198		0.39%	Lake City Reporter
75	<u>The Visible Hand in Economics</u>	213		0.41%	Gettysburg Times
76	<u>Environmental Valuation and Cost-Benefit News</u>	111		0.22%	Port Clinton News Herald
77	<u>Window Manager</u>	230		0.45%	Marietta Times
78	<u>Market Power</u>	176		0.34%	Emporia Gazette
79	<u>Adam Smith's Lost Legacy</u>	210		0.41%	Gettysburg Times
80	<u>Alpha Sources</u>	98		0.19%	Baraboo News Republic
81	<u>Supply and Demand (In That Order)</u>	151		0.29%	Emporia Gazette
82	<u>Illusion of Prosperity</u>	207		0.40%	Gettysburg Times
83	<u>Economic Disconnect</u>	166		0.32%	Emporia Gazette
84	<u>Blogo Existo (Portuguese)</u>	234		0.46%	Marietta Times
85	<u>Oregon Economics</u>	135		0.26%	Tulare Advance-Register
86	<u>N. Emrah Aydinonat</u>	130		0.25%	Bucyrus Telegraph-Forum
87	<u>SCSU Scholars</u>	141		0.27%	Tulare Advance-Register
88	<u>Egoist</u>	132		0.26%	Tulare Advance-Register
89	<u>Capital Spectator</u>	138		0.27%	Tulare Advance-Register
90	<u>Asymmetrical Information</u>	144		0.28%	Chippewa Falls Herald
91	<u>Globalisation and the Environment</u>	130		0.25%	Bucyrus Telegraph-Forum
92	<u>Trade and Me (Spanish)</u>	134		0.26%	Tulare Advance-Register
93	<u>Businomics</u>	117		0.23%	Hudson Register-Star
94	<u>Buyer Behaviour</u>	94		0.18%	Orange Leader
95	<u>Bayesian Heresy</u>	93		0.18%	Orange Leader
96	<u>Sustainability in Hawaii</u>	107		0.21%	Port Clinton News Herald
97	<u>Emirates Economist</u>	95		0.18%	Orange Leader
98	<u>Cold Spring Shops</u>	129		0.25%	Bucyrus Telegraph-Forum
99	<u>VoluntaryXchange</u>	116		0.23%	Hudson Register-Star
100	<u>Mad Money Machine</u>	173		0.34%	Emporia Gazette
101	<u>Economics Junkie</u>	201		0.39%	Lake City Reporter
102	<u>Italian Economy Watch</u>	64		0.12%	Webster City Freeman-Journal
103	<u>Knowing and Making</u>	101		0.20%	Port Clinton News Herald
104	<u>IPE at UNC</u>	95		0.18%	Orange Leader
105	<u>Bearwatch</u>	67		0.13%	Webster City Freeman-Journal

106	<u>Common Tragedies</u>	44		0.09%	Jefferson City News Tribune
107	<u>Trade Diversion</u>	31		0.06%	below threshold for top 750 newspapers
108	<u>MV=PQ</u>	78		0.15%	Dedham Daily News Transcript
109	<u>Good News Economist</u>	38		0.07%	Jefferson City News Tribune
110	<u>Management R&D</u>	70		0.14%	Webster City Freeman-Journal
111	<u>Heavy Lifting</u>	51		0.10%	Jefferson City News Tribune
112	<u>Sybil's Star</u>	44		0.09%	Jefferson City News Tribune
113	<u>Blue Matter</u>	64		0.12%	Webster City Freeman-Journal
114	<u>Development Bank Research Bulletin</u>	46		0.09%	Jefferson City News Tribune
115	<u>Labour and Capital</u>	39		0.08%	Jefferson City News Tribune
116	<u>Environmental Economics and Sustainable Development</u>	31		0.06%	below threshold for top 750 newspapers
117	<u>Ecological Economics</u>	40		0.08%	Jefferson City News Tribune
118	<u>Economic Dreams, Economic Nightmares</u>	46		0.09%	Jefferson City News Tribune
119	<u>John Barrdear</u>	67		0.13%	Webster City Freeman-Journal
120	<u>Anecdotal Economics</u>	43		0.08%	Jefferson City News Tribune
121	<u>Age of Abundance</u>	31		0.06%	below threshold for top 750 newspapers
122	<u>L'Estable</u>	33		0.06%	below threshold for top 750 newspapers
123	<u>Futronomics</u>	27		0.05%	below threshold for top 750 newspapers
124	<u>Undergraduate Economist</u>	29		0.06%	below threshold for top 750 newspapers
125	<u>Moonballs from Planet Earth</u>	27		0.05%	below threshold for top 750 newspapers
126	<u>Vox Baby</u>	21	—	0.04%	below threshold for top 750 newspapers
127	<u>EconWeekly</u>	29		0.06%	below threshold for top 750 newspapers
128	<u>Street Light</u>	24		0.05%	below threshold for top 750 newspapers
129	<u>Oikos</u>	21		0.04%	below threshold for top 750 newspapers
130	<u>Libertarianism from A to Z</u>	24		0.05%	below threshold for top 750 newspapers
131	<u>Accidental Verbosity</u>	21		0.04%	below threshold for top 750 newspapers
132	<u>Blog of Diminishing Returns</u>	22		0.04%	below threshold for top 750 newspapers
133	<u>Urban Economics and More</u>	6		0.01%	below threshold for top 750 newspapers
134	<u>Business of America is Business</u>	15		0.03%	below threshold for top 750 newspapers

135	Beyond Economics	16	▲▲	0.03%	below threshold for top 750 newspapers
136	Deflationite	21	▲▲	0.04%	below threshold for top 750 newspapers
137	Labor Blog	13	▲▲	0.03%	below threshold for top 750 newspapers
138	Latin America and Brazil	11	▲	0.02%	below threshold for top 750 newspapers
139	Three Chemists and a Bean-Counter	8	▼	0.02%	below threshold for top 750 newspapers
140	General Glut	6	▼	0.01%	below threshold for top 750 newspapers
141	Willem Buiters	8	▲▲	0.02%	below threshold for top 750 newspapers
142	Liberal Capitalist Party	2	▼▼	0.00%	below threshold for top 750 newspapers
143	Market Ticker	4	—	0.01%	below threshold for top 750 newspapers
144	Escape from Cubicle Nation	3	▼▼	0.01%	below threshold for top 750 newspapers
145	ArgMax	0	▼▼	0.00%	below threshold for top 750 newspapers
146	Research Design and Statistics	2	▼▼	0.00%	below threshold for top 750 newspapers
147	Carnival of the Capitalists	1	▼▼	0.00%	below threshold for top 750 newspapers
148	MacroMouse	2	—	0.00%	below threshold for top 750 newspapers
149	European Tribune	3	▲▲	0.01%	below threshold for top 750 newspapers
150	Drezner	1	—	0.00%	below threshold for top 750 newspapers
151	Notes for Monetary Enthusiasts	0	▼▼	0.00%	below threshold for top 750 newspapers
152	Card-Carrying Member	0	▼▼	0.00%	below threshold for top 750 newspapers
153	Winter Watch	0	▼▼	0.00%	below threshold for top 750 newspapers
154	Jacqueline Passey	1	—	0.00%	below threshold for top 750 newspapers
155	Inflation in the USA	0	—	0.00%	below threshold for top 750 newspapers
156	Andrew Leigh	0	—	0.00%	below threshold for top 750 newspapers
157	Core Economics	0	—	0.00%	below threshold for top 750 newspapers
158	Vancouver Housing	0	—	0.00%	below threshold for top 750 newspapers

159	Indian Economy	0	—	0.00%	below threshold for top 750 newspapers
160	World Economic Forum Weblog	0	—	0.00%	below threshold for top 750 newspapers
161	Deinonychus Antirrhopus	0	—	0.00%	below threshold for top 750 newspapers
162	Different River	0	—	0.00%	below threshold for top 750 newspapers
163	Marek Hlavac	0	—	0.00%	below threshold for top 750 newspapers
164	Truth on the Market	0	—	0.00%	below threshold for top 750 newspapers
165	Economics, Markets, and Probabilities	0	—	0.00%	below threshold for top 750 newspapers
166	Hypothetical Bias	0	—	0.00%	below threshold for top 750 newspapers
167	Chicago Boyz	0	—	0.00%	below threshold for top 750 newspapers
168	Ashish's Niti	0	—	0.00%	below threshold for top 750 newspapers
169	Chris Blattman	0	—	0.00%	below threshold for top 750 newspapers
170	Statistical Modeling	0	—	0.00%	below threshold for top 750 newspapers
171	Macroblog	0	—	0.00%	below threshold for top 750 newspapers

Sites that qualify but don't have public traffic logs

The following sites do not appear to have publicly-available traffic logs and are thus not included in this analysis but are listed in the [overall directory](#) -- ([corrections](#) are welcomed):

[Pommygranate](#)

[John Quiggin](#)

[Peter Gallagher](#)

[Institutional Economics](#)

[Penguin Unearthed](#)

[DebtWatch](#)

[Mahalanobis](#)

[Discuss Economics](#)

[Adam Smith Lives](#)

[Worthwhile Canadian Initiative](#)

[Shock Minus Control](#)

[Economía en Tiempo Real \(Spanish\)](#)

[Ecomonitor](#)

[Capital Chronicle](#)

[Public Financial Management](#)

[Crooked Timber](#)

[Poverty and Growth Blog](#)

[Free Exchange](#)

[Private Sector Development Blog](#)

[Midas Oracle](#)

[Open Europe](#)

[Organizations and Markets](#)

[Economics International](#)

[Free Market Mojo](#)

[AtlanticBlog](#)

[John Orford](#)

[Irish Economy](#)

[Processi di Mercato \(Italian\)](#)

[26 Econ](#)

[Economy of Kuwait \(Arabic\)](#)

[An Economist in Paradise](#)

[Go Figure](#)

[Beatroot](#)

[Visto da Economia \(Portuguese\)](#)

[Economic Investigations](#)

[Real Economic Growth in the USA](#)

[Ivan Kitov](#)

[Mostly Maurice](#)

[Beyond Microfoundations](#)

[Conectando ques es Gerundio \(Spanish/English\)](#)

[Bonobo Land](#)

[Johan Norberg](#)

[RePEc Blog](#)

[Market Observation](#)

[Homo Philoeconomicus](#)

[Undercover Economist](#)

[Stephanomics](#)

[Cassandra Does Tokyo](#)

[Arrested Development](#)

[Philippe Legrain](#)

[The Price of Everything](#)

[2UBH](#)

[Globalisation Institute](#)

[Global Economics and Structures](#)

[Adam Smith Institute](#)

[GapingVoid](#)

[Stumbling and Mumbling](#)

[EconomicsUK](#)
[Economics in the News](#)
[Stephen Copp](#)
[UK Housing Bubble](#)
[JKA on Economics](#)
[Institute of Economic Affairs](#)
[Let's Fly Under the Bridge](#)
[The Lowest Deep](#)
[The Poker Club](#)
[Jesse's Cafe Americain](#)
[Ten Centimeters](#)
[Metrics 2.0](#)
[Adam Smithee](#)
[Economics and . . .](#)
[America Canada](#)
[China Economics Blog](#)
[Zero Hedge](#)
[New Arthurian Economics](#)
[Credit Writedowns](#)
[Agoraphilia](#)
[CEO Economic Update](#)
[Eli Dourado](#)
[EconoPundit](#)
[Financial Methods](#)
[Constrained Vision](#)
[Economics 101](#)
[Alea](#)
[Inside the Economist's Mind](#)
[Part-Time Pundit](#)
[Robert Reich](#)
[Robert Salomon](#)
[Neuroeconomics](#)
[Business Evolutionist](#)
[Club for Growth](#)
[Dani Rodrik](#)
[Austrian Economists](#)
[MaxSpeak](#)
[George Borjas](#)
[Capital Beat](#)
[North Korean Economy Watch](#)
[Aid Watch](#)
[Foo Bar and Grill](#)
[The Custom-House](#)

[Trevor Burnham](#)
[Commons Blog](#)
[Capitalist Preservation](#)
[Top Gun Financial Planning](#)
[IMF Research](#)
[Economics Unbound](#)
[Skeptical Capitalist](#)
[Per Cale](#)
[Financial Methods](#)
[Pragmatic Economist](#)
[Teaching and Learning Economics with Technology](#)
[Corneconomics](#)
[James D. Miller](#)
[Economic Education](#)
[Commonwealth Foundation](#)
[Aplia Econ Blog](#)
[Catallaxis](#)
[Reviving Economics](#)
[Division of Labour](#)
[Ken Woodward](#)
[Athena Alliance](#)
[Tax Policy Blog](#)
[Small Business Trends](#)
[Winterspeak](#)
[Center for Global Development](#)
[Start Making Sense](#)
[Slacker Manager](#)
[Phosita](#)
[Agonist](#)
[Deal Breaker](#)
[Awkward Utopia](#)
[Skeptical CPA](#)
[Business Opportunities](#)
[Brad Setser](#)
[Captain Capitalism](#)
[Byrne's Eye View](#)
[Economist Mom](#)
[Rossputin](#)
[Social Twister](#)
[Going Private](#)
[Chocolate and Gold Coins](#)
[Idea Shop](#)
[OMBWatch BudgetBlog](#)

[Trendocracy](#)
[Innovation Online](#)
[Freakonomics](#)
[Peter Gordon](#)
[Coconut Headsets](#)
[Venture Chronicles](#)
[John C. Bogle](#)
[BudgetBlog](#)
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[Mises Economics Blog](#)
[Rob Sama](#)
[Armchair Economist](#)
[Sam Park](#)
[Market Design](#)
[Cafe Hayek](#)
[Jack Stevinson](#)
[Skeptical Optimist](#)
[Economic Strategy Institute](#)
[Douglas Karr](#)
[William J. Polley](#)
[Stationary Bandit](#)
[Lawrance Lux](#)
[Pushmedia 1](#)
[Dean Baker](#)
[Economic Policy Journal](#)
[Oligopoly Watch](#)
[Credit Slips](#)
[Megan McArdle at The Atlantic](#)
[Prestopundit](#)
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[Nouriel Roubini](#)
[Relax Your Jaw](#)
[Brad DeLong](#)
[Thinking on the Margin](#)
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[CBO Director's Blog](#)
[Credit Bubble Stocks](#)
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[Everyday Economics](#)

[PC4Media](#)
[Midwest Economy](#)
[Sports Biz](#)
[Dr. Housing Bubble](#)
[Ben Muse](#)
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[Kudlow's Money Politics](#)
[Ashes Ashes All Fall Down](#)
[De Gustibus](#)
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[Aspiring Economist](#)
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[Jeff Matthews is Not Making This Up](#)
[Economics One](#)
[Stand Up Economist](#)
[Cheap Talk](#)
[Future of Capitalism](#)
[Perfect Substitute](#)
[Scott Lincicome](#)
[ThinkMarkets](#)
[Krugman in Wonderland](#)
[Unbroken Window](#)
[Krassimir Petrov](#)
[True Cost](#)

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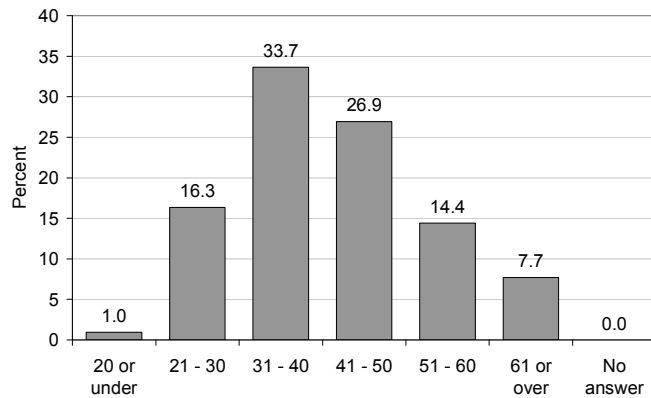
Appendix C. Tables from Schiff (2008)

2 Responses and basic data analysis

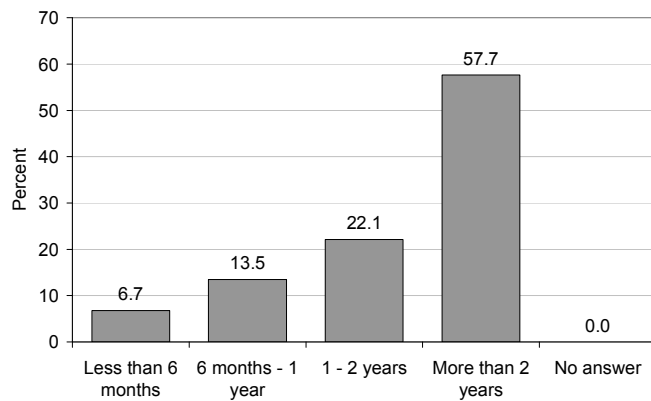
In total, 107 responses were received. Each respondent's IP address recorded, and no duplicates were detected. The data were checked for quality, and only a few anomalies were found. The way that these were dealt with is explained in detail in the Appendix, and three respondents were removed from the dataset for various reasons, leaving 104 responses for the analysis.

The remainder of this section presents the basic responses to each question. In all cases the data are presented as the percentage of the 104 respondents choosing each possible answer or range of values.

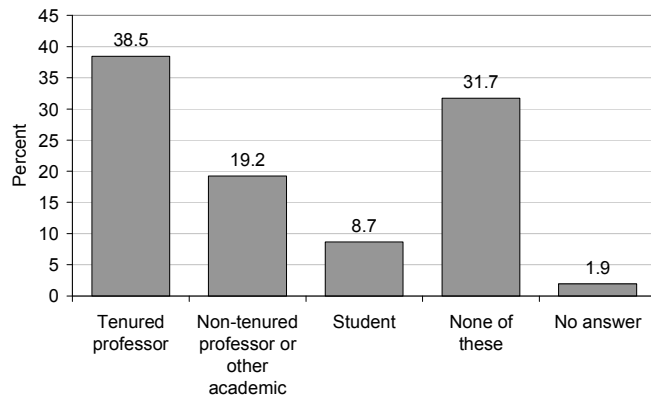
Q1. *What is your age?*



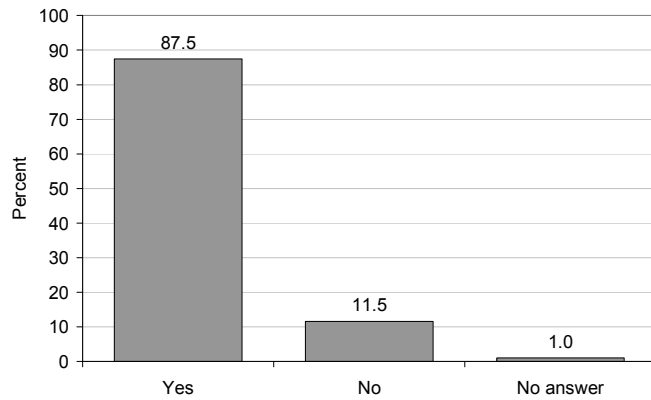
Q2. *How long have you been blogging?*



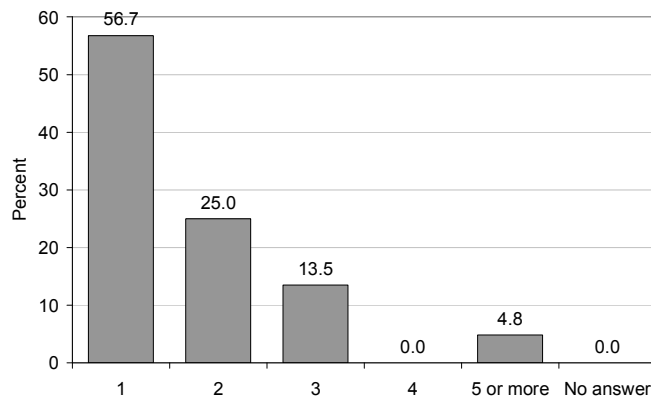
Q3. Are you a professor, employee, or student of a university or other educational institution?



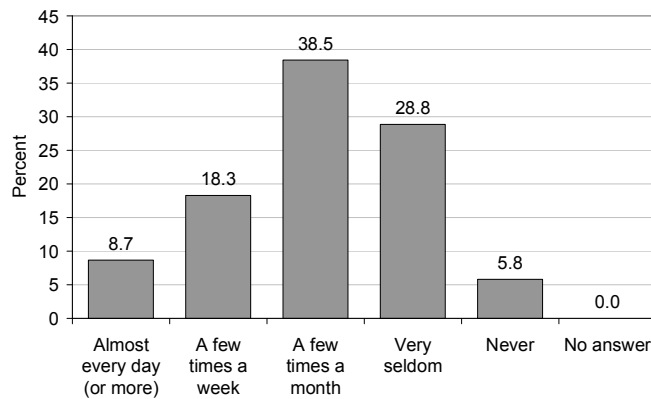
Q4. Do you blog under your real name?



Q5. How many different blogs do you write posts for at least once a month?



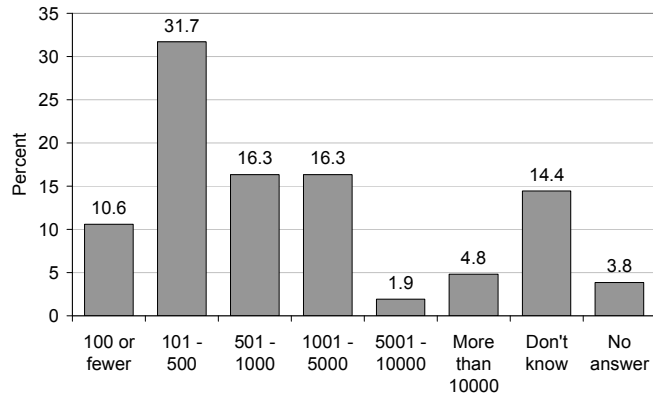
Q6. How often do you leave comments on other blogs that you do not write for?



Q7. *Approximately how many people read your blog per day on average?*

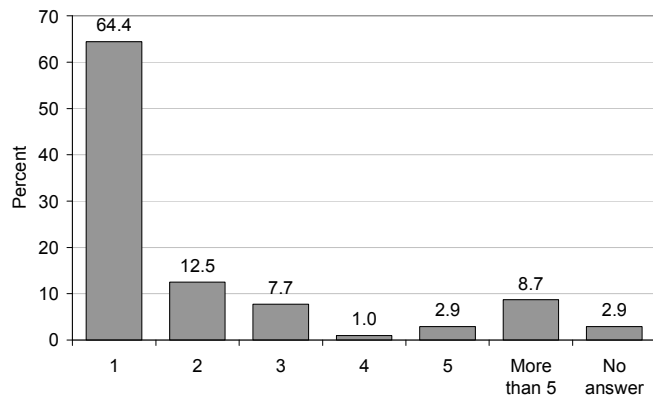
Count both website visitors and people who read via feed readers (eg RSS).

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



Q8. *How many authors, including yourself, does your blog have who regularly contribute at least one post per month?*

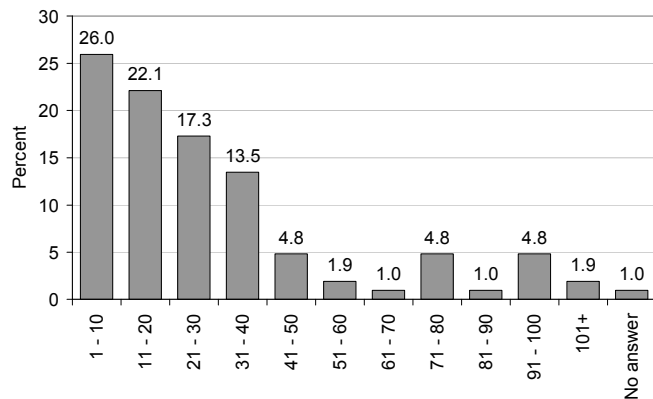
If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



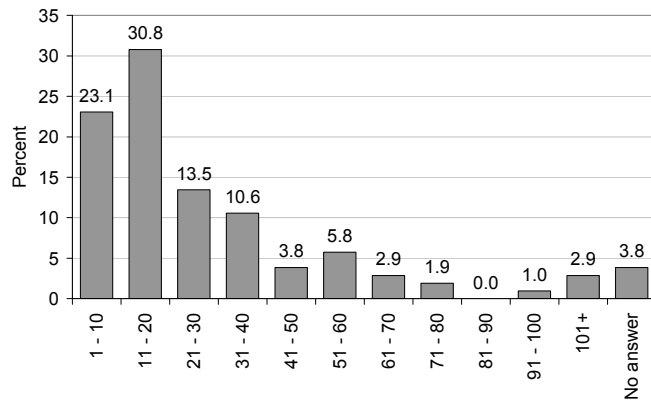
Q9. *Approximately how many blog posts have you personally written over the past month? Include all blogs that you regularly write for.*

Mean: 32.6

Median: 25.0

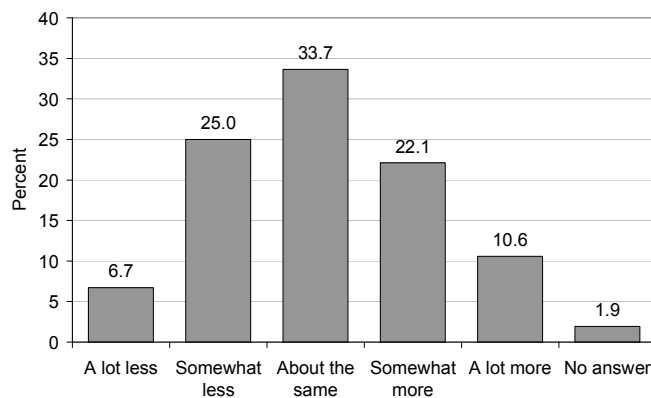


Q10. *Approximately how many hours did you personally spend on all tasks related to your blog over the past month? Include reading or researching material for posts, writing/editing posts, responding to or moderating comments, and any other administrative tasks. Include all blogs that you regularly write for.*

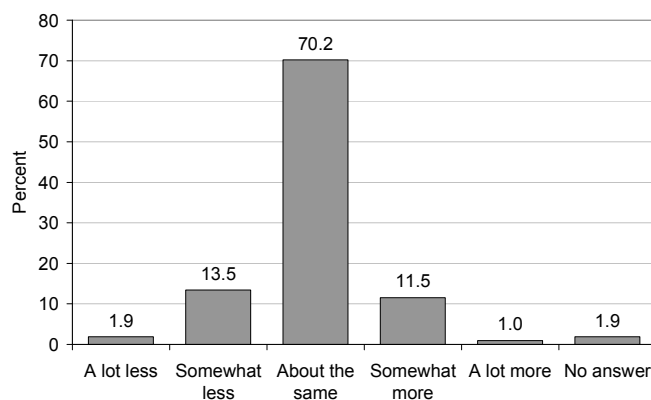


Mean: 32.1
Median: 20.0

Q11. *How much time are you spending on blogging now compared to when you first started?*



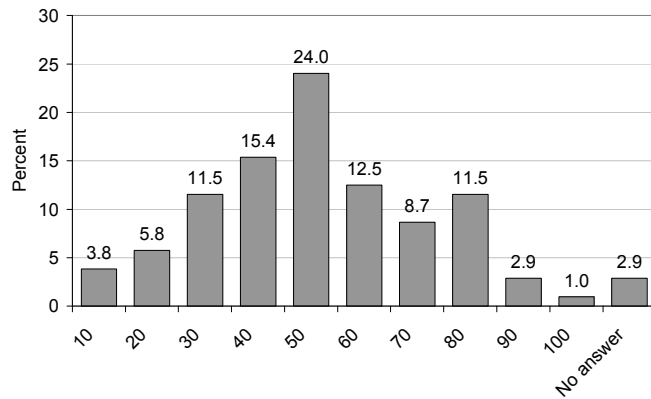
Q12. *How much time do you expect to be spending on blogging one year from now compared to now?*



Q13 – Q16: Estimate the percentages of time you spend on blogging across these tasks (should add to 100):

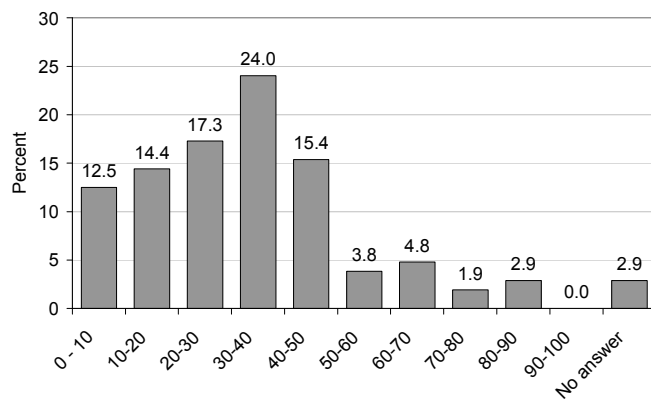
Q13. *Writing or editing posts (percent of time).*

Mean: 50.1%
Median: 50.0%



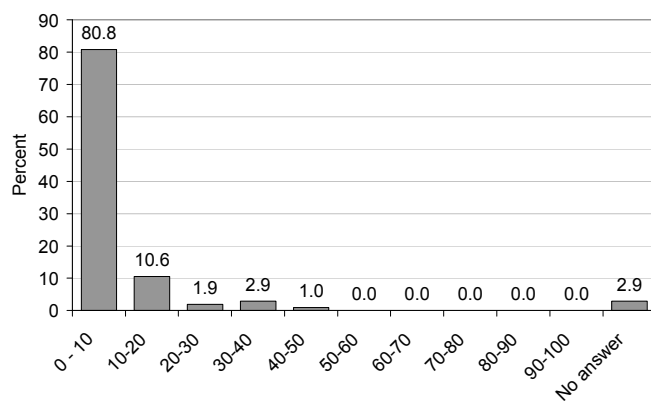
Q14. *Reading or researching material for posts (percent of time).*

Mean: 35.7%
Median: 35.0%



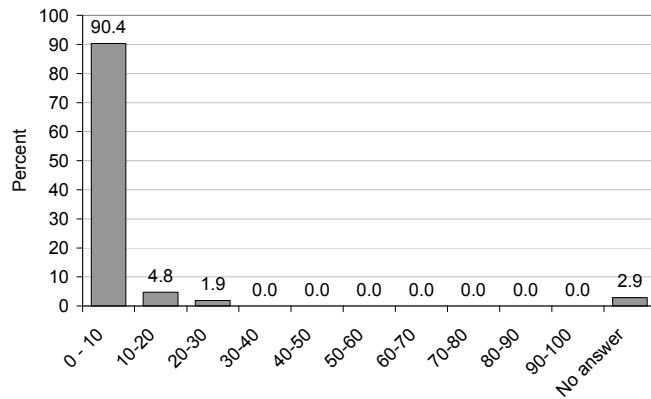
Q15. *Dealing with comments and emails (percent of time).*

Mean: 9.4%
Median: 10.0%



Q16. *All other tasks (percent of time).*

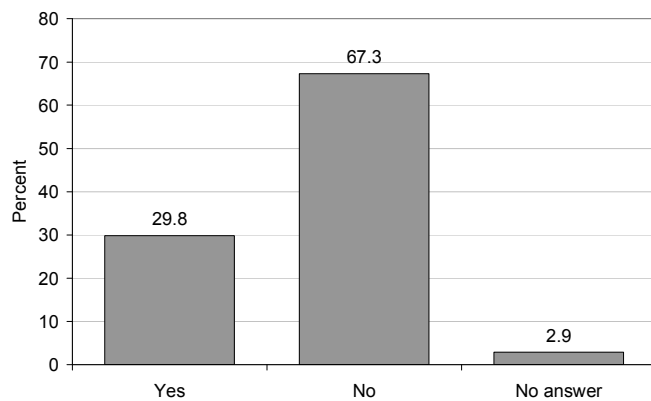
Mean: 4.7%
Median: 5.0%



While the means and medians of these responses cannot be added, as a rough approximation, the average respondent appears to spend about 50% of their time writing posts, 35% of their time reading and researching for posts, 10% of their time dealing with comments and emails, and 5% of their time on other tasks.

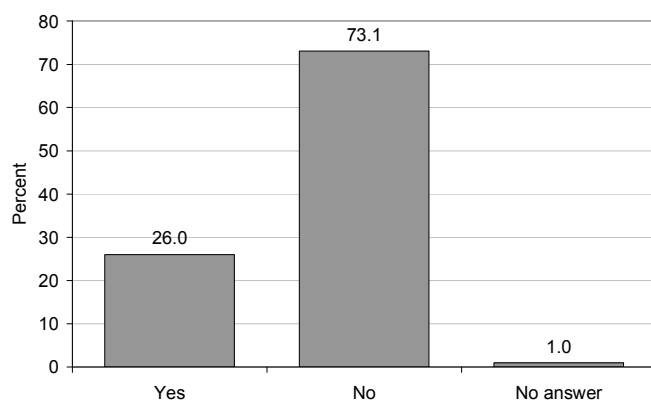
Q17. *Do you have third-party advertising such as Google Adsense or Blogads on your blog?*

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.

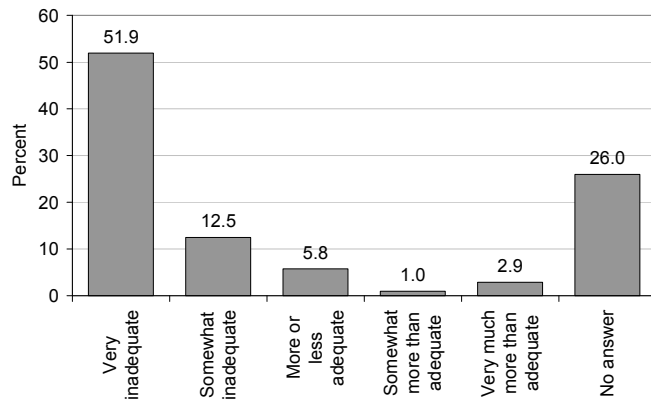


Q18. *Do you advertise other things on your blog such as books you have written, consulting services you offer, or other products?*

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



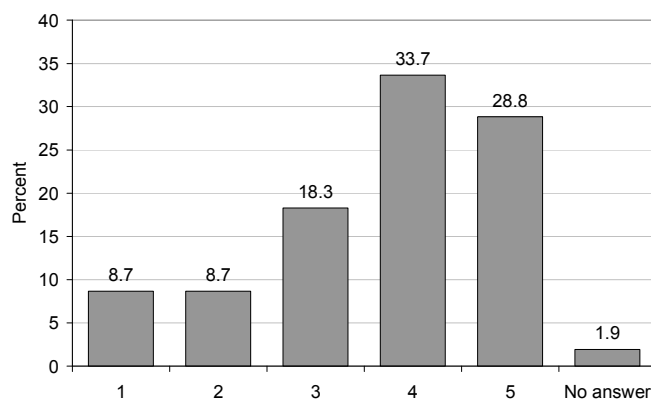
Q19. Consider the direct income (if any) that you earned from blogging over the past month. Include ad revenues, sponsorships, and any income you earned from being paid to blog. If this were the only reward you got for blogging, do you consider it to be adequate compensation for the time you spent?



Q20 – Q29: Rate each of the following according to its importance in your personal motivations for blogging: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important

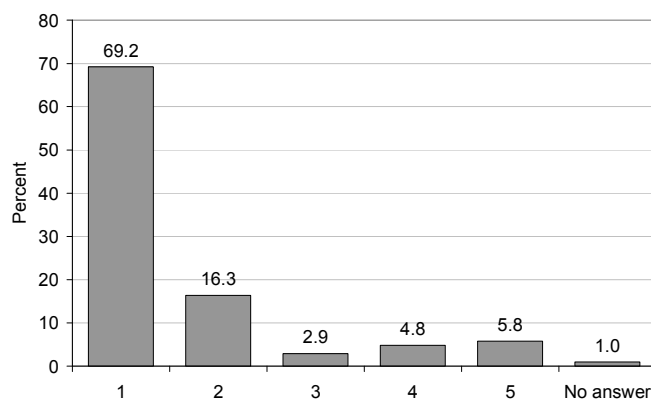
Q20. Fun or entertainment.

Median: 4



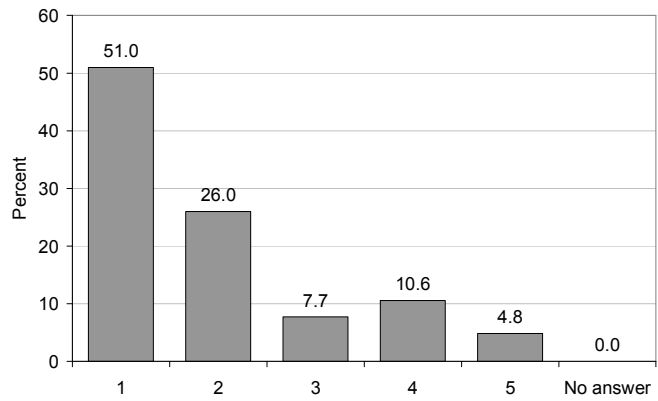
Q21. Actual or potential direct income (ad revenues, sponsorships, being paid to blog).

Median: 1



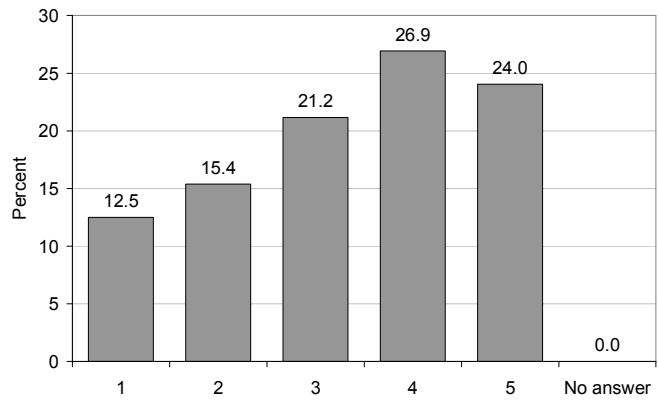
Q22. *Actual or potential indirect income (e.g. book sales, consulting).*

Median: 1



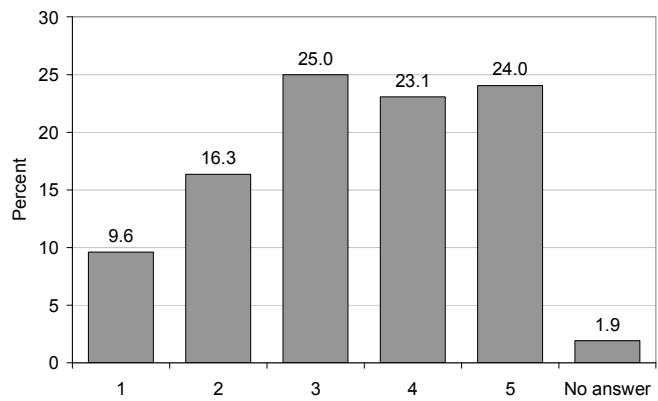
Q23. *To raise my profile.*

Median: 4



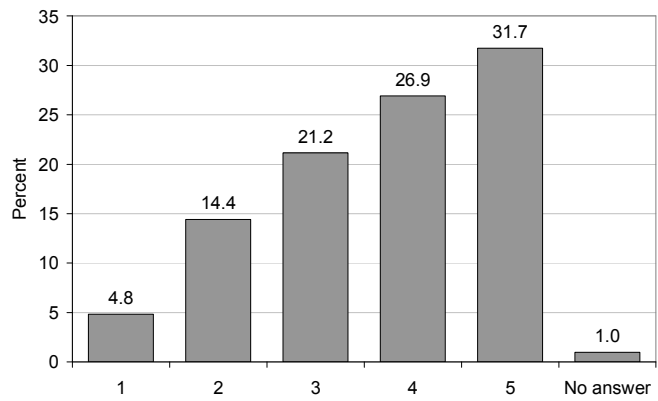
Q24. *Contribute to academic debates.*

Median: 3



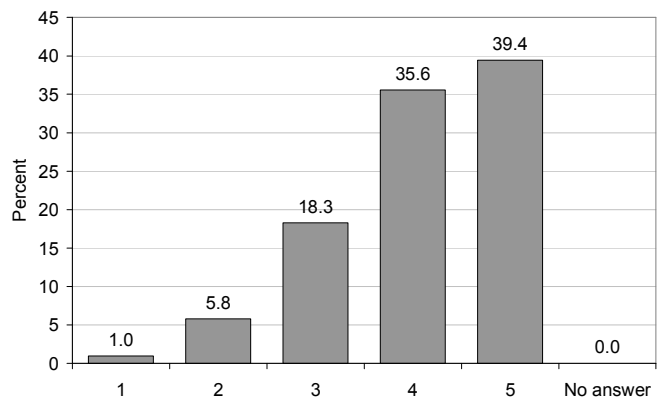
Q25. *Contribute to policy/political debates.*

Median: 4



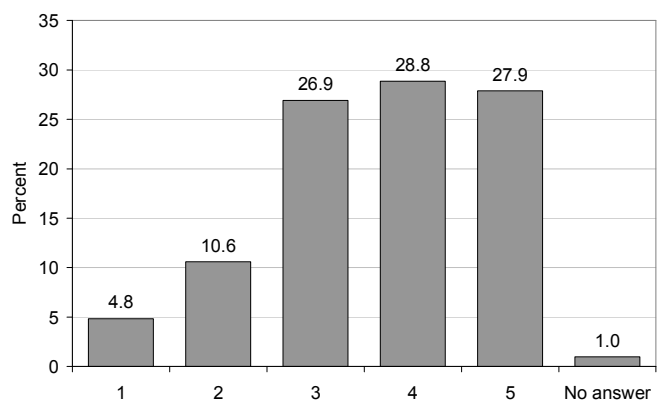
Q26. *To educate the public or disseminate research.*

Median: 4



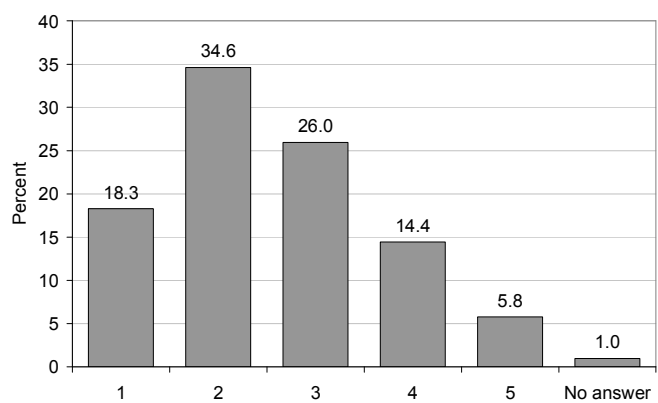
Q27. *As a way of recording thoughts or ideas.*

Median: 4



Q28. *To get reader feedback from comments.*

Median: 2



Q29. *To improve writing skills.*

Median: 2

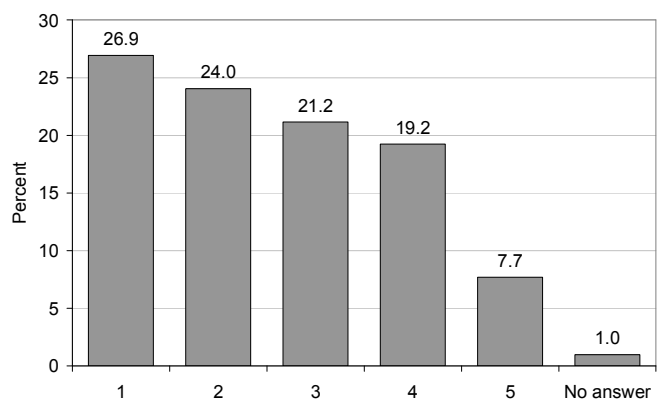


Table 1 summarises the results from questions 20 – 29 by ranking the motivations for blogging by their median importance score.

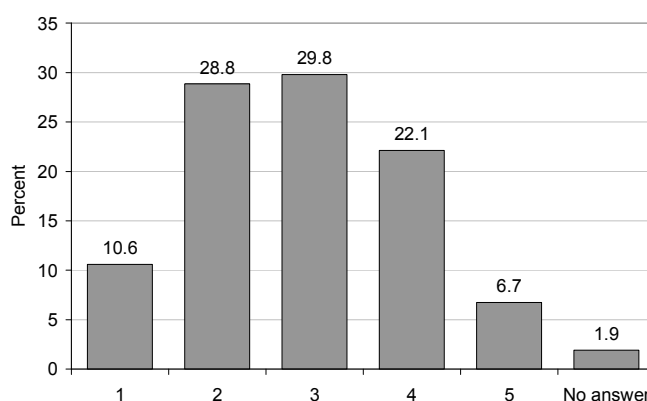
Motivation	Median
Fun or entertainment.	4
To raise my profile.	4
Contribute to policy/political debates.	4
To educate the public or disseminate research.	4
As a way of recording thoughts or ideas.	4
Contribute to academic debates.	3
To get reader feedback from comments.	2
To improve writing skills.	2
Actual or potential direct income (ad revenues, sponsorships, being paid to blog).	1
Actual or potential indirect income (e.g. book sales, consulting).	1

Table 1 Ranking of motivations for blogging.

Q30 – Q33: Rate the following metrics according to their importance to you for judging the success of your blog posts: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important

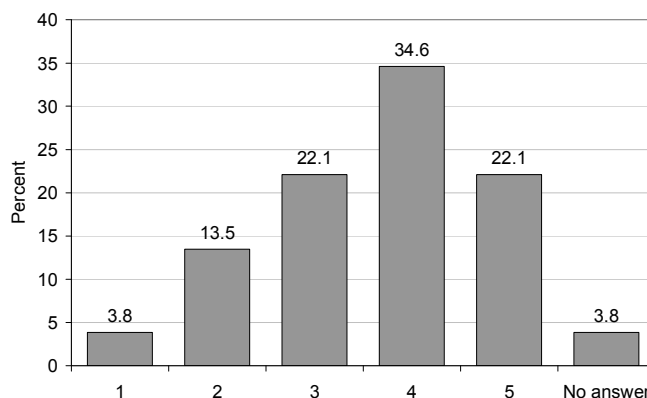
Q30. Volume of comments from readers.

Median: 3



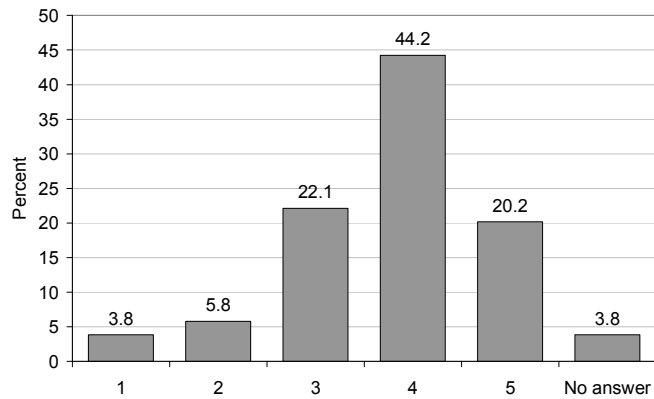
Q31. Number of readers or website visitors.

Median: 4



Q32. *Links or reactions from other blogs.*

Median: 4



Q33. *Links or reactions from other non-blog websites (eg news sites).*

Median: 4

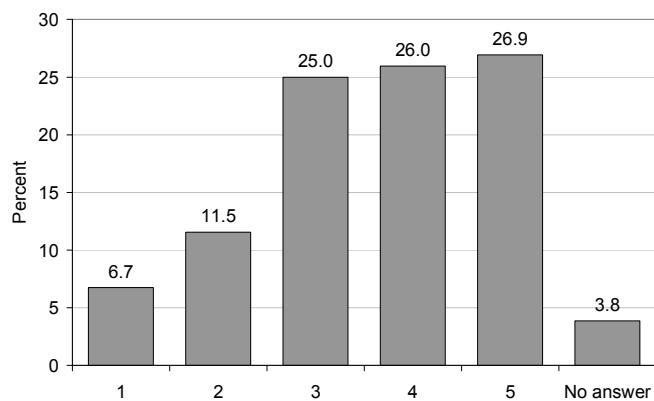


Table 2 summarises the results from questions 30 – 33 by ranking the metrics according to their median importance. All of the metrics received relatively high scores. Volume of comments was slightly less important to respondents than the other metrics. This is consistent with the observation from Table 1 that reader feedback from comments is not a relatively important motivation for blogging.

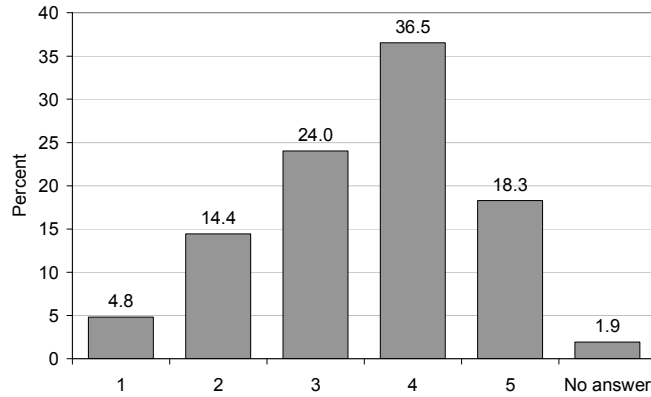
Metric	Median
Number of readers or website visitors.	4
Links or reactions from other blogs.	4
Links or reactions from other non-blog websites (eg news sites).	4
Volume of comments from readers.	3

Table 2 Ranking of success metrics.

Q34 – Q39: Rate the following according to their importance in terms of making blogging unattractive to you: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important:

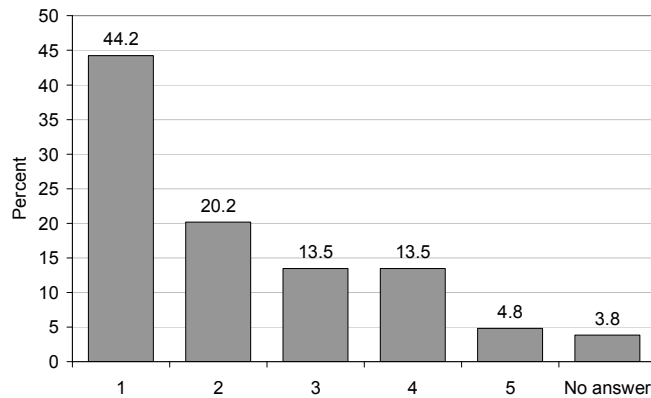
Q34. *The time required.*

Median: 4



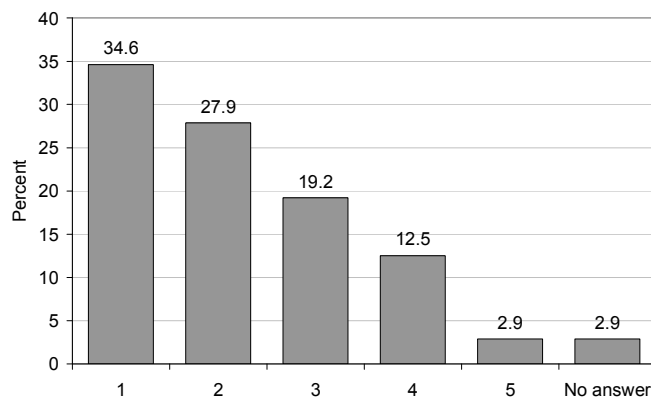
Q35. *Low actual or potential direct income.*

Median: 2



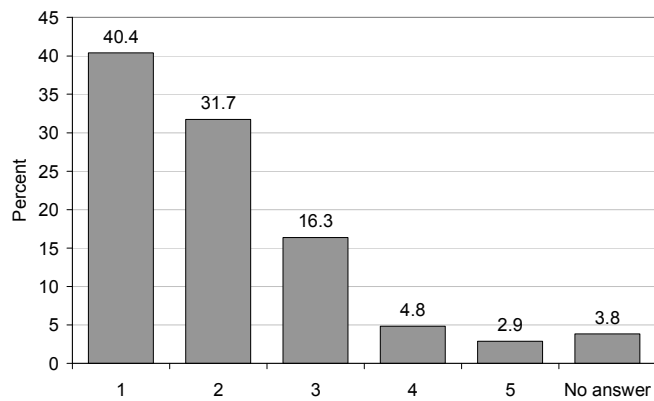
Q36. *Difficulties coming up with new material for posts.*

Median: 2



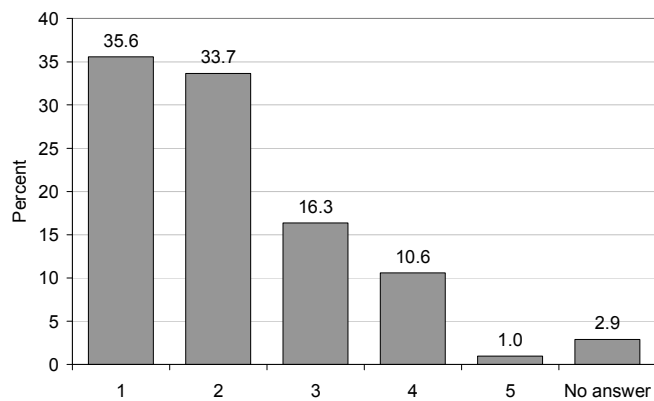
Q37. *Concerns about adverse effects on my reputation.*

Median: 2



Q38. *Inappropriate comments from readers.*

Median: 2



Q39. *Lack of interest from readers.*

Median: 3

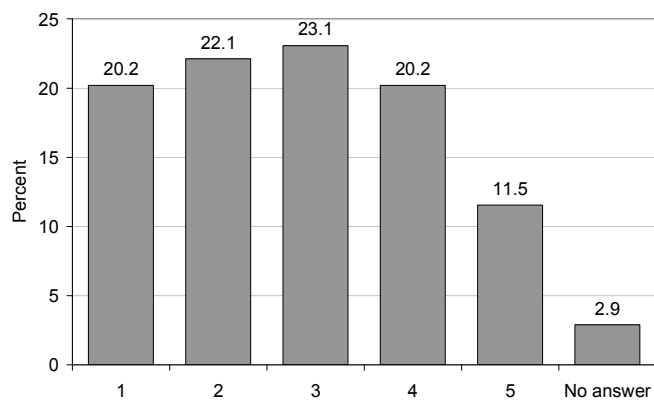


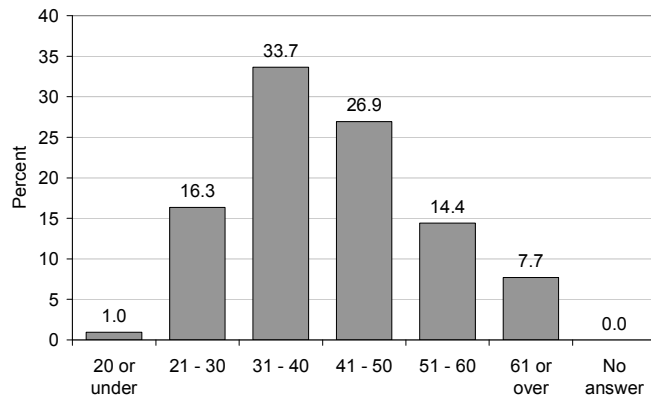
Table 3 summarises questions 34 – 39 by ranking the factors that make blogging unattractive according to their median importance scores. Most factors received relatively low scores, except for the time requirement and the lack of interest from readers. The latter is somewhat incongruent with the previous findings that bloggers care relatively little about the volume of comments from readers, and that interaction with readers is not an important motivation for blogging.

2 Responses and basic data analysis

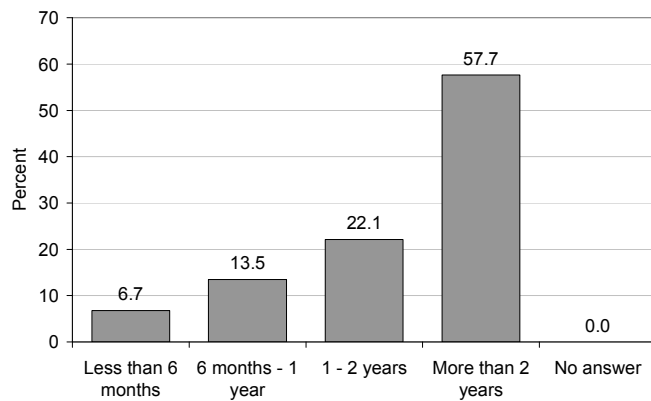
In total, 107 responses were received. Each respondent's IP address recorded, and no duplicates were detected. The data were checked for quality, and only a few anomalies were found. The way that these were dealt with is explained in detail in the Appendix, and three respondents were removed from the dataset for various reasons, leaving 104 responses for the analysis.

The remainder of this section presents the basic responses to each question. In all cases the data are presented as the percentage of the 104 respondents choosing each possible answer or range of values.

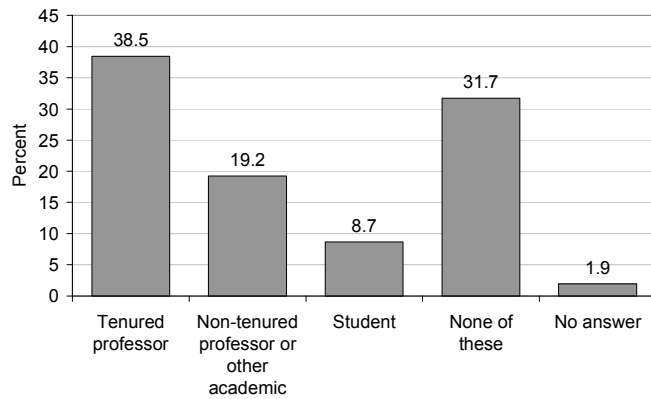
Q1. *What is your age?*



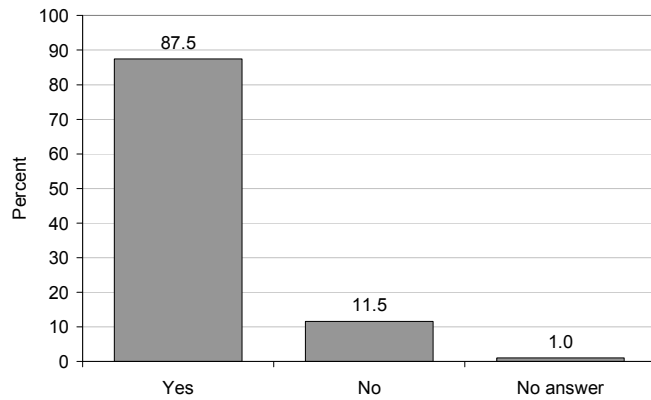
Q2. *How long have you been blogging?*



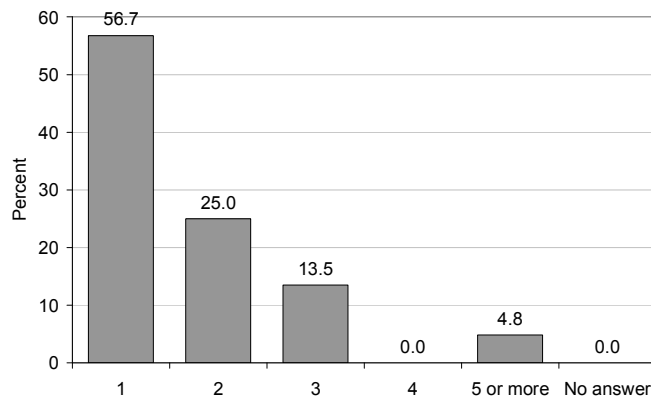
Q3. Are you a professor, employee, or student of a university or other educational institution?



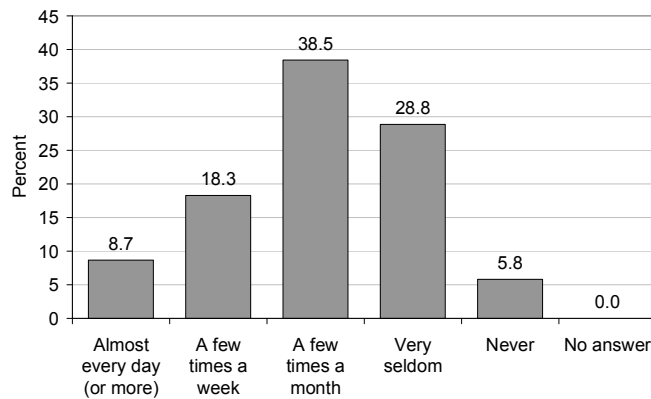
Q4. Do you blog under your real name?



Q5. How many different blogs do you write posts for at least once a month?



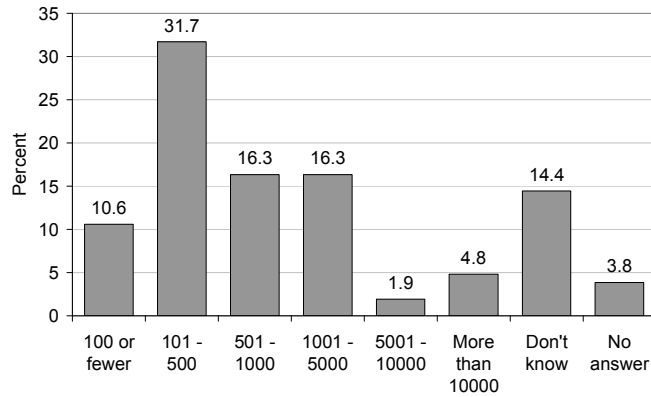
Q6. How often do you leave comments on other blogs that you do not write for?



Q7. *Approximately how many people read your blog per day on average?*

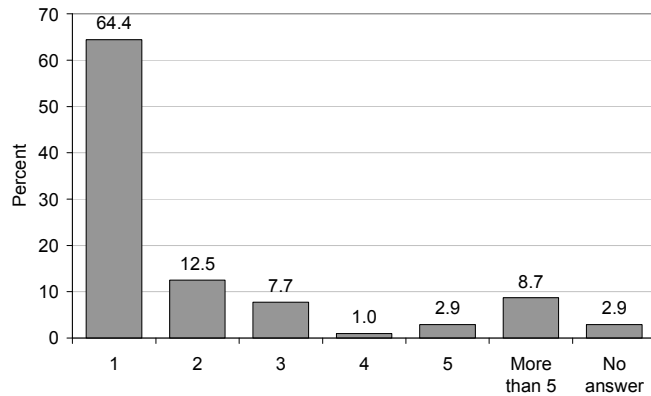
Count both website visitors and people who read via feed readers (eg RSS).

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



Q8. *How many authors, including yourself, does your blog have who regularly contribute at least one post per month?*

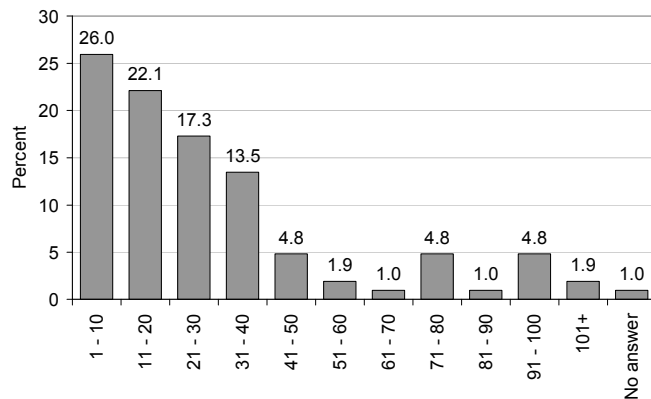
If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



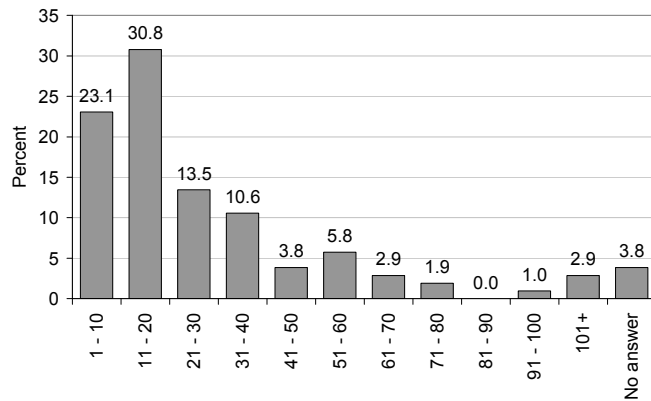
Q9. *Approximately how many blog posts have you personally written over the past month? Include all blogs that you regularly write for.*

Mean: 32.6

Median: 25.0

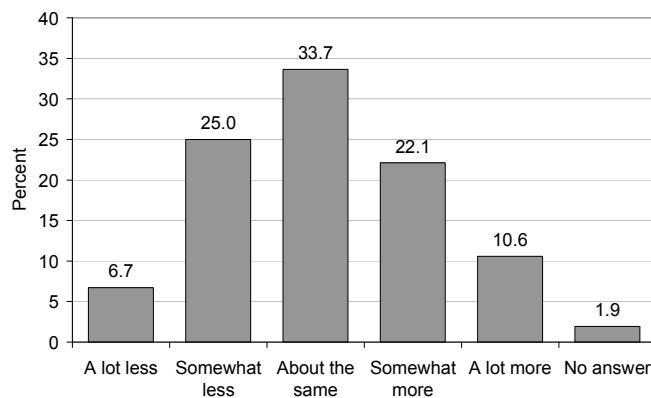


Q10. *Approximately how many hours did you personally spend on all tasks related to your blog over the past month? Include reading or researching material for posts, writing/editing posts, responding to or moderating comments, and any other administrative tasks. Include all blogs that you regularly write for.*

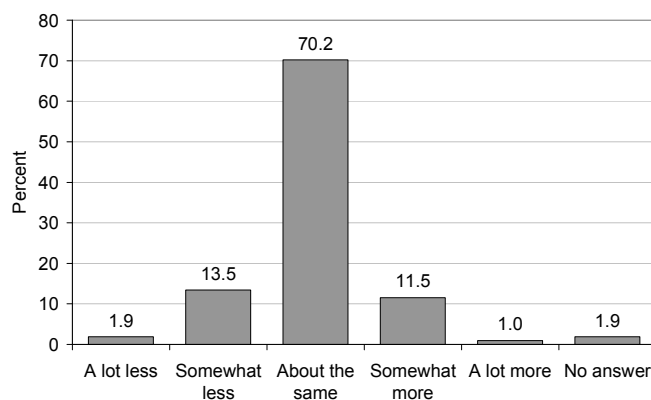


Mean: 32.1
Median: 20.0

Q11. *How much time are you spending on blogging now compared to when you first started?*



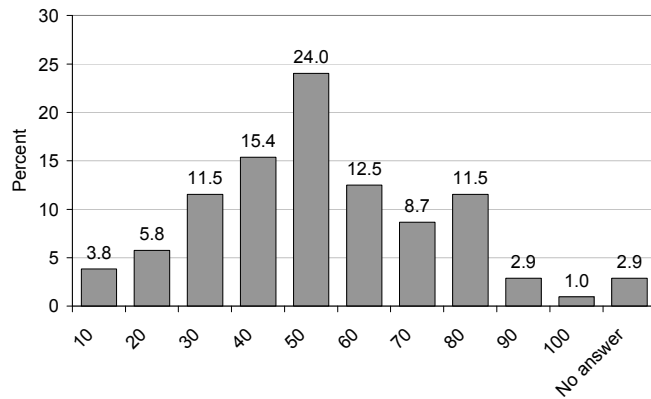
Q12. *How much time do you expect to be spending on blogging one year from now compared to now?*



Q13 – Q16: Estimate the percentages of time you spend on blogging across these tasks (should add to 100):

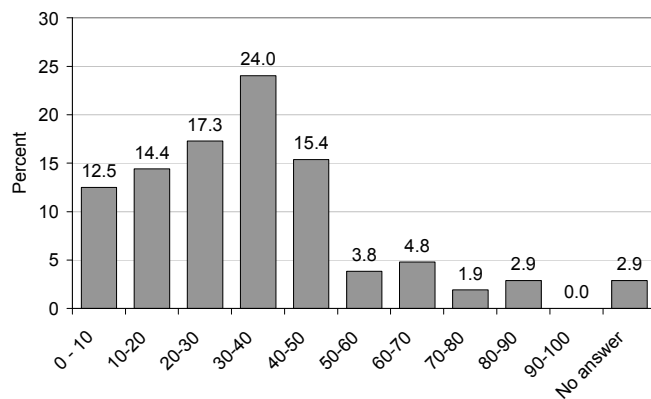
Q13. *Writing or editing posts (percent of time).*

Mean: 50.1%
Median: 50.0%



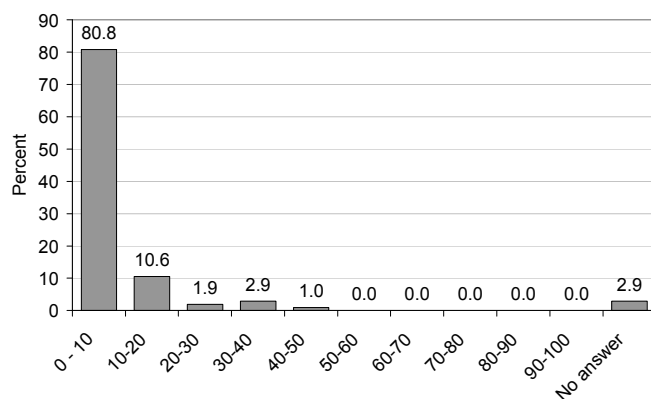
Q14. *Reading or researching material for posts (percent of time).*

Mean: 35.7%
Median: 35.0%



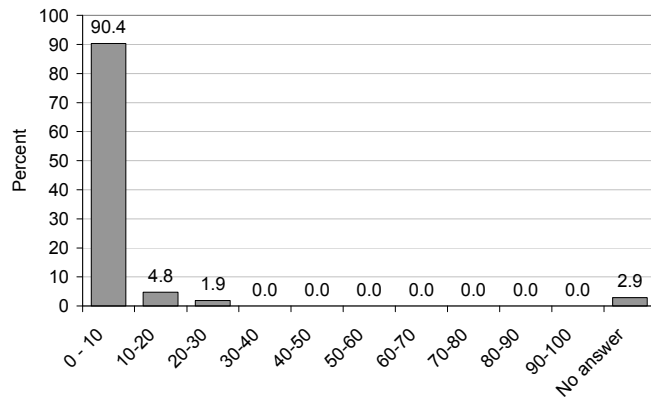
Q15. *Dealing with comments and emails (percent of time).*

Mean: 9.4%
Median: 10.0%



Q16. *All other tasks (percent of time).*

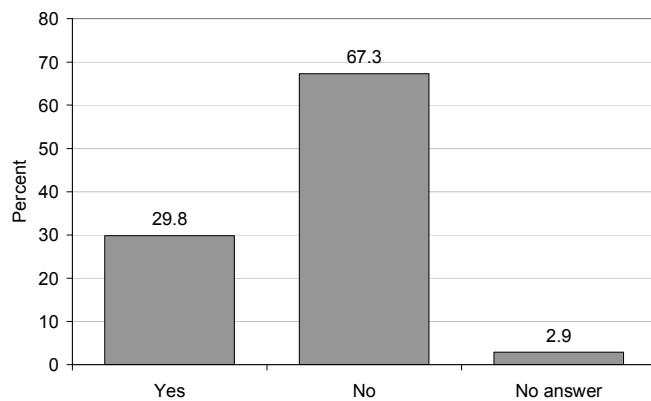
Mean: 4.7%
Median: 5.0%



While the means and medians of these responses cannot be added, as a rough approximation, the average respondent appears to spend about 50% of their time writing posts, 35% of their time reading and researching for posts, 10% of their time dealing with comments and emails, and 5% of their time on other tasks.

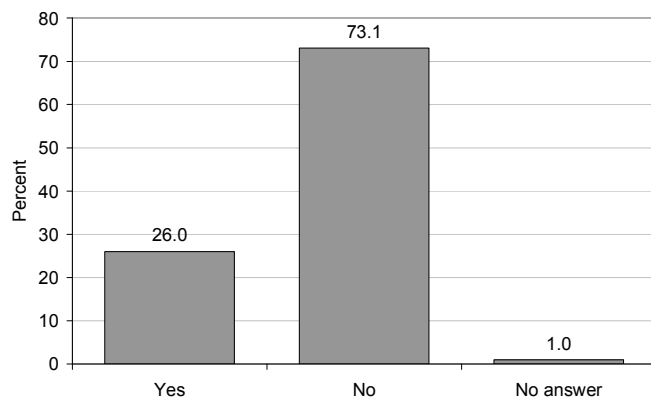
Q17. *Do you have third-party advertising such as Google Adsense or Blogads on your blog?*

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.

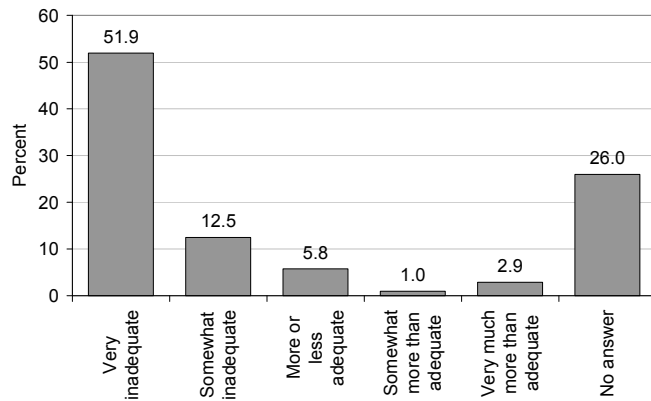


Q18. *Do you advertise other things on your blog such as books you have written, consulting services you offer, or other products?*

If you regularly write for multiple blogs, answer for the blog that you consider to be your main one.



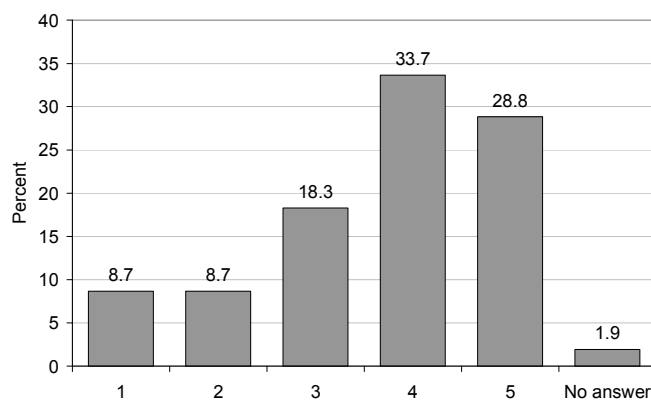
Q19. Consider the direct income (if any) that you earned from blogging over the past month. Include ad revenues, sponsorships, and any income you earned from being paid to blog. If this were the only reward you got for blogging, do you consider it to be adequate compensation for the time you spent?



Q20 – Q29: Rate each of the following according to its importance in your personal motivations for blogging: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important

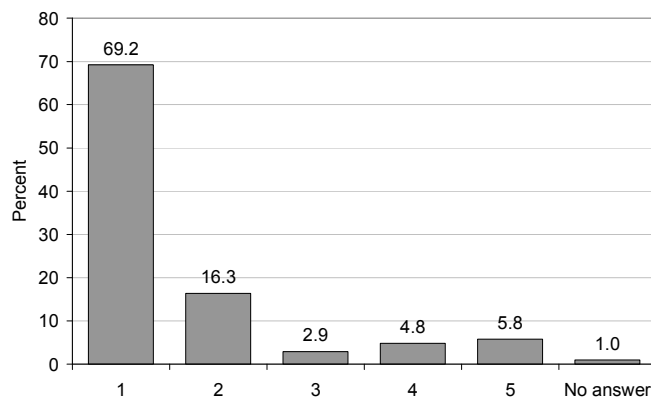
Q20. Fun or entertainment.

Median: 4



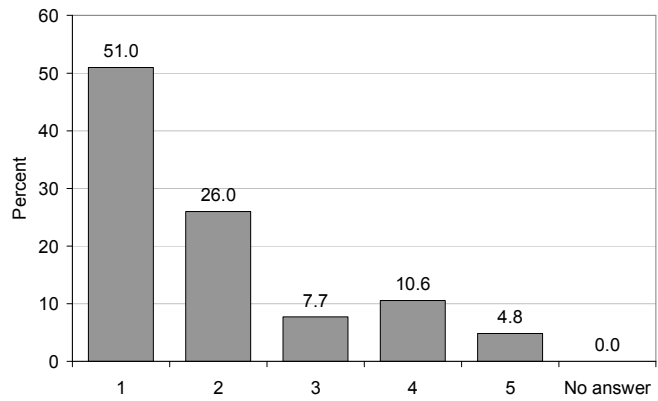
Q21. Actual or potential direct income (ad revenues, sponsorships, being paid to blog).

Median: 1



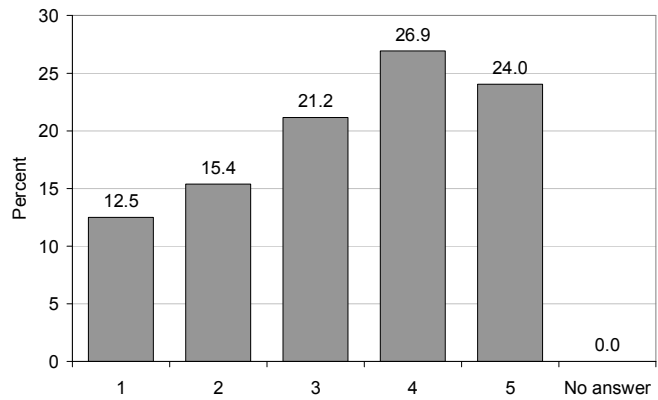
Q22. *Actual or potential indirect income (e.g. book sales, consulting).*

Median: 1



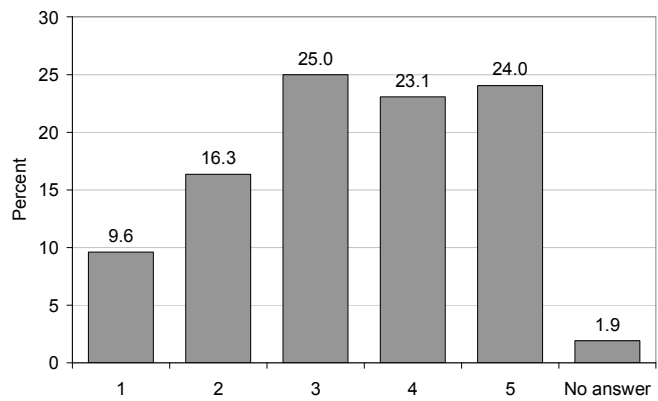
Q23. *To raise my profile.*

Median: 4



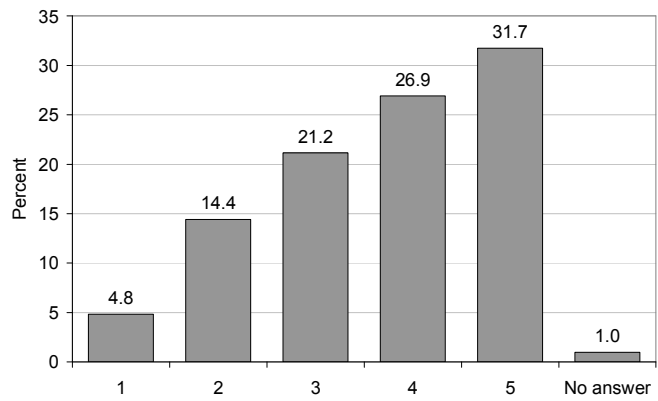
Q24. *Contribute to academic debates.*

Median: 3



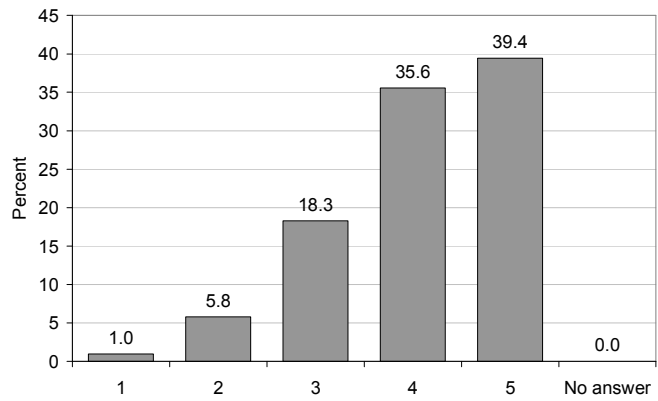
Q25. *Contribute to policy/political debates.*

Median: 4



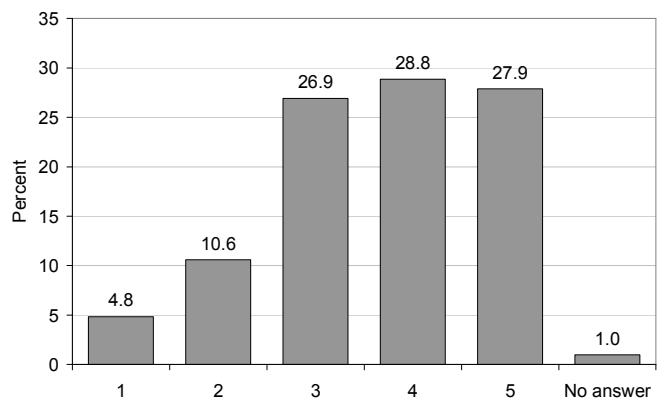
Q26. *To educate the public or disseminate research.*

Median: 4



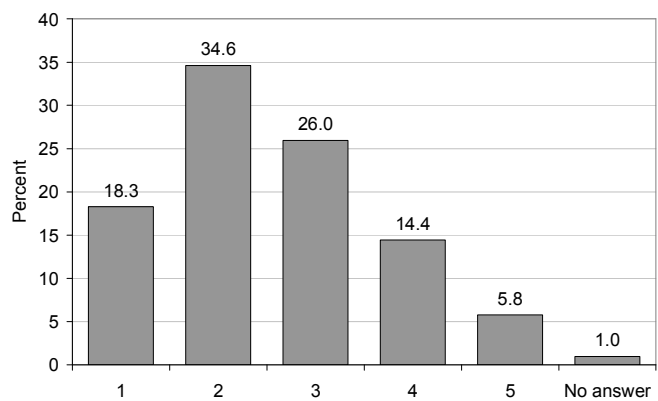
Q27. *As a way of recording thoughts or ideas.*

Median: 4



Q28. *To get reader feedback from comments.*

Median: 2



Q29. *To improve writing skills.*

Median: 2

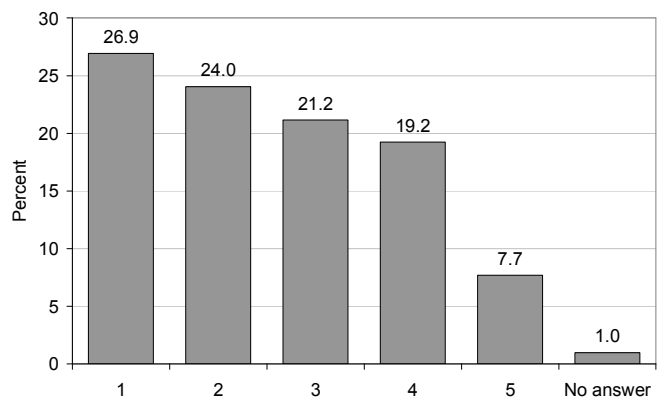


Table 1 summarises the results from questions 20 – 29 by ranking the motivations for blogging by their median importance score.

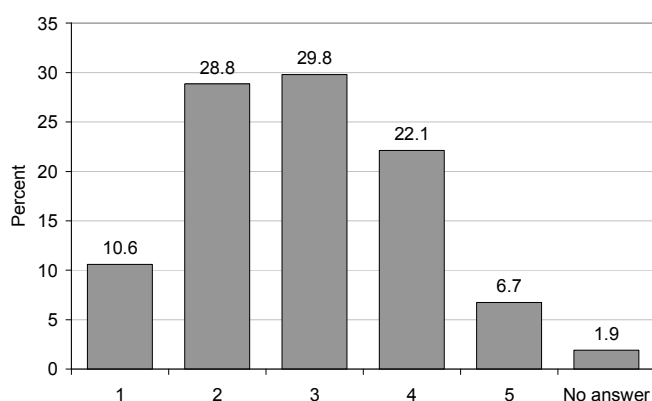
Motivation	Median
Fun or entertainment.	4
To raise my profile.	4
Contribute to policy/political debates.	4
To educate the public or disseminate research.	4
As a way of recording thoughts or ideas.	4
Contribute to academic debates.	3
To get reader feedback from comments.	2
To improve writing skills.	2
Actual or potential direct income (ad revenues, sponsorships, being paid to blog).	1
Actual or potential indirect income (e.g. book sales, consulting).	1

Table 1 Ranking of motivations for blogging.

Q30 – Q33: Rate the following metrics according to their importance to you for judging the success of your blog posts: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important

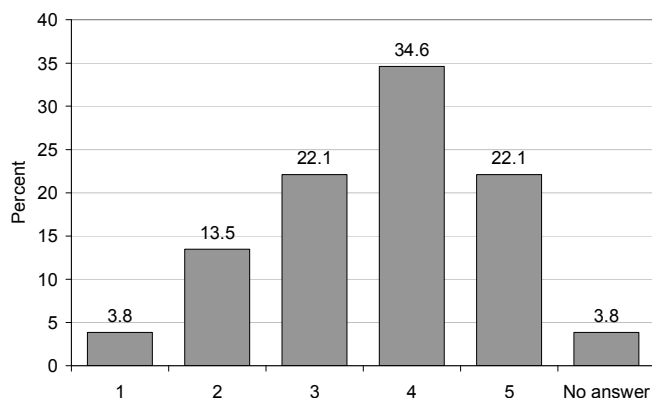
Q30. Volume of comments from readers.

Median: 3



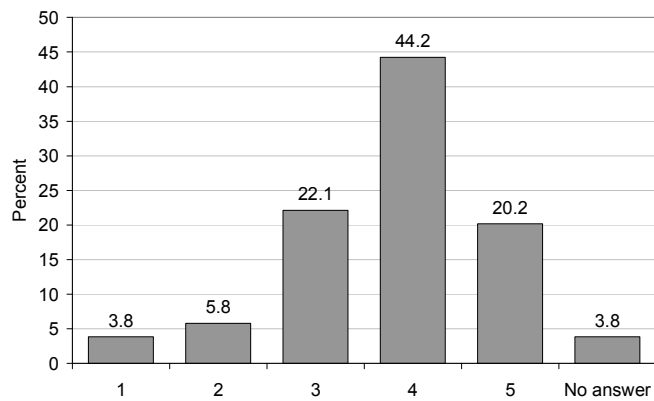
Q31. Number of readers or website visitors.

Median: 4



Q32. *Links or reactions from other blogs.*

Median: 4



Q33. *Links or reactions from other non-blog websites (eg news sites).*

Median: 4

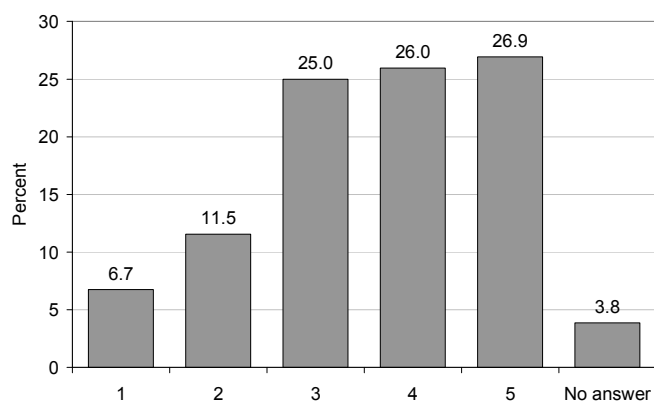


Table 2 summarises the results from questions 30 – 33 by ranking the metrics according to their median importance. All of the metrics received relatively high scores. Volume of comments was slightly less important to respondents than the other metrics. This is consistent with the observation from Table 1 that reader feedback from comments is not a relatively important motivation for blogging.

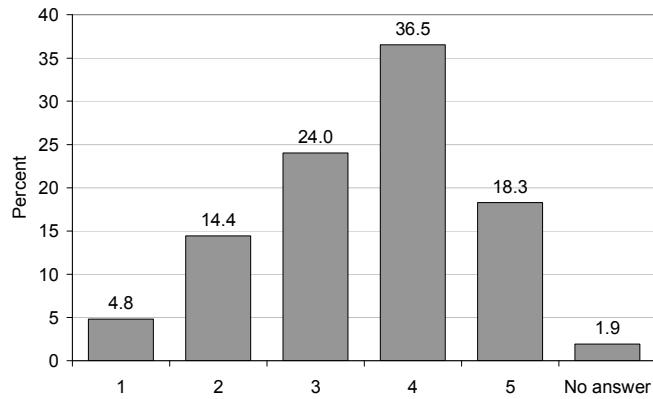
Metric	Median
Number of readers or website visitors.	4
Links or reactions from other blogs.	4
Links or reactions from other non-blog websites (eg news sites).	4
Volume of comments from readers.	3

Table 2 Ranking of success metrics.

Q34 – Q39: Rate the following according to their importance in terms of making blogging unattractive to you: 1 = not at all important; 2 = a little important; 3 = somewhat important; 4 = very important; 5 = extremely important:

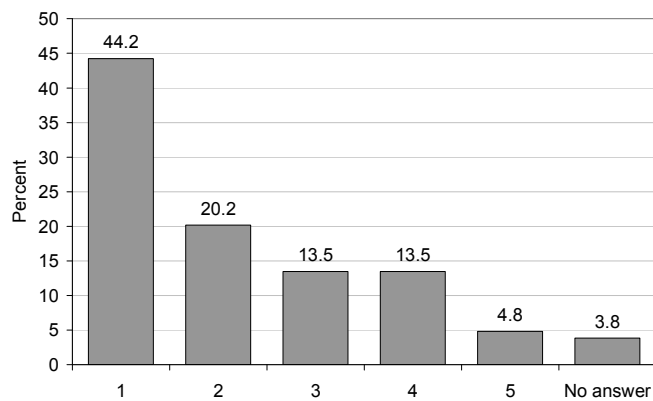
Q34. *The time required.*

Median: 4



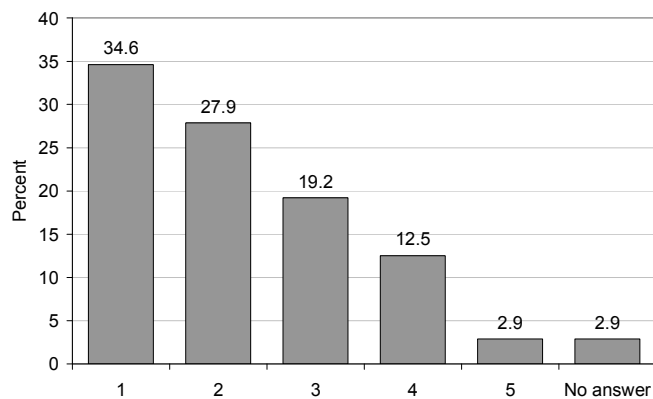
Q35. *Low actual or potential direct income.*

Median: 2



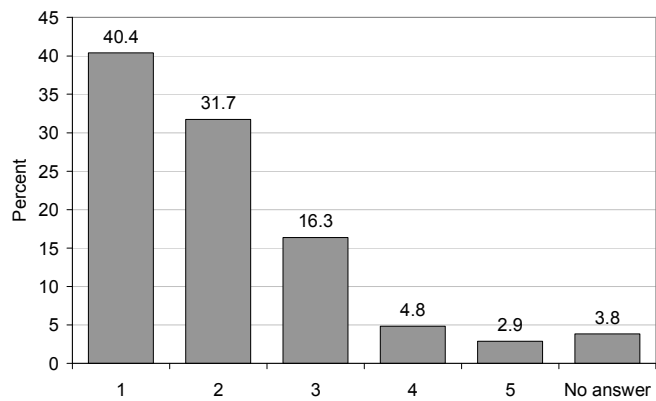
Q36. *Difficulties coming up with new material for posts.*

Median: 2



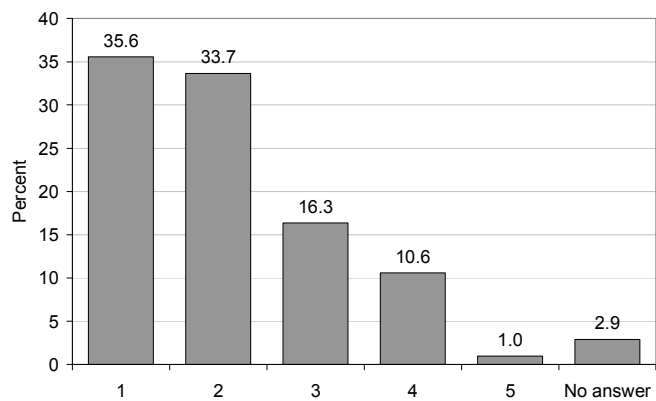
Q37. *Concerns about adverse effects on my reputation.*

Median: 2



Q38. *Inappropriate comments from readers.*

Median: 2



Q39. *Lack of interest from readers.*

Median: 3

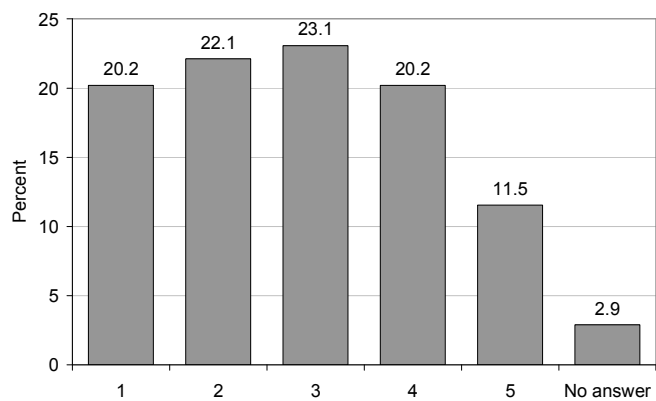
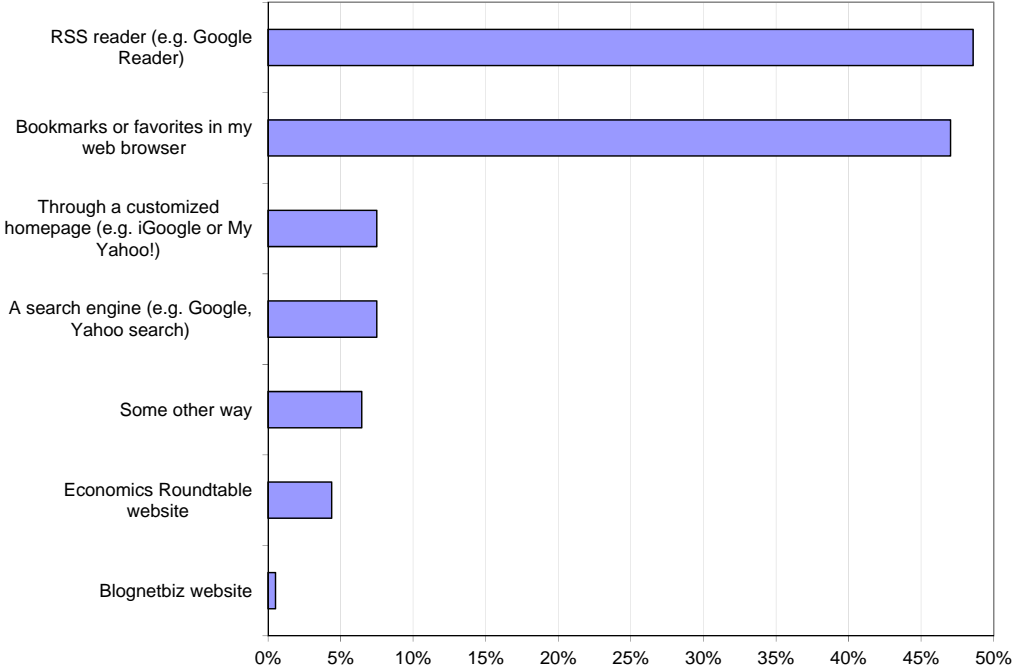


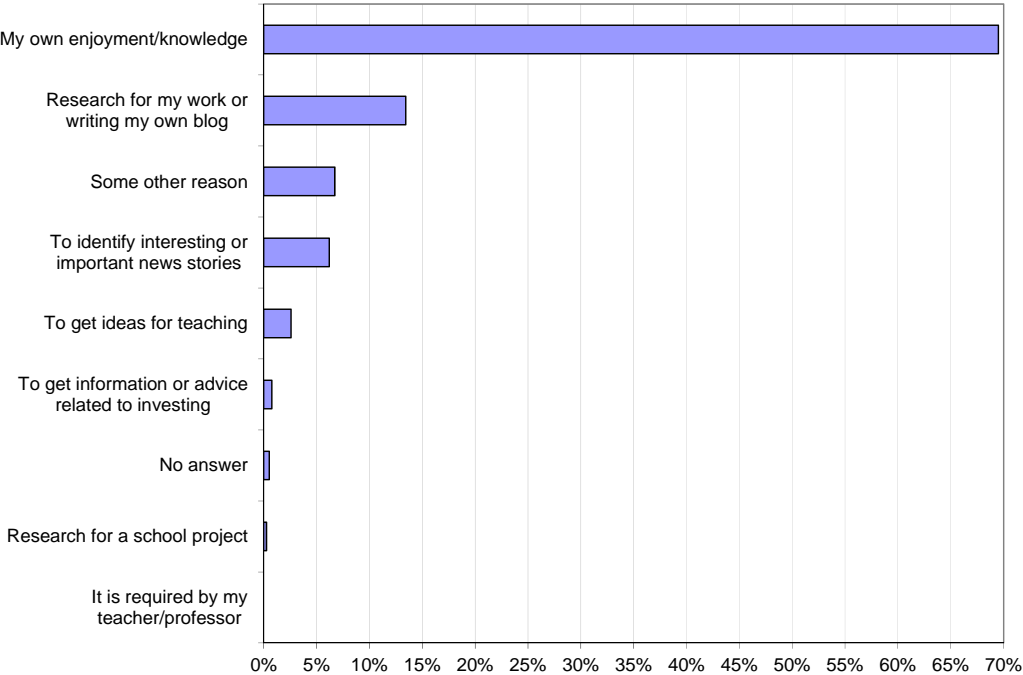
Table 3 summarises questions 34 – 39 by ranking the factors that make blogging unattractive according to their median importance scores. Most factors received relatively low scores, except for the time requirement and the lack of interest from readers. The latter is somewhat incongruent with the previous findings that bloggers care relatively little about the volume of comments from readers, and that interaction with readers is not an important motivation for blogging.

Appendix D. Survey of economics blog readers

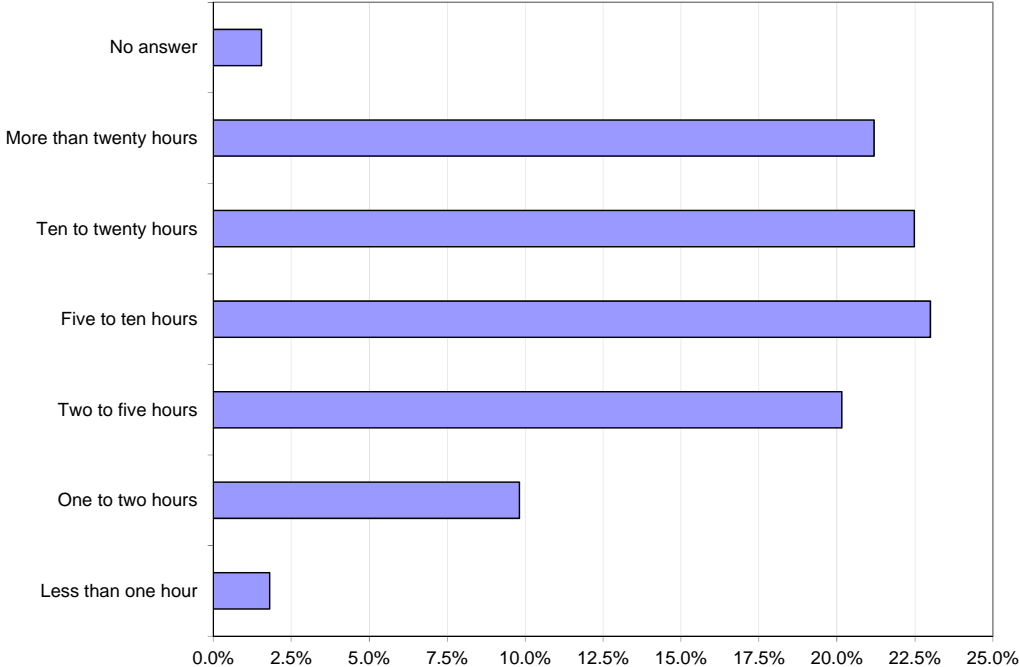
How do you usually access the *economics* blogs that you read? Select all that apply.
Please choose *all* that apply:



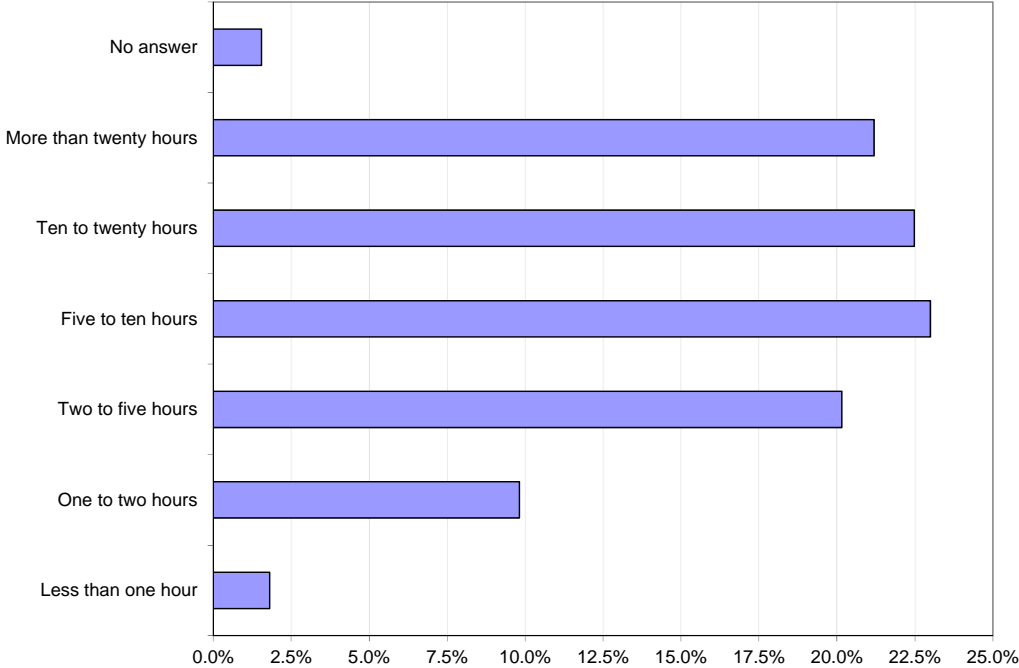
What is the most important reason that you read *economics* blogs? Please choose *only one* of the following:



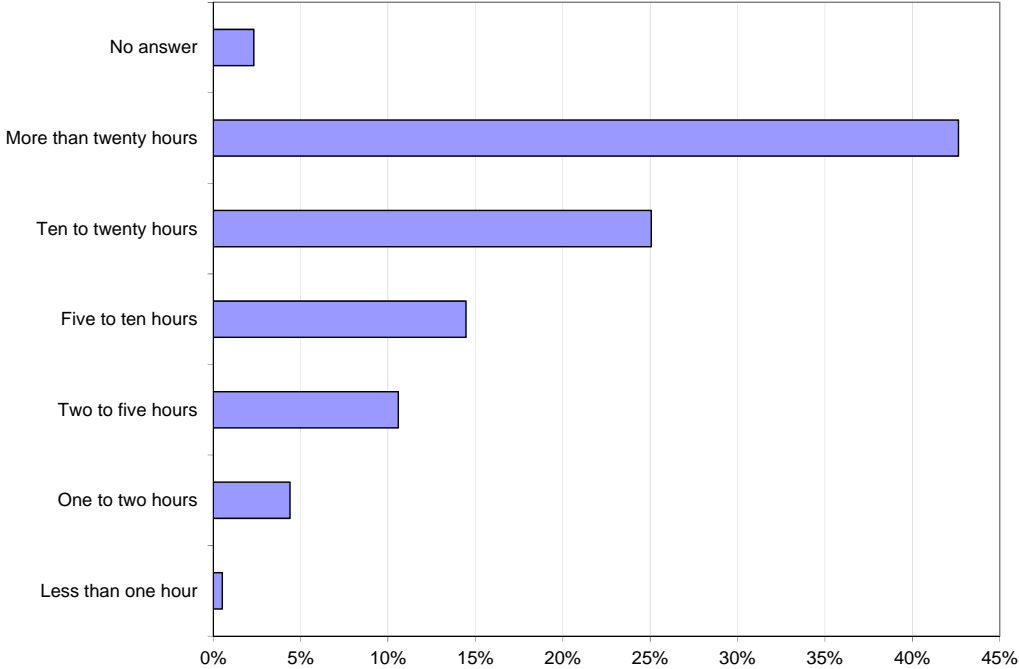
How much time during the past month did you spend reading *economics* blogs?
Please choose *only one** of the following:



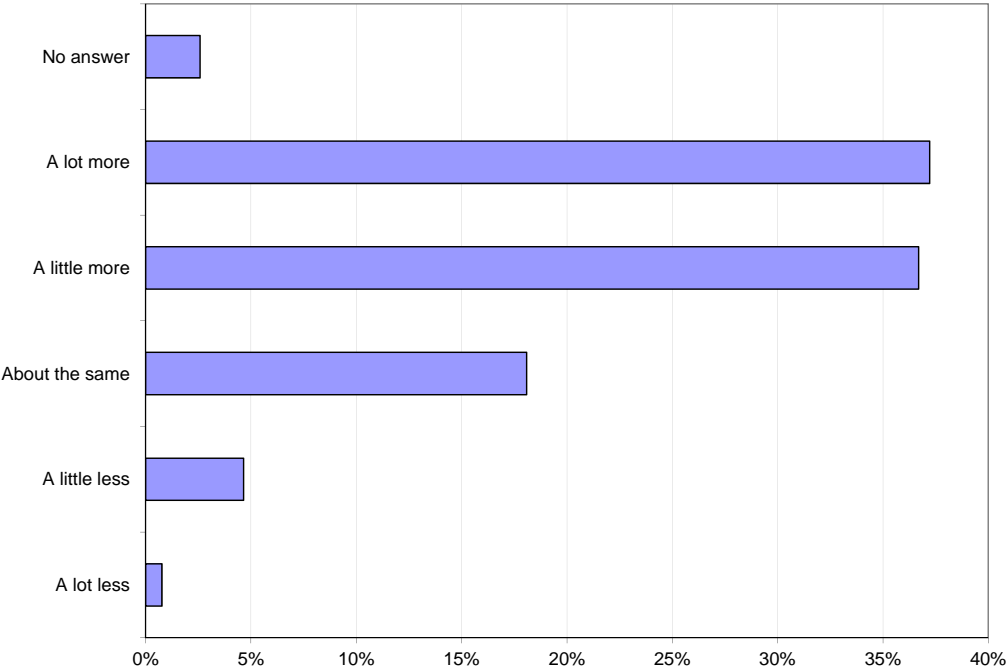
How much time are you spending reading *economics* blogs now compared to one year ago? Please choose *only one** of the following:



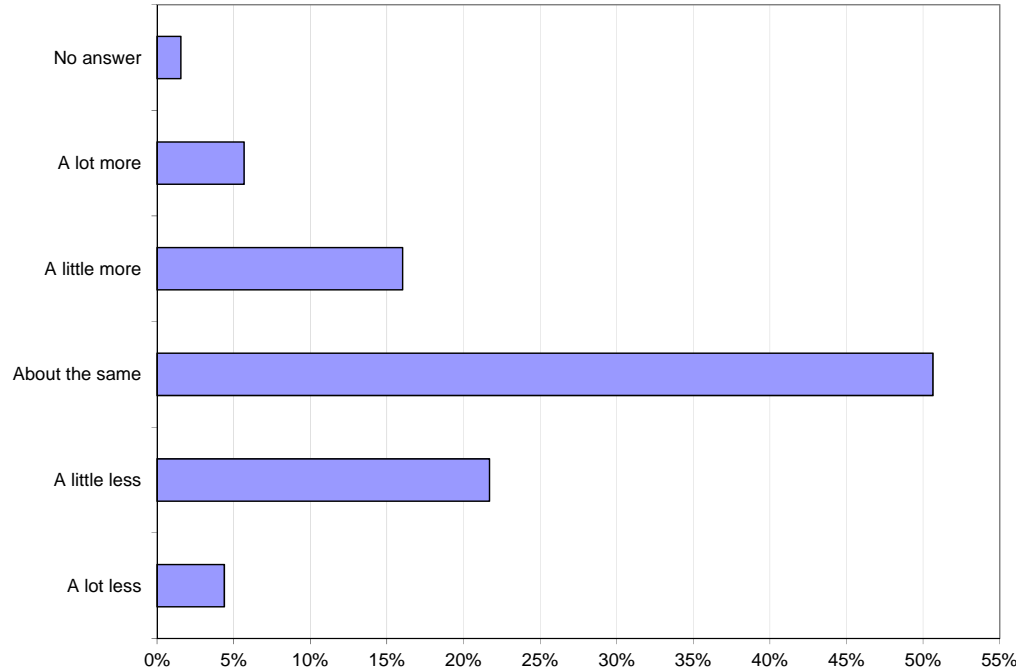
How much time during the past month did you spend reading *all* blogs? Please choose *only one* of the following:



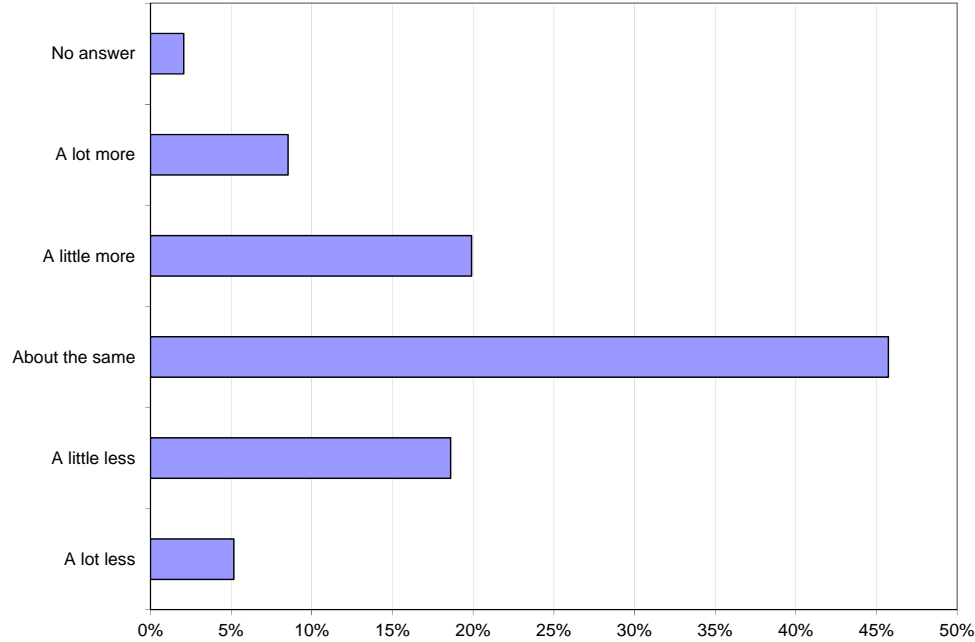
How much time are you spending reading *all* blogs now compared to one year ago? Please choose *only one* of the following:



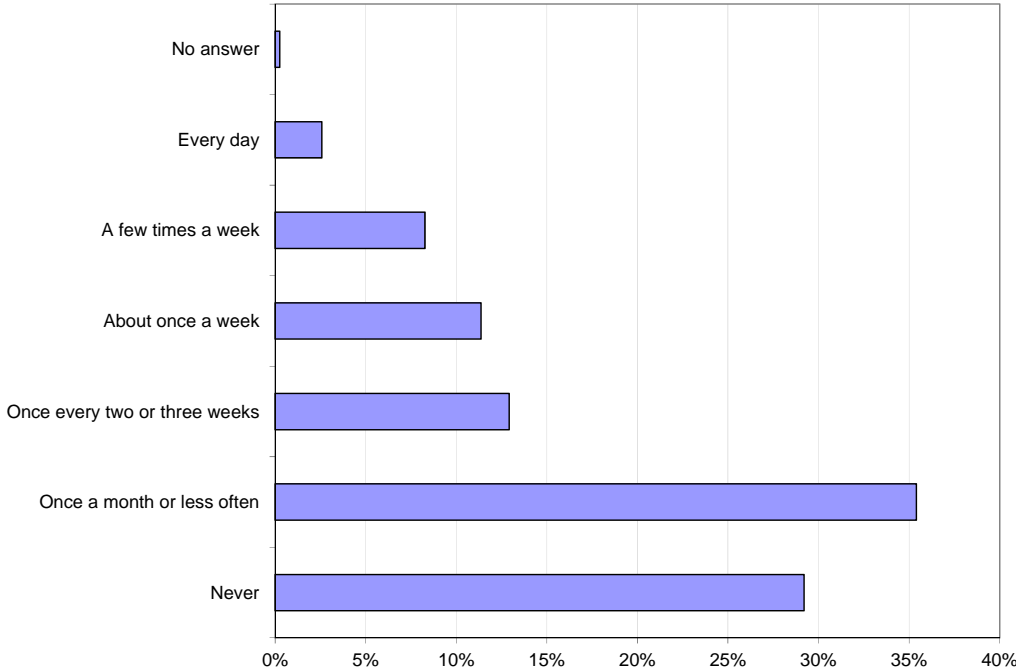
How much time are you spending reading any kind of printed books, magazines and newspapers now compared to one year ago? Please choose *only one* of the following:



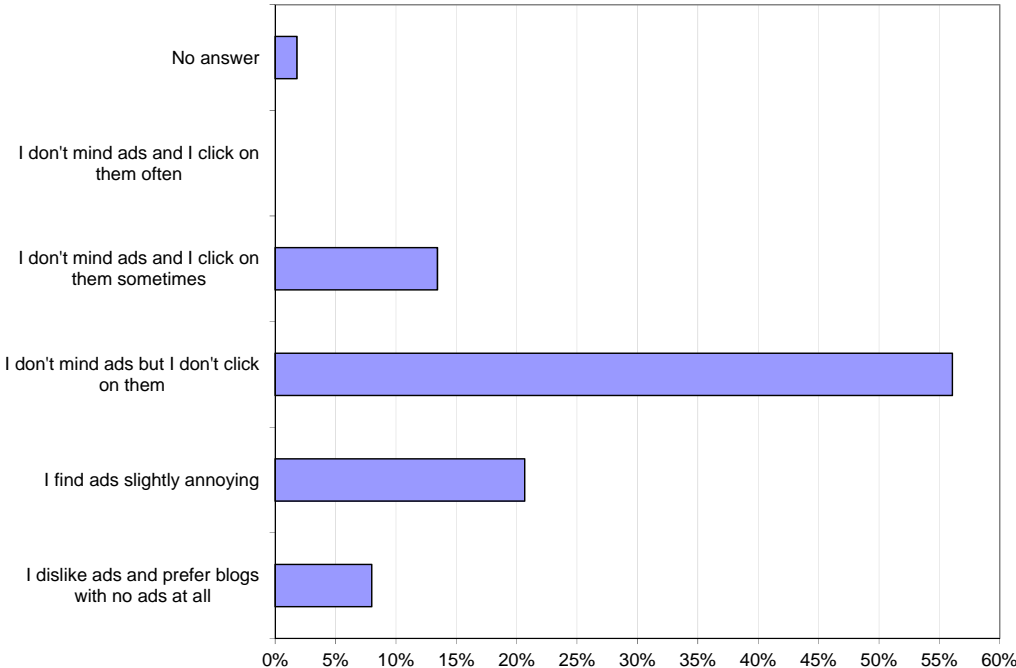
How much time are you spending reading printed economics-related books, magazines and newspapers now compared to one year ago? (Examples: economics textbooks, The Economist, Wall Street Journal, Financial Times etc). Please choose *only one* of the following:



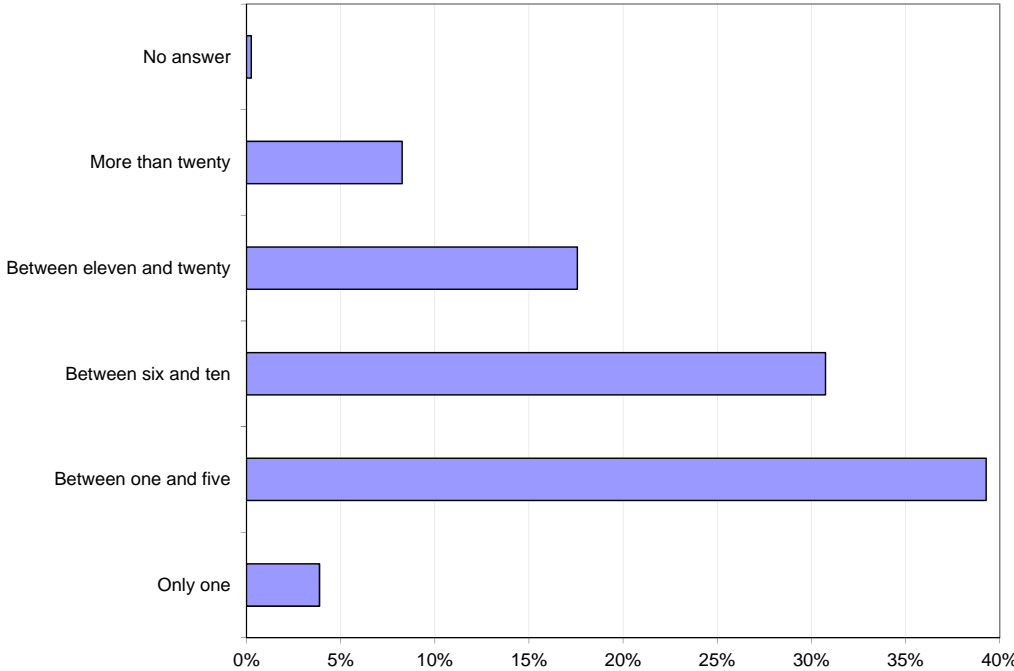
How often on average do you leave comments on blogs (of any kind) that you read?
Please choose *only one* of the following:



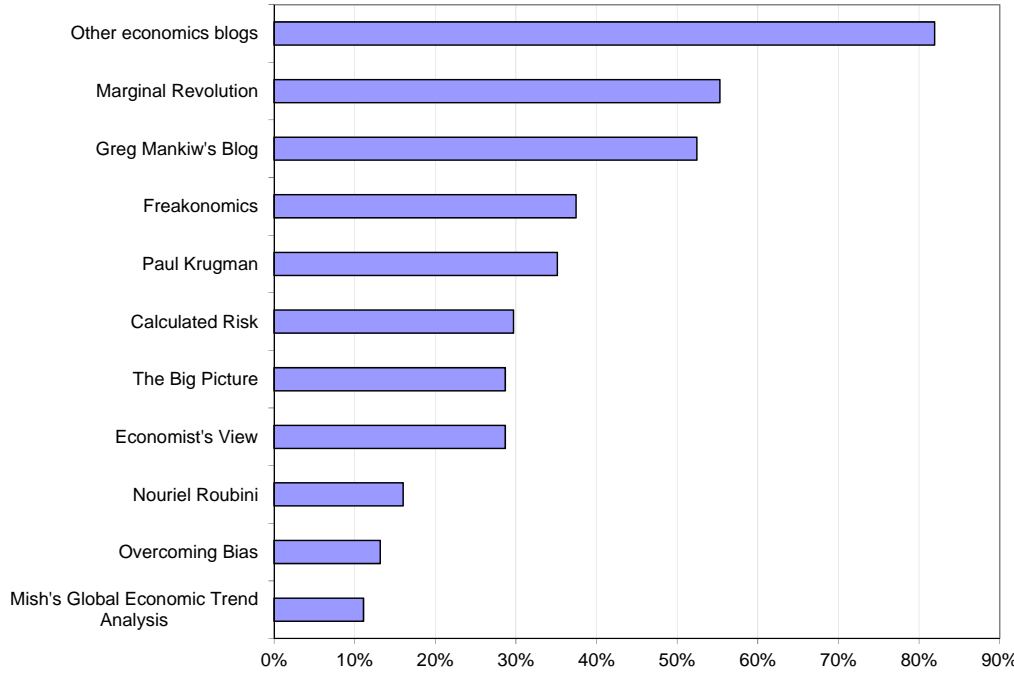
What is your attitude towards advertising on blogs? Please choose *only one* of the following:



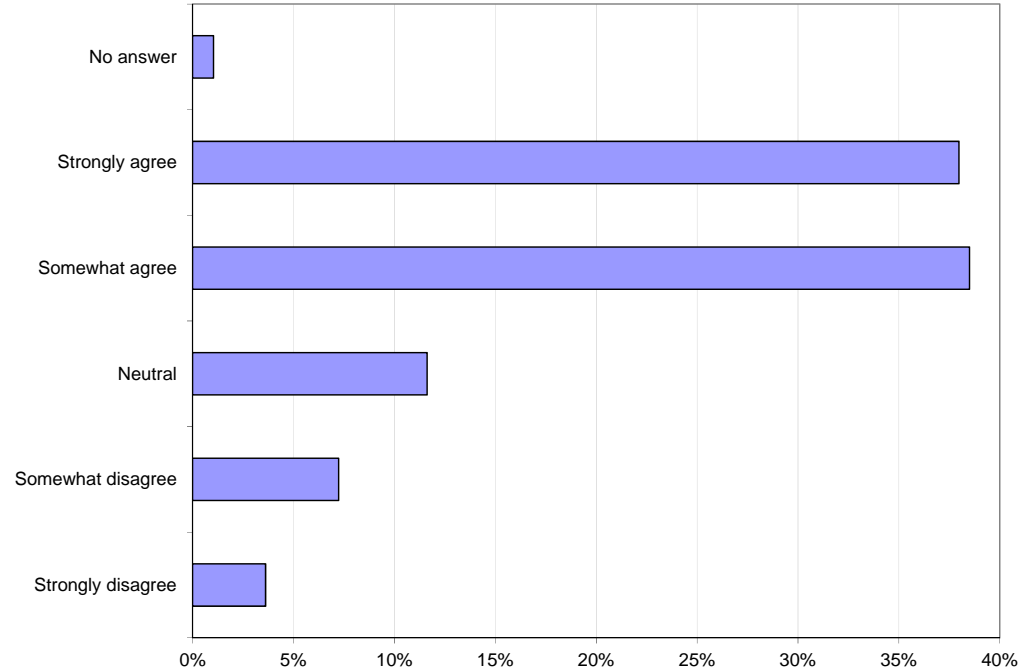
About how many *economics* blogs do you normally read during a typical week?
 Please choose ***only one*** of the following:



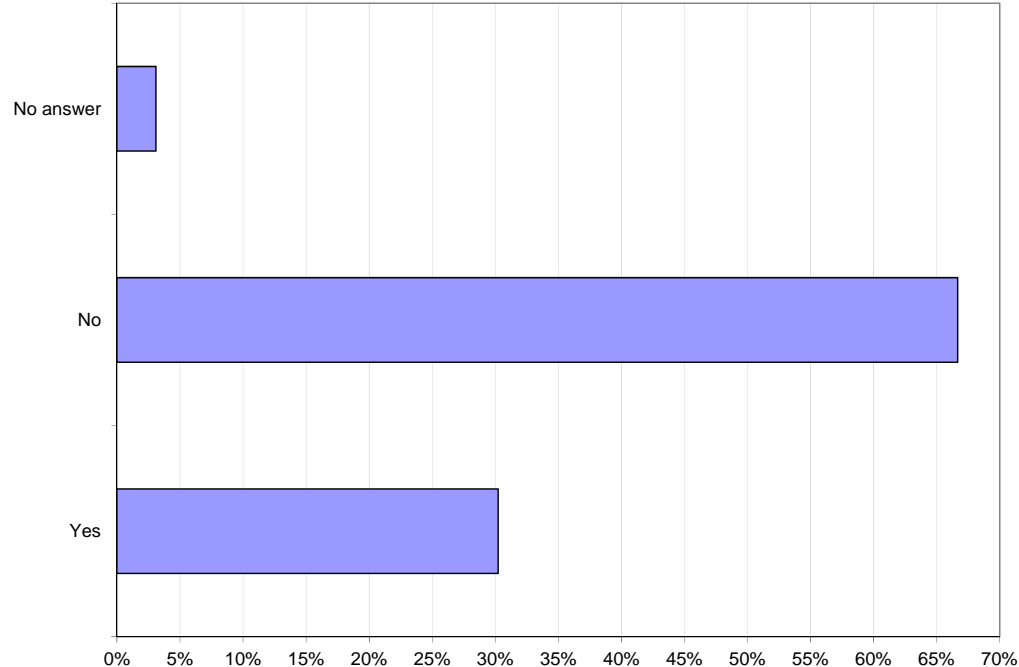
Which economics blogs do you read during a typical week? Choose all that you typically read. Please choose ***all*** that apply:



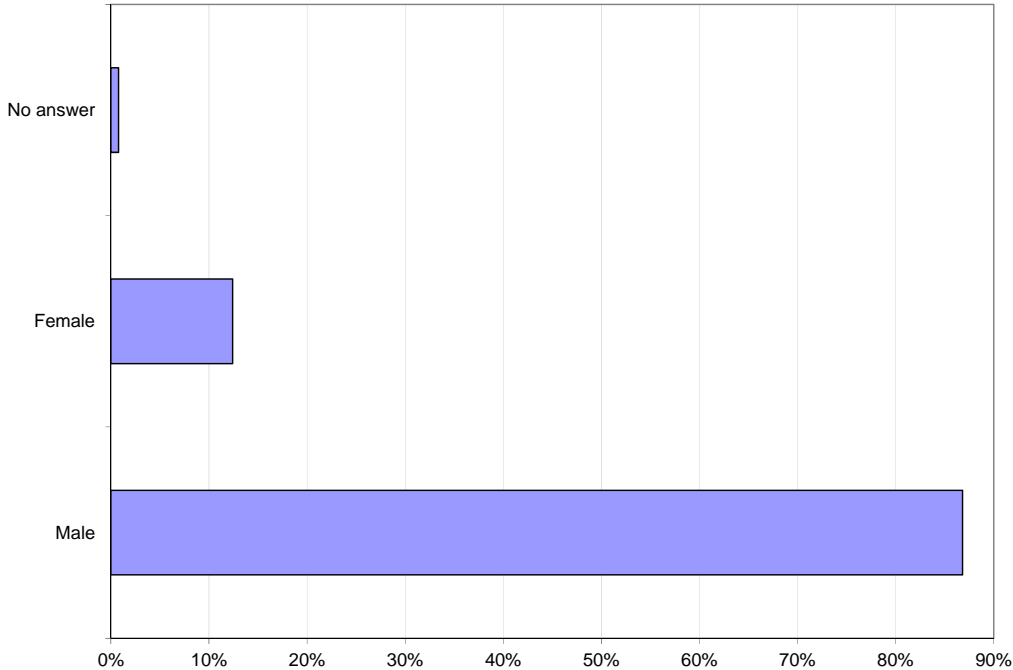
Do you agree with the statement that it is important for blogs you read to keep up with current events and news? Please choose *only one* of the following:



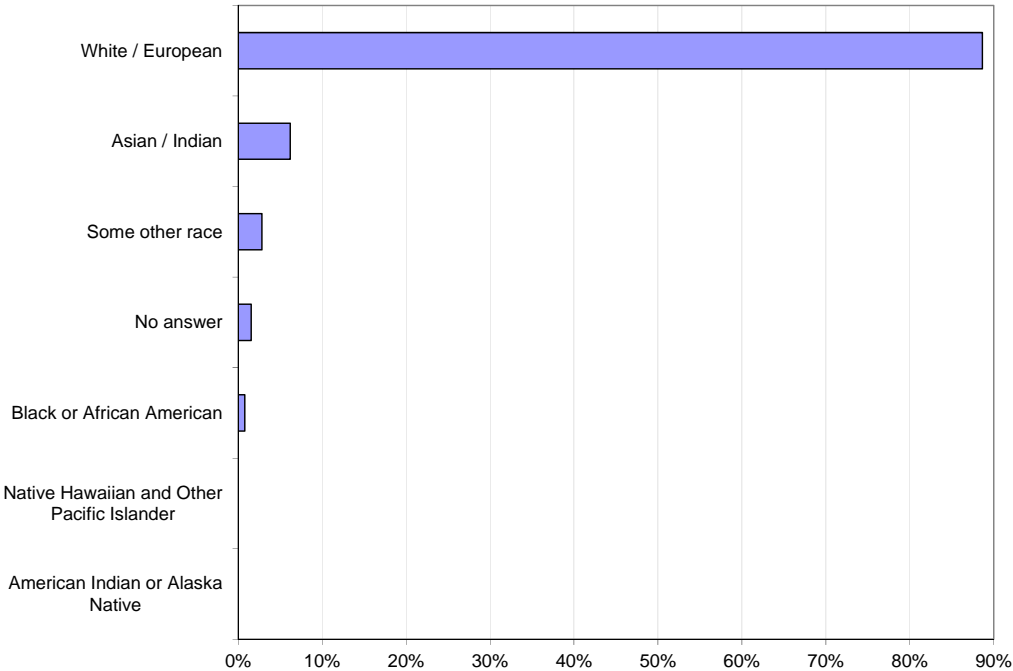
Do you regularly write a blog yourself? Please choose *only one* of the following:



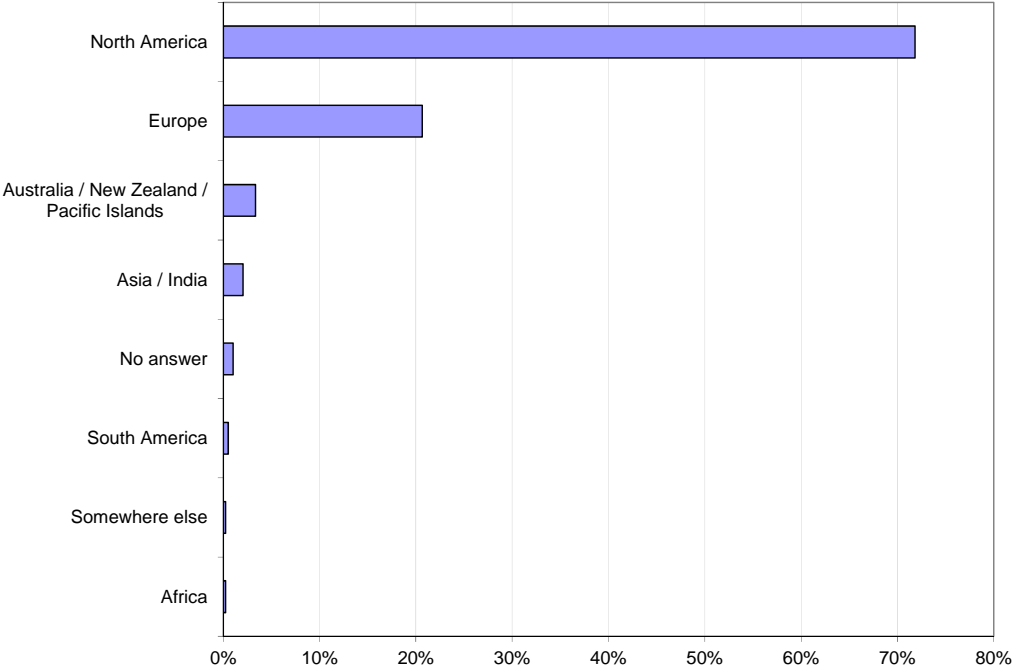
I am Please choose *only one* of the following:



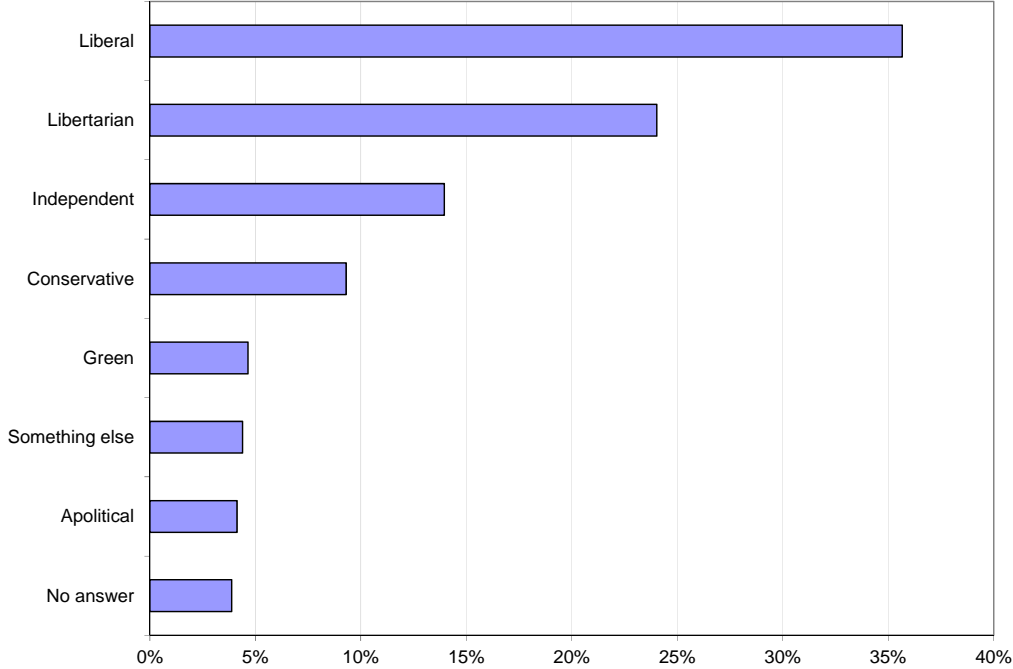
I am Please choose *only one* of the following:



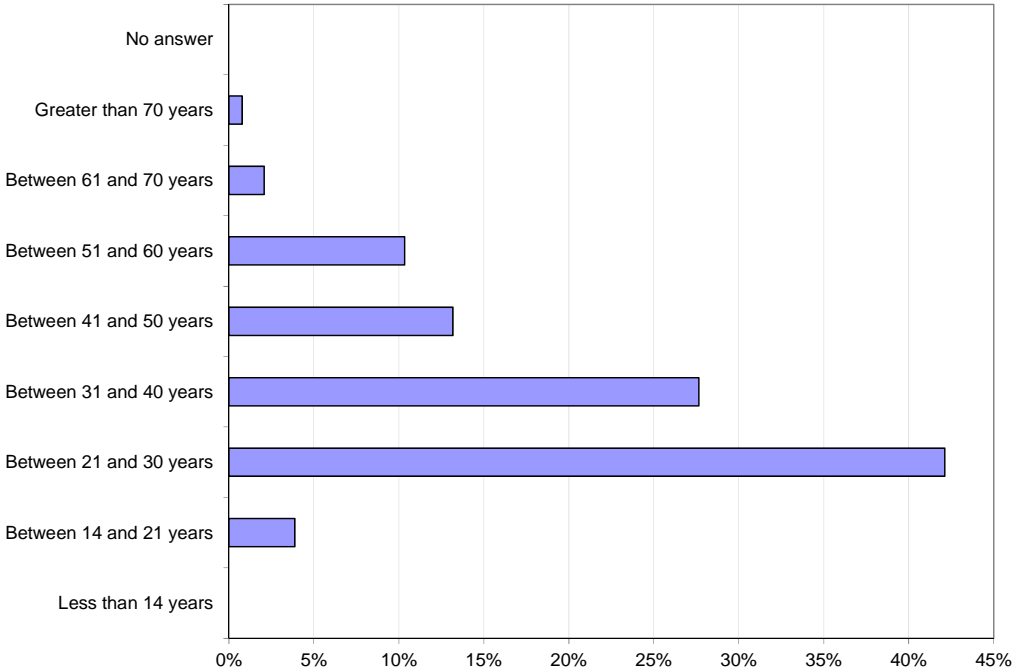
I currently live in Please choose *only one* of the following:



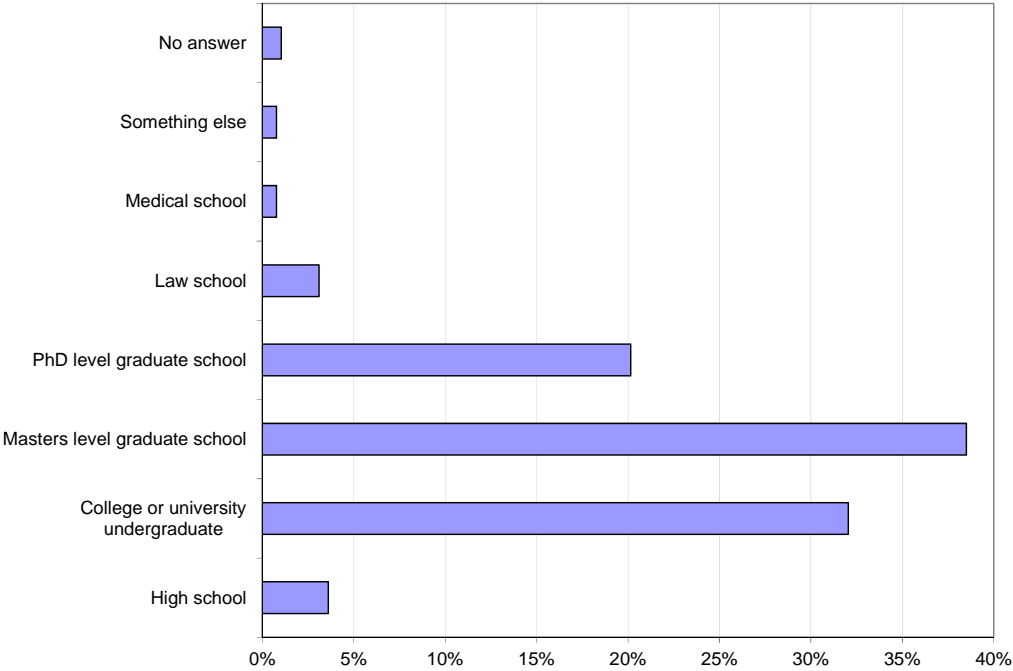
Politically, I am: Please choose *only one* of the following:



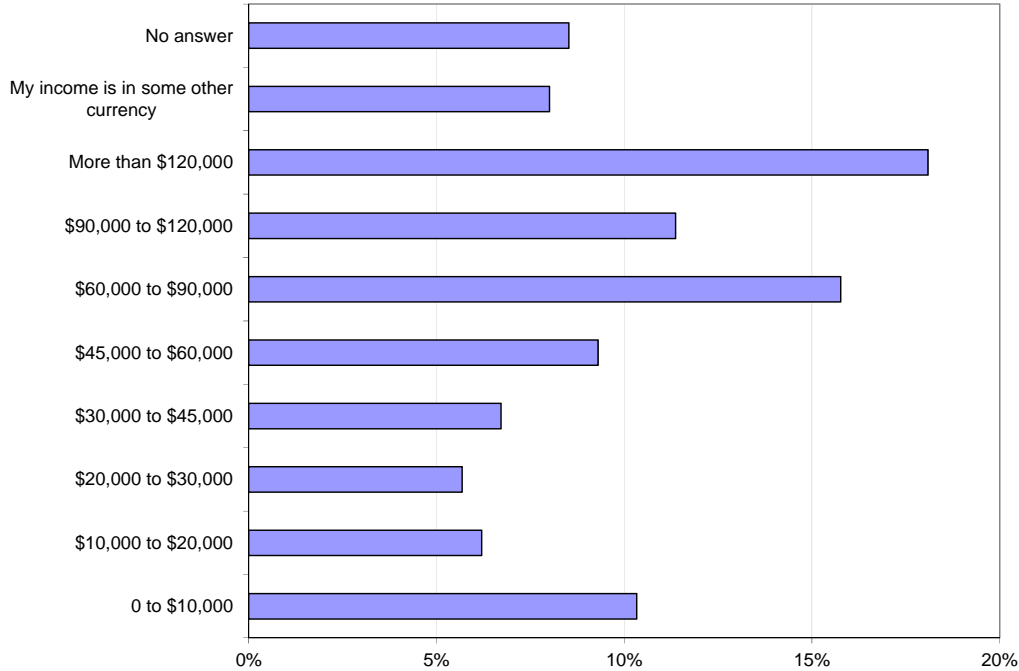
What is your age? Please choose *only one* of the following:



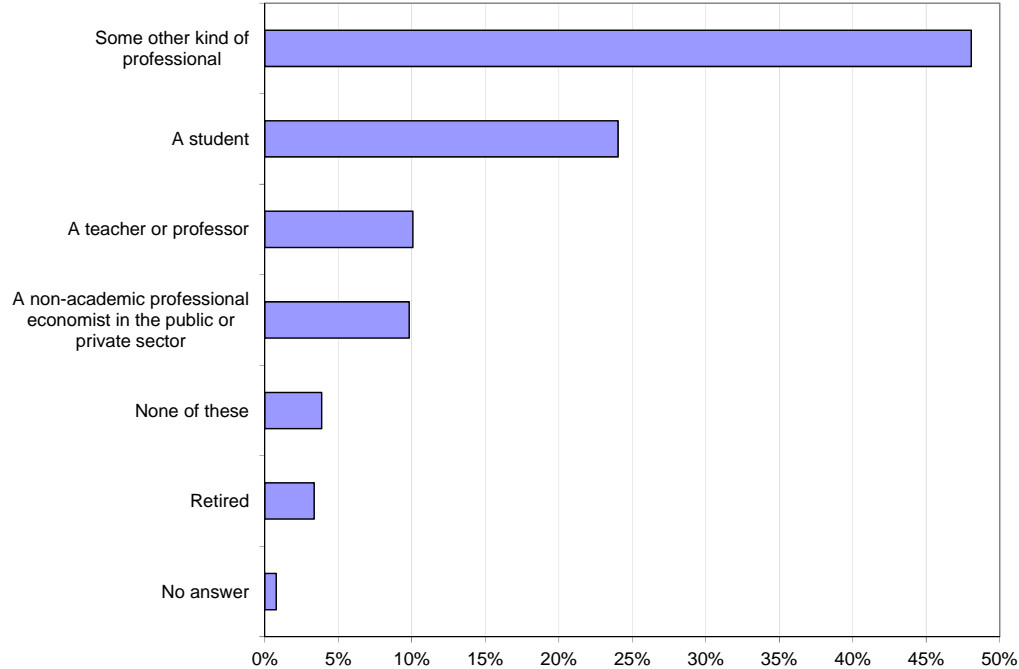
My highest educational qualification is: Please choose *only one* of the following:



My annual personal income is (US dollars): Please choose *only one* of the following:



I am Please choose *only one* of the following:



Typically I work for pay: Please choose *only one* of the following:

