

The Power 50: Most Influential Blogs

A Study on Blogger Credibility in Traditional Media

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Executive Summary:

In order to further our understanding of the relationship between mainstream and social media, Context Analytics, a strategic research and communications firm, conducted a study examining which blogs have emerged as credible sources of information for mainstream media reporters and why. The study identified the 50 blogs most cited by mainstream media¹, “The Power 50,” and compared the frequency and nature of the citations across news categories: Politics, Technology, Lifestyle/Entertainment, Gossip, and Business.

Key Findings:

- Mainstream media journalists are citing blogs with increased regularity. The number of citations increased by 45 percent from 2007 to 2008.
 - Driven by the 2008 Presidential election, citations of political blogs increased the most year-over-year relative to other news categories (86%).
- Influence is concentrated. Even within The Power 50, a handful of blogs accounted for the majority of mainstream media citations. Seventy percent of all citations were attributable to the top 10 of The Power 50.
- In terms of total citations, political blogs were cited the most: 60% of all citations to The Power 50.
 - Technology and Lifestyle/Entertainment blogs were both cited with the same frequency, 13 percent each. Gossip blogs were close behind, with 12 percent of all citations. Business blogs were rarely cited, accounting for only two percent of all citations.
- Traditional media generally referenced political, gossip, and business blogs as vehicles for primary source material, such as interviews or transcripts; technology and lifestyle/entertainment blogs were cited more often for opinions, reviews and expert insight into breaking news or industry trends.
- Mainstream media still cites other mainstream media sources more frequently than blogs. Even the most highly cited blog (the Huffington Post) is cited less frequently than a regional newspaper like *Arizon Republic*.

¹ The top 100 news and business publications by circulation in 2007 and 2008.

The Ten Most Influential Blogs by Category:

The most cited political, tech, lifestyle/entertainment, and gossip and business blogs:

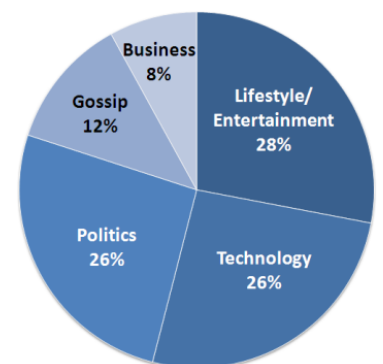
Category Rank	Politics 	Tech 	Lifestyle/ Entertainment 	Gossip 	Business 
1	The Huffington Post	Techcrunch	Treehugger	Gawker	VentureBeat
2	Politico	Engadget	Boing Boing	Perez Hilton	Seeking Alpha
3	Daily Kos	Gizmodo	Stereogum	Valleywag	Silicon Alley Insider
4	The Drudge Report	Search Engine Land	The Consumerist	Deadline Hollywood Daily	The Big Picture
5	Talking Points Memo	Lifehacker	Apartment Therapy	Jezebel	Footnoted.org
6	FiveThirtyEight	Ars Technica	PostSecret	Deadspin	Infectious Greed
7	Pajamas Media	Slashdot	icanhascheezburger	Just Jared	Blogging Stocks
8	Michelle Malkin	Apple Insider	The Sartorialist	Pink is the New Blog	Calculated Risk
9	ThinkProgress	BuzzMachine	Dooce	The Superficial	Guy Kawasaki's Blog
10	Glenn Greenwald at Salon	Macrumors	Gothamist	Celebrity-Gossip.net	24/7 Wall St.

Key Findings:

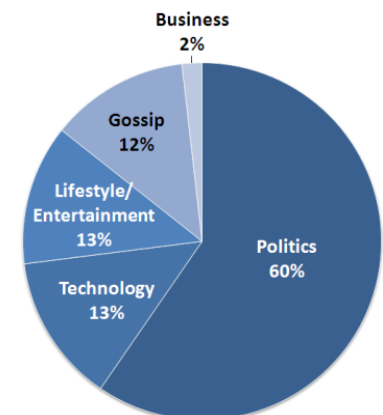
When and Why Does Traditional Media Cite Blogs?

As traditional media goes social and social media goes professional, the top blogs are becoming increasingly part of mainstream media. In our analysis, we found that references to our 50 most cited blogs increased 45 percent from 2007 to 2008.

In our analysis of The Power 50 Influencers, it is clear that different categories of blogs are consistently referenced in traditional media for one of two different purposes. Although there are exceptions, traditional media generally reference political, gossip, and business blogs as vehicles for primary source material, such as interviews or transcripts, while technology and lifestyle/entertainment blogs are more often cited for their opinions, providing commentary and expert insight into breaking news or industry trends.



Proportion of Blogs Within The Power 50

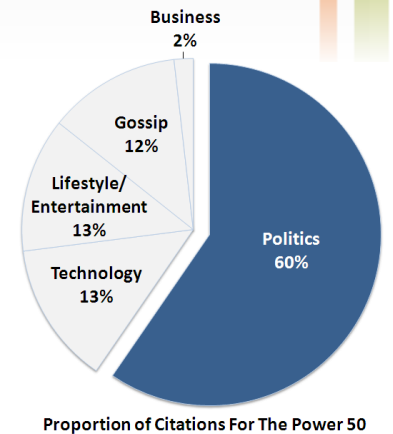


Proportion of Citations For The Power 50

The Role of Political Blogs in Traditional Media

Political blogs are the most common type of blog to be cited in traditional media, accounting for 60 percent of all traditional media citations among The Power 50 influential blogs. Not only are political blogs most cited, their influence is incredibly concentrated among just a handful of blogs. The top three political blogs (i.e., *The Huffington Post*, *Daily Kos*, and *Politico*) accounted for 44 percent of all traditional media citations among the top 50 influential blogs, for example.

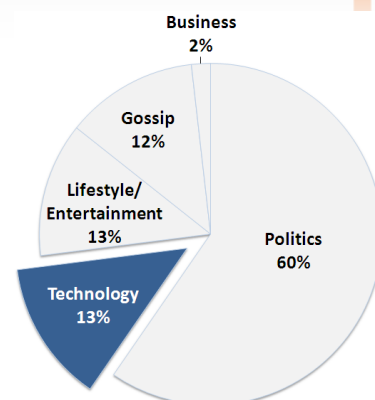
Traditional Media tended to mention political blogs when news actually broke within the blogs. The breaking news occasionally involved announcements by political celebrities (e.g., Michael Moore or Cindy Sheehan), but were more often news about minor scandals during the 2008 presidential race. Examples of such minor scandals include Barack Obama's remarks about how the rural poor "cling to guns and religion" at a San Francisco fundraiser (remarks first appeared on *The Huffington Post*), John McCain's inability to recall how many properties he owned during an interview with *Politico.com*, and *Politico.com*'s report that the RNC spent over \$150K on Sara Palin's wardrobe. Although the actual content on the top political blogs is quite varied, and does often contain in-depth analysis of candidate's policies and records, traditional media primarily uses these blogs as a source for political gossip. Furthermore, political blogs were almost always used as a primary source of information, usually for quotes and transcripts. Actual bloggers were rarely quoted or used as a secondary source, unless the stories in traditional media were focused on political blogging specifically.



Date	News Event and Blog:	Cited by (examples):
May 2007	Daily Kos posted Michael Moore's letter announcing that he hid the master copy of his film <i>Sicko</i> , since it included footage of his trip to Cuba.	<i>Wall Street Journal</i> , <i>Los Angeles Times</i> , <i>New York Times</i> , <i>Seattle Post-Intelligencer</i> , <i>Pittsburgh Post-Gazette</i>
May 2007	Cindy Sheehan announced on Daily Kos that she would resign as the spokesperson for the peace movement.	<i>Boston Globe</i> , <i>Los Angeles Times</i> , <i>The New York Times</i> , <i>The Washington Post</i> ,
March 2008	<i>The Huffington Post</i> posted an eight-paragraph statement by Presidential candidate Barack Obama on controversial remarks made by his former pastor, Rev. Jeremiah Wright.	<i>The Star-Ledger</i> , <i>The Boston Globe</i> , <i>San Jose Mercury</i> , <i>The New York Times</i> , <i>The Houston Chronicle</i>
April 2008	<i>The Huffington Post</i> posted fundraiser transcript, where Barack Obama said of rural Americans: "it's not surprising then that they get bitter, they cling to guns or religion or antipathy to people who aren't like them or anti-immigrant or anti-trade sentiment as a way to explain their frustrations."	<i>USA Today</i> , <i>The Wall Street Journal</i> , <i>The New York Times</i> , <i>The Houston Chronicle</i> , <i>The San Francisco Chronicle</i> ,
August 2008	In an interview with <i>Politico.com</i> , John McCain cannot remember how many properties he and his wife Cindy owns.	<i>The Washington Post</i> , <i>Los Angeles Times</i> , <i>Chicago Tribune</i> , <i>The Boston Globe</i> , <i>The Atlanta Journal</i>
October 2008	<i>Politico.com</i> reports that the RNC spent more than \$150k on Sarah Palin's wardrobe over a 5-week period.	<i>The Washington Post</i> , <i>The San Francisco Chronicle</i> , <i>Chicago Tribune</i>

The Role of Technology Blogs in Traditional Media

Although there are a sizable number of technology blogs that are frequently mentioned in traditional media (comprising over a quarter of all blogs in The Power 50), technology blogs are cited much less frequently than political blogs (only 13% of all citations among The Power 50). Most references to technology blogs in traditional media are to just a few blogs, particularly *TechCrunch*, *Engadget*, and *Gizmodo*, which receive 52 percent of all technology blog citations among The Power 50. References to the remaining nine tech blogs were far less frequent and more evenly distributed across the blogs.



Proportion of Citations For The Power 50

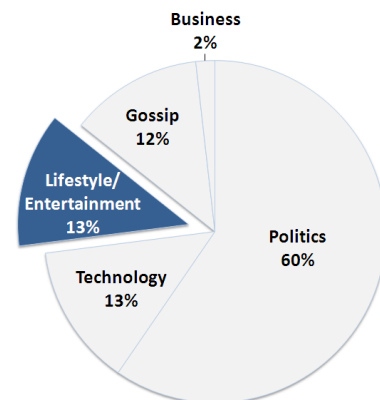
Most references to the top technology blogs in traditional media are secondary in nature, where blogger's opinions on an event or topic are used in an article. In this way, tech bloggers are treated as expert analysts in their field, which is significantly more rare for political and gossip bloggers. The founder of *TechCrunch*, Michael Arrington, was quoted quite frequently in traditional media during 2007 and 2008, around a number of issues such as Google's rumored Gphone, Microsoft's bid for Yahoo, and a host of other issues around tech start-ups. We expect that technology bloggers are treated as industry experts within traditional because blogging provides them with additional credibility, since knowledge of gadgets and internet-based technology is the very reason that journalists would use them as a source in the first place.

Date	News Event and Blog:	Cited by (examples):
June 2007	Apple releases the iPhone, and traditional media directs readers to blogs for product reviews and quotes from TechCrunch and Engadget bloggers to the release.	<i>The New York Times</i> , <i>The Star-Ledger</i> , <i>Salt Lake Tribune</i> , <i>Denver Post</i> , <i>San Jose Mercury</i>
September 2007	<i>Techcrunch's</i> Michael Arrington quoted in stories on the rumored Google phone.	<i>Los Angeles Times</i> , <i>Seattle Times</i> , <i>Chicago Tribune</i>
September 2007	Start-ups reported to be "taking on" Google at <i>TechCrunch40</i> conference; an <i>Associated Press</i> article on one company at the conference, Powerset, is widely reprinted.	<i>USA Today</i> , <i>San Francisco Chronicle</i> , <i>San Jose Mercury</i>
January 2008	<i>TechCrunch's</i> Michael Arrington quoted as saying that Wikia Search "may be one of the biggest disappointments I've had the pleasure of reviewing."	<i>San Jose Mercury</i> , <i>Contra Costa Times</i>
February 2008	<i>TechCrunch</i> reported that News Corp and Yahoo were in discussion around exchanging ownership of MySpace for a stake in Yahoo.	<i>Wall Street Journal</i> , <i>San Jose Mercury</i> , <i>Los Angeles Time</i> , <i>Chicago Tribune</i> , <i>Seattle Times</i>
June 2008	<i>TechCrunch</i> among the first to post on pending executive departures from Yahoo.	<i>New York Times</i> , <i>Los Angeles Times</i> , <i>The Washington Post</i> , <i>Seattle Times</i> , <i>Houston Chronicle</i>

The Role of Lifestyle/Entertainment Blogs in Traditional Media

Lifestyle and entertainment blogs were the most common type of blog in The Power 50 (28% of The Power 50 blogs), and were cited almost as often as technology blogs (13% of all citations in The Power 50).

Generally, lifestyle blogs were mentioned in various lists of Web sites within the lifestyle sections or humor columns of newspapers. In one example, *icanhascheezburger.com* appeared in a list of sites for people who need “a new way to waste time at work” in the *Chicago Tribune* on October 8, 2008. In other cases, readers were directed to blogs for various tips, such as *Treehugger* for ideas on how to be environmentally friendly on Earth Day or to *LifeHacker* for instructions on how to add memory to a computer. In this sense, these blogs were treated more similarly to technology blogs by traditional media in that they were used as secondary, supplementary sources for news stories, rather than the source for breaking news.



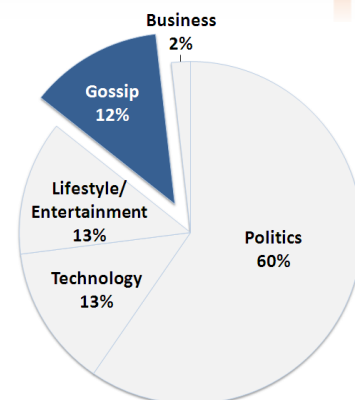
Proportion of Citations For The Power 50

Date	News Event and Blog:	Cited by (examples):
April 2007	Traditional media directs reader to <i>Treehugger</i> for tips on how to stay green on Earth Day.	<i>Chicago Tribune, Kansas City Star, The Star-Ledger, Dayton Daily News, Lexington Herald-Leader</i>
June 2007	Traditional media stories on privacy issues a round Google Street View quote Mary Kalin-Casey from Boing Boing, who said, “this feature literally gives me the shakes.”	<i>The New York Times, Chicago Tribune, Baltimore Sun</i>
December 2007	Stories on “green” holiday gifts direct readers to <i>Treehugger</i> for suggestions; <i>Treehugger</i> writer, Jasmin Malik Chua, quoted: “The fact that the average American is \$800 in the hole every year because of [presents] is insane.”	<i>The Washington Post, Orlando Sentinel, Richmond Times-Dispatch, South Florida Sun-Sentinel, Providence Journal</i>
April 2008	Traditional media directs reader to <i>Treehugger</i> for tips on how to stay green on Earth Day.	<i>The Washington Post, The Record</i>
August 2008	The author of <i>waiterrant.net</i> releases a book, which is widely reviewed by traditional media.	<i>The New York Times, Washington Post, Los Angeles Times, Pittsburgh Tribune, The Tampa Tribune</i>
October 2008	<i>I Can Has Cheezburger?</i> book appears on the New York Times Best sellers list	<i>The New York Times, Los Angeles Times, Salt Lake Tribune</i>

The Role of Gossip Blogs in Traditional Media

Gossip blogs are relatively well-represented among The Power 50 blogs, consisting of 13 percent of the 50 sites, and were actually cited more often than business blogs (13% of all citations vs. 2% for business blogs).

Like political blogs, gossip blogs are most often cited as a primary source of gossip-based news in traditional media. Typically, an email, photo, or exclusive interview would appear on a blog, which was written about by traditional media. Also like political blogs, the authors of gossip blogs were rarely interviewed or quoted as experts in the field (although citing *Gawker's* Top Ten Worst Media Moments in 2008 could be considered an exception).

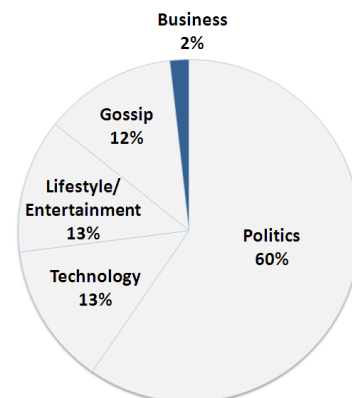


Proportion of Citations For The Power 50

Date	News Event and Blog:	Cited by (examples):
August 2007	Singer Amy Winehouse tells <i>Perez Hilton</i> that her widely-publicized injuries were self-inflicted.	<i>New York Post</i> , <i>San Jose Mercury</i> , <i>New York Daily News</i> , <i>Boston Herald</i>
August 2007	<i>Gawker</i> publishes an email from Pulitzer prize winning author, Olen Butler, to fellow faculty and students at Florida State University, declaring that his wife has left him for media proprietor Ted Turner.	<i>The Washington Post</i> , <i>Chicago Tribune</i> , <i>The Atlanta Journal</i> , <i>Houston Chronicle</i> , <i>St. Petersburg Times</i>
January 2008	<i>Gawker</i> posts a video of Tom Cruise discussing the Church of Scientology, and then posts a cease and desist request letter from the Church who said the video was copyrighted.	<i>The New York Times</i> , <i>The Washington Post</i> , <i>New York Daily News</i> , <i>Los Angeles Times</i> , <i>The Atlanta Journal</i> ,
December 2008	<i>Gawker's</i> Top Ten Worst Media Moments of 2008.	<i>San Jose Mercury News</i> , <i>South Florida Sun-Sentinel</i> , <i>The Providence Journal</i>

The Role of Business Blogs in Traditional Media

Business blogs are rarely represented in traditional media, evidenced by the fact that the only two business blogs in The Power 50 only produced only two percent of citations. *VentureBeat* was the most often mentioned business blog in traditional media, and its author, Matt Marshall, has written occasional columns for *The San Jose Mercury* (those columns were not included in the rankings). When *VentureBeat* is mentioned in traditional media, it has usually been used as a source for facts and figures about VC funding of technology start-ups in San Francisco Bay Area newspapers. The second most often cited business blog, *SeekingAlpha*, was usually sourced for its transcripts of earnings calls and investor meetings by traditional media and its bloggers were rarely quoted in traditional media stories.



Proportion of Citations For The Power 50

We believe that business blogs are rarely sourced in traditional media for several reasons. First, unlike the rest of the traditional news industry, business and financial papers are financially healthy (paid circulation for *The Wall Street Journal* and subscription-based Web access to *WSJ.com* actually increased in 2008, for example). Consequently, many financial journalists might not feel the need, or any incentive, to experiment by sourcing their information from social media sources. Second, traditional media tends to have much stronger coverage of business and finance than many other topics. The volume, quality, diversity of opinion, and real-time nature of business reporting is unparalleled in traditional media (e.g., does any other industry have anything close to *Bloomberg Terminals*?), so there is not an unmet need for more information, delivered faster to consumers of business press. Third, consumers of blogs and other forms of social media typically consists of a younger demographic than those that typically read the business sections of daily newspapers. Journalists might feel that the inclusion of blog content in their stories could alienate their audience.

Date	News Event and Blog:	Cited by (examples):
September 2008	Barry Ritholtz, author of <i>The Big Picture</i> blog, comments on the largest drop in the Dow Jones since 9/11; is quoted as saying that “we are in the middle of a deep, dark recession”	<i>The New York Times, Chicago Tribune, Houston Chronicle, The Seattle Times, San Jose Mercury</i>
October 2008	Members of a panel sponsored by <i>VentureBeat</i> are quoted in on the state of venture capital during the recession	<i>San Francisco Chronicle, The Seattle Times</i>
March-June 2007	Traditional media discusses how to invest in Exchange-traded funds (ETFs), mention a report on <i>Seeking Alpha</i> called “The Case Against Leveraged ETFs”	<i>Wall Street Journal, San Antonio Express-News, Akron Beacon-Journal,</i>

How do citations of bloggers compare to citations of other mainstream media journalists?

In our analysis of the 100 most circulated U.S. newspapers during 2007 and 2008, we found that even the most prominent blogs are not referenced nearly as often as traditional media. Even the most highly cited blog in our analysis, *The Huffington Post*, is cited far less often than traditional print media (slightly over 1,500 times vs. over 18,000 for *The Wall Street Journal*). In fact, *The Huffington Post* is cited even less than the *Houston Chronicle*, which was cited almost 3,000 times. While journalists may be warming up to the idea of treating their online peers as sources of information, the practice is still in its infancy.

How do the highest circulation newspapers compare to the most widely cited blog?

Publication	# of Citations (Jan 2007 – Dec 2008)
<i>New York Times</i>	66,538
<i>Washington Post</i>	52,125
<i>Los Angeles Times</i>	40,332
<i>Wall Street Journal</i>	18,412
<i>Chicago Tribune</i>	18,388
<i>USA Today</i>	17,590
<i>The Boston Globe</i>	8,973
<i>New York Post</i>	7,010
<i>Newsday</i>	6,692
<i>New York Daily News</i>	5,338
<i>The Dallas Morning News</i>	5,137
<i>San Francisco Chronicle</i>	4,154
<i>Star-Tribune</i>	3,254
<i>Houston Chronicle</i>	2,909
<i>Arizona Republic</i>	1,557
<i>Huffington Post</i>	1,509

Research Methodology:

- This report analyzed coverage published between January 1, 2007 and December 31, 2008.
- Analysis was based on quantitative search of all content from the 100 most highly circulated newspapers in the U.S.
- Blogs that were sponsored by traditional, print media sources and written traditional journalists from magazines and papers such as *The Atlantic Monthly*, *The New York Times* and *The Wall Street Journal* were excluded (e.g., Andrew Sullivan's *The Daily Dish*).
- To guide our research parameters, we adapted indicators of influence from other mediums, such as the concept of "inbound links" for online sources and peer-review citation models from academic journals.

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About Context Analytics:

Context Analytics is a strategic communications research and consulting company. Context provides customized, actionable analysis to help our clients understand and leverage public perceptions in order to better manage corporate reputation. Since 1992, Context has worked with some of the biggest names in technology, consumer electronics, and healthcare, helping our clients better understand the impact of the rapidly changing media environment on their corporate reputation.

As opposed to a one-size-fits-all approach to media research, Context's experienced analysts provide customized research and consulting services aimed at addressing client specific questions and business issues. Our services include global media research and measurement, social media research and influence mapping, primary survey research, consulting and research program management, competitive research, and business impact analysis.

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Appendix A: Context Analytics rankings of the most influential blogs in traditional media

Rank	Blog	URL	Category	Comment
1	The Huffington Post	www.huffingtonpost.com	Politics	Was Arianna the tipping point to credibility? Impossible to say, but her influence is undeniable. It is no surprise to find her at the top of this list.
2	Politico	www.politico.com	Politics	Founded in 2007, Politico is ascendant in a time of record political participation. Timing is everything – let's see if it continues.
3	Daily Kos	www.dailykos.com	Politics	"Markos Moulitsas -- a.k.a. 'kos' -- created Daily Kos on May 26, 2002," because "as a veteran, Moulitsas was offended that the freedoms he pledged his life for were so carelessly being tossed aside by the reckless and destructive Republican administration." – dailykos.com . From channeling a personal sense of outrage to the 2 nd most-cited blog... Another success story of the Web.
4	The Drudge Report	www.drudgereport.com	Politics	Despite, or perhaps because of the "old school" layout, Drudge continues to attract millions and remains an online, and offline, powerhouse.
5	Gawker	www.gawker.com	Gossip	The flagship site of Nick Denton's online media empire does Manhattan gossip and news with a snarky touch. Includes the Gawker Stalker feature, where readers can send in their celebrity sightings.
6	Techcrunch	www.techcrunch.com	Tech	Been there. Done that. And it shows. Most influential tech blogger, today. Check that. Most influential tech writer. Period.
7	Perez Hilton	www.perezhilton.com	Gossip	Perezhilton.com is a one man show of gossip, celebrity outings, lawsuits and more. The site claims to have attracted more than one million

				viewers a day.
8	Treehugger	www.Treehugger	Lifestyle/Entertainment	Wired Magazine calls Treehugger the "Tastemaker of the Green Aesthetic." For those that want to make green choices in their future purchases... More hip than hippie.
9	Engadget	www.engadget.com	Tech	"Engadget is a Web magazine with obsessive daily coverage of everything new in gadgets and consumer electronics." – Engadget.com. Indeed. Those who know gadgets, or want to know gadgets, visit here.
10	Boing Boing	http://boingboing.net	Lifestyle/Entertainment	Originally a magazine, and now a popular blog that celebrates the strange, the weird, and the wonderful.
11	Gizmodo	http://gizmodo.com	Tech	80 million page views a month. Gadgets. Authority. Influence.
12	Talking Points Memo	www.talkingpointsmemo.com	Politics	As the site says, Josh Marshall started Talking Points Memo during the Gore-Bush recount. Eight years later, its influence grows.
13	Valleywag	http://valleywag.com	Gossip	An offshoot of Gawker, with gossip and news about Silicon Valley personalities.
14	FiveThirtyEight	www.fivethirtyeight.com	Politics	Politics done right. This site earned its reputation in 2008 when it correctly predicted the outcome of the U.S. Presidential election.
15	Stereogum	http://stereogum.com	Lifestyle/Entertainment	Indie music, news, reviews and gossip. Commissioned a 10 th anniversary indie tribute to Radiohead's OK Computer.
16	The Consumerist	http://consumerist.com	Lifestyle/Entertainment	Got beef with a company? Come to this Gawker Media blog and air your grievances.
17	Apartment Therapy	www.apartmenttherapy.com	Lifestyle/Entertainment	Apartment Therapy focuses on unique interior design. Their motto is "saving the world, one room at a time."

18	Deadline Hollywood Daily	www.deadlinehollywooddaily.com	Gossip	On Deadline Hollywood Daily, <i>L.A. Weekly</i> columnist Nikki Finke covers the business, politics, and culture of the entertainment industry.
19	Search Engine Land	http://searchengineland.com	Tech	In case you wondered about the importance of search engines, Search Engine Land puts it all in perspective as one of the most-cited blogs. Danny Sullivan has been educating others on search for over 11 years.
20	PostSecret	http://postsecret.blogspot.com	Lifestyle/Entertainment	Readers anonymously send in their secrets decorated on a postcard. Frank Warren posts them on PostSecret. Part art project, part confessional. Totally captivating.
21	I can has cheezburger	http://icanhascheezburger.com	Lifestyle/Entertainment	Everyday is Catrday! User-generated pictures of cats with grammatically skewed captions.
22	Lifehacker	http://lifehacker.com	Tech	Tips and tricks for personal productivity from the folks at Gawker Media.
23	Jezebel	http://jezebel.com	Gossip	More than just a feminist Gawker, Jezebel promotes itself as the antithesis of popular ladymags such as <i>Cosmopolitan</i> and <i>Glamour</i> .
24	Ars Technica	http://ars Technica.com	Tech	As the site says, users and tools, "... without computing religion." The mission is working.
25	Slashdot	http://slashdot.org	Tech	The subtitle reads "News for Nerds." They are now mainstream, even if they would never admit it.
26	Deadspin	http://deadspin.com	Gossip	Gawker Media does sports.
27	Pajamas Media	http://pajamasmedia.com	Politics	The conservative alternative to the mainstream media, with correspondents in over forty countries.
28	The Sartorialist	http://thesartorialist.blogspot.com	Lifestyle/Entertainment	One of <i>Time Magazine's</i> Top 100 Design Influencers. This site celebrates a clean and refined street fashion.
29	Michelle Malkin	http://michellemalkin.com	Politics	Michelle Malkin has authored three books, is a frequently cited blogger

				and maybe the Right's counterbalance to Arianna Huffington.
30	ThinkProgress	http://thinkprogress.org	Politics	According to the site, its founder, the Center for American Progress Action Fund, seeks to provide a forum that advances progressive ideas and policies. Though not in the Politics Power Five, ThinkProgress is frequently mentioned in the mainstream press.
31	Dooce	www.dooce.com	Lifestyle/Entertainment	Dooce'd: to lose one's job because of one's Web site. Dooce: Heather Armstrong's wildly popular site about life and motherhood.
32	Apple Insider	www.appleinsider.com	Tech	Cultish site for a cultish brand? Lots of people are reading and citing.
33	Glenn Greenwald at Salon	www.salon.com/opinion/greenwald	Politics	A former constitutional law and civil rights litigator in New York turned popular blogger (and author of two best-selling NY Times books).
34	BuzzMachine	www.buzzmachine.com	Tech	Having created and edited Entertainment Weekly and received paychecks from the NY Daily News, SF Chronicle and Chicago Tribune, Jeff Jarvis now leads one of the most-cited sources on the blogosphere.
35	VentureBeat	www.venturebeat.com	Business	Venture money is sexy, no matter the economic situation. Matt Marshall, formerly with the Wall Street Journal and, more recently, covering venture capital for the San Jose Mercury News, heads the most-cited business blog.
36	Macrumors	www.macrumors.com	Politics	A site all about news and rumors concerning Apple.
37	Mashable!	http://mashable.net	Tech	Mashable! focuses exclusively on social networks, and apparently a lot of people are interested.
38	Crooks and liars	http://crooksandliars.com	Tech	It has a site meter, may have an "about section" and scrolls and scrolls.... John Amato appears to have stayed true to his mission and the

citations have followed.

39	Seeking Alpha	http://seekingalpha.com	Business	This stock market opinion and analysis site has over 2000 contributors.
40	Gotha mist	http://gothamist.com	Lifestyle/Entertainment	All that's worth knowing in New York City.
41	GigaOm	http://gigaom.com	Tech	A monthly global audience of 1.75 million consumers and professionals – and growing - gets its tech news and analysis here.
42	Hot Air	http://hotair.com	Politics	A “full-service” conservative video network
43	News Busters	http://newsbusters.org	Politics	Blog dedicated to counteracting its perceptions of media bias as part of the Media Research Center.
44	Silicon Alley Insider	www.businessinsider.com/alleyinsider	Business	A blog written by, for, and about New York's digital business and investment communities
45	paidcontent	www.paidcontent.org	Tech	Founder Rafat Ali believes all media will be digital in the near future. <i>Christian Science Monitor</i> and <i>US News and World Report</i> are the latest to indicate his prediction maybe coming true even faster than he may have anticipated.
46	Waiter rant	http://waiterrant.net	Lifestyle/Entertainment	“You will never look at your waiter the same way again- and will never tip less than 20%”- Anthony Bourdain
47	Joystiq	www.joystiq.com	Lifestyle/Entertainment	Launched in 2004 as an alternative to the existing world of video game journalism, Joystiq prides itself on being independent, smart site for intelligent gamers of all walks of life.
48	The Big Picture	www.ritholtz.com/blog	Business	Television commentator, Barry L. Ritholtz's blog about macroeconomic trends
49	Cinematical	www.cinematical.com	Lifestyle/Entertainment	Movies, celebrities, and entertainment.
50	Autoblog	www.autoblog.com	Lifestyle/Entertainment	All about the auto industry