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**Taking the environment online : issue and link networks surrounding personal green living blogs**

Haider, Jutta

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# Taking the environment online: Issue and link networks surrounding personal green living blogs

**Jutta Haider**
Department of Arts and Cultural Sciences
Lund University, Sweden

**Abstract:**
**Purpose:** This article explores the construction and configuration of environmentally friendly living through making visible the link networks that surround personal greener living blogs. The following questions guide the exploration: Which types of organisations/actors structure the issue network of green living blogs as it emerges through links? How do these links contribute to carving out thematic areas as particularly influential for the construction of what greener living is seen to mean?
**Design/methodology/approach:** Mixed method, a link and co-link analysis of 46 personal blogs carried out with the IssueCrawler tool is backed up by a qualitative textual analysis of central personal green living blogs to contextualise the resulting networks.
**Findings:** The resulting network shows an issue space that is divided in two halves: one half where green living is largely an issue of relating outwards (e.g. by broaching consumption) and another half which is inwards oriented (e.g. beauty products, personal well-being). A large integrative centre of mainly personal blogs functions as a hub for different notions of greener living, structured around pleasure vs. a problem focus, and along inwards vs. outwards orientation.
**Research limitations/implications:** The empirical material consists of a sample of Swedish language blogs, which has implications for the outcome of the study.
**Practical implications:** The study intends to contribute to laying the ground for developing adequately targeted and multi-facetted (online) information campaigns to inform about environmentally friendly living.
**Originality/value:** The results can contribute to expand understanding of environmentally friendly living as it is represented online and thereby add value to comprehend and target parts of society. This article contributes to the area of environmental information, which is an important and topical yet under-researched area in information studies. The IssueCrawler tool is used in a concrete empirical study in information studies.

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**Introduction**

This article explores the construction and configuration of environmentally friendly living or green living through making visible the link networks that surround personal green living blogs. It aims at so bringing out the most salient issues that contribute to constituting practices of environmentally friendly everyday living in late modern consumer societies as well as to determine which actors - i.e. non-profit or interest organisations, journals, online shops, political parties and others - are brought in to legitimise these practices and issues online. The results from this research can contribute to filling a gap in the understanding of environmentally friendly living as it is represented online and thereby add value to understand and target parts of society.

The starting point is how green living is written about online and constructed through links and what is considered to be part of green living in this context. Throughout the paper green living and environmentally friendly living are used synonymously. Neither term is used in a normative way, but is rather investigated in relation to how it is understood in the material studied. That said, by focusing on personal blogs the paper deliberately draws the attention to notions of green living, as it is constituted through certain everyday life practices and topics, in a western consumer society. This focus is united with an interest in how issues are shaped online through the link networks in which they are positioned.

Personal blogs often centre on everyday life and self-presentation in the form of personal and family affairs (Bronstein, 2013; Herring et al. 2007; Wei, 2009). Personal green living blogs, i.e. blogs that offer everyday life perspectives on what it means to live environmentally friendly, are no different in this regard and many of them could also be described as lifestyle blogs. A considerable share of their content is devoted to consumer goods, such as clothes, beauty products and not least children and children's clothes and merchandise. They so manage to amalgamate personal stories, environmental information, news and product reviews. At the same time, personal green living blogs often outline efforts of attempts to change certain lifestyles and to adjust to a way of living that is considered more environmentally friendly and with less negative environmental impact. Different issues and actors relate to different ways of *doing* green living and the reasons behind such practices vary accordingly. This can take various shapes and it is done for a variety of reasons. These

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include improving the quality of life, improving or maintaining one's own and ones family's health, living up to an image of how a way of living, often as a way of consuming/non-consuming, should be enacted, or also a vague feeling of responsibility for the future. Most often reasons are shifting and lie somewhere on a scale between these points, reaching from a strong focus on the self and ones family to a concern for others, the environment more generally and society at large (cf. Haider, 2012).

Environmentally friendly living has often been studied in terms how to enable lifestyle and behaviour change (cf. Shove, 2005). More recently the focus in research has moved to the importance of social practices organising everyday life for understanding such behaviours (e.g. Hargreaves, 2011; Shove et al., 2012; Shove 2013). Choices regarding environmentally friendly living and the practices surrounding and making them possible are in the present article framed as a type of life politics (Giddens, 1991) similar to those practices often described in terms of "lifestyle politics" (Bennett 1998), "ethical consumption" (cf. Lewis and Potter, 2011), "political consumerism" (e.g. Michelletti et al., 2006) or "individualised collective action" (Micheletti, 2003). These notions describe different aspects of the multi-facetted ways in which political and civic engagement is woven into the texture of everyday private life, not seldom in the form of minor decisions, choices, and seemingly mundane activities. In the case of green living this could be in the form of recycling, not buying out-of-season or non-organic produce, choosing vegetarian options, travelling by plane and so forth. The role of information for achieving change is a complex one and information does not automatically translate into change. It has been found that what people know about the environment and about the likely consequences of certain actions does not necessarily have bearing on their actions (Bartiaux 2008; Haider, 2011; Hobson, 2003; Shove 2005).

Practices of green living - situated at the intersection of private and public, everyday life and civic/political expression – feature also in online media (cf. Merrick 2012), such as personal blogs (cf. Haider, 2012). Here they can be investigated as (at least partly) formed by the link networks that surround these media spaces where they are discursively constructed, i.e. negotiated, discussed, and connected to certain issues but not to others. Especially personal blogs are interesting in this regard since they are equally situated at the intersection of private and public (Walker Rettberg, 2009) as life and lifestyle politics are. While links are certainly optional in blogs (Garden 2012), they still tend to be central features in most of them and investigating them can help us understand intelinkage patterns (Bruns and Burgess, 2012,

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p.202). Combined with qualitative methods, such an approach can contribute to laying the ground for developing adequately targeted and multi-facetted (online) information campaigns to inform about environmentally friendly living.

The following questions guide this exploration: Which types of organisations/actors structure the issue network of green living blogs as it emerges through links? How do these links contribute to carving out thematic areas as particularly influential for the construction of what green living is seen to mean?

The empirical material consists of Swedish language blogs. The investigation's interest - construction and configuration of green living through links in personal blogs - warrants the focus on Sweden. Sweden is a highly IT-literate consumer society, where private blogging is common and social media use ubiquitous (Findahl, 2012). At the same time environmentalism in different forms is a part of everyday life for many, accepted and well anchored in mainstream society (cf. Isenhour, 2012).

**Grounding green living online**

Talking about personal blogs on green living also means to make claims about dominant practices and issues of environmentally friendly living in a consumer society in more general terms. Their presentation online has consequences for our view of what these practices and issues are, not least by way of how they are negotiated, communicated, shaped, linked to other practices and through this made into possible choices. Richard Rogers talks about *online groundedness* to describe, "how claims about society are grounded in the online" (Rogers, 2009, p.243) and how the web - being constituted of various spheres and devices, protocols and regulations, people and digital objects as it is - offers insights into how culture and society are *made* (cf. also Holmberg and Thelwall 2009; Thelwall, 2012a). This does not mean to say that the internet can be removed from society and turned into an object to be studied in order to reveal the workings of society. On the contrary, such a view takes seriously that one is integral to the other and that talking about real-life in opposition to the virtual has lost most of its meaning. In our case, it is clear that both blogging as well as practices related to environmentally friendly living are both equally integral parts of the same type of late modern consumer society. Hence, to return to Rogers' (2009) terminology, studying the one must always mean grounding the other and vice versa. In this article personal, everyday life

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blogs on green living are studied to ground environmentally relevant everyday practices and issues online in order to tell us something about how they are positioned in society.

There are many different reasons for linking (cf. Beaulieu, 2005; Thelwall, 2012a) **and not least in blogs there are different types of links, often affiliational ones in blog rolls and more discursive ones in posts (Bruns and Burgess, 2012).** Yet especially if considered at a level of higher aggregation, hyperlinks can usefully be understood as expressions of a "politics of association" (Rogers, 2009, p. 244). By examining these we can study which organisations and topics are drawn to the surface and put into play as legitimising devices and construction tools for the scaffolding of environmentally relevant practices and issues. Hence, this article explores construction and configuration of green living through links in personal blogs by highlighting dominant blogs and their online surroundings that legitimise certain issues and related practices.

**Material and Method**

The article presents the results of two types of link analyses; firstly two networks derived from a co-link analysis in two iterations and secondly the networks based on direct links between blogs. Both data and resulting network representations have been arrived at by using the IssueCrawler tool [www.issuecrawler.net]. As the name suggests, the IssueCrawler was designed to crawl and make visible so-called issue networks. These are "networks of Web sites which form around the interlinkage and exchange of information pertaining to specific issues or topics" (Bruns, 2007). From this definition it is apparent that the analytical focus that comes with the IssueCrawler tool, which "supports the generation of networks using hyperlink data from any (themed) set of Web sites entered by the user" (Thelwall, 2010) is particularly well suited for an explorative study of how green living as a topical issue of our time is constructed and configured through link networks emanating from personal blogs. Different from those using other tools for quantitative web analysis or webometrics, studies using the IssueCrawler often have their academic home in the humanities or social sciences (cf. Thelwall, 2010; 2012b). This is also the case for this study which is situated on the humanities/social sciences side of information studies. Hence, a sub-goal of this article is also to introduce the IssueCrawler tool to the research field by using it in a concrete empirical study of relevance for the discipline.

Forty-six Swedish language personal green living blogs, selected in January 2012, were seeded into the IssueCrawler tool as starting points. The included blogs were chosen by using a snowball procedure. The starting point was a no-longer updated, yet still relevant, curated list with various types of Swedish and international environment blogs [http://miljobloggaktuellt.wordpress.com/]. The blog rolls, which typically consist of affiliational links (Bruns and Burgess, 2012), of the initially chosen blogs were followed leading to new blogs and so on until no further blogs that fulfilled a set of pre-defined criteria could be found (cf. Kjellberg, 2009). The following blogs were chosen: active, Swedish language personal blogs with a clear connection between the bloggers' everyday life and environmental issues. These criteria were specified and established as follows. The chosen blogs had to be active at the time of collection, meaning that at least one entry had been published in the two preceding months. Only Swedish language blogs maintained by individuals or families who explicitly dedicated at least some of their content to private, everyday life efforts to leading (more) environmentally friendly lives were included. This was established by reading a selection of blog entries, especially the earliest as well as the most recent ones, the respective 'about' pages or similar static pages as well as analysing which categories, links, and tags were used. To explain, practices and topics discussed in relation to the environment and everyday life tend to centre around food and cooking, home decoration, children, shopping, recycling, gardening, energy or water use, amongst others. I excluded blogs that focused exclusively on one issue. For instance, some bloggers concentrate on documenting preparations for survival after a peak oil scenario. These are typically not interested in the environment or in changing either themselves or others, but focus just on survival after an expected catastrophe. These are not very strongly linked to the blogs I was interested in, so this applied only in very few cases. Blogs with an exclusive focus on animal rights and vegetarian/vegan recipes without any visible reflection on their relevance for the environment were also not included.

This way of collecting and choosing material (cf. Kjellberg, 2009) enabled a simultaneous survey of the contexts the blogs are situated in. It helped to bound the site and to get to grips with the issues that are discussed, with returning actors, with the main lines of argument and different approaches to writing about one's everyday life or to 'report' on an issue of concern. Hence a mixed method approach combining quantititive and qualitative elements, which is particularly suitable for research on blogs (cf. Bruns and Burgess, 2012; Kjellberg 2009), was made possible. The collection process went on for about 4 months. Notes were taken throughout and all the blogs that were considered for inclusion were kept track of. This way, a

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textual analysis accompanied the selection of relevant blogs. This added a significant qualitative layer to the overall analysis which was a prerequisite for interpreting the network visualisations that were returned by the IssueCrawler tool. The qualitative survey was further deepened by following the three most central blogs (see below, illustration 1 and illustration 2) over a period of 6 months in 2012 and carrying out a qualitative textual analysis of their content. This included reading all updates and most comments during that time and close reading of selected posts. Notes were taken in order to keep track of recurring issues and to establish particularly dominant topical themes and actors. Constant comparative analysis led to establishing groups of issues and their relations to each other. The qualitative textual analysis of the three blogs together with the survey of the field that accompanied the selection process not only contextualised the results of the IssueCrawler networks, they were necessary for interpreting the networks in relation to the topics that make up green living. At the same time, the network visualisations made visible how certain issues are connected through the blogs' link connections. This way they in turn also guided the textual analysis, as evidenced not least by the fact that they were the base for determining which blogs to follow more closely.

The crawling, link analyses and visualisations were carried out in January 2012. The list was cleaned, submitted to the IssueCrawler tool and results were retrieved on the 10th, 12th and 13th January 2012 respectively. A number of URLs that tend to dominate link networks because of their infrastructural function were excluded from the crawls and hence also from the resulting networks. This included for instance URLs to different types of blogging software itself as well as to search engines or automatically generated top lists and the like (see Appendix B).

The 46 blogs with their web addresses and names are listed in the appendix (Appendix A). The names contribute considerably to positioning these blogs in terms of how the issue of green living is framed and are therefore also translated into English. For this reason the translated names are used throughout the rest of the article. For instance, references to woman- or even motherhood can be found quite frequently; names such *Eco-mum, In the head of a green mum*, *At home at Mrs. C's* or *The life of a stay at home mum* exemplify this trend. Typical are also allusions to a simpler life and life in the countryside; illustrative examples are *Farmer lass*, *Voluntary simplicity*, *On life in the countryside* or *Fewer things*. Furthermore, a group of names also reflects the personal and individual character of these

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green living blogs; illustrative of this are names like *Lucas thoughts*, *Katarinas project*, *Karins environment blog*, *My eco-trip* or *Gela's home and garden*.

A co-link issue network, as retrieved and drawn with the *Issuecrawler*, shows the relationship between a number of websites that are retrieved by harvesting the outgoing links of another set of websites, so called *seed sites* (cf. Bruns and Burgess, 2012). If two or more of the original pages, the seeds, link to a URL together, this URL is retained and included in the network. In our case, the URLs of the 46 green living blogs were our seeds and the pages or nodes seen on the map below represent those pages that retrieved most links by those original seeds. The *edges* connecting two nodes (URLs) are a measure of proximity based on who links to both of them, and do not necessarily indicate that there exists a direct link between the two. The position of the nodes is relative to each other rather than absolute. This type of network is a good measure of topical proximity and as such it is very well suited to establish returning issues and important actors that gather around a topic. This process can be carried out in several iterations, i.e. the URLs retained from a co-link analysis can in turn become seeds for a new crawl which results in another set of seeds and so forth. In order to map a topical area in a more reliable way it makes sense to move one iteration further away from the original seeds, occassionally even two iterations. This allows partisanship, alliances, and ruptures to emerge more clearly and to make more stable clusters of issues and actors visible. This is very evident in our analysis, as can be seen below in illustration 1 and illustration 3. Hence, I will use the network retrieved from the first co-link analysis (illustration 1) to briefly discuss the original blogs' position in this part of the Swedish blogosphere and in relation to each other and only the second iteration (illustration 3 and illustration 4) to discuss emerging issues and actors and their possible significance. While already present in the first iteration these emerge as more distinct and especially more discernibly grouped together in the second iteration. Illustration 2 shows the network of direct links between the blogs. This is discussed in relation to the direct co-link network drawn in illustration 1.

**Results: Networks of green living: Pushing problems aside**

Below (illustration 1) is the issue network emerging from a direct co-link analysis of the 46 seed blogs. The different colours of the nodes represent different top level domains: .se (green), .com (blue), and .nu (red). The illustration below serves predominantly the purposes of providing us with a visual representation of how the blogs are connected through co-links and in this way to focus the presentation of the site and to guide the discussion of the results.

**Illustration 1**

The above co-link network consists of 53 nodes. In total 96 nodes were retrieved. However, in order to be able to see patterns, only the 53 URLs with the highest number of in-links are also retained and made visible in the map. The size of a node varies depending on how many links from the crawled population a URL received. Considering that the blogs were selected through a snowball approach by following their own blog rolls, it is not surprising that of the original 46 blogs that were used as seeds, 15 are also amongst the 96 URLs retrieved (see Appendix A) and 13 are nodes in the above network. However, what's more, three of the original blogs (*Econerds on happyness hill* [*Ekonördarna på lyckobacken*], *Farmer lass [Bondjäntan], It's easy being green [Ekoenkelt]*) are the largest nodes and positioned at the network's centre. Blogging, like other online activities, is a collective and social activity where networking and the making visible of ties and alliances - not least with the aim to be ranked highly in search engine results in order to attract readers (or hits) - forms an essential part of the practice of blogging itself (Beaulieu, 2006; Papacharissi, 2010; Walker Rettberg,

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2009). Hence, it is not surprising that the network's centre is made up of a cluster of blogs, both personal and commercial, including such blogs that were used as seeds but also others. The remaining nodes consist of web shops or promotion websites for eco-labelled products, mainly food, beauty products, and clothes, as well as magazines, mostly various types of lifestyle and consumer magazines and only one critical society magazine with a political slant (*www.effektmagasin.se*), which also exists in print.

The 31 blogs which do not appear in this network can be said to be not quite as dominant in this part of the blogosphere. This is also confirmed by the network of direct links between these blogs as established and drawn with IssueCrawler (illustration 2). See illustration below:
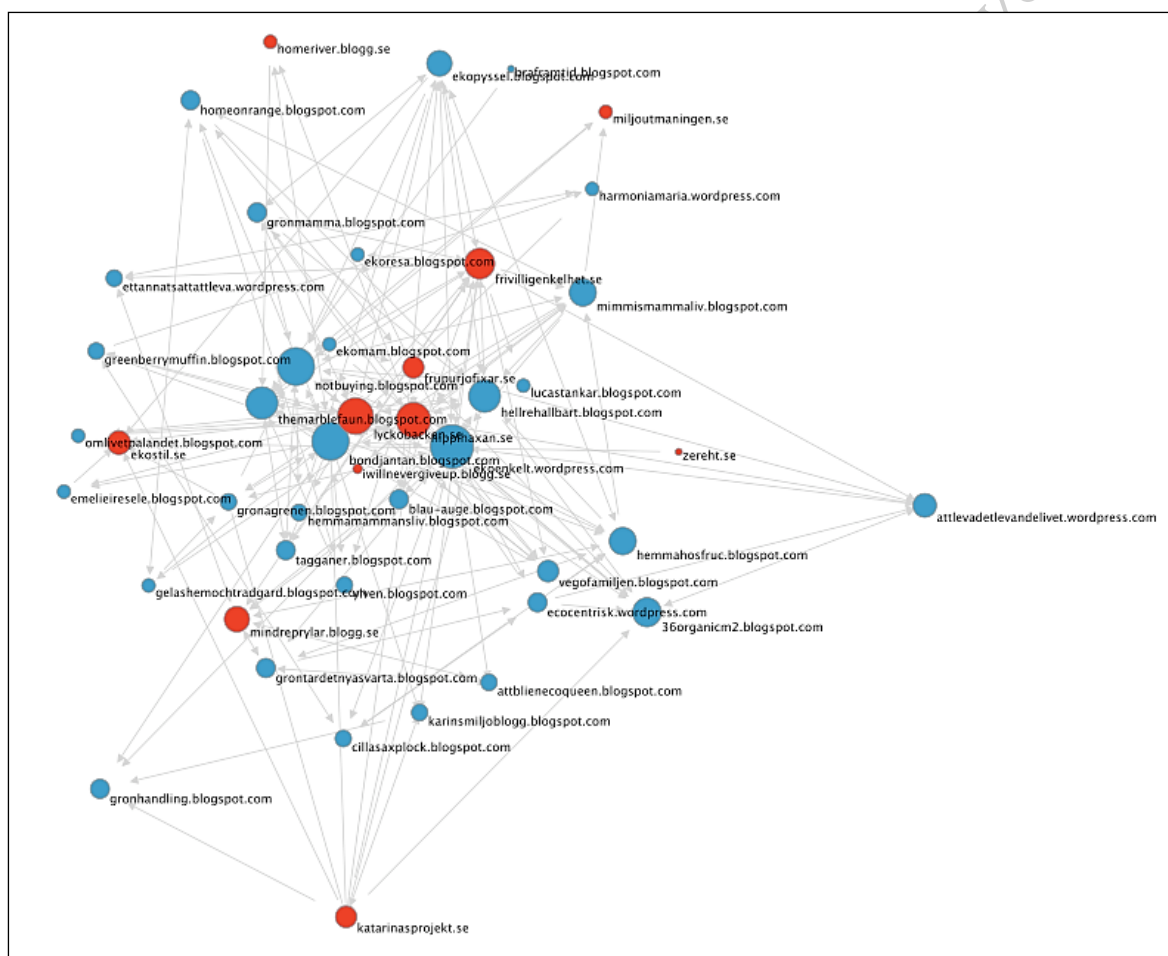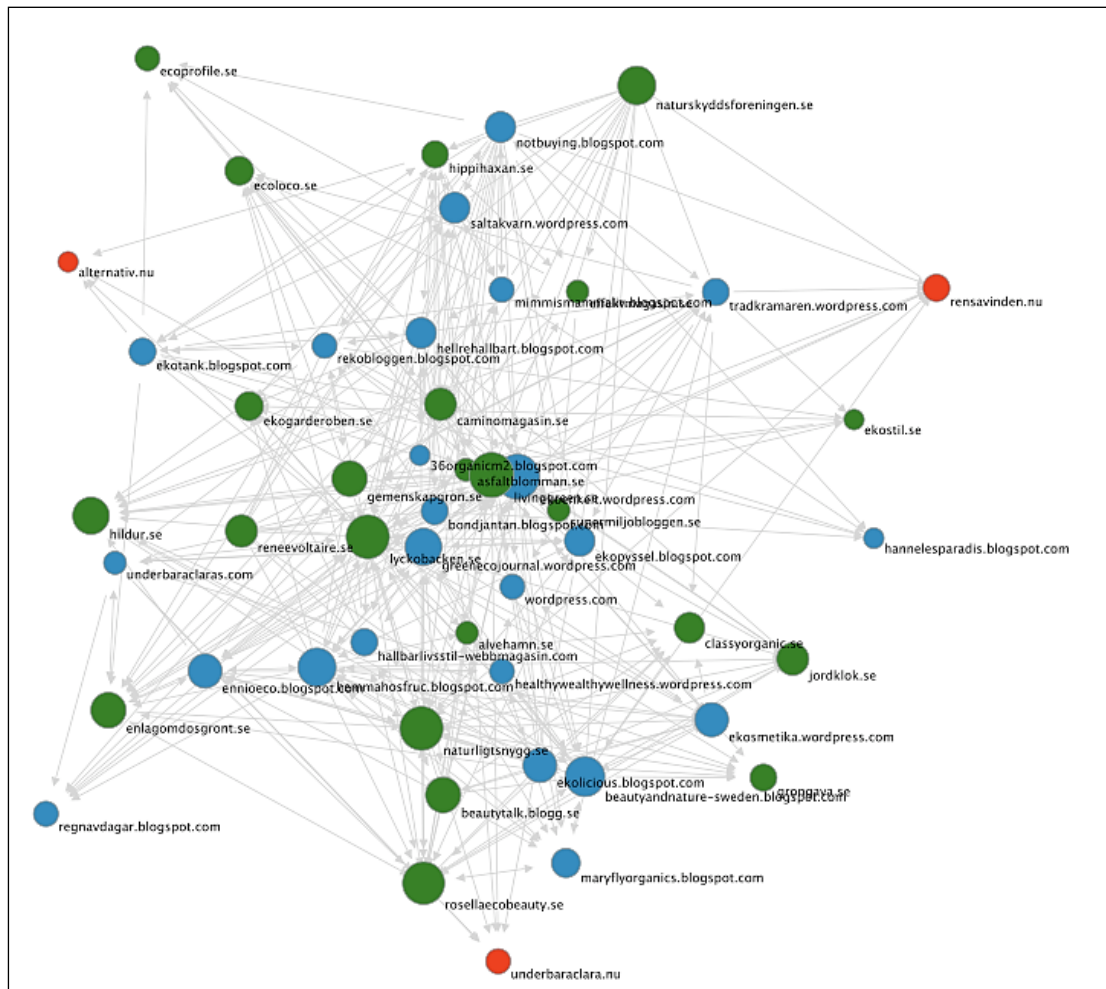


**Illustration 2**

The above network representation shows the direct connections between blogs through direct links between them. This network served as the basis for selecting material for the continued qualitative textual analysis and the illustration works to visually situate the blogs that were chosen. Like before, the colour of the node indicates a top level domain; here red stands for .se and blue for .com. Most (36) have .com as their top level domain. In all cases this is due to

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the fact that they use centrally hosted versions commercial blogging software (*Wordpress* and *Blogspot*) which do not use country codes. All the central nodes in the network in illustration 2 are also present in the first co-link map in illustration 1. Yet only very few of the more peripheral ones are present there. In fact, the three largest nodes (*It's easy being green [Ekoenkelt], Econerds on happyness hill* [*Ekonördarna på lyckobacken*] and *Farmer lass [Bondjäntan]*) are identical in both networks (illustration 1 and illustration 2), although they show different types of link relations. These three blogs were analysed using qualitative textual analysis as described above.

Through following these blogs over a period of 6 months in 2012 by subscribing to their RSS feeds, it could be determined that these are very dynamic blogs. The bloggers work actively with establishing direct link connections and other types of relationships, such as those achieved by commenting others' blogs, organising competitions or re-using and re-posting material from other blogs (with consent). They are updated frequently, regularly and in a systematic fashion. Although distinct in many ways, each characterised by a personal narrative style which centres on the everyday life experiences of the bloggers and to a degree of their families. They are undeniably different in many ways, not least regarding the respective "version" of green living practised, from earthy countryside living (*Econerds on Happyness Hill*) and ideas of self-reliance (*Farmer Lass*) to clean, compact city living (*It's easy being green*). This is also reflected in the graphical presentation. Yet all three present a type of green living that is pleasurable and only peripherally defined through or even motivated by threats of environmental destruction and its predicted consequences. Readers are presented with feasible versions that fit well in a consumer framework of choice and individual responsibility, which is the dominant paradigm in contemporary Western society.

The co-link network in its second iteration shows a problem space which very much coincides with this representation of green living. This is visible in illustration 3 below and becomes even clearer in illustration 4. These illustrations are analytic tools. Read through the lens of the results of the qualitative textual analysis, they serve to understand and make visually tangible how the issue network of green living blogs is made up of a small number of thematic areas.

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**Illustration 3**

What we see here further confirms the already discussed perception of green living as it is constructed in blogs as a lifestyle matter that fits very well within the possibilities of consumer society. Interestingly large international environmental organisations that are commonly associated with environmental protection and green living (e.g. Greenpeace, Friends of the Earth) are largely absent. Only the Swedish organisation "Society for Nature Conservation" [Naturskyddsförening] which also works for environmental protection is present in the upper part of the network. It has been argued that, although environmental destruction and protection, not least climate change, are global issues, relevance and meaning has - to a degree at least – to be anchored in a local context in order to gain meaning for personal action (Hobson, 2003; Haider, 2011).

Two areas of can be made out which are delimited by the topical relation of neighbouring nodes. These are firstly a topical area gathered around 'the body' (e.g. health & well-being, cosmetics, beauty products) and secondly an area around 'consumption' (challenging

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consumption, discussing alternative ways of shopping, e.g. second hand, advocating a consumption stop). As discussed extensively in the literature, both 'the body' and 'consumption' dominate attempts at environmentally friendly living in Western contexts as favoured sites for the politics of the self (c.f. e.g. Humphery, 2011; Lewis and Potter, 2011). It comes as no surprise that these two sites of negotiation of green living also govern the structure of the present co-link network. 'Fashion' and 'food', both staple topics in these blogs appear all over the network. Both, clothes as well as food, are in the context of blogging on green living given meaning by their relationship with personal wellbeing as well as with the conditions for their production and their (over-)consumption (cf. Haider, 2012). Hence, their dispersion in the network is understandable and expected. In the centre are what could be described as general interest environment blogs and websites, for instance the three personal blogs discussed earlier (*Econerds on happyness hill, Farmer lass, It's easy being green*), three green lifestyle magazines (*Camino, Sustainable Lifestyle Web Magazine [Hallbar-livstil webmagasin], Greenecojournal*) and a well-established online guide for green living (*Asphalt Flower [Asphaltblomman]*). These connect the two thematic areas on 'the body' and 'consumption' discussed earlier.

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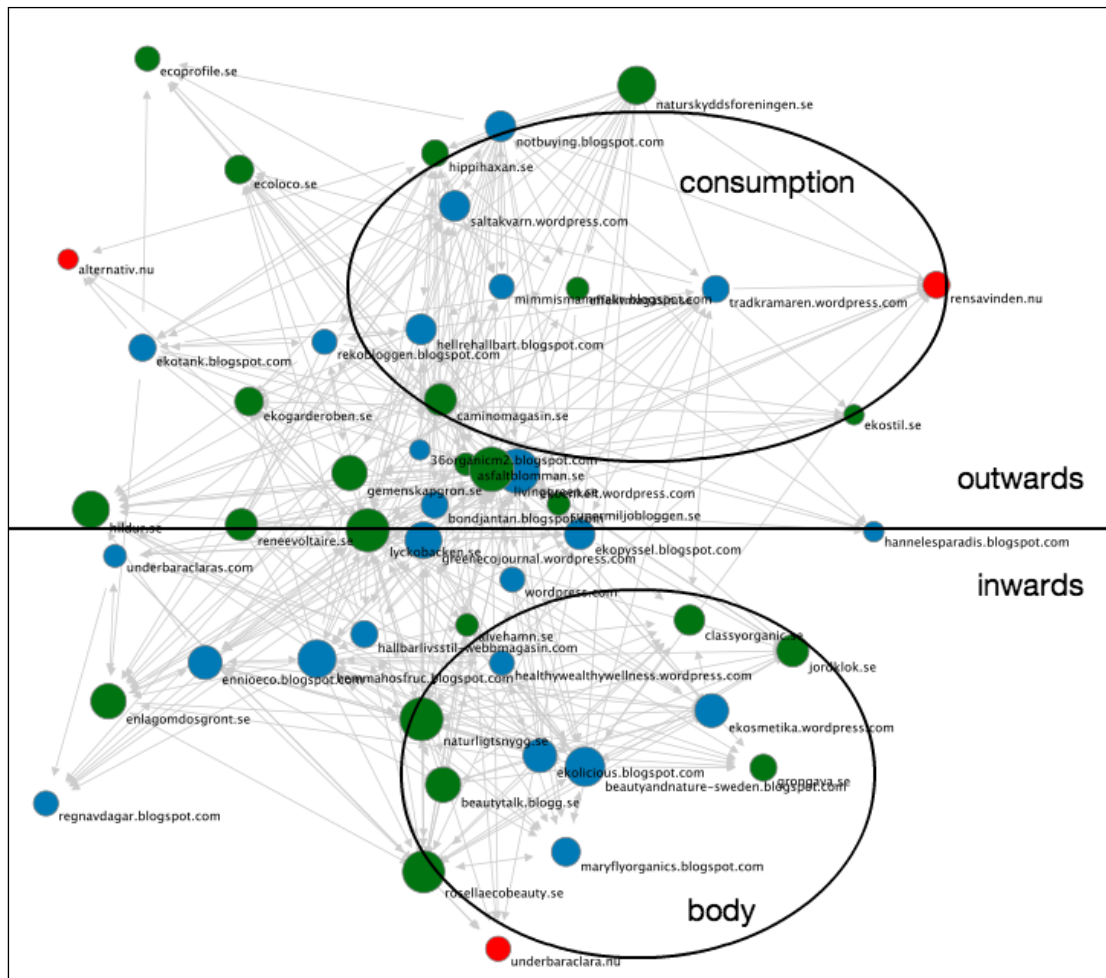
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**Illustration 4**

If we take a step further away from a focus on single topics, another closely related structure becomes visible. The network is thematically roughly divided into two issue halves, each containing one of the above mentioned thematic areas. Here a note of caution is required. In the illustration above a horizontal division line cuts the network into two parts, a lower and an upper half. Since the relations between nodes are relative so is the spatial relation between these two halves equally relative. Hence, the spatial modifiers *lower* and *upper* are used here only for ease of reading and using them does not mean to signify absolute positions of these parts as they relate to each other. That is, we could for instance rotate the image and cut the network vertically with the same result, talking of a left and a right half. The two halves can be described as representing *outwards* and *inwards* oriented green living; a half in which green living is structured around individual well-being (inwards) and an half which topically represents a version of green living that is grounded in a concern for society (outwards). In the upper half we also find socio-critical sites, which for instance promote alternatives or

question the economic and political system. The centre, already presented above, works as a connector taking in and letting through each half.

This coincides well with what research has shown and also criticised as underlying an individualised life politics (Giddens, 1991) or lifestyle politics (Bennett, 1998) that is expressed in this type of environmental engagement. For instance, political scientists Micheletti and Stolle (2011) investigate motives for vegetarianism - after all food choice is one of the most common and best known forms of everyday environmental engagement - and talk about *self-oriented* versus *other-regarding* vegetarianism as a leading structuring devices behind the reasons for being vegetarian. Something similar can be seen in the network at hand. Also here a dichotomy which relates to self-orientation on the one hand and a regard for others and society at large on the other hand can be made out as structuring the issue space that emerges through co-links. Yet, the two sides are also closely woven together in a large centre akin to a hub suggesting that the issue space of green living made up through a "politics of association" (Rogers, 2009), as it is formed by links, is permeable and integrative.

**Conclusions**

To sum up we return to the research questions that guided the exploration from the start and re-connect them with the overall purpose of the research, i.e. to contribute to laying the ground for the development of adequately targeted information campaigns to inform about environmentally friendly living. Firstly, which types of organisations/actors structure the issue network of green living blogs as it emerges through links? The blogs are closely interlinked, i.e. blogs are strongly linked to other blogs dealing with the same type of content in a similar way. In addition, the most dominant types of organisations are web shops and other commercial web sites promoting ecological products, with a strong slant towards beauty products. Less frequent, but still structuring the network space, are life style magazines and green living guides. Pushed to the periphery are problematizing approaches, as represented by political magazines, environment organisations and blogs with a socio-critical focus on environmental issues.

Secondly, how do these links contribute to carving out thematic areas as particularly influential for the construction of what green living is seen to mean? The resulting network can cautiously be cut in two ways; on the one hand circularly, with a large centre focusing on

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pleasure (the self, the body, the home) and small a periphery made up of a problem orientation, including socio-critical issues. On the other hand, it can be cut into two halves with an half where green living is largely an issue of relating outwards, to society (e.g. by broaching consumption) and another half which is more inwards oriented, to the individual (e.g. beauty products, personal well-being).

Finally and most importantly for the purpose of targeting and designing information campaigns, a large integrative centre of mainly personal blogs functions as a hub for these different notions of green living, structured around pleasure vs. a problem focus, or along inwards vs. outwards orientation. This corresponds with what earlier research has identified for other parts of the blogosphere and similar networks (cf. Tremayne et al., 2006). Identifying these hubs and targeting specifically those bloggers in a given regional context could help with a number of issues that are relevant in order for information campaigns on environmentally friendly living to find resonance. Not least can they be part of a process of translation between different concepts of green living, specifically between inwards and outwards orientation, but also to bring problem focus and pleasure - often conceptualised as global, distant, and abstract vs. local, concrete, and meaningful - closer together.

If we accept that links, as the fundamental framework making up the Internet, work ultimately as expressions of a "politics of association" (Rogers, 2009), understanding the issue space that is formed through links and co-links is paramount in order to be able to intersect it in any kind. In our case, the way in which the space is dominated by topics that suggest a longing for personal well-being and commercial interests, even on the side where consumption is being problematized and challenged, should have consequences for how choices for living more environmentally friendly are framed when designing policy and information campaigns.

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**Appendix A**

| Name (original) | Name (english) | URL | Co-link Iteration 1 | Co-link Iteration 2 |
|---|---|---|---|---|
| Alla vill ha en bättre framtid | Everyone wants to have a better future | http://braframtid.blogspot.com/ | | |
| Bondjäntan | Farmer lass | http://bondjantan.blogspot.com/ | x | x |
| Ekonördarna på lyckobacken | The econerds on happiness hill | http://www.lyckobacken.se/ | x | x |
| Ekostil | Eco-style | http://www.ekostil.se/ | x | x |
| Emelie i Resele | Emelie in Resele | http://emelieiresele.blogspot.com/ | | |
| Grön handling | Green action (or deed) | http://gronhandling.blogspot.com/ | | |
| Hippiehäxan | The hippy witch | http://hippihaxan.se/ | x | x |
| I will never give up | I will never give up | http://iwillnevergiveup.blogg.se/ | | |

| | | | | |
|---|---|---|---|---|
| Frivillig enkelhet | Voluntary simplicity | http://frivilligenkelhet.se/ | x | x |
| Karins miljöblogg | Karin's environment blog | http://karinsmiljoblogg.blogspot.com/ | | |
| Köpstoppbloggen | Stop buying blog | http://notbuying.blogspot.com/ | x | x |
| Katarinas projekt | Katarina's project | http://katarinasprojekt.se/ | | |
| Lucas tankar | Lucas' thoughts | http://lucastankar.blogspot.com/ | | |
| Ylven | Ylven [name] | http://ylven.blogspot.com/ | | |
| 36 organic m2 | 36 organic m2 | http://36organicm2.blogspot.com/ | x | x |
| Hemma hos fru C | At home at Mrs C's | http://hemmahosfruc.blogspot.com | x | x |
| Miljöutmaningen | Environmental challenge | http://www.miljoutmaningen.se/ | | |
| Mimmis mammaliv | Mimmi's life as a mum | http://www.mimmismammaliv.blogspot.com/ | x | |
| Om livet på landet | On life in the countryside | http://omlivetpalandet.blogspot.com/ | | |
| Tagganer | The spikes | http://tagganer.blogspot.com/ | | x |
| Theréz – several passions | Theréz – several passions | http://zereht.se/ | | |
| Ekomamman i stan | The eco-mum in the city | http://ekopyssel.blogspot.com/ | x | x |
| Vegofamiljen | The Vegie-family | http://vegofamiljen.blogspot.com/ | | x |
| Ecocentrisk | Eco-centric | http://ecocentrisk.wordpress.com/ | | |
| Homeriver | Homeriver | http://homeriver.blogg.se/ | | |
| Fru Purjo fixar | Mrs Purjo is fixing | http://frupurjofixar.se/ | x | |
| Terra Nova | Terra Nova | http://themarblefaun.blogspot.com/ | x | x |
| Ekomam | Eco-mum | http://ekomam.blogspot.com/ | | |
| I huvudet på en grön mamma | In the head of a green mum | http://www.gronmamma.blogspot.com/ | | |
| Gröna grenen | The green twig | http://www.gronagrenen.blogspot.com/ | | |
| Hellre hållbart | Rather sustainable | http://hellrehallbart.blogspot.com/ | x | x |
| It's easy being green | It's easy being green | http://ekoenkelt.wordpress.com/ | x | x |
| Gelas hem och trädgård | Gelas home and garden | http://gelashemochtradgard.blogspot.com/ | | |
| Home on the range | Home on the range | http://homeonrange.blogspot.com/ | | |
| Hemmamammans liv | Life of the stay at home mum | http://hemmamammansliv.blogspot.com/ | | |
| Ett annat sätt att leva | A different way of living | http://ettannatsattattleva.wordpress.com/ | | |
| Ekosvensson | Eco-Svensson | http://www.ekosvensson.se/ | | |
| Att leva det levande livet | To live to living life | http://attlevadetlevandelivet.wordpr | | |

| | | ess.com/ | | |
|---|---|---|---|---|
| Mindre prylar | Fewer things | http://mindreprylar.blogg.se/ | x | |
| Att bli en eco-queen | To become an eco-queen | http://attblienecoqueen.blogspot.com/ | | |
| Min ekoresa | My ecotrip | http://ekoresa.blogspot.com/ | | |
| I'm falling in love with nature | I'm falling in love with nature | http://greenberrymuffin.blogspot.com/ | | |
| Harmonia | Harmony | http://harmoniamaria.wordpress.com/ | | |
| Livets hemlighet; Allt kommer att bli bra | The secret of life; All will be well | http://cillasaxplock.blogspot.com/ | | |
| Grön är det nya svarta | Green is the new black | http://grontardetnyasvarta.blogspot.com/ | | |
| Blauauge [german] | Blueeye | http://blau-auge.blogspot.com/ | | |

## APPENDIX B

download.cnet.com ;
download.com ;
download.net ;
netscape.com ;
www.adobe. ;
www.amazon. ;
www.apple.com/quicktime ;
www.hotmail. ;
www.icq.com/download ;
www.macromedia.com/shockwave ;
www.microsoft.com/windows/ie ;
www.napster.com/download ;
www.opera.com ;
www.real. ;
www.winamp.com/download ;
www.winzip.com ;
microsoft.com ;
rambler.ru ;
macromedia.com ;
wordpress.org ;
blogger.com ;
jigsaw.w3.org ;
validator.w3.org ;
movabletype.org ;
news.google. ;
www.google. ;
statcounter.com ;
yahoo.com ;
google.com ;
typepad.com ;
bloggportalen.se ;
linkwithin.com ;
facebook.com ;
twitter.com ;
sv.wordpress.com ;
bloggtoppen.se

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