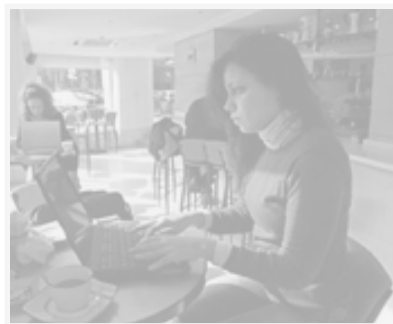
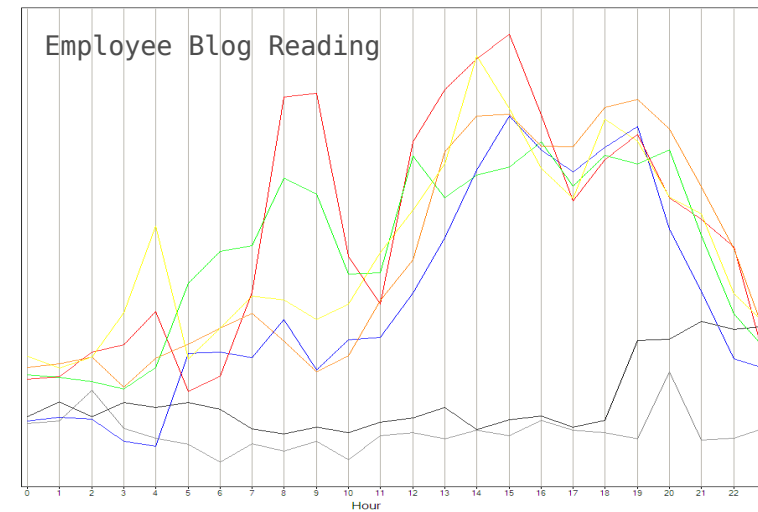
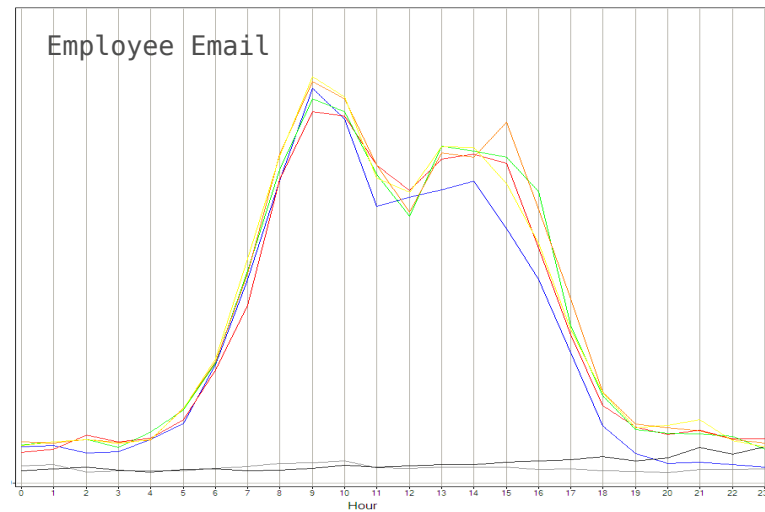


# The Pulse of the Corporate Blogosphere

when do people blog at work ?

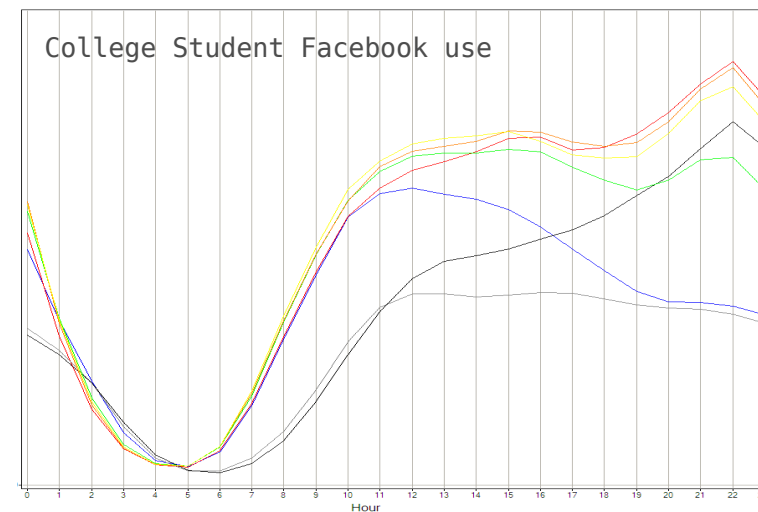
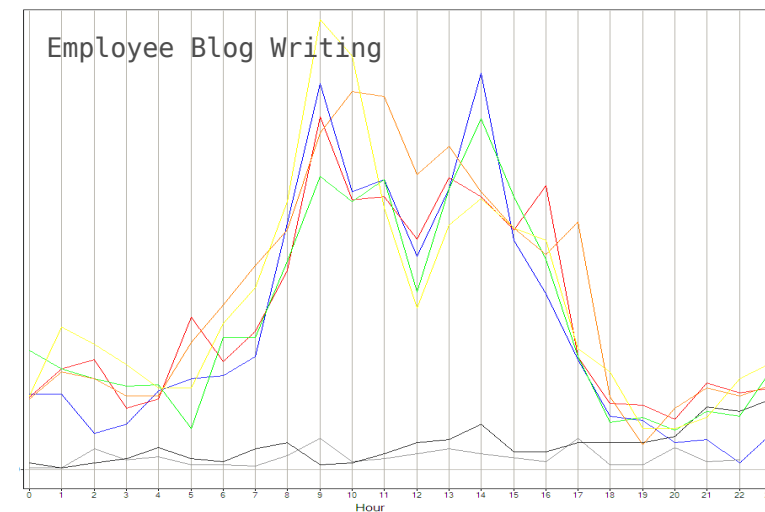


Bloggging at work has gained interest in the knowledge management community, but little is known about the nature of an internal corporate blogosphere. How much of blogging at work is related to work and how much is social? Does work blogging take place during work hours or outside? We compared temporal patterns in Hewlett-Packard's internal blogging community to employee email use and to college student Facebook use. The graphs below suggest that blog posting is similar to email, following a normative 9-5 workday, while blog reading is more similar to Facebook use.



Employee email and blog use decreases during lunch and dinner hours, but not for college students using Facebook. Workers may have more regular meal hours than college students, and may choose to disconnect from the Internet (and work) during these times.

Email, blog writing, and blog reading decrease at the end of the workday although blog reading increase slightly after dinnertime. In contrast, Facebook use does not drop during dinnertime hours and increases into the late evening.



Email use increases between 8 and 10 am, while blog reading lags 1-2 hours behind. Email response may signal a "responsiveness profile"

Facebook use spans midday Friday to midday Sunday. Email and blogs are rarely used on Saturday and Sunday, Like Facebook, Sunday afternoon blog reading increases slightly. Displacement theory suggests that Internet use during weekends decreases while people are socializing, and increases again when social activity is over.

24-hour traffic beginning at midnight. Each colored line represents a day of the week.

■ Friday     ■ Monday     ■ Saturday  
■ Sunday     ■ Thursday     ■ Tuesday  
■ Wednesday

## Data Sources

Blog posts: Log files from 12 months of HP internal blog use with 1,000+ identifiable blog authors  
 Blog reads: Log files from 12-months of HP internal blog use with 10,000+ hits  
 Email: 5.9 million emails between HP employees over a 21-month period  
 Facebook: 162 million messages exchanged by 4.2 million college users of Facebook

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