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Fe/Male Audience Relevance Criteria for Blogs

As the web continues to grow, the number of blogs created by users is multiplying at an overwhelming rate. Consequently, as the volume of information which users must filter through increases, more sophisticated methods are required to determine what is relevant to the individual users' needs.

While most analyses of blogs in recent years have focused on the blogger or blog content, this study investigates the reader, through the lens of gender. With this previously unexamined emphasis, this study aims to ascertain the differences between the standards males and females use to determine which blogs to read. Using an online survey instrument, nearly 400 participants were tested to verify which variations of over 30 criteria they deem to be most important in choosing a blog to read. By establishing a set of relevance criteria most important to blog readers, this study creates a foundation for the study of blog audiences, determines the significance of gender in creating and maintaining these criteria, and indicates the effectiveness of blogs in delivering information to readers.