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The Sci/Tech Reader: An Examination of Science/Technology Blogs and Online News

With the dawn of the Digital Age, the role of technology in disseminating information has become tantamount. Consequently, even information and news about science and technology itself has taken on a greater role in society — and across the interwebs. This study examines the varying readership of science and technology news online, surveying nearly four hundred Canadian readers about where they get their sci/tech news — blogs or traditional online news sources — and the variables they deem to be most important in choosing an authoritative blog. While the number of blogs created by users is multiplying at an overwhelming rate (175,000 per day according to popular search engine *Technorati*), the number of users who turn to blogs for sci/tech-related information is only half the number who turn to more traditional online news sources. This and other findings allow us to identify a transition in both the trust of authors and the role of the user in accessing and interacting with online news and blog posts.