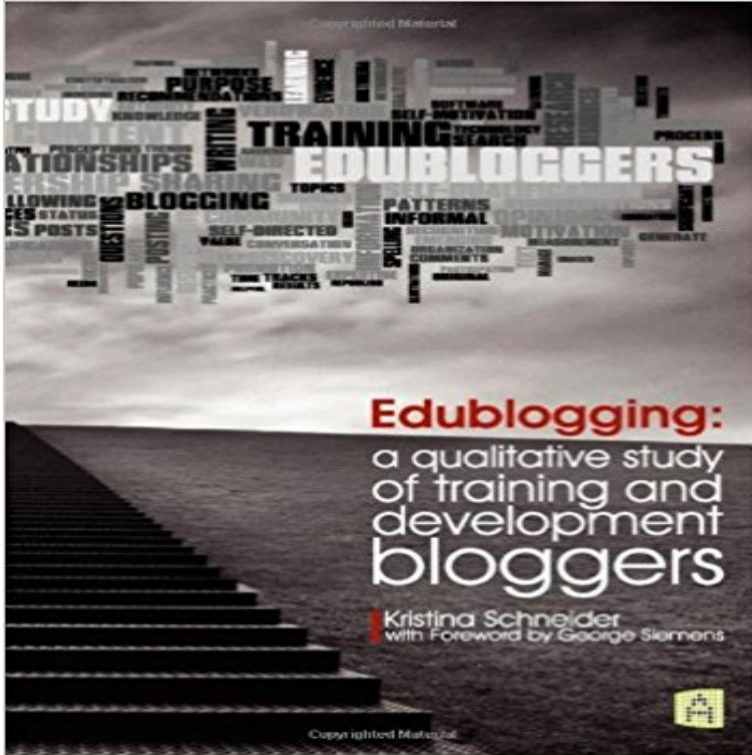


# Edublogging: A Qualitative Study of Training and Development Bloggers



What does it mean to be a blogger in the field of training and development? In this innovative research project, Kristina Schneider takes an in-depth look at five edubloggers from an insiders perspective. Using a qualitative design methodology, Schneider paints a unique portrait, pitting bloggers against their readers, and uncovers the essence of presence, credibility and professional development in the blogosphere. The result, based on a cross-case analysis that took place over a four month period, identifies the key phenomena of motivation, writing style, community building and other general practices that define the professional who also happens to be a blogger. Finally a substantial set of questions emerge about the nature of blog content and readership.

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