

# ***A TERRITORIAL COMMUNITY AROUND BLOGS IN TERRES DE L'EBRE (CATALONIA) : EBRESPHERE***

Daniel Gil Solés\*

With the collaboration of Carme Pla\*\*

Translated by Carme Pla

Tortosa, April, 2007

## **Summary**

Five events are described in a chronological order, which, according to the authors, have driven the consolidation of a territorial community around blogs in Terres de l'Ebre (in Tarragona, south of Catalonia). From this historical evolution, some conclusions come out on the current role blogs are playing in Terres de l'Ebre and their main features along with the proposal of Ebresphere as the name to define this community. Future perspectives and tendencies to follow-up are proposed. Finally, a classification is established about large groups of blogs configuring this community.

## **Key words**

Weblogs, blogs, territorial communities, Terres de l'Ebre

## **Acknowledgments**

This work would not have been possible without the aid of Gustau Moreno and Carme Pla, author in addition to the translation to the English.

---

\* Personal blog: <<http://bauenblog.info>>

\*\* Personal blog: <<http://www.carmepla.com/cat>>

## 1. THE COMMUNITY CONSOLIDATION PROCESS

From April 2006 to February 2007, five events took place, five facts, leading to the consolidation of a territorial community around blogs in the so-called Terres de l'Ebre<sup>1</sup> area (south of Catalonia, in the Tarragona province); and even though the blogging phenomenon was already shyly implanted<sup>2</sup> (but with a small and consolidated community already created in Internet), these five facts meant an inflection point, an increase of public and social visibility and also increasing activity and consistent activism. All along this process, a new community has been created and consolidated, a social community, a citizen movement, a public opinion, which is taken into account, which debates issues in internet that later, thought not always, are solved in the traditional world. A very important step-forward has been done, mass-stepping out from the virtual world of Internet to the real world; and blogs are just an efficient tool, not the aim, while the local identity and culture are the new and important reference.

### Coming to light for the first time: leaving behind the anonymity

The first time appearing the Terres de l'Ebre blogosphere in the "traditional" mass media was the already distant April 20<sup>th</sup> 2006. Anonymity was left behind and this phenomenon was made known to the society giving full names. That day, the *Diari de Tarragona* published a brief article entitled *Les Terres de l'Ebre s'enganxen a la revolució dels blocs a Internet*<sup>3</sup> outlining that finally, though with some years of delay, *Terres de l'Ebre* caught up with the blogging revolution, a revolution already foreseen for a long time to be introduced abruptly. The article gathered opinions by Manel Zaera, Gustau Moreno and Josep Canicio<sup>4</sup>. The article also talked about the weblogs by Ferran Bel<sup>5</sup>, Joan Sabaté<sup>6</sup>, Manel de la Vega<sup>7</sup>, Oriol Gracià<sup>8</sup>, Jordi Perales<sup>9</sup> and Josep Torta<sup>10</sup>; the blogs *Canareus*<sup>11</sup> and *Godall*<sup>12</sup>; *El basar de les espècies*<sup>13</sup> or the information service blog of *Ràdio Flix*<sup>14</sup>; among others. All in all, the article mentioned about 20 blogs.

---

<sup>1</sup> "Terres de l'Ebre" [Online]. <[http://ca.wikipedia.org/wiki/Terres\\_de\\_l'Ebre](http://ca.wikipedia.org/wiki/Terres_de_l'Ebre)> [Consulted on February 26, 2007]. In Catalan.

<sup>2</sup> For instance, one of the older blogs in the area is the one by Manel Zaera <<http://manelzaera.blogspot.com/>>, online as of October 2003. Sources: "Manel Zaera" [Online]. In: *Ebresfera* (January 29, 2007). <<http://ebresfera.blogspot.com/2007/01/manelzaera.html>> [Consulted on March 5, 2007] and "Diari de Tarragona parla avui de La Marfanta i de la resta de la blocosfera ebreña" [Online]. In: *La Marfanta* (April 20, 2006). <<http://lamarfanta.blogspot.com/2006/04/diari-de-tarragona-parla-avui-de-la.html>> [Consulted on March 9, 2007].

<sup>3</sup> Marsal, Jordi. "Les Terres de l'Ebre s'enganxen a la revolució dels blocs a Internet". In: *Diari de Tarragona* (April 20, 2006). Full text available in: <<http://lamarfanta.blogspot.com/2006/04/diari-de-tarragona-parla-avui-de-la.html>>

<sup>4</sup> *Bloc de Pep Canicio*. <<http://pepcanicio.blogspot.com/>> [Consulted on March 9, 2007]

<sup>5</sup> *Ferran Bel*. <<http://ferranbel.blogspot.com/>> [Consulted on March 9, 2007]

<sup>6</sup> *El blog de Joan Sabaté*. <<http://joan-sabate.blogspot.com/>> [Consulted on March 9, 2007]. There is another URL to the same blog: <<http://joansabate.blogspot.com/>>, but with no updates since November 24, 2005.

<sup>7</sup> *Manel de la Vega*. <<http://maneldelavega.blogspot.com/>> [Consulted on March 9, 2007]

<sup>8</sup> *Bloc de notes*. <<http://oriol-gracia.blogspot.com/>> [Consulted on March 9, 2007]

<sup>9</sup> *El weblog de Jordi Perales*. <<http://jperales25.blogspot.com/>> [Consulted on March 9, 2007]

<sup>10</sup> *Bloc de Josep Torta*. <<http://joseptorta.blogspot.com/>> [Consulted on March 9, 2007]

<sup>11</sup> *Canareus.net*. <<http://canareus.blogspot.com/>> [Consulted on March 9, 2007]

<sup>12</sup> *Godall.tk - Blog*. <<http://godall.blogspot.com/>> [Consulta: 9 de marzo de 2007]

<sup>13</sup> *El basar de les espècies*. <<http://www.basar.cat>> [Consulted on March 9, 2007]. In the article appears the old URL: <<http://basar.bloc.cat/>>, active but without updates.

<sup>14</sup> *Informatius Ràdio Flix*. <<http://inforadioflix.blogspot.com/>> [Consulted on March 9, 2007]

## From them to us: bloggers start talking

The second fact was the **gathering talk on November 7, 2006, at Ràdio Ebre (Cadena Ser)**<sup>15</sup>, participating 4 local bloggers: Gustau Moreno, Manel Zaera, Núria Menasanch<sup>16</sup> and Jaume Llambrich. Up to then, journalists had explained who was who in the Terres de l'Ebre weblogs, but in that talk, the active participants in blogs, responsible and blog authors had their own voice and could freely express and disseminate the format in the first person. A remarkable change. From talking about blogs and their authors, to being the bloggers themselves who talked. As bloggers talked, they acquired their own voice; and what's more important, their voice appeared for the first time, and in first person, in the traditional media. The talk can be reproduced at YouTube, divided into 4 parts<sup>17</sup>. Along the talk, the presenters showed their own blogs and discussed also other issues as the ease of use of blogs, their great dissemination, as well as some associated problems (i.e. anonymous comments or trolls). But above all, they talked about the celebration of the **EbreBloc 2007** event (we will discuss it later on).

## The first thematic talk

The third event was the talk given by the journalist Gustau Moreno<sup>18</sup> on December 1<sup>st</sup> 2006 inside the conference cycle *Nits a l'Àtic*<sup>19</sup>, organized by the *Atictes*<sup>20</sup> association. The conference, which was the first thorough analysis of the blogosphere in Terres de l'Ebre, was entitled: *La blocosfera ebreca i el seu impacte en l'opinió pública*<sup>21</sup>. In this conference, Moreno describes his beginnings in the world of blogs, as well as the firsts blogs appearing in the territory and describes a little historical evolution he carried out. But he analyses fundamentally the way blogs have modified the local public opinion and how they have democratized the mass public participation, citizens after all, on the issues more directly related to them. Finally, Moreno points out the slow creation of a blogging community in the area, and the celebration in Tortosa of the forth of these five events. With this talk, an individual voice from within the community arose; an individual aware of his own voice. The community expresses in global, as a collective, but it is also necessary the contribution of individual voices acting as a complement and adding new opinions to enrich it. It's a sign of maturity and respect for diversity. This was the prelude of the most important day in this little story.

---

<sup>15</sup> "La blocosfera ebreca, avui a Ràdio Ebre" [Online]. In: *La Marfanta* (November 7, 2006). <<http://lamarfanta.blogspot.com/2006/11/la-blocosfera-ebreca-avui-rdio-ebre.html>> [Consulted on March 9, 2007]

<sup>16</sup> *La comedianta tortosina*. <<http://lacomediandatortosina.blogspot.com/>> [Consulted on March 9, 2007]

<sup>17</sup> First part: <<http://www.youtube.com/watch?v=VunsFNpzk4>>. Second part: <<http://www.youtube.com/watch?v=n9TyiYy5LKU>>. Third part: <<http://www.youtube.com/watch?v=ZxsJdmLeFXo>>. Fourth part: <<http://www.youtube.com/watch?v=Ibk9kXgALD8>>.

<sup>18</sup> *La Marfanta*. <<http://lamarfanta.blogspot.com>> [Consulted on February 26, 2007]

<sup>19</sup> *Nits a l'Àtic*. <<http://www.atic2.cat/>> [Consulted on February 26, 2007]

<sup>20</sup> *Atictes: amics i amigues de les tecnologies de la informació i la comunicació*. <<http://amicciamiguestic.googlepages.com/main.html>> [Consulted on February 26, 2007]

<sup>21</sup> Moreno, Gustau. "La blocosfera ebreca i el seu impacte en l'opinió pública" [Online]. In: *Documents adjunts* (December 3, 2006). <<http://documentsadjunts.blogspot.com/2006/12/la-blocosfera-ebreca-i-el-seu-impacte.html>> [Consulted on February 26, 2007]. A video on the conference is also available at the following addresses: <<http://www.etse.urv.es/~rrallo/video/blocosfera.wmv>> (Windows Media Video), and <<http://www.etse.urv.es/~rrallo/video/blocosfera.mp4>> (MP4)

## The big party: the unique voice of the collective

The fourth event, and the one with most significance, was the celebration of *EbreBloc, 1a trobada de blocaires ebrencs*<sup>22</sup>. Held on February 3<sup>rd</sup> 2007 in the multi-functional meeting room of Marcel·lí Domingo Library in Tortosa<sup>23</sup>, this first meeting attracted public from all over Catalonia and also from Castelló province (a total of around 60 people including presenters and public). This event got the implication of public local entities (the Tortosa city council<sup>24</sup>, the *Consell Comarcal del Baix Ebre*<sup>25</sup>, and the Institute for the Ebre Area Development<sup>26</sup>), as well as the Ebre's Demarcation of Journalists College of Catalonia<sup>27</sup>. A group of local bloggers organized **EbreBloc** in a fully voluntary way and its main objectives were the blog format knowledge and fostering among the citizenship, showing its main features and its technical working and presenting the blogs in Terres de l'Ebre current situation, a radiography. All of this, always from a local perspective. Library and Information Sciences disciplines performed an outstanding role because of a workshop about how to build a blog by Javier Leiva<sup>28</sup>, who also participated in the main act, a crossed-section round table, together with other bloggers from different thematic scopes: Daniel Closa, scientist<sup>29</sup>; Josep Emili Fonollosa, civic journalism<sup>30</sup>; Meritxell Roigé, from the politics sphere<sup>31</sup>; and Manel Zaera, computer expert<sup>32</sup>. During the conference, Daniel Gil and Gustau Moreno presented their communication "*Estat dels blocs a les Terres de l'Ebre: una radiografia dels blocs ebrencs*"<sup>33</sup>. Its main aim was establishing a first total quantification of the blogosphere in Terres de l'Ebre through different parameters (by location, by area, by server, etc.) as well as starting a control of all weblogs in the area, not only the ones already in place but also the new ones. The chosen tool to reach this objective was a wiki<sup>34</sup>, with an initial census of 101 weblogs, which allowed a collaborative introduction and/or modification of data by any person. The **EbreBloc** went a long way, to a large community eclosion, it was maybe its real show to the public light together with the local mass media (digital and traditional) large mobilization making a very wide broadcasting<sup>35</sup>, sharing a unique voice and identity.

<sup>22</sup> The EbreBloc event was co-ordinated through a blog: Blocaires de l'Ebre.

<<http://terresdelebre.bloc.cat/>> [Consulted on February 26, 2007].

<sup>23</sup> Biblioteca Marcel·lí Domingo. <<http://biblioteca.tortosa.cat/>> [Consulted on February 26, 2007]

<sup>24</sup> Ajuntament de Tortosa. <<http://www.tortosa.cat/>> [Consulted on February 26, 2007]

<sup>25</sup> Consell Comarcal del Baix Ebre. <<http://www.baixebre.cat/>> [Consulted on February 26, 2007]

<sup>26</sup> Institut per al Desenvolupament de les Comarques de l'Ebre. <<http://www.idece.es/>> [Consulted on February 26, 2007]

<sup>27</sup> Ebreperiodistes.org. <<http://www.ebreperiodistes.org/>> [Consulted on February 26, 2007]

<sup>28</sup> Catorze.blog. <<http://www.catorze.com/blog>> [Consulted on February 26, 2007]

<sup>29</sup> Centpeus. <<http://centpeus.blogspot.com/>> [Consulted on February 26, 2007]

<sup>30</sup> Vinaròs News. <<http://news.vinaros.net>> [Consulted on February 26, 2007]

<sup>31</sup> Meritxell Roigé. <<http://meritxellroige.blogspot.com/>> [Consulted on February 26, 2007]

<sup>32</sup> Manel Zaera. <<http://manelzaera.blogspot.com/>> [Consulted on February 26, 2007]

<sup>33</sup> Gil Solés, Daniel; Moreno Pérez, Gustau. *Estat dels blocs a les Terres de l'Ebre: una radiografia dels blocs ebrencs* [Online]. <<http://bauenblog.info/blogsebrencs.pdf>> [Consulted on March 5, 2007]

<sup>34</sup> The wiki was abandoned on March 8, 2007, when some management and maintenance problems were detected, particularly about agility. As a replacement, as a control tool, the already active weblog Ebresfera <<http://ebresfera.blogspot.com>> is being used, where every article contains a blog card data. Using its tags (village, region, etc.) we could maintain a statistical control; while using the monthly archives, we could consult the total number of blogs and their evolution along the time, starting from the initial 101 blogs.

<sup>35</sup> *Presència de l'Ebrebloc als mitjans de comunicació* [En línia]. <<http://bauenblog.info/difusio-ebrebloc>> [Consulted on March 5, 2007]

## New ways, new paths

Finally, the fifth event influencing this territorial community, was the **talking-conference on weblogs as a literary phenomenon**, held within the First Literary Show “Joan Cid i Mulet”<sup>36</sup>. The talk, organized by Emigdi Subirats<sup>37</sup>, took place on the afternoon of February 25<sup>th</sup> 2007, and relayed on the participation of a large group of local bloggers (being me among them), showing their experience in the blogging world, as well as other blogs they visit and recommend (every one within their specialization). Finally, an interesting debate arose with the present public about some technical aspects (ease of creation) and ethical issues (anonymous users, spam, etc.). Moreover, some local writers participated in the conference and showed a remarkable interest on the format, and a good willing to open and maintain a blog. As a territorial community and, therefore, a multidisciplinary group, I believe the Terres de l'Ebre blogosphere must establish links with its closer society as well as all its social, festival and cultural events..., and foster also the visibility and use of weblogs by topics focused on specific events. Let's put it this way: further to the inherent wide-range scope in many blogs, the community must communicate the different thematic and divisional applications, the way to the specialization applying blogs. There's a clear example: blogs about literature in a show about literature... but blogs can and should be part of other events, in many other fields of local culture. The community should communicate those new paths and be part of them. This possible, necessary, specialization in this territorial community, has opened new ways to explore, parallel ways to **EbreBloc**, a more general-touched event.

## 1.2. CONCLUSIONS

With those five events, we've drawn a first history of this community, its creation and its consolidation. A young, circular<sup>38</sup>, self-organized community<sup>39</sup>. Among its members, almost spontaneously, the words **Ebresphere**<sup>40 41 42</sup> or **Blocosfera ebrencia**

<sup>36</sup> The literary Fair was celebrated within the *XII Fira de l'Oli de les Terres de l'Ebre* event, celebrated in Jesus' village from February 23 to 25th, 2007.

<<http://www.jesus.altanet.org/ajtms/jesus/firaoli/2007/index.html>>

<sup>37</sup> Emigdi Subirats Sebastià. <<http://blocs.mesvilaweb.cat/emigdi>> [Consulted on March 5, 2007]

<sup>38</sup> We loan some words by Gustau Moreno that describe this community very well: "Its circular shape also remember us here being all at the same level, that all bloggers count and that we all together are making the new public opinion of Terres de l'Ebre more plural every day.". In: "Denominació d'Origen Blocosfera Ebrencia" [Online]. In: *La Marfanta* (March 1, 2007).

<<http://lamarfanta.blogspot.com/2007/03/denominaci-dorigen-blocosfera-ebrencia.html>> [Consulted on March 5, 2007]

<sup>39</sup> This community has a Group in Google Groups. <<http://groups.google.com/group/blocsebrencs>> [Consulted on March 5, 2007]

<sup>40</sup> Gustau Moreno already use the term "Ebresfera" during the conference he gave on December 1, 2006, which we talked about at the beginning of this article.

<<http://documentsadjunts.blogspot.com/2006/12/la-blocosfera-ebrencia-i-el-seu-impacte.html>>

[Consulted on March 6, 2007]. That same day, Moreno published a post on his blog, where we can find this fragment; I translate from Catalan; "We hope this is only the beginning, and that many readers of blogs in Terres de l'Ebre will make up their minds to open their own blogs. The blocosfera ebrencia, the ebresphere, could grow even more". In: "Neix EBREMEDIA i La Marfanta registra 26.000 pàgines vistes al novembre" [Online]. In: *La Marfanta* (December 1, 2006).

<<http://lamarfanta.blogspot.com/2006/12/neix-ebremedia-i-la-marfanta-registra.html>> [Consulted on March 6, 2007]

<sup>41</sup> Carme Pla, in her blog, gave some reasons to use the term Ebresphere; I translate from Catalan: "In my opinion, the name blocosfera ebrencia it's too short in scope. I prefer the name Ebresphere, already used by someone, because I think it shows better this community's links inside and outside blogs". In: "El primer de molts Ebreblocs" [Online]. In: *El bloc de Carme* (February 4, 2007).

<<http://carmepla.blogspot.com/2007/02/el-primer-de-molts-ebreblocs.html>> [Consulted on March 5, 2007]

have started to be used to name it. None of them have been adopted “officially”... and maybe it shouldn't. Under our point of view, however, we propose the name *Ebresphere* and share Carme Pla's opinion about it: this is not an exclusively on-line community; we know each other in person, there are activities in the “material world” outside the Internet virtuality. Limiting all of this to blogging might shorten its action field. Moreover, Ebresphere contains an element, maybe the most important one, that connects this community territorially, that articulates *Terres de l'Ebre* not only geographically but also culturally and socially: it's no other but river Ebro.

Another cohesive and identity element is the usage of Catalan as the predominant language, almost absolutely, in *Ebresphere*, with very few examples of multilingual blogs or with automatic translations, but maintaining Catalan as the main language. Nevertheless, there is a negative side in the use of Catalan, it's the almost null usage of the own dialect from Terres de l'Ebre. We think that the own dialect is, together with Ebro river, the other mainstay to the Terres' identity, establishing the difference from the rest of Catalonia. The use of the dialect is, currently, mainly oral. By the mass media, not only written but also audiovisual, its usage is also scarce favouring the standard Catalan. We believe this should be corrected and that blogs, the *Ebresphere*, should foster the written use of the dialect. The blog format has flexibility enough to accomplish it.

Finally, we think it would be interesting to start a debate, doing some prospective about important future issues on which the *Ebresphere* could have much to say and opine; issues affecting our territory and its future. We foresee blogs from Terres de l'Ebre debating about issues as red-hot as solar and eolian energy; about needed infrastructures for the territory development (as highways, train stations, logistics centers); or about management, maintenance and the future for the river and the delta, among many other. We believe that the use and participation of blogs in different cultural manifestations in the territory will increase (fairs, traditional festivals, etc.), as they are flexible participative tools allowing an increase of visibility. *Ebresphere* will probably create a frame of opinion with a very own voice and will surely be a new attracting element for the public opinion to be taken into account by the economical, social and political local managers.

## 2. A FIRST COMMUNITY CLASSIFICATION

In this second part we want to present a first *Ebresphere* classification, as a complement to the little story we have just described, and also as an entrance door to the community, to let it know and to show its richness and variety.

Classificating a community as heterogeneous as Ebresphere is not a simple, easy task. Nevertheless, some wide groups could be established to get a first approach. This classification follows largely the one established by Javier Leiva in a recent article about blogs in the librarian and documentation fields<sup>43</sup>; it has ben adapted, however, to the specific *Ebresphere* reality and features. Some blogs will be named in every category. Exhaustivity is not an aim at all. We will only show a representative selection fitting as well as possible in the proposed categories. To consult the

---

<sup>42</sup> Gustau Moreno maintains the *Ebresfera* metablog. <<http://ebresfera.blogspot.com/>> [Consulted on March 5, 2007]

<sup>43</sup> Leiva, Javier. “Blogs: una herramienta de difusión para profesionales de la información”. in: *Revista TK*, nº 18 (December, 2006), p. 173-180. <[http://www.asnabi.com/TK\\_archivos/TK\\_18/32leiva.pdf](http://www.asnabi.com/TK_archivos/TK_18/32leiva.pdf)> [Consulted on March 5, 2007]

complete and updated blogs, we recommend to visit the *Ebresfera* weblog<sup>44</sup>. The communication presented in the EbreBloc (see footnote 33), showed a first quantization based on rather geographical criteria (villages, regions, etc.). The classification we are presenting here follows other criteria based on blog features, content and audience.

## 2.1. AS PER THEIR AUTHORSHIP

### - Individual or personal blogs

Those blogs written and maintained by a single person. Many blogs could be mentioned here since the vast majority are individual blogs, but we could show<sup>45</sup> *Manel Zaera's blog*<sup>46</sup>, *Carme Pla's blog*<sup>47</sup>, *El Basar de les espècies*<sup>48</sup> or *De Roquetes vinc... a Tortosa baixo*<sup>49</sup>.

### - Collective blogs

Collective blogs are those maintained by a group of people, using the blog as a meeting point. An example for this category could be the *Som los que som (i anem com volem!!)* blog<sup>50</sup>, maintained by 6 people writing under a nick.

## 2.2. AS PER THEIR SCOPE

### - Territorial blogs

Inside the Terres de l'Ebre geographical area, territorial blogs would be those talking about any aspect referring to this area and also acting as a reference point. A clear example is *La Marfanta* blog<sup>51</sup>.

### - Local blogs

In comparison to territorial blogs, local blogs have as a unique and exclusive source of information everything related to the town or village they are talking about. We can present as example the blogs *Canareus*<sup>52</sup>, about Alcanar<sup>53</sup>, or *Godall*<sup>54</sup>, about Godall<sup>55</sup>, both in the Montsià region<sup>56</sup>.

## 2.3. AS PER THEIR FORMAT

### - Textual blogs

The vast majority of blogs in Terres de l'Ebre have a textual base, though most of them include some multimedia elements as pictures<sup>57</sup>, presentations<sup>58</sup> or videos<sup>59</sup>, which enrich their content.

---

<sup>44</sup> *Ebresfera*. <<http://ebresfera.blogspot.com>> [Consulted on March 9, 2007]. This blog gathers key data from all blogs in Terres de l'Ebre.

<sup>45</sup> Obviously, this selection has the influence of my personal tastes, absolutely subjective.

<sup>46</sup> *Manel Zaera*. <<http://manelzaera.blogspot.com/>> [Consulted on March 5, 2007]

<sup>47</sup> *Carme Pla*. <<http://www.carmepla.com/>> [Consulted on March 6, 2007]

<sup>48</sup> *El Basar de les espècies*. <<http://www.basar.cat/>> [Consulted on March 7, 2007]

<sup>49</sup> *De Roquetes vinc... a Tortosa baixo*. <<http://deroquetesvinc.blogspot.com/>> [Consulted on March 9, 2007]

<sup>50</sup> *Som los que som*. <<http://somlosquesom.blogspot.com/>> [Consulted on March 5, 2007]

<sup>51</sup> *La Marfanta*. <<http://lamarfanta.blogspot.com>> [Consulted on March 5, 2007]

<sup>52</sup> *Canareus.net*. <<http://canareus.blogspot.com/>> [Consulted on March 5, 2007]

<sup>53</sup> *Alcanar*. <<http://ca.wikipedia.org/wiki/Alcanar>> [Consulted on March 5, 2007]

<sup>54</sup> *Godall.tk - Blog*. <<http://godall.blogspot.com/>> [Consulted on March 5, 2007]

<sup>55</sup> *Godall*. <<http://ca.wikipedia.org/wiki/Godall>> [Consulted on March 5, 2007]

<sup>56</sup> *Montsià*. <<http://ca.wikipedia.org/wiki/Montsià>> [Consulted on March 5, 2007]

<sup>57</sup> Most of bloggers use Flickr to insert pictures in their blogs. A good example for this is Manel Zaera and his large album in Flickr: <<http://www.flickr.com/photos/manelzaera/>>

- *Fotologs*

There is only one fotolog in the community: it is *Hoy puede ser un gran dia*<sup>60</sup>, maintained by Rubén García.

## 2.4. AS PER THEIR ADDRESSEE

- *Boomerang, or blogs by/to experts*

Blogs fitting this category are those created from equal to equal, where broadcaster and receiver are at the same professional level. A clear example could be *bauen\_Blog*<sup>61</sup>, created and maintained by a librarian and addressed to other librarians mainly.

- *Catapult blogs*

In comparison to the previous category, in these blogs, broadcaster and receiver are at different levels and are not equals. In this sense, we could consider catapult blogs those maintained by local mass media and addressed to their audience. We could mention *Mos Entenem* blog<sup>62</sup>, from the program with the same name broadcasted by the local radio of Masdenverge<sup>63</sup>, *Ràdio Joventut*<sup>64</sup>.

## 2.5. BY INSTITUTION OR ENTITY

- *Oficial blogs*

Blogs in this category are those created by an official entity implanted in our territory. A clear example is the *Ebreperiodistes* blog<sup>65</sup>, maintained by the *Demarcació de l'Ebre* from the Journalist Professional Association of Catalonia.

- *Unofficial blogs*

Are those blogs maintained and created by unofficial institutions (associations, cultural entities, etc.). We could mention blogs as *Casal Popular Panxampla*<sup>66</sup> and *Colla Jove de Dolçainers de Tortosa*<sup>67</sup>.

## 2.6. AS PER THEIR SUBJECT

Establishing a thematical classification in a territorial community is always a complicated task because of his inherent heterogeneity. Nevertheless, we could highlight three large groups of blogs with a subject line well defined:

As in other places in Catalonia and Spain, **political blogs** have a strong presence and visibility, particularly during electoral periods, besides being a blog group with well

---

<sup>58</sup> Slishare is an example for the use of presentations in blogs, as we can see here: "Bloc multilingüe" [Online]. In: *El bloc de Carme Pla*. <<http://www.carmepla.com/cat/2007/02/24/bloc-multilingue/>> [Consulted on March 7, 2007]

<sup>59</sup> The star application is with no doubt YouTube. A good example could be the channel created by Gustau Moreno (<http://www.youtube.com/profile?user=marfanto>), which he reuses in his blog *La Marfanta*.

<sup>60</sup> *Hoy puede ser un gran dia*. <<http://www.fotolog.com/rubenge/>> [Consulted on March 6, 2007]. The previous title was *Histrionik*.

<sup>61</sup> *Bauen\_Blog*. <<http://bauenblog.info>> [Consulted on March 8, 2007]

<sup>62</sup> *Mos Entenem*. <<http://mosentenem.blogspot.com/>> [Consulted on March 7, 2007]

<sup>63</sup> *Masdenverge*. <<http://ca.wikipedia.org/wiki/Masdenverge>> [Consulted on March 7, 2007]

<sup>64</sup> *Ràdio Joventut*. <<http://www.masdenverge.oasi.org/index.php?id=2>> [Consulted on March 7, 2007]

<sup>65</sup> *Ebreperiodistes*. <<http://ebreperiodistes.blogspot.com/>> [Consulted on March 7, 2007]

<sup>66</sup> *Casal Popular Panxampla*. <<http://www.panxampla.org/>> [Consulted on March 8, 2007]

<sup>67</sup> *Colla Jove de Dolçainers de Tortosa*. <<http://www.collajovetortosa.org/>> [Consulted on March 8, 2007]



defined limits. This happens in *Terres de l'Ebre* too. We will give only three examples, with no party intentions: *Meritxell Roigé's blog*<sup>68</sup>, *Antoni Espanya's*<sup>69</sup>, and *Ricard Forés*<sup>70</sup>. In the field political participation through blogs, it is also interesting to look at two specific initiatives: *Eleccions 2006*<sup>71</sup>, dead blog about last elections to the Catalanian Parliament on November 1, 2006; and *Les Municipals 2007 a l'Ebre*<sup>72</sup>, blog on the next local elections on May 27, 2007.

The second large group are **blogs about music**. To name only three of them, we will present *Rimbergüen*<sup>73</sup>, where his author gathers the most important music in his life; *Albert i la Banda dels 13*<sup>74</sup>, blog dedicated to this band from Sant Carles de la Ràpita; or *Arròs Rock*<sup>75</sup>, where the past, present and future of rock in the village of Deltebre is being discussed.

Finally, an important movement of **blogs on education** has arisen in Flix, created around CEIP Enric Grau Fontseré in this town in Ribera d'Ebre. To give some examples we will name *Bloc del cycle inicial*<sup>76</sup>, maintained by a teacher in the initial cycle; *Laura Rofes' Blog*<sup>77</sup>, teacher in the nursery school; or *L'educació infantil al CEIP Flix*<sup>78</sup>, collective weblog by all the teachers in child education in this center.

---

<sup>68</sup> *Meritxell Roigé*. <<http://meritxellroige.blogspot.com/>> [Consulted on March 8, 2007]

<sup>69</sup> *Bloc d'Antoni Espanya*. <<http://toniespanya.blogspot.com/>> [Consulted on March 8, 2007]

<sup>70</sup> *El bloc de Ricard Forés*. <<http://blocs.mesvilaweb.cat/ricardfores>> [Consulted on March 8, 2007]

<sup>71</sup> *Eleccions 2006*. <<http://eleccions2006.bloc.cat/>> [Consulted on March 8, 2007]

<sup>72</sup> *Les Municipals 2007 a l'Ebre*. <<http://municipalsebre2007.wordpress.com/>> [Consulted on March 8, 2007]

<sup>73</sup> *Rimembergüen*. <<http://rimemberguen.blogspot.com/>> [Consulted on April 6, 2007]

<sup>74</sup> *Albert i la banda dels 13*. <<http://bandadels13.blogspot.com/>> [Consulted on April 6, 2007]

<sup>75</sup> *Arròs Rock*. <<http://arros-rock.blogspot.com/>> [Consulted on April 6, 2007]

<sup>76</sup> *Bloc de Cycle Inicial*. <<http://loblocdedora.blogspot.com/>> [Consulted on April 6, 2007]

<sup>77</sup> *Blog de Laura Rofes*. <<http://blogdelaurarofes.blogspot.com/>> [Consulted on April 6, 2007]

<sup>78</sup> *L'educació infantil al CEIP Flix*. <<http://infantilceipflix.blogspot.com/>> [Consulted on April 6, 2007]