

We will maintain a class weblog as part of the course, and one aspect of the graded coursework for each student will be to write two posts to it during the semester. Blogs come in many different styles, and our goal here is to (collectively) create one that contains information and commentary on topics related to the course, with the goal that at the end of the semester we will have a resource of value both within the context of the course and to outside readers as well. To facilitate this, we will host the blog at Cornell University's blog service.

The blog will be readable by anyone on the Internet (this is in keeping with the goal of creating a useful resource); however, only students and instructors in the class will be allowed to post to it. More information on the mechanics of posting to the blog will be provided in a blog post linked from the course home page.

There are three important aspects to making the blog run successfully: the format of posts, the timing of posts, and the issue of privacy.

- *Format:* Each post should be at least two paragraphs; it should include
 - A link to an on-line resource relevant to the course (e.g. a recent news article, an academic paper, an on-line discussion or essay, a company or organization doing novel work in this area, or any other kind of Web site with a useful reflection on the course material).
 - Some commentary about the resource being linked to.
 - A discussion of how the resource connects to some topic covered in the course.
 - Sign your blog post with a screen name.

Each student is required to write two posts to the blog over the course of the semester, and these will be graded on their relevance to the class, their novelty, and the quality of the insight and writing. We'll plan to mention some of the more interesting posts in context in the lectures.

This blog was run during the previous offerings of the course, and posts from previous semesters are visible on the site. You should feel free to look at these to get a sense for the range of topics that people posted on. While it is acceptable to write a post about a topic that was discussed in prior course offerings as well, in such a case you should make sure that you're providing a new perspective on the topic, and you should also cite, via a link, any relevant earlier posts that you consulted. (Posts from prior offerings of the course should not constitute the primary resource that you're linking to as part of your post.)

You should keep in mind, as you write your posts, that if you refer to a company, organization, or research project in the outside world, the people you're talking about may well end up reading what you write. This happened a number of times in prior offerings of the course (for example, in past semesters we've gotten feedback about posts — all of it positive — from the founders of several different companies, and a press representative from the New York Stock Exchange).

Finally, adding inappropriate, rude, or disruptive content to the blog will result in a 0 for this part of the course grade, and (depending on the nature of the content) potentially

stronger actions. Plagiarism is also not acceptable; see the course home page for a further discussion of this.

- *Timing:* The blog will be most useful if the posts arrive continuously over time; this way, posts can sample material from the different parts of the class as they happen. As a result, it would not work simply to have a single due date for each of the blog posts: this would result in a huge number of posts all arriving in a short amount of time, rather than spread out uniformly.

Given this concern, we have created a schedule that your two posts should follow, and it works as follows. First, find the first letter of your last name in the table below. Using the corresponding row in the table, your first post should be generated between the date in the second column and the date in the third column; your second post should be generated between the date in the fourth column and the date in the fifth column.

| First letter of last name | Start date for 1st post: | End date for 1st post: | Start date for 2nd post: | End date for 2nd post: |
|---------------------------|--------------------------|------------------------|--------------------------|------------------------|
| A | Sep 12 | Sep 26 | Oct 26 | Nov 9 |
| B | Sep 5 | Sep 19 | Oct 19 | Nov 2 |
| C | Sep 10 | Sep 24 | Oct 24 | Nov 7 |
| D | Aug 29 | Sep 12 | Oct 15 | Oct 29 |
| E | Sep 13 | Sep 27 | Oct 29 | Nov 12 |
| F | Sep 4 | Sep 18 | Oct 18 | Nov 1 |
| G | Sep 17 | Oct 1 | Oct 31 | Nov 14 |
| H | Sep 19 | Oct 3 | Nov 2 | Nov 16 |
| I | Aug 29 | Sep 12 | Oct 15 | Oct 29 |
| J | Sep 13 | Sep 27 | Oct 29 | Nov 12 |
| K | Sep 14 | Sep 28 | Oct 30 | Nov 13 |
| L | Aug 30 | Sep 13 | Oct 16 | Oct 30 |
| M | Sep 18 | Oct 2 | Nov 1 | Nov 15 |
| N | Aug 31 | Sep 14 | Oct 17 | Oct 31 |
| O | Aug 29 | Sep 12 | Oct 15 | Oct 29 |
| P | Sep 11 | Sep 25 | Oct 25 | Nov 8 |
| Q | Sep 12 | Sep 26 | Oct 26 | Nov 9 |
| R | Sep 6 | Sep 20 | Oct 22 | Nov 5 |
| S | Sep 7 | Sep 21 | Oct 23 | Nov 6 |
| T | Aug 29 | Sep 12 | Oct 15 | Oct 29 |
| U | Sep 17 | Oct 1 | Oct 31 | Nov 14 |
| V | Sep 19 | Oct 3 | Nov 2 | Nov 16 |
| W | Sep 12 | Sep 26 | Oct 26 | Nov 9 |
| X | Sep 11 | Sep 25 | Oct 25 | Nov 8 |
| Y | Sep 6 | Sep 20 | Oct 22 | Nov 5 |
| Z | Sep 18 | Oct 2 | Nov 1 | Nov 15 |

- *Privacy:* In keeping with course privacy guidelines, no student will be required to make their true identity public as part of this activity. We recommend that each student chooses an arbitrary user name (possibly unrelated to their real name or Cornell NetID), and use this as the identifier that will appear associated with a given post. The course staff will keep a private record of the user names and the corresponding real names for purposes of grading. (And naturally, nothing prevents students from including their real names in the text of their posts, if they choose to do so.)