The Hyperlinked Society Conference draws large audience

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June 9, 2006 **--** More than 175 bloggers, web entrepreneurs, researchers, designers, marketers and scholars gathered Friday at the Annenberg School for Communication to explore "The Hyperlinked Society." Panel and audience members discussed everything from mapping the web and its users to economics and global access.

The day-long event, sponsored by the Annenberg Public Policy Center with support from the John D. and Catherine T. MacArthur Foundation, was organized by Joseph Turow, professor of communication at Annenberg.

Several members of the audience blogged the event throughout the day, including Jeff Jarvis of Buzzmachine.com.   The audience also included members of the web and print media.

Saul Hansell, who writes about digital media for the *New York Times*, chaired a panel consisting of his *Times* colleague Martin Nisenholtz, who heads the paper's digital operations; Nicholas Carr, author, blogger and former editor of the *Harvard Business Review;* Jimmy Wales, founder of Wikipedia, and Ethan Zuckerman of Harvard University who is cofounder of Global Voices, an international community of webloggers and citizen journalists.

Another panel discussed the new field of mapping web influences, and the processes by which small blogs become popular sites, thus able to attract larger audiences and advertising. "How do new voices get heard?" asked an audience member. Tony Conrad, chief executive officer of Sphere, a blog search engine, advised: Be the first to raise topical issues and your commentary will soon be picked up by other bloggers. Social and political blogs are the most popular, noted Matthew Hurst of Nielsen BuzzMetrics.

Other topics addressed during the conference included web cartography, digital advertising, internet access, privacy and new digital media.