

LibraryCrunch

Bringing You A "Library 2.0" Perspective, by Michael Casey

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Blogs Playing Bigger Role in Consumer Decision-Making

[From Forrester Research:](#)

Participation in three of the technologies highest on the Internet's buzz list — blogging, reading RSS feeds, and engaging in social networking — is climbing, a research firm said Wednesday, but two of the three haven't cracked the 1-in-10 barrier.

Ten percent of consumers read blogs once a week or more, said Forrester Research at the opening of its annual Consumer Forum. That's double the 5 percent who browsed blogs in 2004.

Real Simple Syndication (RSS) use tripled in the same period, from 2 percent in 2004 to 6 percent this year, while use of social network sites such as Friendster.com and MySpace.com increased from 4 percent last year to 6 percent in 2005.

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