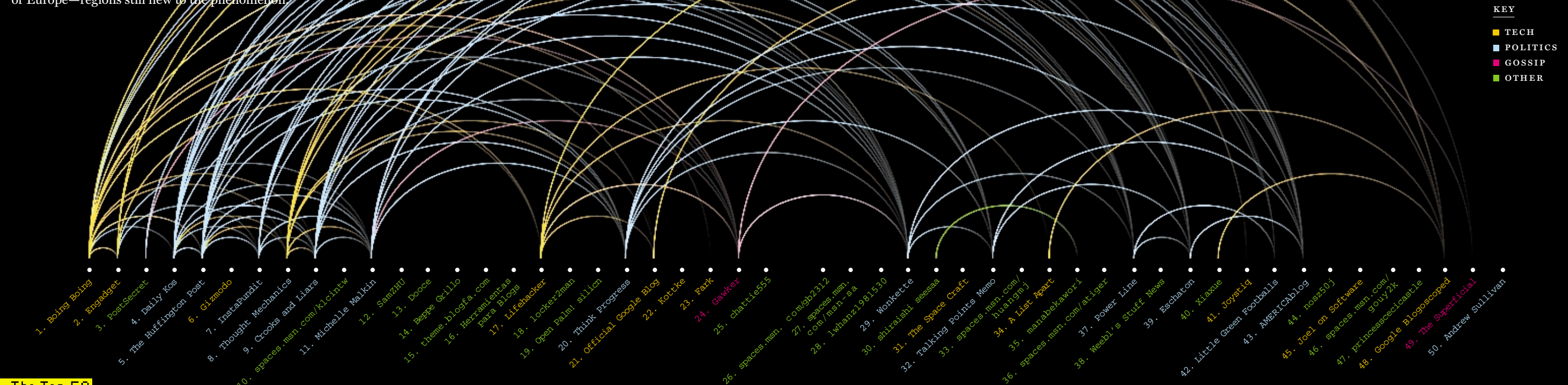


# Linkology

There are upwards of 27 million blogs in the world. To discover how they relate to one another, we've taken the most-linked-to 50 and mapped their connections. Each arrow represents a hypertext link that was made sometime in the past 90 days. Think of those links as votes in an endless global popularity poll. Many blogs vote for each other: "blogrolling." Some top-50 sites don't have any links from the others shown here, usually because they are big in Japan, China, or Europe—regions still new to the phenomenon.



## The Top 50

1. **Boing Boing** A herald from the expanding fringe of Net culture: nerdy and fun.

2. **Engadget** The Net's premier tech blog and the flagship of the Weblogs, Inc., blog network. Pete Rojas, the brains behind the blog, specializes in product reviews and breaking news in gadget-land.

3. **PostSecret** An online "art project" that allows people to read your deepest secrets on scanned anonymous postcards.

4. **Daily Kos** Started by a U.S. Army veteran, Markos Moulitsas Zúniga, Daily Kos is the standard-bearer for liberal political blogs Netwide.

5. **The Huffington Post** Famed national syndicated columnist, former California gubernatorial candidate, and former conservative Arianna Huffington gets on the blog bandwagon with a posse of famous friends in tow.

6. **Gizmodo** Where Rojas used to work, before he jumped ship.

7. **InstaPundit** University of Tennessee law prof Glenn Reynolds started spinning his libertarian-conservative punditry pre-9/11 and ranges freely among tech issues, law, politics, and the war on terror.

8. **Thought Mechanics** A mishmash of Website design, code, music, and art.

9. **Crooks and Liars** A leftist blog composed mostly of links to video clips from the MSM (that's "mainstream media" to you).

10. **spaces.msn.com/klcintw** The Horn Village Blog, in Chinese.

11. **Michelle Malkin** Dubbed the Filipino Ann Coulter, Malkin writes about America-haters, illegal immigrants, and Democratic windbags.

12. **SamZHU** In Chinese.

13. **Dooce** The public suffering of a postpartum depressive. Mommies everywhere seem to relate.

14. **Beppe Grillo** Grillo, an Italian political satirist noted for packing stadiums in Italy and having giant wavy hair, writes an English/Italian blog peppered with strong anti-corruption, anti-globalization outrage and a pro-tech, pro-little-guy ethos. He knows his audience.

15. **theme.blogfacom** In Arabic.

16. **Herramientas para Blogs** Madrid, Spain-based blogger Marcelino Madrigal writes in Spanish on music, graffiti, and whatever else he wants.

17. **Lifehacker** Part of the Nick Denton blog empire, Lifehacker envisions a better world where computers make us more productive, rather than suck down our spare time.

18. **locker2man** In Chinese.

19. **Open Palm! silich** In Japanese.

20. **Think Progress** House organ of the Center for American Progress, a think tank led by former Clinton chief of staff John Podesta.

21. **Official Google Blog** As the name implies.

22. **Kottke** Jason Kottke got his big break in 2000, when he was profiled by *The New Yorker*. Now he blogs full time.

23. **Park** A frenetic mix of *Star Trek: The Next Generation* tidbits and dorky Photoshop contests.

24. **Gawker** The gossipy flagship of the Denton blog empire.

25. **chattie555** What's not to love about sketches of skinny adolescent Kimono-clad girls playing with hippos? In Japanese.

26. **spaces.msn.com/gb2312** In Chinese.

27. **spaces.msn.com/msn-sa** In Japanese.

28. **lwhanz1981530** The blog of one pensive-looking Japanese boy with photos that highlight his six-pack and pees. In Japanese.

29. **Wonkette** Part of Denton's empire, gossip for the D.C. set. Founding editor Ana Marie Cox handed over the reins in January, but it still dishes Cox-like 'tude.

30. **shiraishi seesaa** In Japanese.

31. **The Space Craft** Where Microsoft discusses its rather lame network of blog sites called Spaces.

32. **Talking Points Memo** Josh Marshall has taken the blog form from couch-potato punditry to real journalism. He recently hired a reporter to muckrake full time.

33. **spaces.msn.com/huangmj** More Japanese.

34. **A List Apart** If the term *liquid center* makes you think of candy rather than a Web page, this site isn't for you. Design tips and tricks for those in the business.

35. **manabekawori** More Japanese.

36. **spaces.msn.com/atiger** Welcome to "a Tiger's Space." In Chinese.

37. **Power Line** A conservative political blog by three lawyers. The blog got famous during "Rathergate" for helping to prove that the docs used by CBS questioning Bush's military record were fakes.

38. **Weebl's Stuff News** From the creators of Weebl and Bob, cartoon talking eggs who love, I mean *love*, pie. They're Internet stars and were recently picked up by MTV UK.

39. **Eschaton** Liberal pro-Dem political blog of Duncan Black (a.k.a. Atrios). Known for its serious, in-your-face invective.

40. **Xiaxue** Self-absorbed travails of twentysomething lovelorn Wendy Cheng. Famous in Singapore, she has also been criticized as racist and xenophobic.

41. **Joystiq** All things video-game related, and part of the Calacanis blog network that includes Engadget.

42. **Little Green Footballs** A rabidly conservative war blog. The source of so much Net controversy that it spawned a watchdog, LGF.blogspot.com.

43. **AMERICAblog** Lefty political blog famous for exposing Jeff Gannon, the male prostitute cleared to attend White House press conferences.

44. **nosz50j** In Japanese.

45. **Joel on Software** Joel Spolsky, CEO of a small New York-based software company, computer programmer, and book author, shares his coding tips.

46. **spaces.msn.com/gouy2k** In Japanese.

47. **princessceccicastle** Lots of blurry cam shots of 19-year-old Ceci and her friends in Toronto. In Chinese.

48. **Google Blogoscoped** A Google gossip-watch site run from Stuttgart, Germany.

49. **The Superficial** Maliciously funny celeb gossip that—along with the ubiquitous celebrity boob and butt shots—keeps you coming back for more.

50. **Andrew Sullivan** A gay, Catholic war supporter, albeit one who is very critical of Bush. In January, he leased the site to Time Warner.