01 A: It was [really cool to see] your blog post <u>of</u> the- of the article
02 D: [that blog post huh]   Mm hm
03 A: and to compare them and I know: you: have emphasized kind of "show don't tell,"
04 D: Mm hm
05 A: And so I wondered if you could talk through (.) what you think about
06   [(1.0)]
07 D: [Mm]
08 A: um for example >I discovered something interesting (1.0) Buh da da da da da da<
09   so you
10 D: Mm hm
11 A: um you <u>say</u> what's interesting, but you I I know that you've [(.)]   kind of pointed
12 D: [Right]
13 A: this out so <u>how</u>- what's your <u>read</u> (0.5) on this.
14 D: Um (1.1) <u>Blog</u> style. (1.0) So blog style has more personal (.) narrative uh content to it.
15   So you >can say I dis<u>cov</u>ered something,< I would <u>never</u> do that in a journal article.
16   Right. Um, you might say we- you know, you might say we encountered something
17   odd [(.)] or unusual, right. Um, I normally don't like saying something interesting, but
18 A: [Hm]
19 D: (if) you'll notice I do it a lot more in the blog, and it's intentional.
20 A: °Right°
21 D: because it's- I want to <u>flag</u> what people should pay attention to in that context,
22 A: °Mmm°
23 D: um [(2.0)]
24 A: [°Hm°] (2.0) And here too for eh-
25 D: Yeah
26 A: I like this example too- I wasn't sur<u>prised</u> that >dih dih dih< but I had no: idea
27   how >blah blah [blah blah blah.<]
28 D: [Mm hm Right.] So this is- this is basically s- you know blogs are are
29   supposed to be more personal, so (.) I try to give my reactions to [things] a lot more
30 A: [°Mmm°]
31 D: often, um
32 A: °Mmm°
33 D: so I mean if you if you look through most of the blog posts I have, (1.0) um they have
34   a l- <u>some</u> don't, (.) but (.) a lot of them are a bit more opinionated [and] have a bit
35 A: [°Mm°]
36 D: more of a- you know (1.0) sort of evaluative component to it, and kind of self-
37   evaluative too.
38 A: °Mmm okay°
39 D: I wouldn't- I wouldn't- I try and avoid saying you know interestingly (1.0) um at least
40   now I <u>used</u> to. I kind of s- that's kind of a dumb thing to do. So I've kind of worked
41   <u>away</u> from that, but (.) on blog posts you still [kind of] need to every now and then.
42 A: [°Mmm°]
43 A: But it seems to be different because it is (0.2) it <u>is</u> more personal than

44 D: Yeah,
45 A: interestingly.
46 D: And this was kind of I I mean- since- the paper speaks for itself as a- as an empirical
47   piece, so here I have to be commenting on something other than just what's in the
48   paper.
49 A: ºMm [hmº]
50 D: [So] (1.0) the the goal is to you know here I kind of put in a little bit about
51   discovery sorts of issues.
52 A: ºMm [hmº]
53 D: [Right] (0.2) whereas I wouldn't talk about (.) the discovery process in a journal
54   article,
55 A: ºHmm[mmº]
56 D: [that's] just not what you do.
57 A: Right:: (3.0) [ºKayº]
58 D: But (1.8) And you know, I don't edit these as much as I do a journal article(h) hh
59 A: Oh I I I
60 D: Yeah.
61 A: And I wasn't (.) pointing that [out (as a critique)]
62 D: [Yeah, I know but] I I might if I were revising it I might
63   change that. ºI don't know.º
64 A: ºOkayº
65 D: I mean I edit before I post these things, but not (1.0) not the way I would for a journal
66   article. And I'm the only one who looks at it and- (that's)
67 A: Would you fit this under the "show don't tell" uh (1.0) kind of um=
68 D: [=It's more] tell. Um I mean wh- this is- you know, I probab- (2.8) when I try I still
69 A: [=(would)]
70 D: try and kind of set up (.) "I found something interesting about who responds," but I'm
71   still setting up a mystery [here,]   I haven't told you [[(.)]]   you know the critical
72 A: [ºMmmº]   [[ºMmmº]]
73 D: finding yet. Right, (.) Um (6.0) Yeah. (2.0)
74 A: ºMm [kayº]
75 D: [So] I mean hh it it's kind of in between,
76 A: Yeah,
77 D: It's a little more- it's a little more tell than I typically do in this sort of context, but-
78   if if you look at some of the other ones, I kind of have teasers up at the beginning
79   [and then I tell.] hh
80 A: [ºMmmmmmmmº]   ºHmmº
81 D: Um
82 A: ºHm kayº
83 D: There's also the journalism principle that (.) you not not bury the lede. Right. So
84   you're (.) supposed to have something in the first paragraph that pretty much
85   [gives away everything] [[you're talking]] about,
86 A: [Mmm hmmm]   [[hmmmmm]]   huh
87 D: so and you have to do that in a blog or nobody reads the whole thing.