

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 as part of Cornell's blog site, at <http://blogs.cornell.edu/info2040/>. 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.

We will soon be posting an opening blog post describing the mechanics of how to register for the blog and how to post. We will also be registering students who are currently enrolled in the class. Once you're registered you will be able to log in to the blog with your Cornell NetID. When you log in, you should set a nickname to be displayed publicly. To do this after you login click on your name in the upper right corner, then click on "edit profile", scroll down and you will find an option to reset your nickname. Blog posts will be graded. You should submit your post to the course blog itself and not to gradescope.

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.

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.

- *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; and 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 8	Sep 22	Oct 24	Nov 7
B	Sep 1	Sep 15	Oct 18	Nov 1
C	Sep 6	Sep 20	Oct 20	Nov 3
D	Aug 29	Sep 12	Oct 13	Oct 27
E	Sep 9	Sep 23	Oct 25	Nov 8
F	Sep 1	Sep 15	Oct 18	Nov 1
G	Sep 15	Sep 29	Oct 27	Nov 10
H	Sep 16	Sep 30	Oct 28	Nov 11
I	Aug 29	Sep 12	Oct 13	Oct 27
J	Sep 14	Sep 28	Oct 26	Nov 9
K	Sep 14	Sep 28	Oct 26	Nov 9
L	Aug 31	Sep 14	Oct 17	Oct 31
M	Sep 15	Sep 29	Oct 27	Nov 10
N	Aug 31	Sep 14	Oct 17	Oct 31
O	Aug 30	Sep 13	Oct 14	Oct 28
P	Sep 7	Sep 21	Oct 21	Nov 4
Q	Sep 8	Sep 22	Oct 24	Nov 7
R	Sep 2	Sep 16	Oct 19	Nov 2
S	Sep 6	Sep 20	Oct 20	Nov 3
T	Aug 30	Sep 13	Oct 14	Oct 28
U	Sep 15	Sep 29	Oct 27	Nov 10
V	Sep 16	Sep 30	Oct 28	Nov 11
W	Sep 9	Sep 23	Oct 25	Nov 8
X	Sep 7	Sep 21	Oct 21	Nov 4
Y	Sep 2	Sep 16	Oct 19	Nov 2
Z	Sep 16	Sep 30	Oct 28	Nov 11

- *Privacy:* In keeping with course privacy guidelines, no student will be required to make their true identity public as part of this activity. The blog is configured in such a way that each student can choose an arbitrary user name that can be unrelated to their real name or Cornell NetID; this will be the only 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.)