

Beauchamp Brogan Distinguished Professor of Law. The other is to surf to his

redoubt on the Internet, www.instapundit.com, where he's known as InstaPundit.

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InstaPundit is a blog—a collection

of thoughts and impressions on politics, technology, current events, culture, and law, with a fusillade of links to other sources of news and opinion. (The word "blog" was created several years ago by eliding "web log" into a single compact syllable.) Blogs are composed of posts– individual entries ranging from a few words to a short essay–which descend the page in reverse chronological order. Each item is marked with the date and time at which it was posted.

Reynolds updates InstaPundit dozens of times a day, and writes about subjects ranging from the war on terrorism to gun control to popular movies. His point of view is impossible to characterize—sometimes liberal, sometimes conservative, often libertarian and irreverent. He wrote in favor of military action in Iraq, but criticized the Bush administration's approach to civil liberties.

Reynolds has been called a "hyperblogger," in recognition of his tremendous output. At the end of March, in the early days of the war in Iraq, Reynolds's smorgasbord of thought was drawing between 100,000 and 200,000 visits each weekday, making InstaPundit one of the two most popular blogs in the world. This popularity, and the influence it gives him, has led to more names for him and his site, like "king of the bloggers," "the blogfather," and "the Grand Central Station of Bloggerville."

To understand InstaPundit's sway over the blogosphere, you have to understand this moment in the blogosphere cosmogony.

The blogosphere's big bang was the invention of the Internet, but its expansion started slowly. People created online personal sites and journals, precursors to the blog. One estimate is that there were fewer than fifty sites of the type that are now called blogs in 1999. In the next year or so, new web-based software made updating blogs simple, and the blogosphere expanded rapidly. But the word "blog" hadn't coalesced into the consensus choice to describe this new kind of website. Some people were calling their sites digests, diaries, or mezines.

When Reynolds started InstaPundit in 2001, he says, "I felt like I had a pretty good idea what was going on throughout most of the blogosphere, at least most of the 'political-slash-military-slash-real world' blogosphere. I never have paid much attention to the cat blogs or the diet blogs or the Britney Spears blogs, and there are a lot of those." He used InstaPundit to highlight other interesting sites, and to give a sense of the major topics of conversation in the blogosphere. But now, "It's just totally beyond my control.... I try to get around. I try to find new places and mention them. But it's increasingly a futile effort." Indeed, there are now over a million blogs.

Amidst this profusion of blogs (one is created every forty seconds) are personal sites, sites run by professional journalists, and, most recently, blogs maintained by political publications, like *National Review* and *The American Prospect*.

Blogs have also developed in a tight but contentious relationship with the major media. Blogs frequently criticize media coverage of events, which is one reason why their readership has increased during times of heavy interest in world events. At the same time, journalists frequently read blogs (and many write their own). Reynolds explains that because of this combination, "the influence [blogs] have is, I think, wildly disproportionate."

When Reynolds started InstaPundit,

almost two years ago, in August 2001, he imagined something much simpler than what it has become. He envisioned writing about a range of topics that interested him in a "cutesy and clever" manner. He even thought of making InstaPundit a group blog, but, says Reynolds, "Nobody else was interested. They didn't even get what it was." Nonetheless, he thought some of the academics and journalists he knew would stop by the site from time to time, and he might gather a few hundred informed readers. Reynolds recalls telling a colleague sometime in the first few weeks that he had gotten 600 readers in one day. "He looked at me and said, 'Wow, 600 people.'"

On September 10, 2001, InstaPundit's readership had risen to 1,600. He wrote that day about competing proposals for tax cuts and whether any sane person could want to be president.

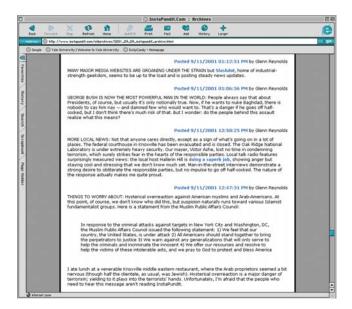
Then the terrorist attacks on September 11 made everything else seem irrelevant. On that day, Reynolds kept blogging—surveying early reports of what had happened, speculating about who had organized the attacks, and urging his readers not to let their anger lead to an overreaction against American Muslims. When many people had trouble understanding their own feelings, let alone writing about what they were seeing, he produced thirty-four posts about the attacks that first day. Reynolds says it was "therapeutic" for him. "What surprised me was that it seemed to mean a lot to people who were reading it. I got a lot of very emotional email from people thanking me for making sense of it, saying that they couldn't stand sitting there and watching CNN and seeing them run the footage of the planes hitting the towers for the 900th time."

The InstaPundit archives still hold everything Reynolds wrote in those early months. One can go back and read his pre-September 11 posts through the day of the attacks, and it feels almost like reliving that time.

The immediacy of blog writing, even over a year later, comes from the way it is composed. "The essence of blogging is that it's done in real time and you can revise it in real time," says Reynolds. He also points out that the software most people use to maintain their blogs is very simple to use. "It's as close to a seamless experience of having thoughts in your head appear in front of people as has been made possible so far." Blogging may be the new first draft of history, rougher than journalism, with uncertainties, corrections, crossouts, and reversals.

In his posts on September 11, Reynolds tried to understand what was happening, dealing with rumors and supposition, with fear and anger. Two of his immediate responses:

"THIS IS THE ANNIVERSARY OF CAMP DAVID, more or less (they were 9/5–9/17/78). Is that significant?"



"GEORGE BUSH IS NOW THE MOST POWERFUL MAN IN THE WORLD."

Nevertheless, there's prescience in some of Reynolds's posts. On September 11, he also wrote:

"It's Not Just Terrorists Who Take Advantage: Someone will propose new 'Antiterrorism' legislation. It will be full of things off of bureaucrats' wish lists. They will be things that wouldn't have prevented these attacks even if they had been in place yesterday. Many of them will be civil-liberties disasters."

His analysis has held up well. "It's sort of funny that a weblog, which in a way is a more instantaneous medium than television, lends itself more to big-picture thinking," says Reynolds. He sees this as an advantage of blogs—they have both the quickness of conversation and the consideration of an essay.

Reynolds signed off late at night on September 11 with,

"GOOD NIGHT. May tomorrow be a better day."

Almost three times as many people visited InstaPundit on September 11 as had the day before, and traffic has steadily increased since then. His blog now has a readership similar to a small city newspaper, rather than the handful of friends Reynolds expected when he started the enterprise.

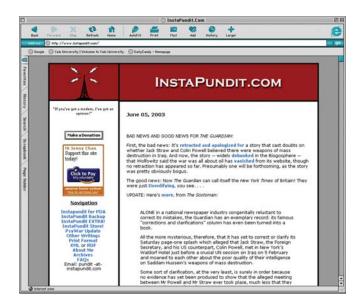
As events helped drive the growth in InstaPundit's readership, they've shaped the tone and content of what Reynolds writes. "I really didn't intend to write so much about war and international relations and all that, because that was not such a big issue when I started. And I have to say I regret the change in emphasis, even if it's getting me more page views.... I'd really rather be making fun of media coverage of shark attacks."

The blogosphere as a whole took another

step into prominence last December, and InstaPundit played a critical role. When then-U.S. Senate Majority Leader Trent Lott said that if Strom Thurmond's 1948 pro-segregation bid for the presidency had been successful, "we wouldn't of had all these problems," no major network mentioned it in the evening newscasts. But two bloggers quickly noted the comments and decried their apparent support for segregation. Reynolds learned about the comments through the other blogs and called for Lott to step down in several posts on the subject in the next few days. After exposure on the widely read InstaPundit, Lott became the subject of vigorous discussion in the blogosphere. The larger media outlets eventually caught up, and had to credit the blogosphere for keeping the story alive.

The fact that blogs had driven a story that led to the resignation of the Senate majority leader, made them a subject of the news in their own right. More and more reporters were looking for someone to explain the phenomenon, to pontificate on its meaning, and to predict its future development. Many called Reynolds.

This was an odd turn for a medium that was so often used to criticize mainstream journalism. Reynolds points out that the blogosphere's contrarian perspective is often helpful. "Bloggers are as a group...offended by being told things that



are obviously stupid or false." He describes a classic blog technique, which is called a "Fisking": "You take something dumb that somebody's written...and you have one of his statements, and then you have the facts with a link, and then you have another stupid statement, and then the facts with a link....[Blogs] call into attention facts that would otherwise be ignored." In addition, says Reynolds, "the mere fact of criticism makes people write less crap."

On one day in late March—while being interviewed by the *Yale Law Report*—Reynolds took calls from four reporters, all looking for an expert on blogs. He repeatedly explained the basics of blogging, telling the same stories over and over. Before the end of the day, Reynolds had even helped blogging move one step further along the chain of settled respectability, by advising academic colleagues on how to include the subject of blogs in a media communications textbook.

Has this movement into the mainstream mellowed the blogs? One of the journalists Reynolds spoke with was a producer at CNN. They arranged for him to appear on the network a few days later. When he did, the interview was dissected by at least three blogs within minutes.

The blogosphere is still watching.

Other bloggers marvel at Reynolds's

aptitude for scouring the Internet and selecting its most interesting morsels. His dozens of posts each day link to big and small blogs, as well as all facets of the mainstream press.

Somehow all this activity is just a sideline in his life. He also teaches courses in constitutional law and Internet law, among other subjects. He's written two books on legal topics, as well as a few dozen articles. He writes a weekly column about technology and public policy for a website called Tech Central Station. Even his blogging has branched out; he maintains a second blog (at *www.glennreynolds.com*), for which he is paid by MSNBC. In case that isn't enough, Reynolds composes and records techno music with several bands and runs his own record label. And classmates recognize him as class secretary for the Class of 1985. InstaPundit has to fit into the crevices between everything else Reynolds does in a day.

As he describes it, he gets up most mornings around 6:30 a.m., in order to take his daughter to school. While he makes coffee, he finds time to check email and post a few items on InstaPundit. When he gets into the office, before preparing for class, he'll post a few more, and then again after lunch. Finally, at home in the evening, he'll blog some more, while sitting with his wife and daughter. He has even blogged while being interviewed on talk radio. What makes this all possible is Reynolds's facility for blogging. He seems to take to the blogosphere like a fish to water. He usually begins by checking email, since his hundreds of correspondents send him links to interesting sites. When something catches his eye, he'll quickly pursue it around the web, darting from one blog to another along minutes, saying 'You've got this wrong.' If I misspell somebody's name or have a split infinitive, I get email about it. If it's something substantively wrong, I mean, wabaam."

InstaPundit often provokes more than the ire of pedants. Jeff Wolfe, who was himself inspired to blog by InstaPundit, maintains a list of other InstaPundit-inspired blogs that

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"It's sort of funny that a weblog, which in a way is a more instantaneous medium than television, lends itself more to big-picture thinking," says Reynolds.

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a channel of links. He opens more and more Internet Explorer windows as he goes (though he's discovered that the program won't let you have more than forty-two open at once).

When he finds something he wants to write about, he pauses for only a second, glancing away from the computer, while he composes his post. Then he types up the entry and submits it. He gets a chance to review it before it is posted to the web. Reynolds can easily post several items in a fifteen-minute spree. A 100-word post might take him three minutes, including research.

Reynolds compares the time and concentration it takes to write a blog entry with some of the other writing he does. "To write a law review article you really need a big, uninterrupted block of time...It takes about three hours to boot up your brain, get some decent writing done, and then sort of spool down again. For me, the parent of a small child in a two-career household, I have to block that time out, and I do. But a blog post takes five or ten minutes, and you can kind of do it while you're doing something else."

There's another important distinction between the two forms of writing: "The trouble with writing law review articles, is that it's about as far from instant gratification as you get. Right now, I'm correcting the page proofs on an article that was first started probably three years ago." With a blog, on the other hand, "It's just amazingly rewarding to have an idea and see it appear in published form instantaneously, and be getting feedback on it within minutes."

Email provides a two-way connection between blogger and reader. Sometimes InstaPundit's readers are so close to the process that they're almost editors. Says Reynolds, "If I say something wrong, I have a dozen emails inside of five now includes more than 180 sites. And InstaPundit is a regular topic of conversation on other blogs. Bloggers gloat over getting a link from Reynolds, or criticize or support one of his opinions. The question of whether the quality of InstaPundit's posts has gone down can provoke squalls of discussion in the blogosphere.

And some responses are just strange. A satirical website, *www.imao.us*, posted lies about Reynolds every Saturday for a month. The first lie was that Reynolds puts puppies in blenders to make an energy drink (which enables him to write such a successful blog). Reynolds quickly adopted this libel, saying of someone else's misdeeds, "It's not like he's putting puppies in blenders or anything." Another liberal blogger, more seriously, named Reynolds one of the "Four Horsemen of the Ablogalypse," a title Reynolds also adopted with pride.

Then his blog was transmuted into art. A creative writing student in California used bits of several InstaPundit posts to construct a found poem. The first stanza:

the Democrats' efforts can be an interesting thought experiment OUCH

Another sign of his influence in the online world: In a Google search for the name "Glenn," InstaPundit comes up first out of more than four million pages that contain that name. The Google search engine ranks webpages based on how many other pages link to them, so this ranking means Reynolds is the most-discussed Glenn on the world wide web. Reynolds loves the back and forth with his readers. "It makes you realize just how many smart people there are out there," he says. His favorite kind of post is one where he'll state an opinion, then get an email response from a reader, which he'll also publish, then a response to the response, and so on.

Reynolds has assumed a certain stewardship for the blogosphere as a whole, encouraging people to write and read blogs. That's part of the reason he spends time explaining them to outsiders, like reporters. When Reynolds spoke with the CNN producer, he scolded the network for forcing one of its correspondents to dismantle the blog he was writing from Iraq. "They should have instead just sucked it right onto their site," he suggests, "and they've got free content." He also tried to persuade reporters not to mention identifying details about Salam Pax, a blogger writing from Baghdad.

Most of Reynolds's posts on any given day will direct readers out to other sites. He even maintained an "affirmative action program for lefty bloggers" for a while. "For the first six months to a year of the blogosphere, they barely existed, so I linked to a bunch of them that would have been pretty marginal in terms of their quality....Some of them, I'm slightly regretful of it, since they seem to spend a lot of their space calling me names."

A link from InstaPundit is a coveted boon, because it can bring thousands of readers, and he gets emails everyday from new bloggers hoping to attract readers. "The thing I feel worst about is when somebody who's obviously desperate for attention sends me a link to their weblog and I go to their weblog and it's just not very good.... I really try to find something worth linking to. Because I know, for a lot of people, especially in the early days, a little encouragement keeps them going, and then they get better." Reynolds continues the thought, "Watching them blossom and succeed at it, really makes me happy. I guess that's why I'm a teacher."

Just as the word "blog" is a refashioning

of two terms that had meaning before they were applied to the new technology of the Internet, a blog entry is a refashioning of the art of writing. In many respects it's still the same material—words and sentences. In other ways, it's tailored to the new form—particularly in its most distinctive formal element, the hyperlink, which allows users to travel between pages with a single click.

When discussing what someone else said—whether a news item or another blog entry—a blogger can link to the continued on page 55 >

Bloggingat YLS

Does the blogosphere extend into Sterling Law Building? The potential's certainly there, with Internet access in classrooms and common areas and every student toting a laptop. A few minutes digging on the Internet will unearth a slew of YLS blogs.

One is easily found right through the Yale Law School website. Jack Balkin, Knight Professor of Constitutional Law and the First Amendment, maintains an extensive homepage, including a blog called Balkinization. Balkin says he started his blog as an alternative outlet for the sorts of short essays he might otherwise publish on the opinion page of a newspaper. "Blogging is a great way to write op-eds without having to go through the intermediary of a newspaper," he says.

Blogging has fulfilled the Internet's promise of easy, inexpensive publishing, argues Balkin, and that's why it's become so popular. The proliferation of individual sites is "an experiment in participatory democracy," says Balkin, and one he's glad to participate in. "I read blogs on the left and blogs on the right, and I read blogs on things other than politics, just to see what people are interested in." One of the virtues he finds in the variety of blogs is that the conventional left/right divisions often break down into more nuanced opinions.

With the quantity of blogs out there, there's also a massive variety in quality. But Balkin says, "What's interesting about the blogs is not that there's garbage. What's interesting is how much good stuff there is."

A number of other blogs are written by YLS students. James Grimmelmann '05 has maintained a blog for a few years (the Laboratorium) and he likens blogging to "an extension of conversation." He says, "If I had an idea I wanted to talk with my friends about, I would put it there and not have to repeat it five or six times." And like a conversation, there's an element of performance to blogging. "I think that all weblogs are fictions. They're creations for public consumption, so it's me setting out the things about my day or that I've thought about that would make good stories."

Grimmelmann also credits blogging with leading him to law school. "I did a series of posts about Supreme Court decisions and various odd legal doctrines I had heard about. And in the process of researching those I thought these issues were pretty interesting.... I started to conclude that legal thinking might be for me." continued on next page ≻

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The Law School also has some anonymous bloggers. One calls himself Captain Indignant. The Captain, who is a member of the class of 2003, started his blog after he was given the domain name captain-indignant.com as a birthday present. "We had this longstanding joke that if I were a superhero, I would be Captain Indignant, because I just got so angry about stuff." The blog quickly became useful as a "way of venting my spleen a little," he says. "It was easy to have stuff to write about, because I really am a political junkie—and angry about a lot of stuff."

Another anonymous blog, called the Kitchen Cabinet, is run by several students and at least one person off campus. Two of the bloggers, who use the pseudonyms Kate Malcolm and Lily Malcolm, explain that writing anonymously provides a freedom they don't have offline. "I'm not a person who really participates in class very much," says Lily Malcolm. "[Blogging] is a nice outlet for me in that way. The anonymity is a facilitator."

Each contributor to the Kitchen Cabinet brings a slightly different perspective. Lily Malcolm writes a lot about college basketball, Kate Malcolm writes about the environment and China. Another contributor writes movie reviews. They have all learned what subject draws the most attention on the Internet, though. Lily Malcolm wrote about an article describing Namibian politicians "demanding that a man's right to sex with his wife be guaranteed in Namibia's new domestic violence legislation." InstaPundit put up a link to the Kitchen Cabinet, including the word "sex" in his post. "Whoosh," says Lily

<Blogs>

by YLS Faculty, Students, and Alumni (a partial list)

Balkinization http://balkin.blogspot.com/

Gary Hart http://www.garyhartnews.com/hart/blog/

Captain Indignant's Fortress of Peevishness http://www.captain-indignant.com/

Charlie Chan's Revenge http://charliechan.blogspot.com/

fog of warre http://blog.timschnabel.net/ GlennReynolds.com www.glennreynolds.com

InstaPundit www.instapundit.com

IsThatLegal? http://isthatlegal.blogspot.com/

Kitchen Cabinet http://kitchencabinet.blogspot.com/

LawMeme http://research.yale.edu/lawmeme/

Lessig Blog http://cyberlaw.stanford.edu/lessig/blog/

Legal Ramblings http://www.scwu.com/news/

The Laboratorium http://www.laboratorium.net/ CurrentEntries.html

Weatherall's Law http://weatherall.blogspot.com/ Malcolm. "Through the roof. By far our biggest day."

According to Kate Malcolm, blogging has improved her writing overall. "It's a really good thing for law students," she says. "It forces you to formulate your opinion and get it out there really quickly."

The Law School hosts at least one more type of blog. LawMeme is a group blog devoted to tracking "how the law impacts technology and how technology impacts the law," says Paul Szynol '04, its editor in chief. The blog was started in 2001 by the Information Society Project at YLS. Originally it was the work of one fellow at ISP, but as the blog gained an audience, it gained contributors. "It's a network effect," says Szynol. "As more people contribute, more people read and then themselves contribute." LawMeme has become a source for technology reporters and has been cited in mainstream publications, like Slate.

Unlike more free-form blogs, LawMeme's focus on one subject is limiting—as Szynol found out when he tried to post on a different topic. "What does this have to do with law and technology?" a reader immediately asked in the comments section. He didn't get off topic again. But Szynol thinks it's important to help readers realize "the impact that these laws have on technology and on people's lives."

And when events at the Law School make news, the blogs are there to cover them. The Kitchen Cabinet, for one, reported in the last year on the labor dispute at Yale University and the debates over military recruiting at the Law School. After the explosion at YLS on May 21, all of the blogs in this article weighed in on the event, adding their personal responses and observations to the media reports. You can read more by visiting some of the websites listed to the left. Or read more about the incident in the article on page 8.

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source material. "You can tell whether I'm being honest," says Reynolds. "You just follow the link, and you can read the whole thing.... You may still read it and just think it means something different than I do, but you can't accuse me of hiding the ball."

Some of the posts on InstaPundit are just a few words and a link. Reynolds has thought at times about trying to put together a book of InstaPundit highlights, but it would be difficult to convert a blog back into the old paper technology. "When you lose the hyperlink, a good half of my posts just wouldn't be as interesting, or even comprehensible."

Reynolds has a long background in adopting new technologies. He played with technology and read science fiction 1950s, when there were only three networks, no alternative newspapers, no talk radio, and no Internet. New technologies have broken down monopolies of communication and consolidation of opinion, which is "one reason why politics have gotten more diverse, and the range of acceptable intellectual views has gotten broader." He adds, "And I think that's good."

During the first days of the war in

Iraq, InstaPundit was among the thousands of blogs covering the war and covering the media coverage of the war. While he didn't follow battle reports on a minute-to-minute basis (he encouraged readers interested in such coverage to visit another blog, the Command Post), he was trying to keep

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Sometimes InstaPundit's readers are so close to the process that they're almost editors.

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as a kid. He co-founded the Law and Technology Association at Yale Law School. He was using email in his aerospace and communications law practice in the 1980s. Reynolds says he enjoys the "doing part" of running a blog, in other words, understanding the software, trying new updates, using new tools. He also points out that participating in the development of a new technology is advantageous to him "as somebody who does write about technology and teach about technology."

He's also an obvious gadget fan. He experiments with video and sound editing programs, and uses them to put lectures and other presentations on the web. "I saw this great thing," he says. "I was down at Circuit City and I saw a video camera/digital still camera/MP3 player and sound recorder, which was the size of a pack of cigarettes and cost \$299." But his response is more than a "gee whiz" over a new toy. He sees possibilities for improving democratic discourse.

For example, Reynolds is excited about how sound editing that used to require expensive studio equipment can now be accomplished with software on a personal computer. "Ninety percent of the stuff a big metal box does, you can do in software—and usually better," he says. This devolution of power to individuals is precisely parallel to his view of how blogs are part of a trend toward better communication through more outlets. He compares the present day to the an eye on the big picture. He wrote about the fallout in French-American relations, whether Al Qaeda would respond to the Iraq war, and how the war was affecting America's reputation in other Muslim countries.

He also had his eyes open for emerging stories. He correctly predicted in the early phase of the SARS outbreak that a Chinese cover-up might be underreporting the number of cases of the disease.

Reynolds also admitted that he found blogging in such an eventful period difficult. "I have to go surf around and read one disturbing story after another. And then I have to put it together and try to make sense of it," he says. Here the immediacy and individuality of blogging is a liability. "It's like doing a one-man show instead of performing with a band. You're just naked out there and all the bad news is coming at you, and there's nobody sharing it with you." Reynolds adds, "I have really felt that stress.... If there's something that makes me quit [blogging], it's that."

But Reynolds hopes that when or if he does stop blogging (not that he has any plans to), it won't be a mortal wound to the blogosphere. "I would like to see the world of weblogs and alternative web media move to the point where Insta-Pundit is a drop in the bucket.... I will be happy when, if I disappear, it will merit one of those 'Where are they now?' stories and not much else." < ♥>