

Outline of Blogging Presentation

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I. Why You Should Plan to Blog (or Continue Blogging)

Blogging could — and I think should — be viewed as a part of a junior law professor's basic job description because it provides...

- a chance to write (and to be actually read)
- a chance to write a lot with limited pressures or expectations
- a chance to write on a wide array of topics from many perspectives
- a chance to write on current developments without a laborious editorial process
- a chance to write for different (and unpredictable) audiences
- a chance to learn about a wide array of topics from different audiences
- a chance to experience (and enjoy?) a little pressure to write a lot
- a chance to effectively and efficiently promote your other work
- a chance to expose yourself to students and colleagues in new ways
- a chance to experience some special and unique joys of being a law professor

II. How You Can Practice Safe (Pre-Tenure) Blogging

Blogging could — and I think should — be viewed as a safe and sensible (pre-tenure) part of a junior law professor's basic job activities if you ...

- write mostly on topics that are the focus of your teaching/scholarship
- write mostly to try out (big and small) professional ideas in various ways
- write often to promote your own work and the work of colleagues

- write often to praise the work of colleagues and others
- write in ways that take advantage of the unique attributes of on-line media
- write often with (or near) other law professors in (respected?) blog settings
- write only what you would be willing to read aloud to students and colleagues

III. How You Can Get Into (Pre-Tenure) Blogging Trouble

Bloggging could — and I think should — be stopped if you discover that bloggging has started to distract from, rather than enhance, a junior law professor’s basic job activities because you...

- blog often on topics that are *not* the focus of your teaching/scholarship
- blog often when you should be focused on teaching
- blog often when you should be focused on traditional scholarship
- start worrying about blog readers other than colleagues and students
- start thinking your day is productive because you have written a good post
- start wishing that you had a lot more time to blog

IV. Why Institutional Norms Are Critical

Bloggging could — and I think should — be influenced greatly by the institutional norms and broader culture of your unique law school (and by the preferences and predilections of your colleagues and students) because...

- you can never under-estimate the importance of impressing colleagues
- you can never under-estimate the importance of impressing students
- institutional norms reflect collective wisdom (and status quo bias)
- you can rarely under-estimate how “conservative” institutional norms can be
- institutional norms are always changing, though often quite slowly
- you can and will help your school’s institutional norms evolve in years ahead