

Think then Link: how online journalism creates context

 blogs.lse.ac.uk/polis/2008/02/21/think-then-link-how-online-journalism-creates-context/

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Think then link is the message from a really excellent piece by Scott Karpf of [Publishing 2.0](#) on how online journalists should use linking to create context. [Jeff Jarvis](#) argues that new media journalists should specialise in their news niche and link to the rest. But Scott goes further and shows how something as straightforward as reporting a [basketball game](#) (as a football fan I still think it's just netball with street-wear) can be transformed with simple but comprehensive linking to bloggers. It's called Networked Journalism folks... (cue latest plug for my forthcoming book [SuperMedia](#): the first book to describe Networked Journalism).

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