

The screenshot shows the Slashdot website interface. At the top, the logo "Slashdot" is displayed with the tagline "News for Nerds. Stuff that matters." Below the logo are several small icons: a dinosaur head, a portrait of Albert Einstein, a puzzle, a robot, and a hamburger. The main content area features a news article titled "Disney to Make Toy Story 3 Without Pixar" posted by "michael" on Tuesday, November 16, at 03:35PM. The article text discusses the impact of a Debian naming scheme on a CGI studio and the relationship between Disney and Pixar. A "Read More..." link and a comment count of 32 out of 43 are visible. To the right of the article is an "Interviews" section with a list of links to various interviews. Below the article is a "Firefox News Roundup" section. On the left side, there is a navigation menu with links to "Login", "Why Login?", "Why Subscribe?", "Sections", "Main", "Apache", "Apple", "AskSlashdot", "Books", "BSD", "Developers", "Games", "Interviews", "Linux", and "Politics". At the bottom right, there is a "Slashdot Login" form with fields for "Nickname:" and "Password:".

**Figure 8-2:**  
Slashdot  
is home to  
the most  
talkative  
technical  
group  
online.

- Comments are moderated. The moderation system is one of the really novel things about Slashdot. Moderators are chosen randomly from among the registered users and are given a certain number of points. While they read comments, the moderator chooses an adjective to describe the comment: Informative, Redundant, Funny, and so on. Each time they do, they lose a point. After using up the points, they're no longer moderators, though they can be selected again. The comments are scored and displayed with higher-ranking comments on top.

The system is a little more complex, but this should give you the general idea: Conversation on Slashdot is filtered through the submission of stories from users, selection by editors, and then self-moderation of comments by the community. You can see the breadth and frequency of comment posting in Figure 8-3.

The result of this process is an ongoing conversation in which users are sometimes moderators, sometimes consumers, but are always aware of the level of dialogue around a topic. The site retains its original Slashdot "flavor" because stories are chosen by editors, who maintain a certain level of discourse and direction. Slashdot doesn't appeal to everyone, but the site has an enormous following. While you don't need to submit stories or comments to Slashdot, checking in occasionally and watching for mentions of your company is important.

Slashdot was created by Rob Malda and a group of other Slashdot Authors in 1997. Though ownership of the site has changed hands several times, Malda is still the main developer for the site, as well as its Editor. Slashdot's name is