Harry Potter beats Bush in blogosphere

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Harry Potter and George Bush shared the personality spotlight among bloggers in 2005.

According to Intelliseek's BlogPulse.com, fictional character Harry Potter led President George W. Bush as a source of personality "buzz" among bloggers in 2005.

Blog references to the president peaked at about 3 percent in early September, when Hurricane Katrina hit the U.S. Gulf Coast. But Potter managed to generate higher and more consistent levels of discussion throughout the rest of the year. Potter was mentioned in 5.5 percent of all blog posts in mid-July, when "Harry Potter and the Half-Blood Prince" was published, and in 2.5 percent of blog posts in January and November, respectively, when the "Goblet of Fire" movie trailer and film premiered.

BlogPulse.com is a blog search engine and analysis Web site maintained by Intelliseek Inc.

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