

Abstract Submitted  
for the NEF11 Meeting of  
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**Blogging as a Research Tool**  DOUGLAS SWEETSER, None — I work on variations of the Maxwell Lagrange density using quaternions and hypercomplex products of covariant 4-derivatives and 4-potentials. The hope is to unify gravity with the symmetries found in the standard model. It is difficult for someone outside academia to get constructive criticism. I have chosen to blog once a week at Science20.com since March, 2011. Over thirty blogs have been generated, most getting more than a thousand views (high mark is 5k for “Why Quantum Mechanics is Wierd”). The tools used for web and video blogging will be reviewed. A discussion of my efforts to represent electroweak symmetry with quaternions convinced me I was in error. Instead, my hope is to exploit the observation that  $U(1)$  is formally a subgroup of  $SU(2)$ . A battle over gauge symmetry may be reviewed.

Douglas Sweetser  
None

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