

## **Basic Blogging Terms**

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### **What is a blog?**

A blog is a type of website, but not all websites are blogs. And a blog can do so much more than a traditional website. You can build one quickly without needing HTML knowledge and without expensive software, and you can update it as often as you wish. Best of all, the visitors to your blog can comment on your ideas.

### **Blogs vs. Websites**

#### Websites:

Web 1.0

Uses more HTML (hypertext markup language)

Requires expensive development software

Uses FTP (file transfer protocol)

Visitors cannot post comments

Difficult to create

Not updated often

Content does not show posting date

#### Blogs:

Web 2.0

Free development software

Content added frequently

Easy to create

Good way to self-publish

Visitors can post comments

Content shows posting date

Provides a comment button

The language of blogging is always evolving, so whether you're new to the medium or already quite familiar with it, don't be surprised by the proliferation of new words out there. You'll run into *Weblog*, *blog*, *blogging*, *blogger*, and *blogosphere*. And, of course, that list just barely scratches the surface.

**Weblog:** An easily updated website that may be an online journal that a person (or group of people) uses to post ideas, publish photos, or debate issues

**Blog:** The shortened form of *Weblog*. Can also be used as a verb, meaning *to add content to a blog*

**Bloggng:** The act of writing a blog

**Blogger:** A person who writes a blog

**Blogosphere:** The collection of blogs available online

As each tool evolves, though, you'll see that the differences begin to blur. For example, many website owners now are using elements to make their sites more interactive.

## **Web 2.0**

You may have heard the term *Web 2.0* before. Is it a new Web or something? The answer to that question is *yes* and *no*. Web 2.0 isn't like a new version of a computer operating system that you need to upgrade by purchasing and installing new software.

So, what's the difference between *Web 1.0* (or what we've understood to be the Web up until now) and *Web 2.0*? There has to be a difference, right?

That difference is *you*.

Web 2.0 is an Internet platform through which users can interact, collaborate, and communicate. Instead of just reading a website, you now *interact* with a website. So Web 2.0 is not really a new Web. It's just a new way to experience the Web. All the Web 2.0 tools we'll cover in this class facilitate and encourage user interaction.

So let's take another step into the Web 2.0 world and see what we can discover about the blog—a really cool, interactive Web 2.0 tool.

The image shows a screenshot of a blog page with several components highlighted by numbered callouts (1-9) in red circles:

- 1**: Points to the main heading "Parts of a Blog" at the top of the page.
- 2**: Points to the date "Wednesday, October 15, 2012" above the post.
- 3**: Points to the post title "What you need to know".
- 4**: Points to the main text of the post: "All blogs are made up of similar components. Look at this blog and see if you can identify the main parts."
- 5**: Points to the "1 comments" link next to the post.
- 6**: Points to the "Labels: blog parts" section below the post.
- 7**: Points to the "About Me" section at the bottom left, which includes the text "Your instructor" and a link "View my complete profile".
- 8**: Points to the "Blog Archive" section, showing a dropdown menu with "2008 (1)" and "October (1)", and a link to "What you need to know".
- 9**: Points to the "Followers (0)" section at the top left, which includes the text "Follow this blog", "Be the first to follow this blog", and "0 Followers Manage".

1. **Blog heading:** You'll find the blog's main title in this location.
2. **Date:** All posts will have a time and date on them.
3. **Blog title:** Each post will have its own title.
4. **Blog content:** This is what blogs are all about. Many blogs function as online journals with content consisting primarily of text. The content can also include graphics or video.
5. **Comments:** This is a link that will take you to replies for this post.
6. **Labels or Tags:** This section creates keywords to help you categorize and locate your post.
7. **About me:** This section lets others know about the person who created the blog. You can reveal as little or as much information about yourself as you'd like.
8. **Blog archive:** This section keeps a copy of each post and lists it by date.
9. **Followers:** This is where you'll find the individuals who are viewing or posting comments on this blog.

As you can see, a blog looks a lot like a website. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Most have a lot of content, and entries are commonly displayed in reverse-chronological order.

#### How to find BLOGS

Use any search engine or directory like Google, Bing, or Yahoo! to find a blog. In the search field, just enter the word *blog* along with a word or words describing the topic you're interested in. For example, *parenting blog* is a good way to search for parenting blogs. Here's what my search results looked like:

Here's another way to locate blogs: Use a search engine dedicated to them. Some of these blog search engines even list blogs by popularity—and we thought popularity contests ended in high school!

Just enter any of the names in this list into your preferred search engine's search field to begin exploring, or copy and paste the URLs I've provided to go directly to a site.

#### **Blog Search Engines**

- Google Blog Search: [www.google.com/blogsearch](http://www.google.com/blogsearch)
- IceRocket: [www.icerocket.com](http://www.icerocket.com)
- BlogCatalog: [www.blogcatalog.com](http://www.blogcatalog.com)
- Bloggernity: [www.bloggernity.com](http://www.bloggernity.com)
- Technorati: [www.technorati.com](http://www.technorati.com)

Of course, you can also find even more blog search engines and directories if you search using phrases like *blog search engines* or *blog directories*. I've also included a great resource that lists even more search engines in the Supplementary Material section.

Blogs are easy to get up and running, and they're inexpensive to develop. So it won't take lots of time, manpower, or money to get

one off the ground. You will need to devote time to maintaining the blog, but in return, you get a useful tool you can use to support your marketing, branding, and public relations efforts!