

Introduction to Blogs and Blogging

Martin De Saulles

October 2009

What is a blog?



Main Entry: blog
Part of Speech: *n*
Definition: an online diary; a personal chronological log of thoughts published on a Web page; also called Weblog, Web log
Example: Typically updated daily, blogs often reflect the personality of the author.
Etymology: shortened form of Weblog
Usage: blog, blogged, blogging *v*, blogger *n*

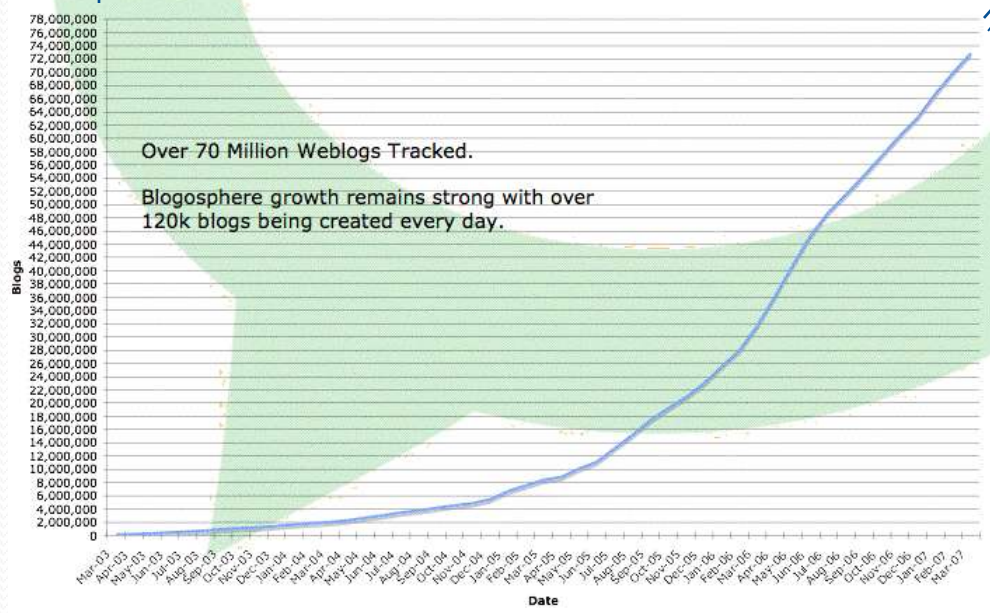
History

- Weblog as a term first popularised by Jorn Barger in 1997
- First use of “blog” in 1999 by Peter Merholz – 23 known weblogs in existence at the time
- Blogger (free blogging service) launched by Pyra Labs in 1999 – since acquired by Google

170,000,000



Weblogs Cumulative: March 2003 - March 2007



Oct08

Oct09



What is a blog? (1)

Life With Miles

HOME ABOUT HONEY



JANUARY 20, 2009

Snow Day!!

Here are lots of photos from our Snow Day in Sanford! The dogs LOVED it...I have to beg them to come in from the snow!



Search It!

Search

Feed It!



[Subscribe to this site!](#)

What is a blog? (2)

Guilt-Free Homeschooling



Guilt-Free Homeschooling is comfortable, it's relaxed, and it fits *your* family's lifestyle.

GFHS is run by Carolyn Morrison, an 11 year veteran of homeschooling her two children, from leaving public school in the elementary

grades through high school graduation and into college.

Whether you have a specific question, want some general advice, or just need a dose of encouragement, **Guilt-Free Homeschooling** is the place to be! **GFHS** offers help, comfort, and advice to new or struggling homeschool moms, assuring them that homeschooling can be manageable, successful, guilt-free, and glorifying to God.

Contact

Email questions or topic suggestions to:

Homeschooling... Guilt-Free

Thursday, September 24, 2009

Why Does Math Class Take SO LONG?

Homeschooling families often have this lament: My child takes *f-o-r-e-v-e-r* to do math each day! Can anything be done??? Let's consider for a moment exactly what the student is being asked to do, to see if we can understand why it takes so much time. (Please note: I will use *he/him/his* as generic pronouns; all of this applies equally to girls and boys.)

Beginning students are learning the fine art of manipulating numbers to learn the processes of adding, subtracting, multiplying, dividing, and learning new number-languages called fractions, decimals, percentages, measurements, and on and on. You, the parent/teacher, are probably performing calculations with a *minimum* of fifteen to twenty years' experience, quite likely much more. What seems incredibly plain and simple to *you* may in reality be incredibly confusing to your student.

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[Considering Homeschooling?](#)
[Start Here!](#)

[First-time Homeschooler?](#)
[Start Here!](#)

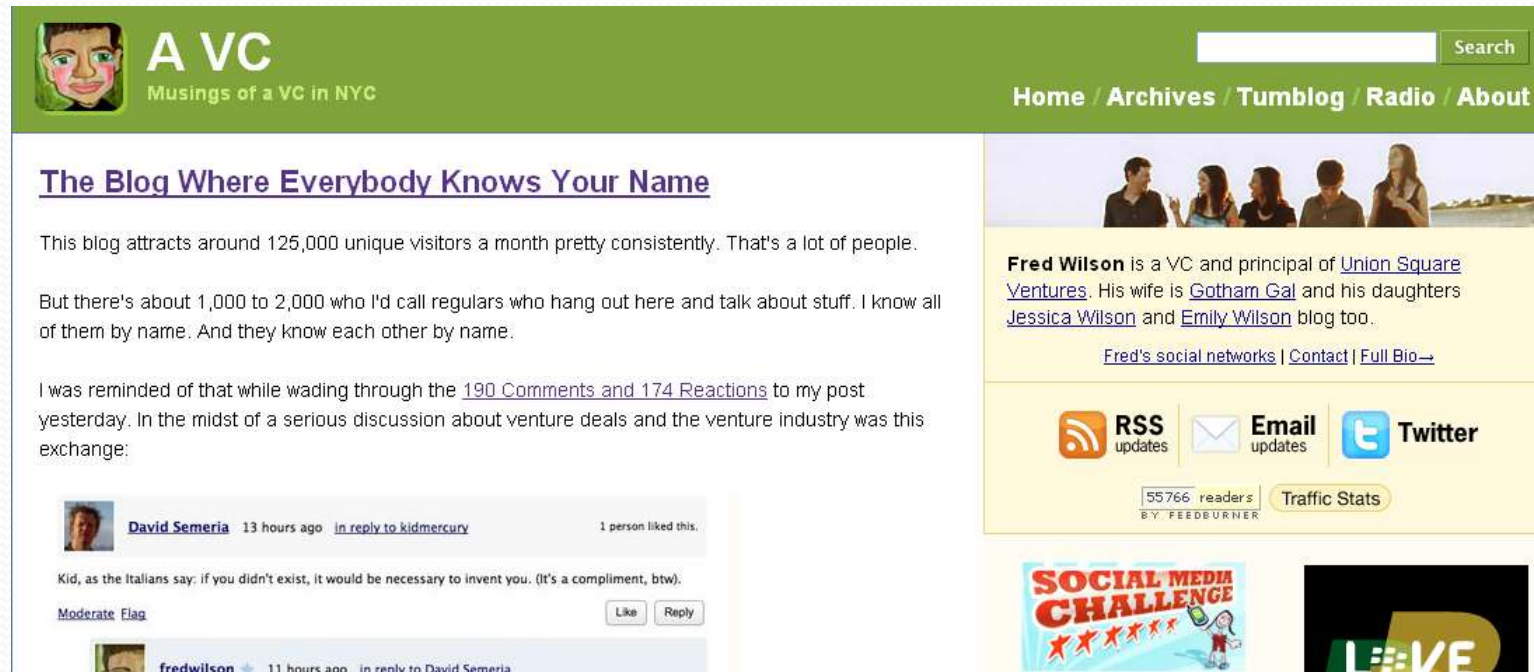
[Leaving Public School?](#)
[Start Here!](#)

[Stuck in a Homeschool Rut?](#)
[Start Here!](#)

[Co-op Group Questions?](#)
[Start Here!](#)

[NEW!](#)

What is a blog? (3)



The screenshot shows a blog page for 'A VC' (Musings of a VC in NYC). The header is green with a search bar and navigation links: Home / Archives / Tumblr / Radio / About. The main content area has a title 'The Blog Where Everybody Knows Your Name' and three paragraphs of text. The first paragraph says 'This blog attracts around 125,000 unique visitors a month pretty consistently. That's a lot of people.' The second paragraph says 'But there's about 1,000 to 2,000 who I'd call regulars who hang out here and talk about stuff. I know all of them by name. And they know each other by name.' The third paragraph says 'I was reminded of that while wading through the 190 Comments and 174 Reactions to my post yesterday. In the midst of a serious discussion about venture deals and the venture industry was this exchange:'. Below the text are two comment threads. The first comment is from David Semeria, posted 13 hours ago, replying to kidmercury. The second comment is from fredwilson, posted 11 hours ago, replying to David Semeria. The right sidebar contains a photo of five people, a bio for Fred Wilson (a VC and principal of Union Square Ventures), and social media links. At the bottom of the sidebar are RSS, Email, and Twitter update buttons, a traffic stats widget showing 55,766 readers, and two promotional images for 'SOCIAL MEDIA CHALLENGE' and 'I:VE'.

A VC
Musings of a VC in NYC

Home / Archives / Tumblr / Radio / About

The Blog Where Everybody Knows Your Name

This blog attracts around 125,000 unique visitors a month pretty consistently. That's a lot of people.

But there's about 1,000 to 2,000 who I'd call regulars who hang out here and talk about stuff. I know all of them by name. And they know each other by name.

I was reminded of that while wading through the [190 Comments and 174 Reactions](#) to my post yesterday. In the midst of a serious discussion about venture deals and the venture industry was this exchange:

David Semeria 13 hours ago [in reply to kidmercury](#) 1 person liked this.
Kid, as the Italians say: if you didn't exist, it would be necessary to invent you. (It's a compliment, btw).
[Moderate](#) [Flag](#) [Like](#) [Reply](#)

fredwilson 11 hours ago [in reply to David Semeria](#)

Fred Wilson is a VC and principal of [Union Square Ventures](#). His wife is [Gotham Gal](#) and his daughters [Jessica Wilson](#) and [Emily Wilson](#) blog too.
[Fred's social networks](#) | [Contact](#) | [Full Bio](#)

[RSS updates](#) [Email updates](#) [Twitter](#)

55766 readers
BY FEEDBURNER [Traffic Stats](#)

SOCIAL MEDIA CHALLENGE

I:VE

What is a blog? (4)

FINANCIAL TIMES All times are London time [Sign in](#) [Site tour](#) [Register free](#)

ft.com/rachmanblog This blog

[Front page](#) [World](#) [Companies](#) [Markets](#) [Lex](#) [Comment](#) [Management](#) [Arts & Leisure](#)

[Back to Blogs](#) [RSS feed](#)

Whatever happened to AfPak?

October 16, 2009 11:27am [1 comment](#)

Back when the Obama administration took power, we were told that they had made a great intellectual breakthrough. They had realised that the problems of Afghanistan and Pakistan had to be treated as single issue - hence the ugly acronym, AfPak. And, of course, this is right. The Americans and their allies are not going to win the war in Afghanistan, while the Taliban enjoy safe havens in Pakistan. And it may not be worth "winning" in Afghanistan, if in the

Gideon Rachman

This blog covers a variety of topics from US foreign policy to European politics and the Middle East - and whatever else happens to be in the news or catch my attention. I joined the FT as chief foreign affairs commentator in 2006, after a 15-year career at The Economist which included stints as a correspondent in Brussels, Bangkok and Washington. I write a weekly column on foreign affairs, which appears in the paper on Tuesdays. Occasionally my FT colleagues contribute posts



4 tweets

retweet

What is a blog? (5)

guardian.co.uk

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[Culture](#) > [Film](#) > [Film blog](#) > [Culture blogs](#) | [Blogs FAQ](#)

FILM BLOG



 Webfeed

Friday 16 October 2009

The view: Lay off the Robsessed

Posted by
Danny Leigh 13.30 BST





Guardian
Camera cl

in partnership with



What is a blog? (6)




RANDY'S JOURNAL

Testing 1, 2, 3

Imagine this. Two new high profile airplanes in flight test at the same time. 9 or 10 airplanes involved. Yes, that would be a sight to see.

Actually you don't have to imagine it. We did see something similar when we flight tested both the 757 and 767 at the same time back in 1982. I remember it vividly. I recall how quiet the 757 was in flight, and how we sent the 767 on an international demonstration flight that year.

Well, get ready for simultaneous flight tests once more. If you've been following the development of the 747-8 and 787 Dreamliner, you realize that their flight test programs are converging, and we'll soon have both under way.



October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Search

Welcome

This is the home page of Randy's Journal, hosted by [Randy Tinseth](#), vice president, marketing for Boeing Commercial Airplane Division.

What is a blog? (7)

The Coca-Cola Company
Coca-Cola Conversations

October 15, 2009

More Resources for Collectors


One of my objectives in developing this blog was to provide collectors with resources they could use to enhance and evaluate their collections. I hope that this blog is becoming one of the best places collectors can visit to find information that will add to their knowledge and appreciation of collectibles bearing the Coca-Cola trademark.

A few weeks ago, **The Collectors Weekly** published an interview with Florida collector Ray Kilinski that would be of interest to anyone who has a collection or is interested in starting one. During the interview, Ray shares his personal philosophy on collecting and provides some good tips for both the novice and experienced collector on collection development. Unlike most newspapers or magazines that publish occasional collector stories, the **Weekly** does not have space limitations and provides in-depth profiles of the personalities they feature. Here is a link to that story:

<http://www.collectorsweekly.com/articles/an-interview-with-vintage-coca-cola-collector-ray-kilinski/>


Another great resource is a magazine called **The Cola Conquest**. Published in Canada and edited by Blair Matthews, the publication is loaded with articles, interviews, eBay sales results, photographs and advertising


ABOUT THIS BLOG



My name is Phil Mooney, and I've served as the historian/archivist for Coca-Cola for the last 30 years. Welcome to my blog!

I'll share information on a wide variety of topics, ranging from our role in pop culture to brand history to Coke collectibles. However, the blog only works if there is a two-way dialogue. I look forward to chatting with you!

SUBSCRIBE TO THIS BLOG 

VIDEO GALLERY 

TOPICS

What is a blog? (8)

Order-Order.com GuyNews.TV Merchandise... About...



Guido Fawkes' blog

...of plots, rumours and conspiracy

www.Order-Order.com

"Tittle Tattle, gossip and rumours about Westminster's Mother of Parliaments. Written from the perspective of the only man to enter parliament with honest intention. The intention being to blow it up with gunpowder..."

**IDEAS AND ACTION
FOR A BETTER WORLD**



FRIDAY, OCTOBER 16, 2009

Friday Caption Contest (Boozy Vaizey Edition)



Unleash your
naughty side

Quick Flirt
Tease to Please

Creating a blog



Why blog?

The screenshot shows a WordPress blog interface for the Lancashire Care Library and Information Service. At the top, there is a navigation menu with links for Home, Cat., Clin. Tutor Info., DataBases, E-Bks, Guides, Jnls., Pat.Info., and Lib.Info. Below the menu is a banner with the text "LANCASHIRE CARE LIBRARY AND INFORMATION SERVICE" and a search bar. The main content area features a post titled "Alzheimer's Disease and Dementia Annual Evidence Update 2009" dated October 18, 2009. The post includes a list of topics and a photograph of an elderly woman with glasses. The sidebar contains several widgets: "Blog Stats" showing 335,688 hits, a calendar for October 2009, a "Select Category" dropdown, "Archives" with links for October 2009, September 2009, August 2009, and July 2009, "Contact details" for Lancashire Care Library & Information Service, "Email Updates" with a subscription link, "Blogroll" with links to Current Awareness Bulletin Archive and Lancashire Care Patient Information, "Core Links" with a link to Lancashire Care NHS Foundation Trust, and "Libraries" with a link to National Library for Health.

Home Cat. Clin. Tutor Info. DataBases E-Bks Guides Jnls. Pat.Info. Lib.Info

LANCASHIRE CARE LIBRARY AND INFORMATION SERVICE

Entries RSS | Comments RSS Search

Blog Stats
335,688 hits

October 2009
M T W T F S S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
[« Sep](#)

Select Category

Archives
[October 2009](#)
[September 2009](#)
[August 2009](#)
[July 2009](#)

Alzheimer's Disease and Dementia Annual Evidence Update 2009
Posted on [October 18, 2009](#) by [sinnings25](#)

[Alzheimer's Disease and Dementia Annual Evidence Update 2009 NHS Evidence, October 2009](#)
[Click on the title above to access the evidence](#)

NHS Evidence – later life's Alzheimer's Disease and Dementia Annual Evidence Update 2009 aims to provide healthcare professionals with a clear path to the most important recent evidence surrounding the five major types of dementia: Alzheimer's, Vascular dementia, Dementia with Lewy bodies, Frontotemporal dementia, and Mixed dementias.

The Dementia AEU provides bibliographies on secondary research (systematic reviews, meta analyses and guidelines) from the last 18 months for the following topics:

1. Definitions, Diagnosis and Screening
2. Risk Factors and Aetiology
3. Pharmacological Treatments
4. Non-Pharmacological Treatments

Contact details
Lancashire Care Library & Information Service, Lantern Centre, Vicarage Lane, Fulwood, Preston, PR2 8DY
Tel: 01772 773509

Email Updates
[Subscribe to Lancashire Care Library and Information Service by Email](#)

Blogroll
[Current Awareness Bulletin Archive](#)
[Lancashire Care Patient Information](#)

Core Links
[Lancashire Care NHS Foundation Trust](#)

Libraries
[National Library for Health](#)

<http://lancashirecare.wordpress.com/>

Lancashire Care Library Blog (1)

- 1.5 hours a day posting to blog (Sue)
- No problem finding material to post about – trick is to get balance right in terms of meeting needs of all users
- Wordpress statistics are very useful – can see what is most popular – static pages very popular
- Statistics also show search terms people have used to get to blog
- Key advantage of blog over normal web site – when Sue sees an article/research she knows people in Trust will be interested in she can blog it immediately

Lancashire Care Library Blog (2)

- Blog is a virtual filing system
- Has saved her 10 years of work in terms of promoting her service, raising awareness – she is now well known in Trust
- Email bulletin 2 or 3 times a month – digest of blog posts
- Bulletin links back to blog
- No previous experience of blogging/web – “if you can wordprocess you can write a blog” – perhaps get some help with setting it up then you’re off

Lancashire Care Library Blog (3)

- Wordpress usage stats helped in getting IT to allow email bulletin to be sent out
- “you (IT) allow people to access Google but not a useful blog” “when I show them my blog is reinforcing evidence-based practice then they have to back down” “once they see it they’re impressed and you have the stats to show it’s being used”
- It costs £0 to run the blog!

Lancashire Care Library Blog (4)

Sue's Advice Summary

- Blogging gets you out of rut
- Makes you feel you are making a difference
- Start off small and get a feel for it, perhaps keep the blog private to start with
- Big benefit is that after a while you have built up a large archive of useful material
- The positive feedback is very encouraging - sometimes get gifts or chocolate and wine!!
- Wordpress have a responsive free help service

Spineless blog – Heriot-Watt

- Started as an alternative to sending out a library newsletter
- Approx. 800 visits a week – some posts get a lot of traffic (over 2,500 visits)
- Advice
 - try to keep it interesting and from the users perspective
 - Put info in context
 - Use images
 - Have fun