

Topic: The Blogosphere

Point of View: The Blogger

**The Blogger is the creator, producer,
and reader within the blogosphere.**



**The Blogosphere “simultaneously engages
both consumers and producers”**

Data Sets

Each data set presents a certain aspect of the Blogger

1. Primary Reason for Blogging According to Bloggers Worldwide 2005
 - The Why (reason to blog)
2. Topics of Blogs According to Bloggers Worldwide 2008
 - The What (subject matter)
3. Reasons for Creating a Web Page or Blog by Select Country 2007
 - The Where in relation to the Why (reason to blog based on location)
4. Reasons for Creating a Web Page or Blog by Age 2007
 - The Who in relation to the Why (reason to blog based on age)
5. Top 15 Social Networking & Blog Sites Worldwide Sept. 2007
 - The How (mechanisms used to blog based on popularity)
6. Select Social Media Used by Us Companies, 2007 & 2008
 - The How in relation to who (mechanisms used by business)

Basically- the Who, What, Where, Why, & How of the Blogger

Findings

The Blogosphere has created its own type of ecosystem, where the blogger is the main contributor and consumer. Links are shared as commodity, there is a form of community and network; survival of the fittest, traffic, and link exchange allow for more popularity and higher status. Even monetary exchanges for advertising and donations occur.

facebook

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and anyone can join

Full Name:

Your Email:

New Password:

I am: Select Sex:

Birth day: Month: Day: Year:

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

BLAH BLAH BLOG

Start blogging today

BERNICE CAREY AND
ROGER REED-GONZALEZ /
MIAMI HERALD STAFF

blog: an on-line diary, derived from the combination of the words 'Web' (as in World Wide Web) and 'log' (as in a journal), a personal, chronological record published on a Web page.

Tell us about it: What's your blog? How do you attract readers? Which sites do it right? E-mail: blong@MiamiHerald.com or visit her blog, Carrie & Carey, by clicking on Blogs at MiamiHerald.com.

Let me tell you...

Blogging is one of the most effective ways to share your thoughts with the world. There are many types of bloggers: those who trade in a public journal, executives who blog about their companies, those who are experts or passionate about a particular subject. Blogging is also a useful communication tool: Families use blogs to keep in touch over long distances, and some businesses use blogs to communicate with employees. The charms of blogging are that it's instantaneous, personal and just about anyone can do it.

How to Market Your Blog

According to blog search engine Technorati, there are 55 million blogs, and 175,000 new blogs created every day. Many of them are abandoned because they get no visitors. So how do you get people to pay attention to what you write?

- **LET THE WORLD KNOW YOU EXIST:** Register your site with a blog search engine such as Technorati.com, iStock.com or Bloglines.com. This improves your chances of being found when someone is searching for the topic you write about.
- **PING IT:** With so many blogs out there, it helps search engines if you tell them when you update. The term is called pinging, and it's best to ping blog search engines every time you make a new entry. Some websites, such as pingomatic.com, send pings to multiple search engines at once.
- **LEARN TO LOVE RSS:** RSS stands for Really Simple Syndication, and it's what readers of blogs use to keep up-to-date with their favorite blogs, without actually visiting each blog separately. RSS feeds your blog entries into a reader. There are several readers out there, such as reader.google.com or newsgrub.com. You need to make sure you have a blog with an RSS feature.
- **LINK TO OTHER BLOGGERS:** Spread the word of your blog to other bloggers by posting comments on their sites and letting them know about your blog. If you link to some blogs, they might be inclined to link right back to you.
- **MARKET TO YOUR NICHE:** You can never do enough marketing of your blog. Post it on other websites that link and create a social network page or use other publishing mediums that feature the blog to help spread the word and build a fan base.

Blog platforms

	Functionality	Extras	Search/Filtering	Publishing Tools	Design
Blogger	<input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Categories <input checked="" type="checkbox"/> RSS <input checked="" type="checkbox"/> Trackbacks <input checked="" type="checkbox"/> Search <input checked="" type="checkbox"/> Blogroll	<input checked="" type="checkbox"/> Moblogging <input checked="" type="checkbox"/> Photo Galleries <input checked="" type="checkbox"/> Non-blog Pages <input checked="" type="checkbox"/> (i)User Banking	<input checked="" type="checkbox"/> Blacklist <input checked="" type="checkbox"/> Visitor Registration <input checked="" type="checkbox"/> Moderation <input checked="" type="checkbox"/> (i)User Banking	<input checked="" type="checkbox"/> User Levels <input checked="" type="checkbox"/> Multiple Authors <input checked="" type="checkbox"/> Image Uploading	<input checked="" type="checkbox"/> Skins = 55 <input checked="" type="checkbox"/> Admin Panel Design Config.
WordPress	<input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Categories <input checked="" type="checkbox"/> RSS <input checked="" type="checkbox"/> Trackbacks <input checked="" type="checkbox"/> Search	<input checked="" type="checkbox"/> Moblogging <input checked="" type="checkbox"/> Photo Galleries <input checked="" type="checkbox"/> Non-blog Pages <input checked="" type="checkbox"/> Blogroll	<input checked="" type="checkbox"/> Blacklist <input checked="" type="checkbox"/> Visitor Registration <input checked="" type="checkbox"/> Moderation <input checked="" type="checkbox"/> (i)User Banking	<input checked="" type="checkbox"/> User Levels <input checked="" type="checkbox"/> Multiple Authors <input checked="" type="checkbox"/> Image Uploading	<input checked="" type="checkbox"/> Skins = 2 <input checked="" type="checkbox"/> Admin Panel Design Config.
MovableType	<input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Categories <input checked="" type="checkbox"/> RSS <input checked="" type="checkbox"/> Trackbacks <input checked="" type="checkbox"/> Search	<input checked="" type="checkbox"/> Moblogging <input checked="" type="checkbox"/> Photo Galleries <input checked="" type="checkbox"/> Non-blog Pages <input checked="" type="checkbox"/> Blogroll	<input checked="" type="checkbox"/> Blacklist <input checked="" type="checkbox"/> Visitor Registration <input checked="" type="checkbox"/> Moderation <input checked="" type="checkbox"/> (i)User Banking	<input checked="" type="checkbox"/> User Levels <input checked="" type="checkbox"/> Multiple Authors <input checked="" type="checkbox"/> Image Uploading	<input checked="" type="checkbox"/> Skins = 7 <input checked="" type="checkbox"/> Admin Panel Design Config.
TypePad	<input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Categories <input checked="" type="checkbox"/> RSS <input checked="" type="checkbox"/> Trackbacks <input checked="" type="checkbox"/> Search	<input checked="" type="checkbox"/> Moblogging <input checked="" type="checkbox"/> Photo Galleries <input checked="" type="checkbox"/> Non-blog Pages <input checked="" type="checkbox"/> Blogroll	<input checked="" type="checkbox"/> Blacklist <input checked="" type="checkbox"/> Visitor Registration <input checked="" type="checkbox"/> Moderation <input checked="" type="checkbox"/> (i)User Banking	<input checked="" type="checkbox"/> User Levels <input checked="" type="checkbox"/> Multiple Authors <input checked="" type="checkbox"/> Image Uploading	<input checked="" type="checkbox"/> Skins = 25 <input checked="" type="checkbox"/> Admin Panel Design Config.

Blog Lingo

- 1. **Moblogging:** a combination of the words 'mobile' and 'blogging'; moblogging naturally refers to content posted while on-the-go, usually from a cellphone or PDA device.
- 2. **Blacklist:** a notification system that allows bloggers to block which sites link to their blog.
- 3. **Blogroll:** a list of links to other blogs.
- 4. **Flame War:** back-and-forth personal attacks between two users posting in a forum or on a blog's comments.
- 5. **Image Uploading:** the ability for a blog to track certain users from accessing the blog Web page, which is tracked by a user's Internet Protocol address.
- 6. **Mobile:** stands for 'Really Simple Syndication'; RSS is an easy method for blog readers to keep up-to-date with all their favorite blogs, without having to visit each individual site one by one. A summary of each of a user's favorites is displayed in list form in the RSS feed reader, and a Web surfer may click whichever link at the top of her choices.
- 7. **Moderation:** a way for bloggers to control and moderate comments posted on their blogs. It is commonly used to prevent abuse such as inappropriate language and spam.
- 8. **Design:** to be fixed from a job because of something you wrote on the Internet. The phrase originates from Heather H. Armstrong, who wrote a blog under the name Doose and was fired in 2002 for writing about her work.
- 9. **Multiple Authors:** the ability to have more than one person post on a blog.

Visual Elements

Organized Chaos



Emoticons



Computer & Web Icons



heartasaurus

Posting Settings Layout View Blog

Page Elements Fonts and Colors Edit HTML Pick New Template

Add and Arrange Page Elements
Click and drag to rearrange page elements on your blog.

PREVIEW CLEAR EDITS SAVE

Navbar Edit

heartasaurus (Header) Edit

Blog Posts

Add a Gadget

- lovelyink.com Edit
- lovelyink etsy shop Edit
- Lovely on Twitter Edit
- Slideshow Edit
- About Me Edit
- i heart the internet Edit
- counted Edit

Blog layout & Login space for ads, widgets, login, photos, video & other media



bebo EXPLORE Search... powered by SEARCH SIGN UP LOGIN

Bebo is a social media network where friends share their lives and explore great entertainment. Get started by **signing up**.

English

What's Hot? Explore the new Bebo
Video Music Authors Apps

Video

- Secret World of Sam King
- SportsCenter
- Nite Fite
- The All-For-Notes
- CBS The CW

AFN is making it big! Watch them on the road and check out their latest videos!

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Associate of Arts in Health Care Administration
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Bachelor of Science in Management

MASTER'S DEGREES
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