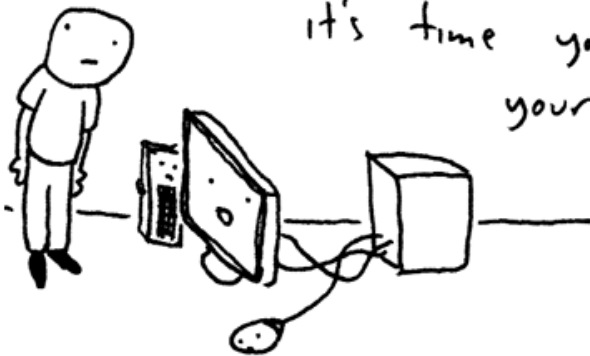


IBM PC Club

How to Create a Blog

we've been talking...
and we all think
it's time you updated
your blog



Peter Hirsch
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What is a Blog

- Wikipedia
 - is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.
 - Entries are commonly displayed in reverse-chronological order.
 - "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

Derivation of the word BLOG

- The term "weblog" was coined by Jorn Barger on 17 December 1997.
- The short form, "blog," was coined by Peter Merholz, who jokingly broke the word *weblog* into the phrase *we blog* in the sidebar of his blog Peterme.com in April or May 1999.
- Shortly thereafter, Evan Williams at Pyra Labs used "blog" as both a noun and verb ("to blog," meaning "to edit one's weblog or to post to one's weblog") and devised the term "blogger" in connection with Pyra Labs' Blogger product, leading to the popularization of the terms.

Types of Blogs

- Personal blogs
 - The personal blog, an ongoing diary or commentary by an individual, is the traditional, most common blog.
- Corporate blogs
 - Blogs, either used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations

Types of Blogs (Cont.)

- By genre
 - Some blogs focus on a particular subject
 - Political blogs, travel blogs, house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a blawgs) or dreamlogs.
 - Two common types of genre blogs are art blogs and music blogs.

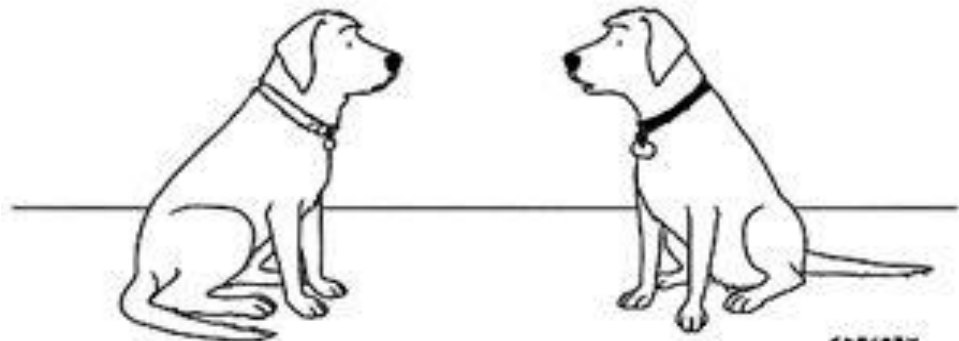
Types of Blogs (Cont.)

- By media type
 - A blog comprising videos is called a vlog,
 - A site comprising links is called a linklog,
 - A site containing a portfolio of sketches is called a sketchblog
 - A site comprising photos is called a photoblog.
- By device
 - Blogs can also be defined by which type of device is used to compose it.
 - A blog written by a mobile device like a mobile phone or PDA could be called a moblog

Blog search engines

- Bloglines
- BlogScope
- Technorati

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"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."

Popularity of Blogs

- As of December 2007, blog search engine Technorati was tracking more than 112 million blogs.
- **Top blogs by fans**
 - **Boing Boing**
 - 4,330 fans
 - **ProBlogger Blog Tips**
 - 3,819 fans
 - **TechCrunch**
 - 3,582 fans
 - **Lifehacker**
 - 3,090 fans
 - **Engadget**
 - 3,038 fans

Popularity of Blogs

- Top blogs by authority
 - Breaking News and Opinion on The Huffington Post
 - Authority: 20,587
 - TechCrunch
 - Authority: 12,772
 - Mashable!
 - Authority: 9,734
 - Engadget
 - Authority: 9,538
 - Boing Boing
 - Authority: 8,508

How to Create a Blog

Free Blog Web sites

- Weebly
 - <http://www.weebly.com/>
- Google Blogspot
 - <http://www.blogger.com/home>
- Travepod
 - <http://www.travepod.com>

How to Create a Travel Blog Process

- Register on blog website
- Prepare photos
 - Only a few
- Prepare text
 - I used Microsoft Word offline to prepare and edit text
- Logon to blog website
- Upload Text
 - using copy and paste
- Insert Photos
 - Drag photos
 - to correct placement in text
- Publish



Potential Issues on Creating Travel Blog

- Getting access to the Internet on the road
 - Hotel/Motels with Internet
 - Some are free and others charge by the hour
 - Internet Cafes
 - Need to eat or drink
 - May limit the amount of time
 - Need to carry laptop to Cafe
 - Internet Stores
 - Charge by the hour
 - Need to carry laptop to Cafe

Potential Issues on Creating Travel Blog (continued)

- Your internet time may be charged by the hour
- Your time is limited since you want to sightsee and do other things
- Recommendation
 - Prepare blog off-line using Microsoft Word or other word processor
 - Upload blog to server
 - May still need to reset photos

Sample Blogs

- Peter Hirsch Travel Blog
 - <http://phirsch.blogspot.com/>
- David and Jeriann Travel Blog
 - <http://www.travelpod.com/travel-blog/hirsch/1/tpod.html>
- PC World Technical Blog
 - <http://www.pcworld.com/blogs.html>
- Slash/dot Blog
 - <http://beta.bloglines.com>
- Kindle Blog
 - <http://www.amazon.com/gp/blog/A1F8Z0JAEIDVRY>