

Social Networking Tools Blogs: An Introduction

Sheuli Hazra

Master of Philosophy Library and Information Science (M.phil)
The University of Burdwan
Burdwan-713104

ABSTRACT

This paper examines the evolution of the web from static HTML browser based on dynamic and participative web2.0, called Blogs. Now a days, an increasingly quick and popular way to share your thoughts with the world. Blog is short for web log-an online journal where information (not only text, but also audio, video and photographs) is posted on a regular basis and appears in chronological order. This paper is a try to discuss about the various characteristic features of Blogs, types of blogs, which services are provided by Blogs, advantages, disadvantages. Blogs explores the possibilities of applications of these interactive, collaborative and participative tool of Social-Networking. It will be great enhancing existing and the feasibility of introducing next generation information of the world wide.

Keywords: Blogs, Blogosphere, Blogroll, Web 2.0

Introduction:

The Social Networking component tools which are all based on Web2.0 compliant enable such as Blogs, Digg, RSS feeds, Podcasts, Instant messaging, discussion forum, event listing (chronological and upcoming), Flickr, Jumpcut etc. are enhancing online socialization through community oriented communication and interaction. Some of the tools under the group read/write Web such as Facebook, MySpace, and YouTube may also be considered as part of this category. There are presently 289 social networking tools that are available through "Add-to-this" service (Source on Wikipedia,2005). Blogs help us through social-interaction, social-relationship, and a great co-operation into the world. A healthy and developed society always exchange their ideas, knowledge and information for better livelihood. Web2.0 gives us many open platform (tools) but Blogs is one of them which makes virtual relationship. It makes interaction, communication, socialized human by Blogs. It is available on 24* 7 hours whole time by purpose of some good internet connection, It gives a social gateway to globally and existed to world small to smaller than in our hand in a fraction of second. Frankly speaking it makes revolution of the internet.

Concept of Blogs:

People new to blogging need to understand the concept in its most general of forms before getting started. A blog is basically an online journal that is used to digitally record thoughts, ideas, opinions, and practically anything else that you want others to read. The actual blog itself is available in different styles, formats, and layouts, depending on the preference of the user.

A Weblog, or "blog", is a personal journal on the Web. Weblogs cover as many different topics, and express as many opinions, as there are people writing them. Some blogs are highly influential and have enormous readership, while others are mainly intended for a close circle of family and friends. (source: [http://www.wlac.edu/online/documents/Web_2.0 v.02.pdf](http://www.wlac.edu/online/documents/Web_2.0_v.02.pdf))

The most popular independent blogging platform is WordPress. Using WordPress allows the blogger to host the blog on their own domain name and hosting provider of their choice. Hosting a blog on a domain name that you own and having administrative permissions to the hosting account allows for massive flexibility with very few restrictions. Self-hosted blogs allow access to a wide array of options including themes, plugins, widgets and third-party integration. If you are just getting started with blogging and want to get your feet wet you might try a remote hosted service like Google's Blogger (<http://www.blogger.com>) we will not get all of the features and functionality of WordPress, but we will be able to enjoy blogging to upgraded it.

Themes are the actual infrastructure of a blog. They dictate the general layout, structural alignment of features and functions and items such as colors, font styles and navigation. When deciding on a blog theme we have both free and paid options with varying levels of complexity.

A blog is a contraction of the words web log. Blogs usually provide commentary or information on a particular issue, event or topic. In some cases, blogs can be about a particular person; an online, public, personal diary. A blog is usually maintained by a single person or a small group of contributors. Visitors to the blog can comment on the entries made or respond to comments made by other visitors. Blogs are primarily text but can also be the form of photos or other images, sounds or films.

(Source: <http://www.unimelb.edu.au/copyright/information/guides/wikiblogsweb2blue.pdf>)

Origin of Blogs:

The term "weblog" was coined by Jorn Barger on 17 December in 1997. The short form blog was coined by Peter Merholz in 1990. He was first divided "Web + Blog= Weblog". Evan Williams used "blog" as a ("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. Firstly Weblog is evolved as online diaries. Justin Hall who began personal blogging in the year 1994. Bloggers an early blogging tool, was unveiled by Pyra Labs in 1999 to make it easier for people to create blogs. Its popularity helped spread the term across the web and to solidify the look and feel of blogs.

(source: <http://www.en.wikipedia.org>)

Meaning of Blogs:

A Weblog, or "blog", is a personal journal on the Web. Weblogs cover as many different topics, and express as many opinions, as there are people writing them. Some blogs are highly influential and have enormous readership, while others are mainly intended for a close circle of family and friends.

(source: <http://www.danah.org/papers/ABloggersBlog.pdf>)

Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

A Blog can be described as a very simple webpage where the entries (or posts) are organized in reverse chronological order. A blog is usually open to the public and many are free to create. It is generally the work of one author but group blogs are not uncommon. Blogs can also offer an opportunity to interact with readers. Readers can post comments like with a guest book on a website. Blogs can also be regarded as a form of personal publishing on the Internet.

(Source: <http://www.unimelb.edu.au/copyright/information/guides/wikisblogsweb2blue.pdf>)

According to Wikipedia (2005), Blog as a Website, usually maintained with regular entries of commentary, description of events, or other material such as graphics or video.. Entries are commonly displayed in reverse-chronological order.

According to Paquet and Barger (1997), blog is a simplest form it is a website with dated entries, presented in reverse chronological order and published on the Internet. Descriptions of blogs allude to them as an alternative to a personal web page; however, this connection over simplifies both the content and the process of communicating through blogging.

(Source: http://www.blogwww.csus.edu/indiv/s/stonerm/blogging_to_learn.pdf)

Blogs-Types:

- **Personal blogs:** It is the broadest category and includes online diary and day to day happening in one's life. Example: Twitter, Facebook etc.
- **Business/ Corporate blogs:** It is a professionals communicate. Example: Squarespace, Dell etc.
- **Scholarly blogs:** Teacher and student collaborate through this social networking tools. Example: Google Scholar blog
- **Non-profits blogs:** Foundation, charities and NGO groups they are communicate thought this social networking tools. Example: Social Earth, Nonprofit Quarterly.
- **Politics blogs:** blogs cover as many different topics of politics and express as many opinions, as there are peoples and activities use blog to connected. Some political blogs are highly influential by political parties. Example: Quality Blogs, Liberal Blogs.
- **Military blogs:** Member of military person they make a blog for keep touching of their family members. Example: Airman, Camoblog.
- **Private blogs:** It is now great intention about the private blogs. Every on loved it. They can write something and spread their own opinion also. Example: Twitter, Facebook, Orkut etc.
- **Fashion blogs:** In fashion world they produced their product and make popularity within short time. Example: Indian Makeup Beauty Blog, Vogue.
- **Music blogs:** The musicians use their blogs to share music and keep connected to their fans. Example: To days Blog Music, PopMatters.
- **Sports blogs:** Athletes, team and fans use blogs to express and share their passion about sports etc. Example: Tennis Guru, Wild Snow.

(Source: <http://www.wordpress.com/types-of-blogs> Type-of-Blogs-WordPress.com)

Characteristics features of Blogs:

- A content area with articles listed over the chronologically, newer on the top position. When the articles are organized into categories.
- An archive of older articles.
- The articles are frequently update.
- A communication for the people to gives their comments about article.
- Most of the Blogs are primarily textual basis but some of them which are focuses on Audio (podcasting)-videos (Vlog), music (Mp3 blog), photographs (Photoblog).
- A list of links to others related sites which are known as blogroll.
- A permalink is the permanent identifier to a specific Weblog post or article is called Permalink.
- Blogosphere is a word used to describe the online community of bloggers and their writings called Blogosphere.

(Source: [http://www.wlac.edu/online/documents/Web_2.0 v.02.pdf](http://www.wlac.edu/online/documents/Web_2.0_v.02.pdf))

Why we are using Blogs with comfortably ?

The major advantages of the blogging Activity which are given below:

- **24/7 Accessible:** Anytime accessible, anywhere accessible. Anytime and anywhere accessibility was one of the most common advantages of the blog that most of the participants reported. They found the blog accessible through their computers, laptops, iPods, and iPhones on a 24/7 basis.
- **Easy to use:** Blogs can maintained easily because it need some good internet connection and we can post and share anything on the blog from anywhere in the world. There are present settings section which are required to change.
- **Alternative Source:** Alternative solution, another resource, easier solution. If u got in trouble then you have to communicate to other blog members easily found solution your problems.
- **Collaborative:** Collaborative, interact, correct each other's mistake. Blogging activity to be collaborative platform for effective communication with the instructor and user.
- **Convenient:** Easy to use, effective, familiar, The participants found the blog to be an easy and effective tool. This technology has so much potential and efficiency, if it utilized correctly, it can be such a useful tool. Conveniently using blogs in a positive way.
- **Enjoyable:** Enjoyed, excited, interest and excited when we incorporate something in our life which are familiar and skilled with to something they are learning. This technology has so much potential and efficiency, if it utilized correctly, it can be such a useful tool forever.
- **Economically to maintain:** We can start blogging platforms like WordPress and blogger that are free of cost and no installation cost is available. We are set the blog about any topic.
- **Encouraging:** Forced to think, showing to integrate technology to users found the blogging activity to be a means of encouraging themselves. This media is really encourageable.
- **Engaging:** It was engaging, exposed to analyze more anything. It easily handle and it

- update you all time. The modern era require it always. Blog also enjoyed the connection to modern media.
- **Safe and Secured:** Anonymous, pseudonym, privacy, security The impersonal nature of the blogging activity was considered to be a great advantage to many participants. Blog is a safe and secured platform to express opinion.
 - **Technology Sarvy:** The blogging activity not only required a certain level of technology sarvy from participants it also served to improve the level of technology sarvy of many of them.
 - **New and update content are available:** Blogs always regularly basis updated so readers can get more recent information. This updateness make the reader attracts for the blogs.
 - **Share knowledge Easily:** Blogs are helpful in sharing knowledge. The expert can create blogs and attract the readers thereby sharing their expert work through world wide reader and give them some advice to improve their work better.
 - **Builds trust:** The world believe in expert works. When someone is considered as an authority people believe in what they training to say, they are anxiously wait for the next blog post and they also provide valuable advice for these target groups.
(source: http://www.ijctee.org/files/VOLUME2ISSUE6/IJCTEE_1212_01.pdf)

What are the disadvantages/ problems of the Blogs:

The major disadvantages of the blogging Activity which are given below:

- **Deformations and liability:** Sometime unknown post of bloggers an organisation or a person sometimes. Sometime it may ne dangerous issues. This is really dangerous as the readers are unaware of the truth and considers the blog to be authentic. The reputation of the organisation and the person who written it at the blog wall whose morality is degradable.
- **After brand recognition:** Sometime bloggers are post blog about their organisation of work place and some post discussing about secret of organisation, unreleased product and company finance that is also affected the situation of organisation badly.
- **Political dangers:** Blog is great social networking tools ever and blog is the weapons of social media also. Some unwanted remarks make a masses and effect the political issues causing a damage of country.
- **Personal Dislike:** I did not like blogging, I do not like criticize others time to time. And they also think it the blogging activity is time consuming without good internet connection we can't work it well.
- **Monotonous:** A few users did not like the insulated nature of the blogging activity as they considered it to be a monotonous activity perspective their works.
- **Duplicate account:** It very possible to make a duplicate account. Sometime many bad bloggers copy blog and post or share some un-authentication information that is destroy your impression. (source: Bhattacharyya, N. May, 2011)

Top social networking Tools of blog in the Social Media Management:

Now, we are discuss about the free or premium/ hybrid or fee based Social networking tools of blogs. The following is a comprehensive shown the toolset that we recommend for organizations considering social media management responsibilities. Some tools overlap (such as WordPress and Movable Type) which are required purposive. Some of the blogs are

listed these are may have free, some have fermium or free and paid based, while others are fee-based services only. They are accordingly listed below;

SI No	FREE	FREEMIUM/HYBRID	FEE BASED
1.	Scribfire	WordPress	Compendium
2.	Windows Live Writer	Movable Type	
3.	Posterous	Drupal	
4..	Tumblr		
5.	Instapaper		
6.	Google Analytics		

Tables of Blogs – Top Tools for Social networking

(Source:<http://www.gilgiardelli.com.br/blog/wp-content/uploads/2011/11/70-Social-Media-Tools.pdf>)

Conclusion:

The conclusion of this paper the beginning of a new era of interactive library services through Web 2.0 tools. New technologies are creating new opportunities for all. New tools and services are coming up almost every day. The shift of provision of library resources online has also brought about a huge shift in the role of the librarian with this role becoming more integrated into the user communities and their social life. Blogs have collaborate, flexibility and sharing knowledge freely and without traditional obstacles such as time and place and provided important supporting tool for transitioning into this new role in our society. It is one of the great social networking tools ever. It very quick, faster, effective way to keep every one updated. Blog have great importance to reach the whole masses looking for information about all of them.

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