Blogs: Why They Matter

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- 2006 MLIS Kent State University
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INTRO

• Bryan Loar
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www.arlisnap.org
BLOGS - Statistics

• An inferred 57 million adults read blogs daily
  – Pew Internet & American Life Project, 2006
• An inferred 12 million adults maintain a blog.
  – Pew Internet & American Life Project, 2006
• Over 175,000 blogs are created every day
  – Technorati, 2007
• Bloggers are more likely to be youthful
  – Pew Internet & American Life Project, 2006
BLOGS – So What?

Blogs Can Be
• Forums
• Collaboration Tools
• Repositories of Knowledge
• Connectors to New Knowledge
• Efficient Professional Development Tools

Blogs Are Inherently Better Than
• E-mail
• Listservs
• Bulletin Boards
BLOGS – Start Your Own!

- Things to Consider
  - Determine a topic and stick to it
  - Know your audience
  - Choose a format to meet your objective(s)
  - Find the best Web publishing software for your needs
  - Promote

Partially adapted from Keidra Chaney’s suggestions
New Forms of Communication:
Harnessing Collective Knowledge through Web Logs

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