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Blogging Culture

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Abstract
This paper presents a review of research on Blogging. Blogging has been a part of our life for many years. In past time Blogs were written in papers and notebooks known as 'diaries' and it was nearly impossible to convey the idea of blog to several people in one time. These Blogs were awesome source for spreading awareness about any general or specific topic such as technology, health, designs, education etc. After some time, people brought it online with a different name as 'weblog'.

Blogging has become such a mania that a new blog is being created every second of every minute of every hour of every day. Blog could be related to various things like Education, News, Laws, Policies, Sports, Entertainment, International Business etc.. The main aim of this project is to provide data to students in only one sit.

A normal user shares lot of information related to their lives and we have no good visibility or more sharing facility to provide a way of easily sharing information about their personal experience, this will make it smooth for the lot of the user to use and share their experience and knowledge .

In this internet era, blogging has become a powerful way to establish online identity. People share their views, knowledge and earn money as well as popularity. There are several famous blogs related to different fields which are exceedingly nice and informative.

Keywords– Blogging, weblog, Vlog, security, user-oriented.

I. INTRODUCTION

Blogging has become an integral part of our daily information acquisition. People have been using it for many years. Folk always want to share their thoughts and knowledge with others. In early time, when people do not have computer or internet they use dairies to share their thoughts. When Internet comes in picture some people starts writing on Internet, since internet is not available for everyone so most of them were not aware of it.

In 2002, it became exceedingly popular

When a politician of America wrote his thoughts in the form of texts and images and people starts to believe what is the power of blogging.

Since then blogging users starts increasing rapidly day by day.

In the Process of Improvement for blog sites have changed, we have more user, and some of the user have required different sharing patterns, we need to have a clear way of requirement status and stage of our user activities that will be used by all online user, so that we can work effectively and provide good service to our users.

A blogger shares lot of information about their lives with the help of blogs and content they create. These platform have some tools to make writing easy for a user but it requires some changes as the technology is being changed in a very fast manner.

Research regarding Internet related subjects has been undertaken in a variety of scholarly contexts. Employing an interdisciplinary view, analyzed research papers presented at the 2003 and 2004 Association of Internet Researchers conferences, finding similar results regarding the subjects addressed at the two conferences. According to a research that was conducted within the domain of communication, most popular blogs were related to Policies and economics, the articles analyzed tended to focus on issues for the Internet itself and uses and users of the Internet, rather than looking at effects of usage or how the Internet might be improved. [1]

II. REVIEW SURVEY

Blogging would be extremely helpful for active learners if they used it continuously. Blogging will horn your writing skills as well as cognitive abilities. This makes a quantum leap in teaching writing, with a shift from old ways such as teacher and students focused to a learning-centered method. This methods will lead to a better understanding environments for teachers and undergraduate students, blogging is a key to learning, as they share ideas, socialize,

communicate, discuss and better express their ideas when they see those of their mates.

It is also good to know one's reader and that reader's interpretation of the blogging-based writing material. This is a real challenge for students learning writing skills through blogging activities (Kellogg, 2008).At the undergraduate stage; students must take their writing ideas and their reader's possible interpretations into consideration. With their readers in mind, students writing through blogging can imagine their audience's point of view and thus can revise and improve their ideas and writing style. Many blogging platforms facilitates scholars with access to a larger audience, and when blogging practices are well designed and planned, students can write about interesting ideas for longer periods of time. As such, readers can be served as a meter of students' writing in terms of development, interest and sense. [2]

From different types of blogs such as newsletter blogs, free-lance blogs, executive blogs etc., Author will derive his focus in promotional blogs. As the name implies, such blogs are made to allow companies advertise about their products and events through their website platforms. Most of companies use a website platform for advertising blogs which contains information regarding team, projects, works and achievements etc.

Content creation for companies through websites might seem boring and unnecessary to some employees, CEO's or anyone responsible for online marketing. Some professionals or companies do not have time to devote to creating content or building an online audience through content, since their type of company or professional area requires more focus in building things, litigating, counseling etc.

Managing useful content can increase proficiency in the company; it is a special benefit from the blogging. Companies also use these blogs for advertising purposes. Other advantages are amplifying enthusiasm among company workers by reading their accomplishments, goals and visions. Blog manager permits learners to easily read the blogs by dividing them in multiple sections according to their domains such technical, travel, cooking, research, laws and policies. [3]

The Soft skills are one of the most required ingredients in writing blogs. A person with excellent soft skills can create awesome blogs. These blogs might affect the targeted audience easily and powerfully. For content creation, analytical and rational thinking is important. Problem solving is also the part of this suite.

Blogs written for companies and brands help corporates to reach their targeted audience effectively.

Writing blogs on regular basis may help you to enhance these soft skills if you are not proficient. After some time, you will get to know that your writing skills are getting enhanced and your blogs are more powerful and effective as compared to past time.
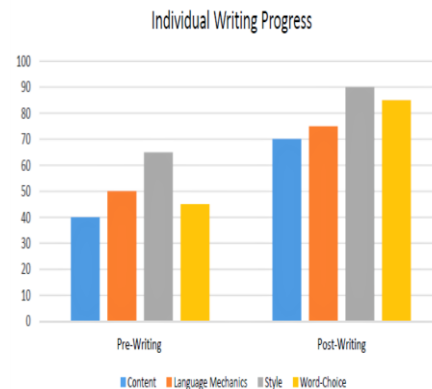

Fig. 1[2]

As time goes by, the active learners felt they had good reach to their target audience and could create content for it and improve their writing skills, as what they wrote would be read online by a reader who might offer comments and feedback. After some practice, users using blogging tried to transform their writings when they knew their audience and expected interaction in the form of comments, customer support. This desired their entire attention to develop better work.

The learners afore enhanced several microscopic and macroscopic writing skills through the use of blogging, The figure represents the difference between the writing skills before and after the writing practices through blogging in terms of word selections, style, content creation etc. [2]

III. SOLUTION INFERENCE FROM REVIEW SURVEY

According to the review survey, there is still a huge scope for improvement to make the blogging more enjoyable for vast user base.

To make blogging platform more user-friendly, easy user-interface and user-oriented approach is extremely important.

Language could be a barrier so language translation feature should be there. For visual impaired people Text-to-speech feature will work as boon so that they can understand the blog without reading.

The requirements analysis and accumulation procedure is critical and focused on software that is being used.

Requirements analysts work hard for better understanding and information extraction. They

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mainly focused on the performance, Throughput and interfacing ease

The blogging platform should use secure framework to connect the back end part to the front end part. Since the approach is user-oriented so the easy interface and help must be present. The Admin will run the users requests and will have an access to database.

System testing is a critical element of quality assurance and represents the ultimate review of analysis, design and coding. Test case design focuses on a set of techniques for the creation of test because that meet overall testing objective. When a system is developed it is hoped that it performs properly. The main purpose of testing an information system is to find the errors and correct them. The scope of system testing should include both manual and computerized operations. System testing is comprehensive evaluation of the programs, manual procedures, computer operations and controls.

IV.   RESULT

The outcomes of the review are described in the following order. First, we look at the overall growth of blog research. Then, we assess how blog research has grown. Finally, annual trends are treated specifically looking at the different level of analysis in various studies, especially if blogs were studied at individual level or group level. [1]
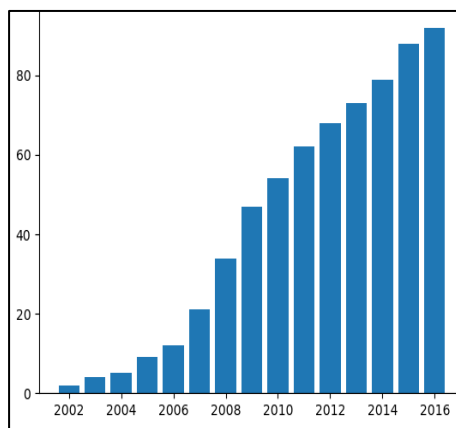

Fig. 2

Five to seven years ago, blogs were becoming the primary point of communication for individuals online. But with the advent of social media and social networking in the past five years, blogs have become only one portion of an individual's online personality.

Vlogs or video blogs has occupied a bigger role in the blog world. Multimedia contents such as images, graphs, videos are being used by most of the bloggers to make their blogs more attractive and updated. As we know, visual elements are more effective to convey the idea and they are also easy to grasp..

With advance technology based services like Quora coming onto the market, there's the possibility that the blogosphere will wrinkle, and more people will turn to sites like these to get information. On the other hand, services like tumbler helps blog users by providing insight into what kind of information people actually want to know.

Blogging culture and the blogs are merely to go anywhere in the upcoming future. However there is a lot of scope for growth and innovation in techniques in which their content is found, read, and accessed. [4]

V.   CONCLUSION

Blogging has been an extremely part of our writing culture. People have been using it for many years to share their views, thoughts and knowledge.

In current time, Video logs and some other platforms are on their peak and are being used enormously. Blogging has still a lot of scope in the upcoming future but it requires some changes which makes it more useful as suggested in the review inference part of this paper.

Technology is being changed rapidly so blogging platform should also include some new functionality which can make the platform attractive and user-oriented.

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