

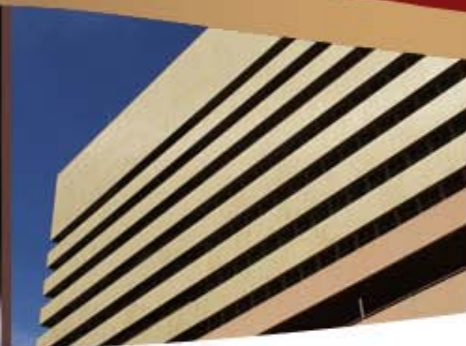
# BLOGGING

Esté Retief and Annette le Roux

[retiee@unisa.ac.za](mailto:retiee@unisa.ac.za) [lrouxha@unisa.ac.za](mailto:lrouxha@unisa.ac.za)

Unisa Library

16 August 2010



# Contents

- What is a blog?
- Different types of blogs
- Characteristics of a blog
- Vocabulary of the blogging world
- Blogging and advertising
- Blog search engines
- Return on influence
- Practical

# What is a blog?

[View video](#)

# What is a blog?

A **blog** (a contraction of the term "**web log**") 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.- Wikipedia

# What is a blog?

Blogs allow people to communicate with each other over the internet in time.

(Crosby 2010:ix)

# What is a blog?

"Blog" is also used as a verb:  
meaning *to maintain or  
add content to a blog.*

# Blogosphere?

# Blogosphere

The collective community of all blogs is known as the *blogosphere*.

In other words:  
The blog universe



# Different types of blogs

- Personal blog
- Corporate and organisational blog
- By genre (eg political blog, travel blog)
- By media type (vlog = video blog)
- By device (A blog written by a mobile device like a mobile phone or PDA could be called a moblog)

*PDA = Personal digital assistant/palmtop computer*

# Characteristics of a blog

Frequent posts are made, compared  
with other types of Web sites

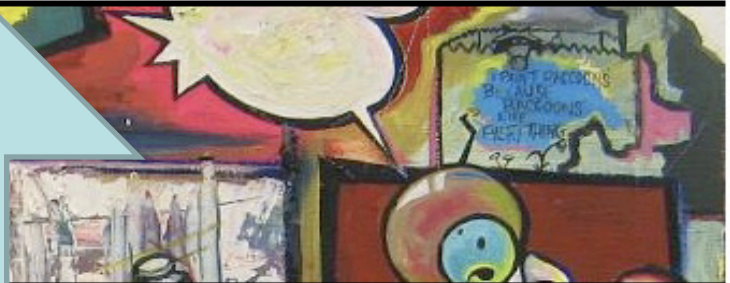
# Roblog

[FRONT PAGE](#)

[PAINTINGS](#)

[SCULPTURE](#)

[ABOUT](#)



Name of  
blog  
called a  
HEADER

## Painting In Paris

September 23rd, 2008 by roblog · No Comments



As many of you may know, thanks to financial support from the [Rosalie Chauncey Scholarship](#), I was able to study painting in Paris this summer. As a service to prospective students applying for the Chauncey this year, I will be giving a presentation in **Melchers 207 Thursday September 25th, at 5:00 PM**. I will briefly present on my experiences in Paris and the opportunity provided by the Chauncey scholarship, which will be followed by a question and answer/discussion section. All are welcome. More info and images below... [Keep reading →](#)

## WELCOME TO ROBLOG



The blog with stuff  
about art.

I'm Robert Lynn.  
[rlynn4vn@umw.edu](mailto:rlynn4vn@umw.edu)

September 2008

S M T W T F S

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30

[« Jul](#)

## RECENT POSTS

# Roblog

[FRONT PAGE](#)

[PAINTINGS](#)

[SCULPTURE](#)

[ABOUT](#)



A blog can  
have  
different  
pages

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**S M T W T F S**

|    |                   |                    |    |                   |                       |
|----|-------------------|--------------------|----|-------------------|-----------------------|
| 1  | 2                 | 3                  | 4  | <a href="#">5</a> | 6                     |
| 7  | <a href="#">8</a> | 9                  | 10 | 11                | <a href="#">12</a> 13 |
| 14 | 15                | 16                 | 17 | 18                | 19 20                 |
| 21 | 22                | <a href="#">23</a> | 24 | 25                | 26 27                 |
| 28 | 29                | 30                 |    |                   |                       |

[« Jul](#)

## RECENT POSTS



# Roblog

Titles are given for each individual blog post

PAINTINGS

SCULPTURE

ABOUT



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September 23rd, 2008



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[« Jul](#)

## RECENT POSTS



# BrainBurner@HomeServer

## WELCOME

Welcome on my self made webserver. This is my first essay, and I'm alway improving the website / webhost.

I'll show the main redirection to the hosted websites, as well as some articles on programming (especially php scripting), configuration of webserver, Mac & iPhone's life.

Stay connected!

### ENABLE FILE SHARING ON UBUNTU

22. JUNE 2008 - 20:59:17

I want to explain, in a few steps, how to enable a secure file sharing protocol: sftp, SSH File Transfert Protocol.

Opening a shell you only have to type:

```
sudo apt-get install openssh-server
```

That's all! Now you can access your computer with an ftp client that allow sftp connections.

If you need more informations visit the [ubuntu guide](#).

TAGS: UBUNTU

### LAMP ON UBUNTU

18. JUNE 2008 - 19:32:29

**LAMP** is an acronym for *Linux, Apache, MySQL, PHP*.

This an easy webdeveloping system; in only a few steps you can have a powerful webserver with php enabled and MySQL as database.

HOME

ARCHIVE

apache mac os x  
mysql php  
ubuntu

RSS Subscribe

+ Google

+ MY YAHOO!

W3C XHTML 1.0 ✓

W3C CSS ✓

Date and time are indicated on individual posts

Posts are in reverse chronological order



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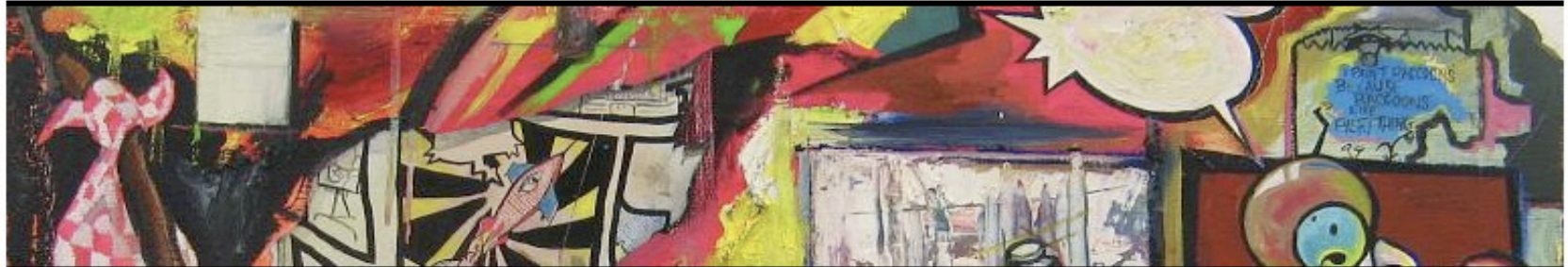
+ MY YAHOO!

W3C XHTML 1.0 ✓

W3C CSS ✓



# Roblog

[FRONT PAGE](#)[PAINTINGS](#)[SCULPTURE](#)[ABOUT](#)

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September 23rd, 2008 by roblog · No Comments



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Comments  
can be  
made on  
individual  
blog posts  
by readers

## WELCOME TO ROBLOG



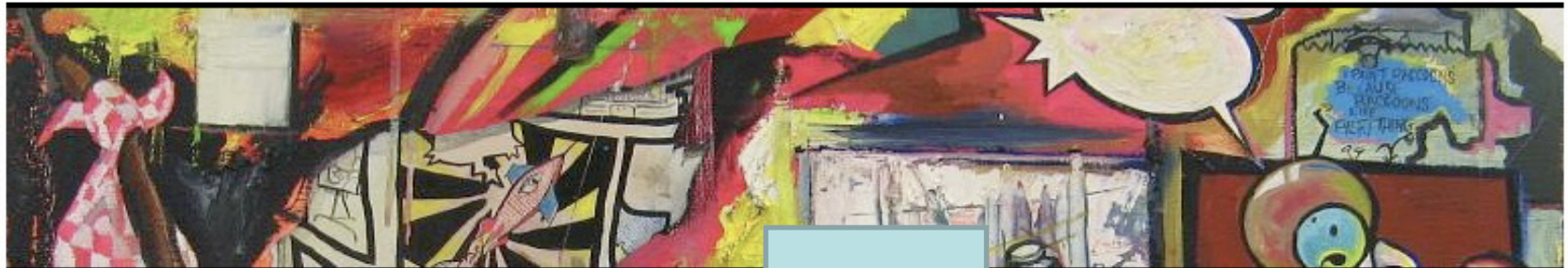
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Link

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September 2008

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| 28                    | 29                | 30                 |    |    |                    |    |
| <a href="#">« Jul</a> |                   |                    |    |    |                    |    |

## RECENT POSTS



# Roblog

[FRONT PAGE](#)[PAINTINGS](#)[SCULPTURE](#)[ABOUT](#)

Sidebar

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September 23rd, 2008 by roblog · No Comments



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ARCHIVE

apache mac os x  
mysql php  
ubuntu

RSS Subscribe

+ Google

+ MY YAHOO!

W3C XHTML 1.0

W3C CSS

RSS feed to  
subscribe to  
blog

# Library of Congress Blog

# Vocabulary of the blogging world

# Blogger?



# Blogger

Person who runs a blog

# Blawg?

# Blawg

A law blog



# Milblog?

# Milblog

Term for blogs written by members or veterans of any branch of military service - Army, Navy, Air Force, or Marines. A contraction of *military* and *blog*.

Milblogging

# Moblog?

# Moblog

A contraction of "mobile" and "blog".  
A blog featuring posts sent mainly by mobile phone, using SMS or MMS messages. They are often photoblogs.

Examples of moblogs

# Mommy blog?



# Mommy blog

A blog featuring discussions especially about home and family.

VIEW

# Photoblog?

# Photoblog

A blog mostly containing photos, posted constantly and chronologically.

[Example 1](#)

[Example 2](#)

# Vlogblog?

# Vlogblog

Video blog

[Example of a vlogblog](#)

# Warblog?

# Warblog

A blog devoted mostly or wholly to covering news events concerning an ongoing war.

[Example of a warblog](#)

# Blog post?



# Blog post

An entry written and published to a blog.

Verb: post



# KITCenter Workshop

Posting

Settings

Template

[View Blog](#)

Create

[Edit Posts](#)

[Moderate Comments](#)

Title:

[Edit Html](#)

Compose

Font



Normal Size



**b**

*i*

**T**



[Recover post](#)

Tag

► [Post Options](#)

Labels for this post:  
e.g. scooters, vacation, fall

SAVE AS DRAFT

PUBLISH

Shortcuts: press **Ctrl** with: **B** = **Bold**, **I** = **Italic**, **S** = **Publish**, **D** = **Draft** [more](#)

# Blogroll?

# Blogroll

List of blogs read by the blogger, often listed in the sidebar of the blog website



BrianTerry

General  
Marketing  
Blog

Erik J

View Reader  
Community  
Join this Community  
(provided by  
MyBlogLog)

## Update from the Microsoft Worldwide Partner Conference

If you check our Twitter account today or tomorrow, you'll get the play-by-play of one of the largest Microsoft events in the industry. We'll be sharing insights regarding how to leverage social technologies, MS Search and SharePoint within an enterprise context.

Posted in [Business](#), [General Marketing](#), [Enterprise Search](#),  
[Enterprise 2.0](#) | [No Comments](#) »

## Changing the Landscape: Microsoft Search Server vs. Google Search Appliance

Posted by: [Randy](#) under [Enterprise Search](#)  
Thursday July 3, 2008 at 3:24 pm

This second post in our series comparing approaches to tuning the Google Search Appliance and Microsoft Search Server Express looks at tactics for changing the broad landscape of search results. Includes both tips and warnings.

[Read More: Changing the Landscape: Microsoft Search Server vs. Google Search Appliance](#)

[December 2006](#) (3)  
[November 2006](#) (8)  
[October 2006](#) (6)  
[September 2006](#) (7)

### Blogroll

[Graywolfs SEO Blog](#)  
[Protectio](#)  
[Yahoo Search blog](#)  
[Micro Persuasion](#)  
[Search Engine Journal](#)  
[Blogging Me Blogging You](#)  
[SEOMoz](#)  
[John Battelle](#)  
[David Naylor](#)  
[Twist Image](#)  
[Geyser Marketing](#)  
[Matt Cutts](#)  
[Link Building Blog](#)  
[Googling Google](#)  
[Jeremy Zawodny](#)  
[Marketing Pilgrim](#)  
[AIMS Canada](#)  
[Traffick](#)  
[Google Blogoscoped](#)  
[Jim Boykin](#)  
[SEO Book](#)  
[Mark Evans](#)

# CAPTCHA?

# CAPTCHA

A challenge (usually difficult-to-read text) that quizzes us to see if we are human or an automated bot on the web spreading spam. It can also come in the form of an audio challenge or a puzzle to be solved.

CAPTCHA = Completely automated  
Public Turing test to Tell Computers and  
Humans apart

Post a Comment On: [Stunty Stomper - Thulf's Warhammer Online Blog](#)

## "GOA Homework and Server Upgrade Rumours"

9 Comments - [Show Original Post](#)

[Collapse comments](#)

 **Alchemda said...**

We had a Fortress crash on Tues of this week, so these super secret server upgrades either never took place or didnt do enough to fix the problem.

January 2, 2009 11:29 PM

 **Anonymous said...**

Why not re-roll on the US servers (and take advantage of the buddy program while you relevel)?

Realistically, the GOA situation is unlikely to improve and if you feel you're getting a raw deal, take your business elsewhere.



**Leave your comment**

You can use some HTML tags, such as **<b>**, **<i>**, **<a>**

*facking*

WORD  
VERIFICATION



Type the characters you see in the picture above.



# Trackback?

# Trackback

When another blog is linking to a specific post on your blog, and your blog shows that reference so that comments both on and off the blog are consolidated with their respective blog posts. Trackbacks are sometimes generated automatically; sometimes the blog software requires a special link to be added to create the relationship between blog posts. **Also known as a linkback or pingback**



# Corbin's Treehouse

Corbin Dunn and Louise Lovelle

[\(RSS Feed\)](#)

Google Custom Search

Search

## Categories

[Apple](#)[Circus and Silk](#)[Climbing](#)[Cocoa](#)[General](#)[Other Stuff](#)[Photography](#)[Nature](#)[Project Hutchinson](#)[Tips and Tricks](#)[Treehouses](#)[Unicycling](#)[Logbook](#)[Woodworking](#)

## Lastest Posts

[Unicycle paint jobs \(2\)](#)[Project Hutchinson: baseboards](#)[Americans favor offshore drilling - Jul. 30, 2008](#)["Ride the Lobster" Unicycle race —](#)

## Unicycle paint jobs (2)

August 4th, 2008 at 1:34 pm ([trackback](#))

I picked up some sweet metallic auto paint, and painted our unicycles. Here's some final shots, and eventually I may write up a post on how it was done.

Corbin's KH 24 frame was built into a Schlumpf hub, when i get it back):



Trackback  
Linkback  
Pingback

# Link love?

# Link love

Linking to someone's blog or website when you mention that person in a blog post. This helps boost that person in search engine rankings

# Linkbait?



# Linkbait

Linking to someone's blog specifically for the purpose of having that person link back to the blog post. This is often done in the form of a long list of links to various blogs in an attempt to drive significant traffic to the blog post and drive the blog up in search engine ranking. Many bloggers consider this on par with spam.

To view the Jorum website [click here](#)



Reactions: ☐ Like (0)

## 1 comments:




**Arnold said...**

I recently came across your blog and have been reading along. I thought I would leave my first comment. I don't know what to say except that I have enjoyed reading. Nice blog. I will keep visiting this blog very often.

Alena

<http://dataentryjob-s.com>

May 31, 2010 10:45 AM 

# Comment spam?

# Comment spam

Like e-mail spam. Robot “spambots” flood a blog with advertising in the form of bogus comments.

A serious problem that requires bloggers and blog platforms to have tools to exclude some users or ban some addresses in comments.

## 1 comments:



**calendar management services said...**

Hi, this is Jeff D Marsh with Yantram - Website Development Company, Website designing Company, Website Design and Maintenance, Website Creation Services, Online Web Development, Website Maintenance Services, Web Maintenance Services, Web Design Company, Website Design Firm, Website Design Services, Web Development Company, Website Maintenance Company. To have better idea about the same just click on the link given hereby at Virtual Assistant Services.

**Website Maintenance service, Website Creation Services**

August 12, 2010 1:06 AM A small grey trash can icon with a lid, used for deleting comments.

# Badge?



# Badge

A type of widget for your blog, usually with a static message, such as an advertisement for an event that links to another web site.



Examples



# Permalink?

# Permalink

Contraction of the words “permanent” and “link” (URL).

A URL that links directly to an individual blog post. This is useful for directing readers to specific blog posts because over time those blog posts will roll off the blog’s front page.

# Link rot / linkrot?

# Link rot / linkrot

**Link rot** (or **linkrot**) is an informal term for the process by which, either on individual [websites](#) or the [Internet](#) in general, increasing numbers of [links](#) point to [web pages](#), [servers](#) or other resources that have become permanently unavailable. The phrase also describes the effects of failing to update out-of-date [web pages](#) that clutter [search engine](#) results. A link that doesn't work anymore is called a **broken link**, **dead link** or **dangling link**. - Wikipedia





Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail

Address http://www.lboro.ac.uk/research/husat/inuse/links.html

Go

Links

# Page Not Found!

You have tried to access a web page (/research/husat/inuse/links.html) which does not exist on this server.

Search this site  
for:

research husat inuse links

Search

[Help on searching](#)

[Advanced search tips](#)

---

 [Loughborough University](#)

---

[Webmaster@lboro.ac.uk](mailto:Webmaster@lboro.ac.uk), March 2001



# Blogging and advertising

It is common for blogs to feature advertisements either to financially benefit the blogger or to promote the blogger's favourite causes.

## Example Statcounter

# Return on influence (Blog success)

ROI

Return on Investment

Association of Online K-12 Schooling Write Entry

[Home](#) [Create](#) [Manage](#) [Design](#) [Preferences](#) [Refresh](#) [Help](#)

## Association of Online K-12 Schooling

### What's new in Movable Type 4.1

Congratulations, you have successfully installed Movable Type 4.1. Listed below is an overview of the new features found in this release.

- Shared Template Modules**  
Reuse elements of your site design or layout across all the blogs and sites managed within Movable Type.
- Userpics**  
Allow authors and commenters to upload a photo of themselves to be displayed alongside their comments.
- Template Sets**  
Template sets provide an easy way to bundle an entire design and install it into Movable Type.

**BLOG STATS** Entries Comments Views Visitors

info

2 mo - 4 mo

0

Jan. 06

Today

# Blog search engines

Several blog search engines are used to search blog contents, such as [Bloglines](#), [BlogScope](#), and [Technorati](#).

**Technorati**, which is among the most popular blog search engines, provides current information on both popular searches and [tags](#) used to categorize blog postings



Three levels of built-in security.

The HP Compaq nc2400 Business Notebook with Intel® Centrino® Mobile Technology.

[Learn more »](#)



THE  
COMPUTER  
IS PERSONAL  
AGAIN.



"50 million blogs...  
some of them *have*  
to be good."

- Matt



Who's saying what. Right now.

Search for

in blog posts

Search

[Advanced search](#)

## Discover

- [Entertainment](#)
- [Life](#)
- [Sports](#)
- [Business](#)
- [Tech](#)

[Most Popular](#)

[My Favorites](#)

[Claim my blog](#)

## Top Blog Posts

[Entertainment](#) [Tech](#) [Life](#) [Sports](#) [Business](#)

### WSJ's Camp Allen Fashion Critique

6 hours ago in [Deadline Hollywood Daily](#) by [nfinke](#)

How did I miss this? The venerable Wall Street Journal, which has just decided to start an official...

» [Best Night Ever: Monday, July 24th](#)  
15 hours ago in [Best Week Ever](#) by [bestweekever](#)

» [PHOTOSHOP CONTEST: McConaughey Strikes Back](#)  
1 day ago in [Best Week Ever](#) by [bestweekever](#)

» [Ronaldo Action Figur](#)  
1 day ago in [Spreebick](#) by [spreebick](#)

» [Sex in Space: Getting a Grip on Gravity](#)  
1 day ago in [LiveScience.com Blogs](#) by [starexplorer2001](#)

[More Entertainment posts »](#)

## What's the Buzz

Currently tracking 49.5 million blogs

What people are searching for:

1. [Harold Reynolds](#)
2. [Ubuntu](#)
3. [Myspace](#)
4. [Lebanon](#)
5. [Zune](#)
6. [Miss Universe](#)

[More top searches »](#)

What people are writing about:

[Advertising](#) [Bush](#) [China](#)  
[Education](#) [Flickr](#) [Hezbollah](#) [Iran](#)  
[Iraq](#) [Islam](#) [Israel](#) [Lebanon](#)  
[Mac](#) [Microsoft](#) [Middle East](#)  
[Security](#)

[More top tags »](#)

## Favorites

Is the blogosphere crushing you?  
All your favorite blogs in one place!

new from  
[Michelle Malkin's](#)  
Favorites



## Featured Bloggers

Technorati members who've recently claimed their blogs.

Do you have a blog? Just claim it and add a photo, some tags and a description, and you could appear here too! [Get started.](#)





# PRACTICAL: Video (Blogger)

[View video](#)