A **blog** (a [truncation](https://en.wikipedia.org/wiki/Clipping_(morphology)) of "**weblog**")[[1]](https://en.wikipedia.org/wiki/Blog#cite_note-1) is an informational [website](https://en.wikipedia.org/wiki/Website) published on the [World Wide Web](https://en.wikipedia.org/wiki/World_Wide_Web) consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in [reverse chronological order](https://en.wikipedia.org/wiki/Reverse_chronology) so that the most recent post appears first, at the top of the [web page](https://en.wikipedia.org/wiki/Web_page). The first blogger of the internet, named [Justin Hall](https://en.wikipedia.org/wiki/Justin_Hall), a [college undergrad](https://en.wikipedia.org/wiki/Undergraduate_degree), was found in 1994.[[2]](https://en.wikipedia.org/wiki/Blog#cite_note-2)[[3]](https://en.wikipedia.org/wiki/Blog#cite_note-3) That site was [links.net](https://links.net/) and still active till the date. Until 2009, blogs were usually the work of a single individual,[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged, featuring the writing of multiple authors and sometimes professionally [edited](https://en.wikipedia.org/wiki/Editing). MABs from [newspapers](https://en.wikipedia.org/wiki/Newspaper), other [media outlets](https://en.wikipedia.org/wiki/News_media), universities, [think tanks](https://en.wikipedia.org/wiki/Think_tank), [advocacy groups](https://en.wikipedia.org/wiki/Advocacy_group), and similar institutions account for an increasing quantity of blog [traffic](https://en.wikipedia.org/wiki/Web_traffic). The rise of [Twitter](https://en.wikipedia.org/wiki/Twitter) and other "[microblogging](https://en.wikipedia.org/wiki/Microblogging" \o "Microblogging)" systems helps integrate MABs and single-author blogs into the news media. *Blog* can also be used as a verb, meaning *to maintain or add content to a blog*.