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Blog Analysis

This blog I analyze is blog.google.com. The articles are centered around their products and can be divided into categories such as Android, Chrome, G Suite, Hardware, and so forth; therefore, readers can easily find the articles they want. To take a closer look at these articles, a majority of them are introductions to the newly updated features of a product, but what I find most interesting are the articles written by the users of various Google products as this kind of articles really does a great job at advertising Google’s products. There are two reasons: (1) the perspective from a real user is engaging; (2) the diversity of the articles enables Google to reach a wide range of audience.

To begin with, stories written by the common google product users can be considerably engaging. One example is “Pixel 3a helped me see my vacation through a new Lens” written by Briana Feigon. In the beginning, the author describes three struggles she used to have when travel: “pricy phone bills, subpar photos, language barrier, and getting extremely lost” (Feigon). Those are issues commonly faced by travelers, and to start an article this way can make the readers wondering how the author is going to address those struggles with Pixel 3a, especially when the reader itself has the same issues before.

After that, she delineates how she conquered those issues with the help of Pixel 3a. She made use of an app called Google Fi, which gave her “unlimited international usage and great coverage” so as to she received a bill that was “only a fraction of [her] typical charge” in the end of her trip to Mexico (Feigon). In addition, with the help of her cheaper data plan, she was able to unleash the true power of the Google Map so that she never got lost again. She also used Live View, “a tool that literally has a big blue arrow staring at [her] on [her] screen, pointing [her] exactly in the direction [she] should go”, and an offline mode, which enabled her to use the Google Map in rural area where there was no cell service (Feigon). Moreover, there was also an app called google lens that she used to “hover over text in another language for real-time translations” (Feigon). Finally, she utilized the portrait mode and night sight provided by Pixel a3, which enables her to take several outstanding pictures of a women trying to teach her how to make tortillas and night view around Santo Domingo Church. Those examples are real and concrete; people who has been confronted with those issues before will be amazed at how the powerful Pixel 3a and the apps come with it enable the author to travel more easily. Furthermore, every time the author introduces a new technology, there is a hyperlink attached that links to the detailed description for that application, so if a reader gets interested, he or she can learn more about it right away, which is significantly engaging.

Google also benefits from the great diversity of its users’ stories because it helps Google reach a wide range of audience. First, the users’ stories from Google Blog is significantly diverse in terms of topic. That helps Google market its products to people of various interests. For instance, *“Pixel 3a helped me see my vacation through a new Lens”* lets Google advertise its application to traveler; *“Local Guides made me see my hometown in a whole new way”* helps Google open a market for those citizens who wish to explore their cities better. Moreover, the stories are also diverse culturally. That does a fantastic job at expanding Google’s market to different country.