Blog Analysis

This blog I analyze is blog.google.com. It consists of three parts: Latest News, Product Update, and Company News. In the product update section, articles are 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 even more interesting are the stories written by the google product users. For example, in “Local Guides made me see my hometown in a whole new way”, the author shares a story about how she was able to explore NYC in a new way using the local guide in the google map. Articles like this not only can give the readers an idea how Google’s product function, but also enable Google to reach a wider range of audience, i.e. those citizens who wish to explore their cities better and find more possibilities.

Another 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). 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. This story is targeted at traveler and adventurer who suffers from the common travel problems. It shows how the powerful pixel a3 enable people to travel with greater ease, and it also showcases the usage of other Google applications such as live view, offline mode, and real-time translation, not to mention the hyperlink to the detailed introduction of those technologies.