

Smore Science Magazine (<https://www.smorescience.com/>) is a science blog that educates people about science. It features news events about new and interesting discoveries in the science community. This blog is for inspiring young kids and how they want to push the kids into thinking about the world and their place in it. It has articles about experts and their accomplishments showing that they bring many people from different fields making the audience feel that they have a sense of blogging. Since it is very easy to read and understand it has a broader reach to other people who generally may not have the expertise and not just for scientists or people with a high level of understanding of science topics. Like this quote from KAIST Researchers Reverse Cancer Through A Novel Molecular Switch “The researchers have used a computational gene network model that uses computer algorithms to simulate and analyze how gene expression levels are influenced by each other, helping scientists avoid conducting an experiment in the lab”. I would need to keep in mind to have a simple and easy-to-read and be able to understand to have a broader audience because it makes it easier for people to feel connected in the reading. Also, I would need to keep an open mind and showcase different kinds of opinions and once that is done it would show that many could have ideas for different topics and show transparency to the reader. Blogging can be an effective tool for social media marketing as it can show more details about a product or service if people want to learn about it. Reviewers can often praise a product or service, which can encourage others to try it out. If people enjoy the product, they may share their experiences on social media or discuss it with their friends and family.

The End Of A New Beginning for Blogging

When the internet became available to the masses blogging became more of a thing in the internet as everybody wanted to write a blog to be seen by everybody. Forward to the present it seems like blogs are not what they used to be back in the mid-2000s. Yet it is still around us. How can I can that be?

The New Age Of Blogs

When blogging was the big thing in the mid-2000s people were reading articles, posts on social media, and blogs. There were not many videos during the time since cameras were expensive and they were not the best quality until smartphones and YouTube came around. Since then cameras have become good as smartphones have cameras on them which means that anyone who has a smartphone also means that they also have a camera. Now videos are everywhere on YouTube, TikTok, and Instagram, every social media has videos on its platform and this is a change in blogs. While there are fewer and fewer blogs each day that does not mean that it is gone but the format of blogs is still here.

The Benefits of Blogs

While are few blogs are being created every day they are still important for social media. For example, the Smore Science Magazine is a blog that showcases science events for children in a way that is fun and easy to understand material. While everybody knows that blogs are written articles it could also be a video format too. The blog's format is so good that you can see it in some people's videos. For example, when you watch a travel guide or review what do you see? A catchy title with an engaging introduction that has subheadings. For the travel video, you might see the title saying “The Paradise Travel” and the subheading might be the cost, culture, things not to do, things that are a must-see, etc. Blogs are also great for giving their audience

their pace to finish unlike videos where the creator sets the pace of the video and sometimes it might be too fast or too slow for some of the audience.

Challenges

Every social media has its challenges, especially blogging. Blogs are written material and most of the younger generation does not like to read so it eliminates a majority of the audience. Also, it is not very common anymore with the rise of social media platforms like Facebook, Instagram, Snapchat, and X. People use these platforms as an alternative to share their thoughts instead of making a blog. Also creating a website is hard for many people which have different kinds of skill sets.

Final Thoughts

Will blogging make you the next big star? No. Will it learn from it and apply it to social media? Yes. Even though blogs will become a niche category on the internet. It still had a great impact on the internet who knows maybe there would be a trend that makes blogging a comeback or maybe someone might reinvent the wheel for blogging. Would that be you?