[Template:Redirect](/wiki/Template:Redirect" \o "Template:Redirect) [Template:Pp-semi-indef](/wiki/Template:Pp-semi-indef) [Template:Journalism sidebar](/wiki/Template:Journalism_sidebar) A **blog** (a truncation of the expression ***weblog***)[[1]](#cite_note-1) is a discussion or informational site published on the [World Wide Web](/wiki/World_Wide_Web) consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009, blogs were usually the work of a single individual[Template:Citation needed](/wiki/Template:Citation_needed), occasionally of a small group, and often covered a single subject. More recently, "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from [newspapers](/wiki/Newspaper), other media outlets, [universities](/wiki/University), [think tanks](/wiki/Think_tank), [advocacy groups](/wiki/Advocacy_group), and similar institutions account for an increasing quantity of blog traffic. The rise of [Twitter](/wiki/Twitter) and other "[microblogging](/wiki/Microblogging)" systems helps integrate MABs and single-author blogs into societal newstreams. *Blog* can also be used as a verb, meaning *to maintain or add content to a blog*.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users. (Previously, a knowledge of such technologies as [HTML](/wiki/HTML) and [FTP](/wiki/File_Transfer_Protocol) had been required to publish content on the Web.)

A majority are interactive, allowing visitors to leave comments and even message each other via [GUI widgets](/wiki/Widget_(GUI)) on the blogs, and it is this interactivity that distinguishes them from other static websites.[[2]](#cite_note-2) In that sense, blogging can be seen as a form of [social networking service](/wiki/Social_networking_service). Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers.[[3]](#cite_note-3) However, there are high-readership blogs which do not allow comments.

Many blogs provide commentary on a particular subject; others function as more personal [online diaries](/wiki/Online_diary); others function more as [online brand advertising](/wiki/Online_advertising) of a particular individual or company. A typical blog combines text, images, and links to other blogs, [web pages](/wiki/Web_page), and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art ([art blogs](/wiki/Art_blog)), photographs ([photoblogs](/wiki/Photoblog)), videos ([video blogs](/wiki/Video_blog) or "vlogs"), music ([MP3 blogs](/wiki/MP3_blog)), and audio ([podcasts](/wiki/Podcast)). [Microblogging](/wiki/Microblogging) is another type of blogging, featuring very short posts. In education, blogs can be used as instructional resources. These blogs are referred to as [edublogs](/wiki/Edublog).

[Template:As of](/wiki/Template:As_of), there were over 156 million public blogs in existence. On 20 February 2014, there were around 172 million [Tumblr](/wiki/Tumblr)[[4]](#cite_note-4) and 75.8 million [WordPress](/wiki/WordPress.com)[[5]](#cite_note-5) blogs in existence worldwide. According to critics and other bloggers, [Blogger](/wiki/Blogger_(service)) is the most popular blogging service used today. However, Blogger does not offer public statistics.[[6]](#cite_note-6)[[7]](#cite_note-7) Technorati has 1.3 million blogs as of February 22, 2014.[[8]](#cite_note-8)

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## History[[edit](/index.php?title=(none)&action=edit&section=1)]

[thumb|Early example of a "diary" style blog consisting of text and images transmitted wirelessly in real time from a](/wiki/File:Eastcampusfire_glog_crop.png) [wearable computer](/wiki/Wearable_computer) with [head-up display](/wiki/Head-up_display), 22 February 1995

[Template:Main](/wiki/Template:Main) The term "weblog" was coined by [Jorn Barger](/wiki/Jorn_Barger)[[9]](#cite_note-9) on 17 December 1997. The short form, "blog", was coined by [Peter Merholz](/wiki/Peter_Merholz), who jokingly broke the word *weblog* into the phrase *we blog* in the sidebar of his blog Peterme.com in April or May 1999.[[10]](#cite_note-10)[[11]](#cite_note-11)[[12]](#cite_note-12) Shortly thereafter, [Evan Williams](/wiki/Evan_Williams_(Internet_entrepreneur)) at [Pyra Labs](/wiki/Pyra_Labs) used "blog" as both a noun and verb ("to blog", meaning "to edit one's weblog or to post to one's weblog") and devised the term "blogger" in connection with Pyra Labs' [Blogger](/wiki/Blogger_(service)) product, leading to the popularization of the terms.[[13]](#cite_note-13)

### Origins[[edit](/index.php?title=(none)&action=edit&section=2)]

Before blogging became popular, digital communities took many forms, including [Usenet](/wiki/Usenet), commercial online services such as [GEnie](/wiki/GEnie), [BIX](/wiki/Byte_Information_Exchange) and the early [CompuServe](/wiki/CompuServe), [e-mail lists](/wiki/Electronic_mailing_list),[[14]](#cite_note-14) and [Bulletin Board Systems](/wiki/Bulletin_Board_System) (BBS). In the 1990s, [Internet forum](/wiki/Internet_forum) software, created running conversations with "threads". Threads are topical connections between messages on a virtual "[corkboard](/wiki/Bulletin_board)".

From 14 June 1993, Mosaic Communications Corporation maintained their "What’s New"[[15]](#cite_note-15) list of new websites, updated daily and archived monthly. The page was accessible by a special "What's New" button in the Mosaic web browser.

The modern blog evolved from the [online diary](/wiki/Online_diary), where people would keep a running account of their personal lives. Most such writers called themselves diarists, [journalists](/wiki/Journalist), or journalers. [Justin Hall](/wiki/Justin_Hall), who began personal blogging in 1994 while a student at [Swarthmore College](/wiki/Swarthmore_College), is generally recognized as one of the earlier bloggers,[[16]](#cite_note-16) as is [Jerry Pournelle](/wiki/Jerry_Pournelle).[[17]](#cite_note-17) [Dave Winer's](/wiki/Dave_Winer) Scripting News is also credited with being one of the older and longer running weblogs.[[18]](#cite_note-18)[[19]](#cite_note-19) The Australian Netguide magazine maintained the Daily Net News[[20]](#cite_note-20) on their web site from 1996. Daily Net News ran links and daily reviews of new websites, mostly in Australia. Another early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and [EyeTap](/wiki/EyeTap) device to a web site in 1994. This practice of semi-automated blogging with live video together with text was referred to as [sousveillance](/wiki/Sousveillance), and such journals were also used as evidence in legal matters.

Early blogs were simply manually updated components of common [Web sites](/wiki/Website). However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today. For instance, the use of some sort of browser-based software is now a typical aspect of "blogging". Blogs can be hosted by dedicated [blog hosting services](/wiki/Blog_hosting_service), or they can be run using blog software, or on regular [web hosting services](/wiki/Web_hosting_service).

Some early bloggers, such as [The Misanthropic Bitch](/wiki/The_Misanthropic_Bitch), who began in 1997, actually referred to their online presence as a [zine](/wiki/Zine), before the term blog entered common usage.

### Rise in popularity[[edit](/index.php?title=(none)&action=edit&section=3)]

After a slow start, blogging rapidly gained in popularity. Blog usage spread during 1999 and the years following, being further popularized by the near-simultaneous arrival of the first hosted blog tools:

* [Bruce Ableson](/wiki/Bruce_Ableson) launched [Open Diary](/wiki/Open_Diary) in October 1998, which soon grew to thousands of online diaries. Open Diary innovated the reader comment, becoming the first blog community where readers could add comments to other writers' blog entries.
* [Brad Fitzpatrick](/wiki/Brad_Fitzpatrick) started [LiveJournal](/wiki/LiveJournal) in March 1999.
* [Andrew Smales](/wiki/Andrew_Smales) created Pitas.com in July 1999 as an easier alternative to maintaining a "news page" on a Web site, followed by [DiaryLand](/wiki/DiaryLand) in September 1999, focusing more on a personal diary community.[[21]](#cite_note-21)\* [Evan Williams](/wiki/Evan_Williams_(Internet_entrepreneur)) and [Meg Hourihan](/wiki/Meg_Hourihan) ([Pyra Labs](/wiki/Pyra_Labs)) launched [Blogger.com](/wiki/Blogger.com) in August 1999 (purchased by [Google](/wiki/Google) in February 2003)

### Political impact[[edit](/index.php?title=(none)&action=edit&section=4)]

[thumb|On 6 December 2002, Josh Marshall's talkingpointsmemo.com blog called attention to U.S. Senator](/wiki/File:Talkingpointsmemo2.png) [Lott's](/wiki/Trent_Lott) comments regarding Senator Thurmond. Senator Lott was eventually to resign his Senate leadership position over the matter.

An early milestone in the rise in importance of blogs came in 2002, when many bloggers focused on comments by [U.S. Senate Majority Leader](/wiki/United_States_Senate_Majority_Leader) [Trent Lott](/wiki/Trent_Lott).[[22]](#cite_note-22) Senator Lott, at a party honoring [U.S. Senator](/wiki/United_States_Senate) [Strom Thurmond](/wiki/Strom_Thurmond), praised Senator Thurmond by suggesting that the United States would have been better off had Thurmond been elected president. Lott's critics saw these comments as a tacit approval of [racial segregation](/wiki/Racial_segregation), a policy advocated by Thurmond's [1948 presidential campaign](/wiki/United_States_presidential_election,_1948). This view was reinforced by documents and recorded interviews dug up by bloggers. (See [Josh Marshall's](/wiki/Josh_Marshall) [*Talking Points Memo*](/wiki/Talking_Points_Memo).) Though Lott's comments were made at a public event attended by the media, no major media organizations reported on his controversial comments until after blogs broke the story. Blogging helped to create a political crisis that forced Lott to step down as majority leader.

Similarly, blogs were among the driving forces behind the "[Rathergate](/wiki/Rathergate)" scandal. To wit: (television journalist) [Dan Rather](/wiki/Dan_Rather) presented documents (on the CBS show [*60 Minutes*](/wiki/60_Minutes)) that conflicted with accepted accounts of President Bush's military service record. Bloggers declared the documents to be [forgeries](/wiki/Forgery) and presented evidence and arguments in support of that view. Consequently, CBS apologized for what it said were inadequate reporting techniques (see [Little Green Footballs](/wiki/Little_Green_Footballs)). Many bloggers view this scandal as the advent of blogs' acceptance by the mass media, both as a news source and opinion and as means of applying political pressure.[Template:Or](/wiki/Template:Or)

The impact of these stories gave greater credibility to blogs as a medium of news dissemination. Though often seen as partisan gossips,[Template:Citation needed](/wiki/Template:Citation_needed) bloggers sometimes lead the way in bringing key information to public light, with mainstream media having to follow their lead. More often, however, news blogs tend to react to material already published by the mainstream media. Meanwhile, an increasing number of experts blogged, making blogs a source of in-depth analysis.[Template:Or](/wiki/Template:Or)

In [Russia](/wiki/Russia), some political bloggers have started to challenge the dominance of official, overwhelmingly pro-government media. Bloggers such as [Rustem Adagamov](/wiki/Rustem_Adagamov) and [Alexei Navalny](/wiki/Alexei_Navalny) have many followers and the latter's nickname for the ruling [United Russia](/wiki/United_Russia) party as the "party of crooks and thieves" has been adopted by anti-regime protesters.[[23]](#cite_note-23) Under [David Saranga](/wiki/David_Saranga), the [Israeli Ministry of Foreign Affairs](/wiki/Israeli_Ministry_of_Foreign_Affairs) became active in adopting [Web 2.0](/wiki/Web_2.0) initiatives, including an official [video blog](/wiki/Video_blog)<ref name=Ynet/> and a [political blog](/wiki/Political_blog).<ref name=Ynet3>[Latest PR venture of Israel's diplomatic mission in New York attracts large Arab audience](http://www.ynetnews.com/articles/0,7340,L-3220593,00.html), Ynet, June 21, 2007.</ref> The Foreign Ministry also held a [microblogging](/wiki/Microblogging) press conference via [Twitter](/wiki/Twitter) about its [war with Hamas](/wiki/2008–2009_Israel–Gaza_conflict), with Saranga answering questions from the public in common text-messaging abbreviations during a live worldwide [press conference](/wiki/Press_conference).<ref name=JP>[Template:Cite web](/wiki/Template:Cite_web)</ref> The questions and answers were later posted on [IsraelPolitik](/wiki/IsraelPolitik), the country's official political blog.<ref name=NYTs>[The Toughest Q’s Answered in the Briefest Tweets](http://www.nytimes.com/2009/01/04/weekinreview/04cohen.html), Noam Cohen, [*The New York Times*](/wiki/The_New_York_Times), January 3, 2009. Retrieved January 5, 2009.</ref>

The impact of blogging upon the mainstream media has also been acknowledged by governments. In 2009, the presence of the American journalism industry had declined to the point that several newspaper corporations were filing for bankruptcy, resulting in less direct competition between newspapers within the same circulation area. Discussion emerged as to whether the newspaper industry would benefit from a stimulus package by the federal government. U.S. President [Barack Obama](/wiki/Barack_Obama) acknowledged the emerging influence of blogging upon society by saying "if the direction of the news is all blogosphere, all opinions, with no serious fact-checking, no serious attempts to put stories in context, then what you will end up getting is people shouting at each other across the void but not a lot of mutual understanding”.[[26]](#cite_note-26) Between 2009 and 2012, an [Orwell Prize](/wiki/Orwell_Prize) for blogging was awarded.

## Types[[edit](/index.php?title=(none)&action=edit&section=6)]

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

Personal blogs

The personal blog is an ongoing diary or commentary written by an individual.

Collaborative blogs or group blogs

A type of [weblog](/wiki/Weblog) in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are based around a single uniting theme, such as politics or technology. In recent years, the [blogosphere](/wiki/Blogosphere) has seen the emergence and growing popularity of more collaborative efforts, often set up by already established bloggers wishing to pool time and resources, both to reduce the pressure of maintaining a popular website and to attract a larger readership.

[Microblogging](/wiki/Microblogging)

Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Microblogging offers a portable communication mode that feels organic and spontaneous to many and has captured the public imagination. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) microblog about concert dates, lectures, book releases, or tour schedules. A wide and growing range of add-on tools enables sophisticated updates and interaction with other applications. The resulting profusion of functionality is helping to define new possibilities for this type of communication.[[27]](#cite_note-27) Examples of these include [Twitter](/wiki/Twitter), [Facebook](/wiki/Facebook), [Tumblr](/wiki/Tumblr) and, by far the largest, [WeiBo](/wiki/Sina_Weibo).

Corporate and organizational blogs

A blog can be private, as in most cases, or it can be for [business](/wiki/Business) purposes. Blogs used internally to enhance the communication and culture in a [corporation](/wiki/Corporation) or externally for [marketing](/wiki/Marketing), [branding](/wiki/Brand), or [public relations](/wiki/Public_relations) purposes are called [corporate blogs](/wiki/Corporate_blog). Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

Aggregated blogs

Individuals or organization may aggregate selected feeds on specific topic or product and provide combined view for its readers. This allow readers to concentrate on reading instead of searching for quality on-topic content and managing subscription. Many such aggregation called planets from name of [Planet (software)](/wiki/Planet_(software)) that perform such aggregation, hosting sites usually have *planet.* [subdomain](/wiki/Subdomain) in [domain name](/wiki/Domain_name) (like <http://planet.gnome.org/>).

By [genre](/wiki/Genre)

Some blogs focus on a particular subject, such as [political blogs](/wiki/Political_blog), journalism blogs, [health blogs](/wiki/Health_blog), [travel blogs](/wiki/Travel_literature) (also known as *travelogs*), gardening blogs, house blogs, [book blogs](/wiki/Book_Blog),[[28]](#cite_note-28)[[29]](#cite_note-29) [fashion blogs](/wiki/Fashion_blog), beauty blogs, lifestyle blogs, party blogs, wedding blogs, photography blogs, [project blogs](/wiki/Project_blog), psychology blogs, sociology blogs, [education blogs](/wiki/Edublog), [niche blogs](/wiki/Niche_blogging), [classical music blogs](/wiki/Classical_music_blog), quizzing blogs, [legal blogs](/wiki/Legal_blogs) (often referred to as a blawgs), or [dreamlogs](/wiki/Dream_diary). [How-to](/wiki/How-to)/[Tutorial](/wiki/Tutorial) blogs are becoming increasing popular.[[30]](#cite_note-30)