

**Blog, Blog, Blog,
Blah, Blah, Blah...
Making Sense of Blogging**

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Who Are We? What Do We Do?

- ▶ Anne Arendt – Director – Web Resource Services (Marketing)
- ▶ Nathan Gerber – Director – Web Development Services (IT)
- ▶ Provide web service, support, and solutions for UVU including design, development, support and training



Notes For This Presentation

- ▶ Will be available online at:
www.uvu.edu/wds/presentations/SummerUniversity2009.pdf
- ▶ Only need to take notes on what we say that is **NOT** on the slides



Discussion Points – Blogging

- ▶ Learn what blogging is and how it works
- ▶ Learn how to choose the right blogging system for your needs
- ▶ Learn the pros and cons of blogging
- ▶ Learn why blogging is such a powerful tool in the web environment
- ▶ Other tips and tricks in blogging

Beginning blogging – if you already are blogging, this will probably be boring ☺

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Topics Not Covered

- ▶ Other Web 2.0 tools
- ▶ Specific blogging platform details
- ▶ Why is the Web so big?
- ▶ If a blog and wiki existed in the same web space, would the universe explode?

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What Is A Blog?

- ▶ Wikipedia:
 - A blog (“web log”) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.
- ▶ Let’s make it simple and easy to understand
 - You Tube Video – <http://www.youtube.com/watch?v=NN2I1pWXjXI>

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How Does One Blog?

- ▶ First, you need to set up a blog
- ▶ Choose - Topic or Personal
- ▶ "Post" something

Paragraph	Pictures
Article	Videos
Thoughts	Links

- ▶ Continue to post regularly
- ▶ Use advanced add-ons to enhance your blogs

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Blogging – Personal vs. Topic

Personal

- ▶ Blog about anything
- ▶ Its your blog
- ▶ People can get to know you
- ▶ Expert not necessary

Topic

- ▶ Blog about the topic
- ▶ Establish as an expert
- ▶ Share ideas and thoughts

Editing Blogs

- ▶ Blogs can permit comments or not
 - Comments can be moderated or not
- ▶ Some blogs are collaborative
 - Written and maintained by more than one person
- ▶ Blogs can be open to everyone or limited to a group of people
 - Public or private
- ▶ Blogs can contain text, images, sounds, and video

Some Educational Uses of Blogs

Students:

- ▶ Reflect on learning experiences
- ▶ Share ideas for classroom activities/projects
- ▶ Describe what worked and didn't work in classroom or project
- ▶ Provide tips for other students
- ▶ Explain insights gained from class
- ▶ How-to instructions for other students

Some Educational Uses of Blogs

Faculty:

- ▶ Post class-related information (events, rubrics, calendars, etc)
- ▶ Post assignments (particularly web related readings or similar)
- ▶ Communicate with community on student work or projects
- ▶ Provide examples or explanations
- ▶ Gather Internet-based resources

How Do You Set Up A Blog?

- ▶ Choose which blogging system works the best for your needs
- ▶ Commercial Blog Systems
 - Blogger.com
 - Squarespace.com
 - Thoughts.com
 - Wordpress.com
 - Typepad.com
 - Many others
- ▶ UVU Blog System
 - For faculty, staff, departments
 - More for topic based, not personal
- ▶ Add a blog to your personal site

How Does A Blog Work?

- ▶ You post something, readers find it and read it, they may comment on it



- ▶ Behind the scenes
 - Included demonstration from [Wired Magazine](#)

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Other Blogging Features

- ▶ Built in statistics (tracking hits)
- ▶ Very easy to use
 - Comes with built in designs (which can also be customized)
 - Easy interface, navigation
 - Short learning curve
- ▶ Very configurable
- ▶ People can subscribe and follow along
 - Email
 - RSS Feed

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Advantages Of Blogging

- ▶ Great communication method to tell your story
- ▶ Allows people to “get to know you”
- ▶ Helps establish credibility in a field or topic
- ▶ Can create more of a “interactive” or “community” feel to learning
- ▶ Use it to bring traffic to your website

- ▶ Can be fun!

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Disadvantages Of Blogging

- ▶ Diminishing disadvantages
- ▶ To be effective, new content needed regularly
- ▶ Getting people to find your blog can be difficult
- ▶ Time
- ▶ Some people share “too much” on blogs

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What Can a Blog Do For Me?

Personal Blog

- ▶ Way of sharing content that is extremely easy to edit and post
- ▶ Way of letting others comment on things you have interest in
- ▶ Way of having ‘conversations’ online
- ▶ Way of tracking what is being read or viewed
- ▶ Get your story heard!

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What Can a Blog Do For Me?

Topic Blog

- ▶ Way of sharing knowledge about something
- ▶ Way of establishing yourself as “knowledgeable” or “expert” (not a bad thing)
- ▶ Way of driving traffic to your main site
- ▶ More “business” benefits
- ▶ Get your story heard!

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Blogging Tips and Tricks

- ▶ First, choose personal blog or topic blog
 - Personal – have fun and enjoy sharing
 - Topic – If you want to be found, blog around keywords and phrases
- ▶ Subscribing through RSS and email
- ▶ The more relaxed the blog, the more people will find it useful
- ▶ Don't be stupid, the Internet is “public space”

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Beyond What We Have Covered

- ▶ Contact us if you have additional questions or need help
- ▶ Anne Arendt – Anne.Arendt@uvu.edu
- ▶ Nathan Gerber – Nathan.Gerber@uvu.edu
- ▶ Presentation notes
 - www.uvu.edu/wds/
- ▶ Blog posts on this subject at
 - www.uvu.edu/blogs/wds/

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Questions & Answers
