

# Blogging: Your New Best Friend

<http://www.sls.lib.il.us/infotech/presentations/blogging.html>



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# What Is A Blog?

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A “blog” (or “weblog”) is a web site that:

- is organized chronologically by date (newest entries are usually at the top);
- self-archives by date (done by software);
- is updated somewhat regularly with relatively short entries;
- includes links, more links, and still more links;
- Increasingly, is run by software specifically designed for “blogging.”

# The Blog Cometh

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- “Blog” is short for “weblog,” a term coined by Cameron Barrett in January, 1999.
- Peter Merholz decided to pronounce the term “wee-blog,” which was eventually shortened to just “blog.”
- “Bloggish” sites existed before 1999, but it was during this time that “like” sites were identified and collected in lists.

# The Blog Runneth Over

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- In 1999, a company called “Pyra” released “Blogger,” a service that let anyone publish a blog by typing in a box in their web browser.
- The blog movement started to grow, but September 11, 2001, marked a tipping point for blogs.
  - [Scripting News](#)
  - [Kottke.org](#)
- Today, there could be as many as one million blogs using dozens of blogging products.

# Examples Of Librarian Blogs

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- homoLudens --  
<http://interactiveu.berkeley.edu:8000/PatD/>
- Librarian.net – <http://librarian.net/>
- LISNews.com – <http://www.lisnews.com/>
- Library Stuff – <http://librarystuff.net/>
- LibraryPlanet – <http://libraryplanet.com/>
- The ResourceShelf –  
<http://www.theresourceshelf.com/>
- The Shifted Librarian (of course!) –  
<http://theshiftedlibrarian.com/>

# Further Resources

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- Find more library blogs (plus articles) at <http://www.libdex.com/weblogs.html>
- Find out more about weblogs in general at <http://www.lights.com/weblogs/>

# Blogging Demo

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- Radio Userland (what Jenny uses at home) – <http://radio.userland.com/>
- Movable Type (SLS installation) – <http://www.movabletype.com/>
- Try it yourself using Blogger – <http://www.blogger.com/>

# Ask Not What You Can Do for Blogs, But What Blogs Can Do For You!

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- How much of your web site changes frequently? 10%?
- Do you want a section of your site to be more dynamic?
- Do you want to distribute the workload for adding content?

# Example Public Library Blogs

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- Redwood City Public Library --  
<http://www.rcpl.info/services/liblog.html>
- Waterboro PL --  
<http://www.waterborolibrary.org/blog.htm>
- Wilton Library PL –  
<http://www.wiltonlibrary.org/weblog/>
- Urbana Free Library Construction Updates  
-- <http://urbanafreelibrary.org/bldgblog.html>

# Example Academic Blogs

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- Leddy Library --  
<http://athena.uwindsor.ca/units/leddy/2002.nsf/Weblog?OpenForm>
- Health News --  
<http://library.usask.ca/hsl/healthnews.html>
- Richland College Library --  
<http://rllibrary.blogspot.com/>

# Example School Library Blogs

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- mlk Digital Daily Agenda --  
<http://interactiveu.berkeley.edu:8000/Delaney/>
- SchoolBlogs --  
<http://www.schoolblogs.com/>
- Class blog example – Tudor Exploration --  
<http://class6f.bsablogs.com/tudors/>
- BAWP & EBN (plus [CAWP!](#)) --  
[http://interactiveu.berkeley.edu:8000/PatD/newsItems/viewDepartment\\$BAWP](http://interactiveu.berkeley.edu:8000/PatD/newsItems/viewDepartment$BAWP)

# Advantages

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- Distributes the workload
- Don't need to know HTML or an editing program
- Can update your site from anywhere
- Lets you concentrate on content, not the process
- Makes your site more dynamic

# Disadvantages

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- Distributes the workload, but that just means more people have to commit to adding content
- Don't need to know HTML or an editing program, but there is a slight learning curve
- Can update your site from anywhere, but you need a web browser and internet access
- Lets you concentrate on content, not the process, but you need to have content
- Makes your site more dynamic, but only if you keep updating it

# Got Blog?

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- Current news
- Highlight events
- New additions to the collection
- Book reviews
- Assignment alerts and homework resources
  - Perfect for public – school collaborations!

# Get Blog!

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- Try Blogger for free
- Ask for a Movable Type blog on the SLS server (free)
- Try the 30-day free trial of Radio Userland (\$39)
- Watch for news about the SLS “NEWS” grant!

# RSS Addendum

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## Why RSS and News Aggregators?

### “Publish and Subscribe”

- <http://radio.weblogs.com/0100059/stories/2002/02/25/whatIsPublishAndSubscribe.html>

### Learn more about RSS

- <http://www.llrx.com/features/rssforlibrarians.htm>
- <http://www.ojr.org/ojr/lasica/1043362624.php>
- <http://gils.utah.gov/rss/>

# RSS News Aggregators

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- Aggie -- <http://bitworking.org/Aggie.html>
- AmphetaDesk – <http://www.amphetadesk.com/>
- FeedReader – <http://www.feedreader.com/>
- NewsGator (\$) -- <http://www.newsgator.com/>
- NewsIsFree (web-based aggregator) – <http://www.newsisfree.com/>
- NewsMonster – <http://www.newsmonster.org/>
- NewzCrawler (\$) – <http://www.newzcrawler.com/>
- Radio (\$, embedded with blogging) –

# Find RSS Feeds

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- NewsIsFree – <http://www.newsisfree.com/>
- Syndic8 – <http://www.syndic8.com/>