# Blogger

This chapter was created by: Korie Richards, Sarah Peck, Amanda Ruby, Meghan Doyle, Jen Jones, and Alejandra Llorca-Overall

## Who uses Blogger?

Users of Blogger range from every background imaginable. With the different formats and features Blogger has, users are able to express themselves in a variety of ways as well as create posts that pertain to a wide range of topics; such as sports, politics, exercise, etc. Recent polls show that over 4.5 million people are now blogging, and the age of bloggers fluctuates depending on what kind of blog it is. For example, on a football blogging site called SEC Football Blogger, a thirteen year old boy posts information; showing that anyone is capable of using the site. However, young children between ages of 13-18 are asked for a parental authorization to sign up and blog. (1,9)

## How does Blogger work?

Blogger is a Web 2.0 application that is used by its members to create a blog.  Blogs are used to share one's ideas and journal about daily life, personal beliefs, political views, etc. Blogs can also be used for a business standpoint; allowing users to market products or inform readers of a company's progress. More recently, Blogger has been used for educational purposes in the classroom. Teachers, students, parents, and classmates can share ideas, information, and keep updated on what is going on in the classroom

## I.History

Back to Top

## I.1 Development

Created in 1999 by a small company called Pyra Labs in San Francisco, California, Blogger allows users to have their own voice and perspectives in the vast internet world. In its early start, Blogger became a very popular site, but then quickly lost many users. However, after a rough beginning, Blogger managed to rebuild itself and was eventually bought out by Google in 2002. Even though they are owned by Google, Blogger has been able to keep its views of giving the people a voice to be heard on the internet.

Back to Top

## I.2 How To Use Blogger

Step One:Create an Account. Log on to www.blogger.com and click the orange button that says, "Create a Blog" to create your blog. You can also select a language on this page.

Step Two:  Create a Google Account.  Blogger requires users to have a Google account.  If you do not have a Google account, you can create one on the Blogger page.  You will need to create an e-mail address to serve as your Google account email.  You will also need to create a password.

# 1 Create a **Google Account**
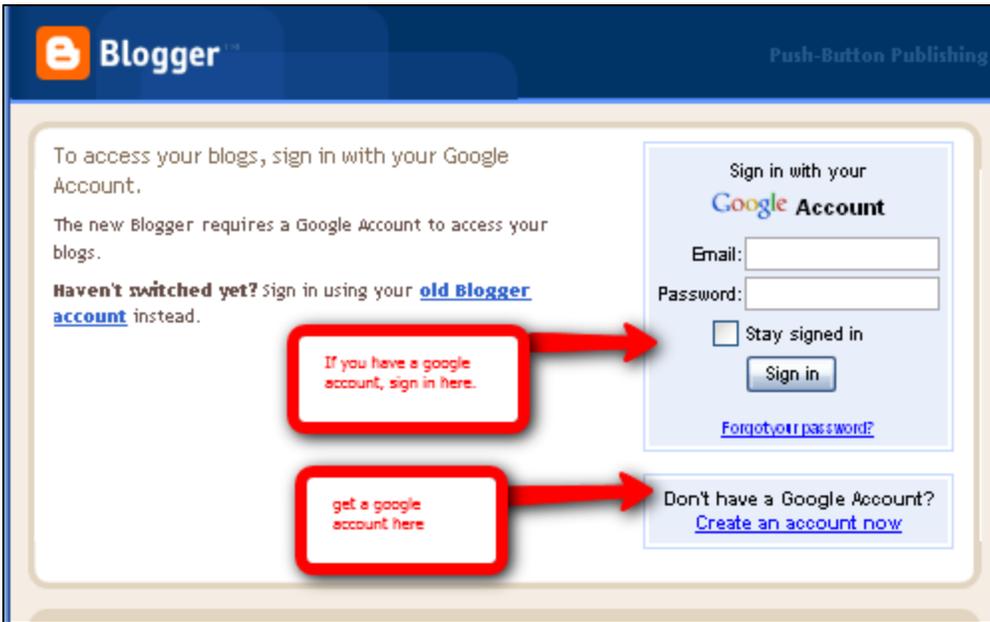
Google™ Accounts

This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please **sign in first**

| | | |
|---|---|---|
| Email address (must already exist) | | You'll use this address to log into Blogger and other Google services. We'll never share it with third parties without your permission. |
| Retype email address | | Type in your email address again to make sure there are no typos. |
| Enter a password | Password strength: | Must be at least 8 characters long. |
| Retype password | | |
| Display name | | The name used to sign your blog posts. |
| Email notifications | ☐ Send me feature announcements, advice, and other information to help me get the most out of my blog. | |
| Birthday | | MM/DD/YYYY (e.g. "7/5/2010") |
| Word Verification | bandispie | Type the characters you see in the picture to the left. |
| | ☐ I accept the Terms of Service | |
| Acceptance of Terms | | Indicate that you have read and understand Blogger's Terms of Service |

**CONTINUE** ⟹

If you already have a Google, you can click the blue "sign in first" link on the "Create a Google Account" page.  You will be directed to a page where you can sign in with your Google account e-mail and password.  You can also create a Google account from this page.

Once you have signed into your Google account, you will be directed to a "Sign up for Blogger Page". Your Google account e-mail address and sender name will be displayed on the page. On this page you can type in a display name. This is the name that will be used to sign your blog posts. Don't forget to check the "Acceptance of Terms" box.
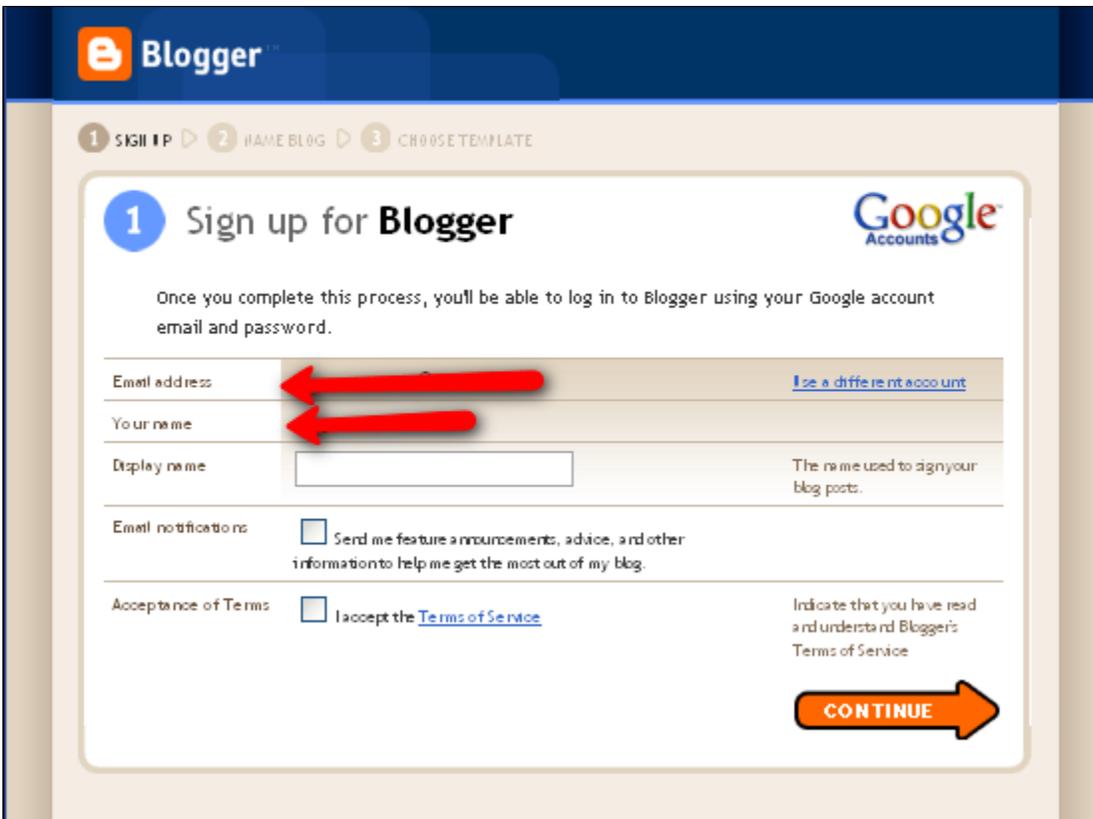


Step Three:Name your blog.  You can now choose a name and a URL for your blog.

Step Four:Choose a Template. Now, you are ready to select a template for your blog. You will be able to change these settings later.
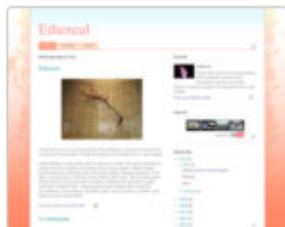
Step Five:Start Blogging! When you have completed the previous steps, you will receive a message saying that your blog has been created. Click the orange "start blogging" arrow to start writing your blog.

Clicking the orange "start blogging" arrow will direct you to the posting window. This is where you will create all of your Blogger posts. In addition to text, you can insert videos and photos on your post page. Click publish post to put the post on your blog, or click save to work on the post later.
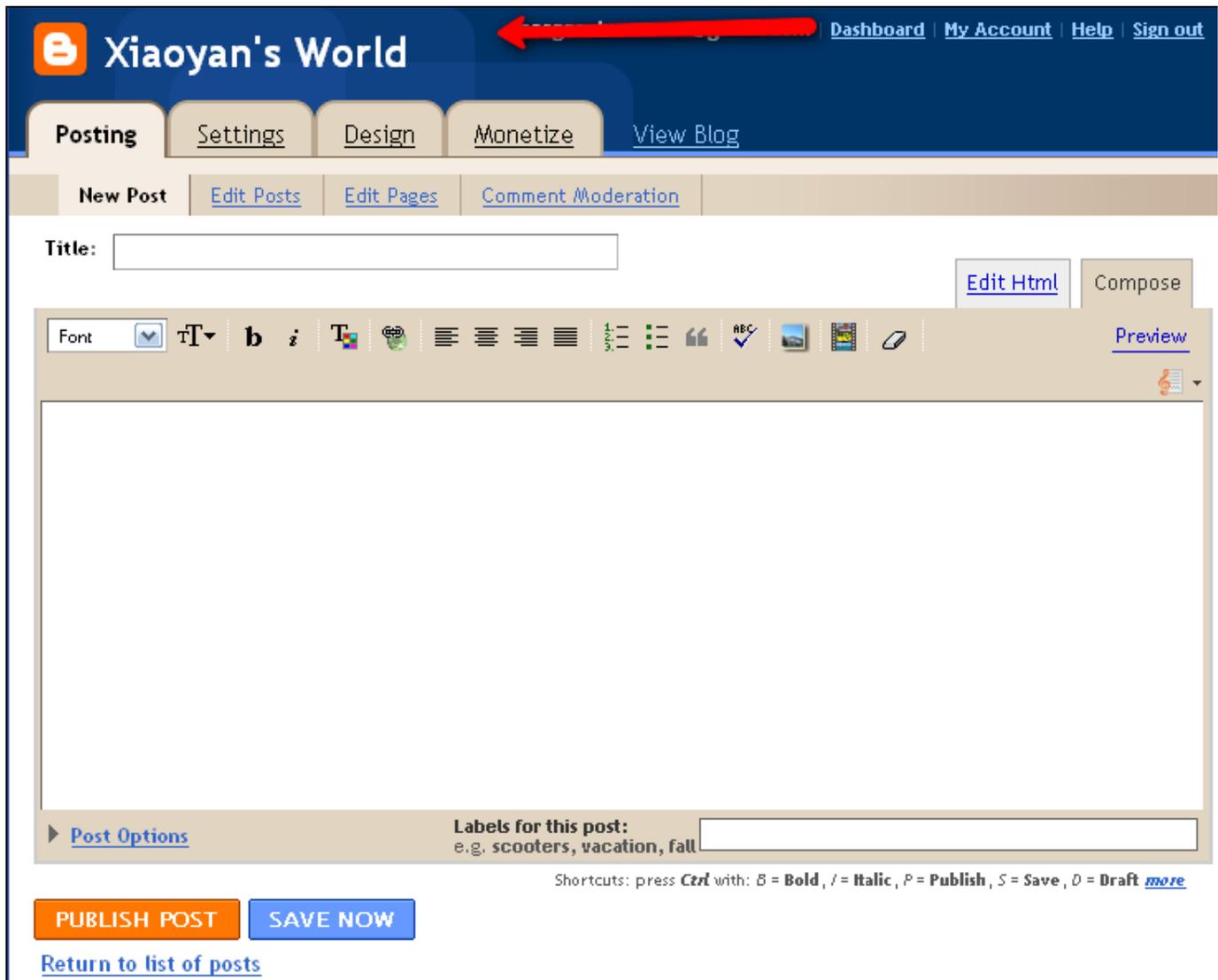


For more detailed instructions, click below to watch a video that shows step by step how to use Blogger.
Blogger Video!

Back to Top


## I.3 Getting More out of Blogger

Many teachers after college go back to school to get their masters degree to keep their license current. Blogger allows the professor to take notes and video from the lecture and post them on the blog so the class can view them. Students who look at the blog can leave comments or questions for the creator to post answers. It is more efficient than email because if one student has a question, it is likely that another student has the same question. By answering questions on the Blogger site, it allows all who are accessing the blog to review that information as well.

Blogger can also be used in an informal education setting. Coaches and activity leaders can post blogs about their team or club. Coaches and athletes can have blogs for their sport to post stats, photos, events, calendars, official rules, and other important information. The leaders of extracurricular activities and clubs can use a Blogger blog to promote an activity, communicate with parents, teachers, and student members about upcoming events.

Back to Top


## I.4 Applications/Features

Blogger offers its users a wide variety of different features and uses. Blogger allows users to make money from their sites with adds through Adsense.Users are also able to search through Amazon's product catalog and add links to items they recommend that earn you commission when a customer purchases these products. Another feature that Blogger has recently come up with is posting on the go. This allows users to update their sites from their mobile device, allowing users to post whenever, wherever. With these features and many more, Blogger creates a plethora of ways for its users to express themselves through their blog.

Back to Top

## II. How Blogger Relates to Other Applications

In relation to other Blogging websites, Blogger shares many similarities. However, the differences are what makes Blogger so unique with users posting about sports, journalism, news, etc. With a wide variety of different formats and features, Blogger lets its users express themselves through their page layouts, pictures, and other widgets that can be added to a page.

Back to Top

## II.1 Comparison to Competitors

Blogger is a type of online journal that allows its users to write down their thoughts. Blogger, similar to other online communication sites, allows users to contribute ideas and information that can be read by internet users. Blogger is similar to Xanga and WordPress which are also commonly used blogging sites. Blogger uses Photo Player and uniquely allows pictures to be installed into its system, which makes it more extensive than sites that only allow posts, such as a site like Twitter. This can be used in conjunction with a photo-posting site such as Photobucket.

Back to Top

## II.2 Unique Uses

There are many unique features of Blogger. Blogger has unlimited storage space which allows serious blog users, teachers, independent news reporters and journalists, researchers, or internet users to post unlimited information. Google owns Blogger; if a Google account is already set up, the same name and password can be used for a Blogger account. In addition, Blogger is a free service where information can be exchanged free of charge. Blogger is also a multi-language application, which allows blogs to break language barriers. This increases the benefits to communicate and share information with others internationally.

Back to Top

## III. Demonstration of Educational Value

Blogger works extremely well in the classroom as a means of communication with teachers, students, and parents. Teachers can post text on what they do on a daily basis, which could benefit many in different ways. Teachers could share texts and pictures with parents. The teacher could post on how the students reacted and behaved during the day and have parental comments on the information. This would allow the parents to have direct communication with the teacher and allow the parents to help provide feedback on the daily situations. By communicating via Blogger, less friction could occur between teacher and parent because of increased communication. Students are always given paper-based notes, permission slips, or grade reports to pass on to parents from the teacher. Consequently, students always seem to lose papers or forget to deliver them successfully. By the teacher having a blog through Blogger, parents could read the notes online and have permission slips right away. Blogger limits a failed delivery and also creates a chance to look at the notes multiple times.

Back to Top

## III.1 Educational Lesson Plans

Here are some examples of educational lesson plans for every grade level.

Back to Top

### i. Elementary

Lesson Plans- Blogger_Elem_NonSTEM.doc

^Lesson Plans- Blogger_Elem_NonSTEM.pdf

^Lesson Plans- Blogger_Elem_STEM.doc

^Lesson Plans- Blogger_Elem_STEM.pdf

Lesson_Blogger_Elem_STEM.pdf

Lesson_Blogger_Elem_STEM.doc

project2lessonplan.docx

Back to Top


## ii. Secondary

High School Lesson Plans.docx

^Lesson Plans-Blogger_Sec_NonSTEM.doc

Lesson Plans-Blogger_Sec_NonSTEM.pdf

^Lesson Plans-Blogger_Sec_NonSTEM.pdf

^Lesson Plans-Blogger_Sec_STEM.doc

^Lesson Plans-Blogger_Sec_STEM.pdf

Lesson Plans Blogger Sec STEM.doc

Lesson Plans Blogger Sec STEM.pdf

Lesson_Blogger_Sec_STEM.pdf

Lesson_Blogger_Sec_STEM.doc

Lesson Plan.docx

Project 2 Lesson Plan.docx

Back to Top


## iii. Post-Secondary

^Lesson Plans-Blogger_Post_NonSTEM.doc

^Lesson Plans-Blogger_Post_NonSTEM.pdf

^Lesson Plans-Blogger_Post_STEM.doc

^Lesson Plans-Blogger_Post_STEM.pdf

Back to Top


# III.2 Business/Industry

Many business employees write hundreds of emails a day, sending out memos, updates, etc. Using a tool on the web such as Blogger, businesses can post newsletters and important information for employees to read . Not only are current memos and newsletters posted, an archive exists for past information, too. The archive would allow members to look back to previous and current documents quickly and easily. This could become an effective, as well as efficient, method of sending out mass information to many employees. It also helps employees keep their e-mail in-boxes free of such documents.  Also, it majorly prevents people from accidentally deleting important information that they may need. By posting all information on Blogger, all employees can access previous and current information quickly and frequently.

While these suggestions could really help a company, businesses must be careful about what is posted on the blog.  Blogger does have a special feature that converts a blog to private use only.  That way only the owner of the blog can determine who can access the information.  However, companies still need to be cautious with confidential information.

Companies could also use blogs to receive feedback. Many companies have websites that people are able to access. Yet, those websites are often filled with an abundance of other information and it can be hard for users to find where comments can be left to the company.  It is more effective for people to be able to leave comments directly after each piece of information.  Such a feature would allow companies to improve their weaknesses. Blogger would allow businesses to receive clear feedback on products or situations. Getting negative feedback could help business drastically. In this way, Blogger increases the effectiveness of feedback for many companies.

## IV. How Blogger Is Used Internationally

In Korea, Blogger is used, but a more popular type of "blog journalism" is "Cyworld." It shares the same ideas as Blogger, but "Cyworld" is more personal. Although the two types of blogging are similiar,"Cyworld" made this type of online posting more common in Korea.

Cyworld is used the same way in Korea, where people can post personal thoughts and pictures. They communicate with other users and give feedback about their posts. Blogs are also used by public figures, such as actors or politicians, who post their thoughts and ideas to communicate with the public. Special blogs, such as installation-format blogs, are used for commercial advertising. When they are released to the public, people can earn money through managing the blogs.

A poll conducted by Microsoft on-line service department announced their results about blog usage in 2007. Seven Asian countries participated in this investigation.  The results found that 83% of Korean citizens know about the concept of blogging, in contrast with only 66% of the other Asian citizens. In Korea, 65% of people have a blog, which is the highest out of the seven countries. Recently, blog use in the field of education is spreading. Especially in universities, from sharing projects via e-mail and openly offering project topics as well as uploading students' projects on blogs are becoming common occurrences. University professors and some teachers create their own blogs and share their lectures and take feedback for improving lecture quality. Also, students are communicating with others using blogs for studying and discussing specific topics. It can help develop relationships and improves academic quality.

Each country thinks that blogs have the credibility of most media, but have different criteria to judge what makes a good blog. Koreans tend to like blogs which have professional content, and although they use blog sites for mainly recreational activities, some do have information as well.

## V. Content Policy

Blogger gives users the freedom to post whatever they please, within reason. Blogger strictly prohibits explicit adult content, hate speech, violence, exploiting children, and copyrighting. For more details on Blogger's policies, please click on the link below.

Content Policy

## VI. References

1. Agarwal Amit. June 27, 2006. Blogger Templates: 4.5 Million Blogspot Users are Lazy. December 1, 2008. Digital Inspirationhttp://labnol. blogspot.com/2006/06/blogger-templates-45-million-blogspot.html

2. Blogger. 1999-2008. Blogger. October 29, 2008. Google. www.blogger.com

3. Brown Kelly. 2000-2006. Be A Safe Blogger. December 1, 2008. 2 Girls Design. http://www.bloggingmommies.com/safety.php 

4. Burnett Keith. 2006, December 25. Using Blogger to Get Teachers Started With E-Learning. October 29, 2008.Shcmoller. [http://fm.schmoller. net/2006/05/using_blogger_t.html]

5. Business Week. 2005, May 2. Blogs Will Change Your Business. October 29, 2008. The McGraw-Hill Company.http://www.businessweek.com /magazine/content/05_18/b3931001_mz001.htm

6. Comcastor. 2008. Blogger. October 29 2008.App Appeal. http://www.appappeal.com/app/blogger/

7. Google.2008. Google For Educators. October 29 2008. Google. [http://www.stylewizard.com/cgi-bin/apa5wiz.cgi\\\\]

8. Kaiser E. Shirley.2007,August 9.Blogger for Business Use?. October 29 2008.Brainstorms Rave.http://brainstormsandraves.com/archives/2001 /01/24/blogger_for_business_use/

9. SEC Football Blogger. October 20, 2006. Privacy Policy. December 1, 2008. Word Press Entries. [http://secfootballblogger.com/privacy-policy/]

10. Shorr Brad. 2008, September 24. Why Business Blogs Should Welcome Negative Comments. October 29, 2008. Word Sell, Inc.http://www. wordsellinc.com/blog/blogs/why-business-blogs-should-welcome-negative-comments/