

What is a blog?

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'Blog' is short for 'web log' – basically an online diary or journal created by someone to record in writing their thoughts, feelings or views on a specific subject or on life in general.

Usually appearing in chronological order, with the most recent post at the top, a blog can be informative, amusing and often contentious (and sometimes quite tedious). It can contain photographs, cartoons or just text.

It can also have links to other websites or blogs – either ones on similar subjects or ones that are just liked by the blogger and recommended to anyone interested.

Many bloggers invite, even positively encourage, readers to leave a comment about their blog posts, which can then be seen by anyone visiting the site. This interactive, fast-changing approach makes it a fascinating mode of expression and one that's increasingly popular. It's believed that, in early 2011, there were more than 150 million public blogs on the internet.






A blog's key features and benefits

- Usually written by one person or organisation.
- Is made up of 'posts', similar to diary entries.
- Changes regularly.
- Invites visitors to comment or add to the blog.
- Has archives of previous blog posts that can be seen by visitors.
- Can be on any subject.
- Often has extra non-text-based content – for instance, video, art or photographs.

Some websites have their own blog section, but some websites are specifically for blogging, such as: [Medium](#) and [Tumblr](#).

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