What is a blog?

A blog (a blend of the term web log) is a type of website or part of a website. Blogs are 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. Blog can also be used as a verb, meaning to maintain or add content to a blog.

Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

Many blogs provide commentary on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art blog), photographs (photoblog), videos (video blogging or vlogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

As of 16 February 2011 there were over 156 million public blogs in existence.

Types of Blogs

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, an ongoing diary or commentary by an individual, is the traditional, most common blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read. Blogs often become more than a way to just communicate; they become a way to reflect on life, or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream but some personal blogs quickly garner an extensive following. One type of personal blog, referred to as a microblog, is extremely detailed and seeks to capture a moment in time. Some sites, such as Twitter, allow bloggers to share thoughts and feelings instantaneously with friends and family, and are much faster than emailing or writing.

**Corporate and Organizational Blogs**

A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs. 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.
By Genre
Some blogs focus on a particular subject, such as political blogs, travel blogs (also known as travelogs), house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as blawgs) or dreamlogs. Two common types of genre blogs are art blogs and music blogs. A blog featuring discussions especially about home and family is not uncommonly called a mom blog. While not a legitimate type of blog, one used for the sole purpose of spamming is known as a Splog.

By Media Type
A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs. A rare type of blog hosted on the Gopher Protocol is known as a Phlog.

By Device
Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog. One 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 device to a web site. This practice of semi-automated blogging with live video together with text was referred to as sousveillance. Such journals have been used as evidence in legal matters.

Source: