

INFORMATION AND RESOURCES TAKEN FROM THE AIDS.GOV BLOG

BLOGS

What are blogs?

Blogs are websites with regular updates and typically combine text, images (graphics or video), and links to other webpages. Blogs are usually informal—taking on the tone of a diary or journal entry. Some blogs are very personal, while others provide mainstream news updates. Most blogs encourage dialogue by allowing their readers to leave comments.

Why would I use a blog?

Blogs provide opportunities for an individual or organization to share information and engage in an online conversation with their target audiences.

Who is blogging?

- There are approximately 112 million blogs.¹
- 175,000 new blogs are being created each day.²
- 64% of bloggers say they blog to share practical knowledge or skills with others.³

How are people using blogs to respond to HIV?

- To exchange ideas about HIV prevention, testing, treatment, and research.
- To increase program collaboration and service integration.
- To engage those at risk for, or living with, HIV/AIDS in a dialogue about important HIV/AIDS-related issues and topics.

What technology do I need to access or create a blog?

You need Internet access to read blogs. If you are interested in starting your own blog, there are many free blogging services available such as Blogger, Wordpress, and Typepad.

Where can I learn more about blogs?

Examples of blog resources include:

- Probloggers “Starting Out in Blogging from Scratch”: www.tinyurl.com/3a2n63 
- Probloggers “23 Questions for Prospective Bloggers”: www.tinyurl.com/5wrfu9 
- Common Craft’s Video “Blogs in Plain English”: www.commoncraft.com/blogs 

Examples of blogs addressing HIV/AIDS include:

- AIDS.gov’s Blog: blog.AIDS.gov
- AIDS Action Committee’s Blog: blog.aac.org 
- Alltop’s Blogs on HIV/AIDS: aids.alltop.com 
- David Wessner’s The AIDS Pandemic Blog: www.the-aids-pandemic.blogspot.com 
- POZ’s autobiographical stories of people living with HIV/AIDS: blogs.poz.com 

^{1,2} Technorati, “About Us,” Available at: <http://technorati.com/about/>. Accessed on 8/19/08.

³ Pew Internet & American Life Project, “Bloggers: A portrait of the internet’s new storytellers,” (July 16, 2006). Available at: http://www.pewinternet.org/PPF/r/186/report_display.asp. Accessed on 8/19/08.