

Popularity of Blogs

In recent studies by the American Life Project and The Guardian (UK), researchers asked whether or not the popularity of blogs today was growing in the two countries; and if so, why? The results on the popularity of blogs today were not exactly what most members of the blogosphere might expect.

Researchers working on the American Life Project found that the popularity of blogs today in terms of readerships in the United States was absolutely exploding; however, they also found that the amount of blogs available was increasing slowly in comparison. In the last six months of 2004, for instance, blog readers grew from a mere 17% of the population to a robust 37%--a significant increase. However, blog writers only increased from 5% and 7%; and largely maintained their homogeneous composition, which is predominantly male, young, and wealthy. The ALP attributed this explosion in readerships to the Presidential race, where both candidates employed blogging in some form to attract campaign donors.

The Guardian, which performed their study more recently, also found similar results in the United Kingdom on the popularity of blogs today. While they also found that readerships had increased dramatically, they did not find the same issue of slow blog growth; however, they did find out that a fairly astonishing 30% of frequent Internet users had never even heard of a blog.

So in which direction is the popularity of blogs today moving?--To greater profusion or to obscurity?

Given that blogs are the best intermediary between websites and forums, it is hard to imagine that they will decrease in the popularity of blogs today; conversely, however, it isn't hard to imagine that they will improve significantly in continuation with how they have changed since their inception in the mid-1990s.

In the short term, it is fairly safe to imagine that larger blogs will experiment with video technology while older blogs stick with easy, faster-loading models. It is also fairly safe to image that blog indexing methods will continue to improve and may even break away from the traditional algorithm method.

About the Author

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