

Let's Go Bloggin' Now, Everybody's Learnin' How

What is a “blog,” and why is everyone—even [Time magazine](#)—talking about this new way of communicating on the Web?

“Because they’re fast, funny and totally biased,” according to Time’s June 13, 2004 expose on the blog phenomenon “Meet Joe Blog,”

A blog is a personal diary—or whatever you want it to be.

Blogs give average people a place to talk about their lives and the things that matter to them. They’re updated constantly by people who are passionate about their subject. As the Time article puts it, “They represent—no they are—the voice of the little guy.”

Blogs are a great way to communicate and don’t take a lot of time to set up.

There are blogs about politics, music, animals and photography.

Explore the world of blogs

Several blog directories or search engines make finding what’s out there in the world of blogs a breeze. Below are just a few:

[Blogarama](#)

[Blogwise](#)

[Blog Search Engine](#)

[Google Directory of Weblogs](#)

Create a blog

If you get the blog “bug,” you may want to build your own! There are many sites that allow you to set up a blog. We’ve listed three below, but there are more available online:

[Blogger.com](#): Blogger launched five years ago and has been innovating its product ever since. The site contains lots of great information about blogging, including the article “[There’s a Blog in Your Future](#).” Blogger’s service is free.

[TypePad](#): TypePad was PC Magazines Editor’s Choice in the category of Weblog Tools and was hailed by the magazine as the best productivity software of the year 2003. TypePad’s basic service is \$4.95 per month.

[BlogHarbor](#): This service claims to be the “easiest and most powerful way to start publishing on the Web.” BlogHarbor offers a free trial; their standard service plan is \$8.95 per month.