

Welcome to The Blogosphere



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The collective community of all blogs is known as the **Blogosphere**.

Since all blogs are on the Internet, by definition they may be seen as interconnected and socially networked. Discussions "in the Blogosphere" frequently have been used by the media as a gauge of public opinion on current issues. A collection of local blogs is sometimes referred to as a bloghood.

In the Blogosphere, everyone has a **shared and equal "voice"** - kings and commoners, presidential candidates and the electorate, consumers and corporations can all be heard. It is the Tower of Babel where everyone is speaking at once.

Blogs and other consumer generated media (message boards, forums, usenet newsgroup, videos, etc.) have become an influential part of the media with "**citizen journalists**" reporting from Main Street and Wall Street to express their personal views and share experiences.

" In December 2004 there were an estimated 3 million blogs with 150,000 daily postings. By December 2006, there were 25 million blogs and 1.5 million daily posts. As of April 2008, the Blogosphere recognized **112 million blogs**"

Therapeutic Benefits

Scientists have long known the therapeutic benefits of writing about personal experiences. Blogs provide another convenient avenue for personal expression. Research shows that writing improves memory and sleep, boosts immune cell activity and reduces viral load in AIDS patients and even speeds healing after surgery.

Why are blogs important to Corporate America? Consumers put great trust in the opinions and recommendations of *friends* or people they feel they know. Oprah's Book Club is the ultimate endorsement. Similarly, a good word from **a trusted blog will send consumers shopping** while a negative discussion online can create long-lasting brand erosion.



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It's important to view blogs as an opportunity for **ongoing dialogue** with consumers or a specifically targeted audience. This means listening as well as engaging in the conversation.



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There are two critical questions that companies should be asking every day:

- 1) **What is being said about my company** in the Blogosphere?
There's no doubt a conversation is taking place – good, bad or indifferent. Be aware and participate.
- 2) How can a blog help **tell my customers/employees/shareholders what they want to know?**

For more insights and tips on leveraging blogs and other elements of consumer generated media, [contact JSH&A](#), read the [JSH&A blog](#) and visit the [Social Media](#) section of our Web site.

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The Blogosphere in Numbers:

- The Blogosphere is doubling about once every 6 ½ months
 - About 175,000 new blogs are created each day
 - There are more than 2 blogs created each second of each day
 - There are about 1.6 million posts per day, or about 18.6 posts per second
- *Stats above provided by Technorati's State of The Blogosphere Report*
- *Technorati* currently states it is tracking over 112.8 million blogs (source: technorati.com)
 - There are approximately 184 million bloggers worldwide (source: Universal McCann)
 - 36% of consumers feel more positively about companies that blog, and 34% of bloggers post opinions about brands on their blogs (source: Universal McCann)

Top-Rated Blogs:

- [Boing-Boing](#)
- [Lifhacker](#)
- [Engadget](#)
- [Gizmodo](#)

JSH&A's Favorite Blogs:

- [Wall Street Journal – Buzzwatch](#)
- [Ragan Communications – PR Junkie](#)
- [BusinessWeek – Blogspotting](#)
- [BusinessWeek – Brand New Day](#)



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- [USA Today – On Deadline](#)
- [Shel Holtz – A Shel of My Former Self](#)
- [Andy Sernovitz – Damn I Wish I Thought of That](#)
- [PRWeek – The Cycle](#)



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