



The history of the appearance of bloggers and the specifics of their activities on the Internet

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ABSTRACT

This article analyzes the emergence of the blogosphere and bloggers themselves on the global Internet, which gave a powerful impetus to the development of the information sector and the expansion of the social reality of modern society. The author has considered in detail the emergence of new methods, technologies and communication channels that are constantly being transformed.

The activities of most people allow them to keep abreast of daily news from around the world, share news and interact with people and social groups through social networks and messengers. As a result, a new phenomenon has emerged – “blogging”. In relationships, namely in social networks, a new group of participants, known as bloggers, has appeared.

The article reveals the very term “blogger”, denoting a person who runs a blog, this concept has become very common when discussing events in politics and public life. Based on all the information, the author comes to the conclusion that, today, the blogosphere, one of the largest communication spaces on the Internet, is characterized by the fact that it is created by network users themselves.

Keywords:

blog, global network, social communities, website, media, advertising, platform, communication, audience, content.

Introduction

One of the prevailing positions in the modern world is the information space. This is a public platform on the Internet where people express their ideas. There are a huge number of blogs in the world today. Blogs are developing rapidly and attracting more and more people, providing them with opportunities for self-expression, self-reflection, building communication, entertainment, business and information exchange.

The number of public platforms where authors can share whatever they want and give

feedback to their readers is growing every day. Popular bloggers who created their pages in the mid-90s today attract tens and hundreds of thousands of readers daily. The amount of information passing through the Internet per minute is huge.

The emergence of bloggers and their activities on the Internet is one of the most noticeable and significant processes in the modern digital era. Bloggers have become an important part of modern Internet culture, and their influence on the opinions and behavior of

Internet users has increased significantly in recent years.

With the advent of social networks and video hosting, blogging has become more widespread and more diverse. Today, bloggers can be representatives of all walks of life and statuses, from ordinary people to celebrities. They use their channels to communicate with the public, promote themselves and their products, and earn money.

Research Methodology

As B. Alexandra notes: "The main advantage of blogging is that bloggers can communicate directly with their audience without relying on traditional media, and can create content that does not obey strict rules and sections". They can write and shoot about their interests and are not limited to topics set by editors of traditional media.

Today, bloggers can create a wide range of content, including text, photos, videos and audio. Bloggers can create their own channels on video hosting platforms such as YouTube and earn income through advertising, sponsored articles and product placement.

However, blogging also has disadvantages, such as the possibility of misinformation and low-quality content. Some bloggers can become real celebrities and influence the opinions and behavior of their audience.

First of all, we should focus on the very history of creating blogs. The first blogs appeared in the 1990s of the twentieth century, when the Internet was just beginning to develop. At that time, bloggers did not seek fame or income, but wanted to share their thoughts, ideas, impressions and experiences. Most of the blogs were personal, the authors wrote about their lives, hobbies and their interests.

The time of the appearance of the first blog is considered to be 1992, when the British scientist Timothy John Berners-Lee, who began to publish the latest news on his personal page on the Internet. In the future, blogs became very popular, but they did not still require certain skills in web programming for their creation and were the personal developments of each individual blogger. In 1999, the world's first free

blogging service was opened in the USA-Blogger.com .

The very concept of "blog" was coined in 1997 by Jorn Barger. The word began to be used as a noun and verb by netizens. Currently, there are many services on the network that allow you to run your own on their basis blogs. Instagram Facebook, Twitter, and many others, for example.

The modern blogosphere has its own identity, which is supported more by social elements that include several types of interaction today than by the technical features of resources. The first is the organization of offline meetings for interest groups and collective events. An example of such activity in the Uzbek blogosphere is a meeting of bloggers held in Tashkent on April 26, 2021. The meeting was organized for the first time for journalists and bloggers within the Huawei Media Hub, an educational project created by Huawei. The aim of the project was to develop IT journalism in Central Asia through seminars and master classes, at which invited experts from various sectors of the IT industry talked about complex technical questions, current trends and technologies in an easy-to-understand format. Secondly, as a social and educational initiative, creation of "blogger schools" in the form of a series of events aimed at training in technical blogging skills. These projects are completely different in form and content, but they are united by the fact that they consider the blogosphere as a special environment and that a certain level of knowledge is required for their successful existence and development, which is not required for the usual use of the network. Thirdly, they distinguish this stratum of readers from others by the fact that they encounter authoritative figures.

Consider the very concept of a blogger. In the most general sense, a blogger is a person who makes entries, adds content and maintains a web blog/blogs published on the World Wide Web. Blogs allow anyone to independently publish information on the Internet without prior editing or the instructions of an intermediary (for example, a newspaper editor), being a kind of benefit.

Although blogging initially began as a completely informal activity, blogs have become widely used by a variety of people (for example, doctors, political scientists, lawyers, government officials and professional journalists) at a professional level and as ordinary users. Bloggers can provide efficiency, as well as anonymity, if they wish. Blogs reflect the personal interests and preferences of their authors and vary greatly in style, content (from politics to gardening and fashion) and the amount of information.

The socio-cultural profile of bloggers can be determined on the basis of sociological research. More than half of blog users visit their network daily (54.9%). Blogs are used as an analogue of mass media for listening to audio, watching videos and “observing” people's social activity. This motivation is significantly different from the others social networks, since for the latter this motivation (observation of people's social activity) is not a priority at all.

Thus, bloggers can be described by the term “social group” because of the system of values, interactions (social conventions) and boundaries that exist in their environment.

Although the boundaries between social media users and bloggers have become very blurred at the stage of development of online services and online communities, there are still some fundamental differences. Firstly, social networks were originally created to search for people based on personal information about this person provided by the users themselves. In addition, social media users tend to communicate and share content, fully revealing their identity, including place of residence, age, occupation and social status. The so-called “walls” appeared on social networks as a result of the popularity of online blogs. Bloggers who create their own services, offline or through bloggers' services, seek to share information and their own vision of a particular phenomenon or process. Blogging also takes place, but often users do not want to identify themselves by expressing different views on a particular topic.

The authors of the first blogs often called their projects “online magazines”, wrote articles, interviewed and reflected on the norms of

traditional journalism, agreed with them or tried to deconstruct them. Bloggers were often journalists at the same time, and their profiles alternated between personal and review posts. However, the traditional media recognized the Internet as homogeneous, making footnotes “found on the Internet” and criticizing the Internet for the lack of fact-checking. Eventually, the situation changed, and publications began to include quotes from popular bloggers, journalistic diaries and weekly reviews of bloggers.

In the late 2000s, the concept of “citizen blogging” began to appear in the media - a mixture of blogging and journalism. In Russia, one of the “engines” of this trends became RIA Novosti. Many major media outlets now include user-generated content in their materials, for example, videos posted on YouTube and messages from social networks.

The features of early blogs can be listed as follows. Strictly speaking, early projects cannot be called blogs. The concept of “blogging” is usually already associated with web blogs and diary platforms. However, it should be remembered that many of the first bloggers were active in the pre-blogging environment.

Blogs have always existed at the intersection of the personal and the public: diaries and print magazines, field notes and journalistic sketches. In some parts, blogs repeat existing forms of writing, such as diaries and printed journals, field notes and journalistic sketches. Some new formats are also emerging.

Compared to traditional media, blogs of the 2000s had a less formal language. Many bloggers have developed their own styles of expression, and various platforms have developed their own communication strategies, folklore, and even dialects.

It should also be borne in mind that bloggers adhere to their own functions in their regulation, these include:

The communicative function is the most frequently mentioned reason for blogging. Many bloggers say they keep or read blogs to communicate with people they are interested in. First of all, it is an opportunity to say something at least once so that many people will hear it.

However, this situation has the opposite problem: bloggers who meet each other “in real life” will have nothing to talk about if they do not use their imagination. For both “readers” and “writers”, the communicative motivation for using blogs can be found in two directions: to communicate with acquaintances and to expand their social circle.

Some people they start blogging to make communication with existing contacts more convenient, others - to meet new people and expand their circle of readers. These two phrases, “finding new acquaintances” and “expanding the circle of readers”, which were actually used in the interview, reflect another difference: some people need friends, others need listeners.

Self-presentation function - some respondents said that they were originally going to create a personal page (website), but when they discovered the simplicity of blogging, they chose this format to present information about themselves. Although blogs have their own class for presenting and discussing the author's work (prose, poetry, photographs, pictures), an ordinary diary certainly contains information about the author's personality.

Entertainment function - for example, young mothers make up an important part of the blogger community - they have something to write about in a blog and there are many questions they can ask others, especially if for some reason they have little entertainment outside the Internet and a lot of free time. Blogging is an inexhaustible source of entertainment and reading materials. Some blog users use them to pass the time, while others use them because they don't have enough free time for adequate communication. Thus, the structure of the blog community allows each user to communicate with the intensity that he needs or that he can afford.

The function of rallying and retaining social ties - LiveJournal community LiveJournal is a blog platform for online diaries (blogs) and independent personal blogs hosted on this platform. It allows users to post their own posts and comment on others' posts.

Blogs function as social networks, allowing users to maintain social connections

interrupted in real life, and better get to know your friends. Due to the multi-user nature of delayed communication, some respondents use blogs to non-traditional goals, for example, to organize interaction in a working group or to discuss general questions. For many jobs, this is more convenient than email, instant messaging, etc.

Memoir function for bloggers - In addition to new features such as a traditional paper diary, blogs can be perceived as having a memoir function, a place for notes that may be useful in the future, and a way to recall details of certain events in your life. Respondents using this feature believe that they keep a diary for themselves to read it later or write down what they want to remember. And to think about it later. They create a kind of delayed communication with themselves.

The function of self-development, or reflection - this feature is due to the fact that blogs provide participants with the opportunity to create a different image of themselves, perhaps the one the author aspires to. Others note that the public nature of the diary makes them keep a diary and, in addition, learn to structure their thoughts more competently, as well as the fact that by presenting problems and thoughts in writing, they can better understand themselves and their experiences and analyze situations.

Psychotherapeutic function - there are also references to the psychotherapeutic function of the blog, which was provided in advance or implemented during the writing process, for example, “to vent feeling”, “to express what bothers you” and “to calm your nerves”. This function of a traditional diary written in a personal notebook is repeatedly mentioned by different authors and, apparently, acquires new forms and new possibilities as a way to complain about life to many people at once and receive healing “strokes” in response.

Promotion of goods and services - with the help of bloggers and their blogs, you can follow what many people are saying about your market, your organization and your production. You can participate directly in discussions by posting comments on other people's blogs. You can collaborate with bloggers writing on similar

topics and, ultimately, directly influence the discussion through your own blog.

Conclusion

Thus, it can be concluded that the activity of a blogger is to create and publish content in various formats - text, photo, video and audio - on the Internet. Bloggers can write about their lives, share thoughts and ideas, discuss news and events, create educational materials and much more. One of the main goals of bloggers is to attract an audience and create a personal brand on the Internet. Bloggers can earn money from their activities, including through advertising, sponsorship deals and the sale of goods and services.

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