Blogging Scenario In India

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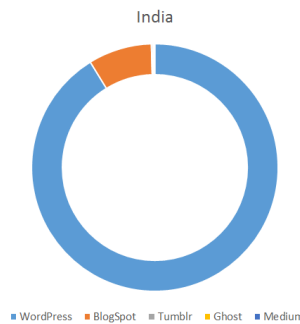[3] Ass. Professor, School of Computer Science & Engineering, Galgotias University, Uttar Pradesh, India.

Abstract - The term blogging as well as its practice is not something new to the society, in fact blogging has been there in the society for a long period of time. The difference is that traditionally it was done by the means of pen and paper to file daily work logs on daily reports or on a dairy but today the same culture has expanded itself into various or many branches. The way of writing daily work logs through conventional methods has been an area of challenge and to facilitate the solution of these challenges a more efficient method of filing daily logs has been first addressed in 1994 by Justin Hall[Wikipedia]. In recent years, many businesses has introduced their blogging platforms like WordPress, Tumblr, Medium, even Google also has their own blogging platform by name of Blogger or BlogSpot, etc but these solutions came with there own challenges like expansive pursuit, technical assistance, promotions,etc. The main objective of this work is to facilitate with the solutions for these newly arose challenges by creating a simple and hassle free system. Compared to the existing systems, it aims to provide the blogging services to writers without any technical assistance and monetary requirements as well as the readers the best possible reading experience. The proposed system will consist of two phases Login or Register and Blog Writing & Preview.

Keywords : *Blogging, Web Log, JavaScript, CSS, Bootstrap.*

INTRODUCTION

The term blog which is a short form of its actual name,"weblog". Blogging is referred as writing, photography, and other kind of media that is self published on the internet. Blogging started as an opportunity to the early stage internet users to log their day in a dairy-style of format, but now a days being incorporated into websites by many businesses.[1] At present there are over 600 million blogs available on the internet.

A survey conducted in 2019 indicates that most of the Bloggers in India do not consider money making as a primary goal through blogging. Many bloggers open multiple accounts on number of platforms and start losing their interest over a period of time; a very small portion of bloggers sustain their interest over time.[2] Even the bloggers who sustain their interest in blogging face problems i.e., Buying Domain & Hosting, required knowledge of the technical field to be able to handle the issues of hosting, even after all this the most important thing is the spread of the blogs among their audience and many more. The proposed project aims to solve all such and many more problems that bloggers face in their daily pursuit. It can be applied to create a blogging as well as reading platform that will facilitate the most smooth and best possible experience of the same.

India

■ WordPress ■ BlogSpot ■ Tumblr ■ Ghost ■ Medium

Chart 1. Platform Composition of Indian Blog-sphere

EXISTING SYSTEM

The term blogging as well as its practice is not something new to the society, in fact blogging has been there in the society for a long period of time. The difference is that traditionally it was done by the means of pen and paper to file daily work logs on daily reports or on a dairy. The process of Web logging or to simply put Blogging platform is provided by many businesses like WordPress, Tumblr, Medium, even Google also has their own blogging platform by name of Blogger or BlogSpot, etc.

2.1 Challenges faced in these platforms

Hurdles to be encountered by readers as well as writers meanwhile using these platforms are listed below:

2.1.1 Expansive Pursuit: From the very inception its extremely expansive. Bloggers are supposed to buy Domain-Hosting, Pc's and Laptops,etc.

2.1.2 Technical Assistance: For the management as well as maintenance of the entire blog site bloggers need technical assistance that can cost huge amount quarterly.

2.1.3 Time: For managing traffic, blog site as well as whatever technical requirement may creep in, the blogger needs to devote much of his time which may affect the content of the Blog.

2.1.4 Promotions & Retention: A blogger needs to devote much of his time into promotions and outreach rather than focusing on the research as well as content strategisation.

2.1.5 Reading Destination: Similarly for a reader since everyone is available on a different domain its tough for readers to search for the write-ups or published materials.

Table 1. Platform Composition of the Total Market in various Countries[3]

	WordPress	Blog-spot	Tumblr	Ghost	Medium
India	295,001	26,903	672	499	285
US	8,247,438	422,973	77,700	25,344	10,966
UK	745,647	10,620	4,676	1,333	547
Germany	393,483	3,509	2,427	1,147	257
Canada	308,691	3,507	1,784	548	207
France	302,772	2,894	1,078	679	173
Australia	226,354	1,628	756	301	148
Spain	218,342	5,795	811	215	87
Netherlands	221,483	1,508	1,111	370	139
Italy	216,128	3,133	804	299	117

RESEARCH METHODOLOGY

These sections focus on proposed strategies, methods and concepts associated with blogging platform as well as a very detailed and focused approach to design the same.

3.1 Primary Design Phase

The proposed conception aims to provide the blogging service to the writers without any technical and monetary requirements so far. All that any writers require is either a phone number or G mail account. It also provides a simple and common interface to both the bloggers as well as the readers to keep the user experience as smooth as possible.

3.2 Secondary Design Phase

The proposed conception is designed in a very simple manner to provide the bloggers a hassle free process of publishing their write-ups on the platform. The design of the platform ensures the continued list of write-ups one after the other hence giving the best possible reading experience to the readers.
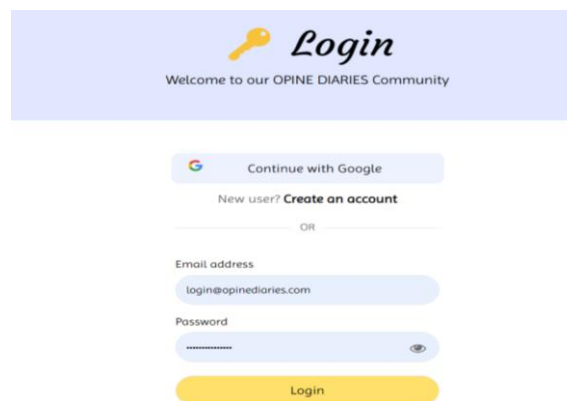
3.3 GUI

GUI will help to register new users and start their journey as bloggers. On the interface it will show the blogs that are published, the new users, the space to write their blog as well as the writers that they have followed.

This window also contains a menu bar with several options, a number of categories to write new blogs or to read already published blogs and suggested bloggers.

3.3.1 Part 1: Login or Register

It facilitates Login as well as Register options on the very first interface of the platform. More over its straight simple and one step process.
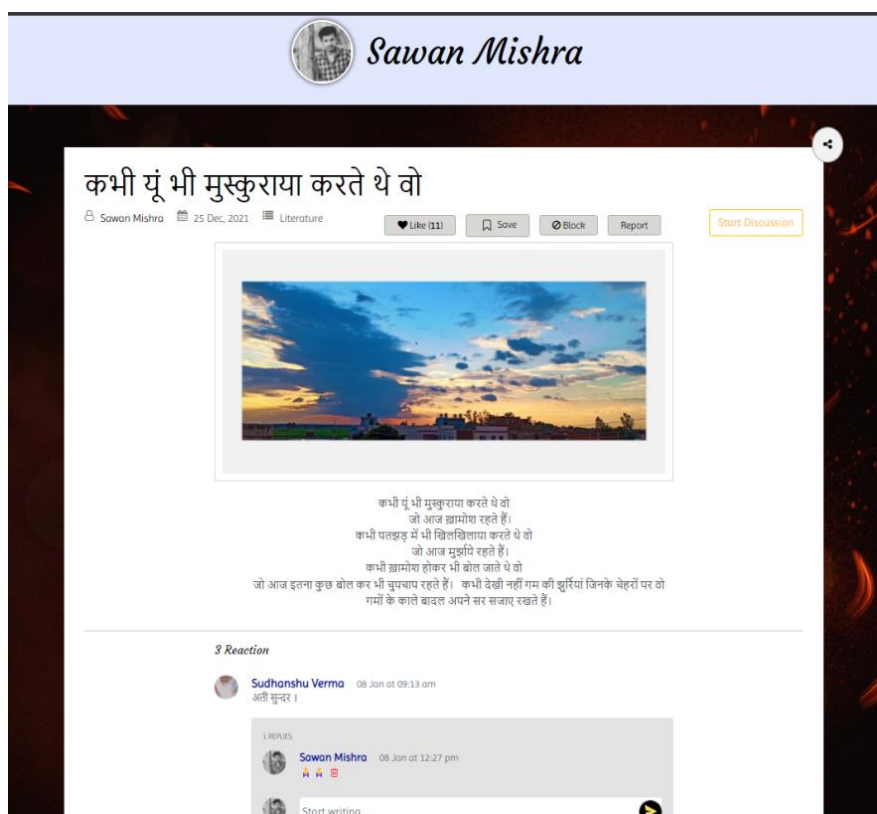

Figure 1. Login or Register

3.3.2 Part 2: Blog Writing & Preview

The publishing page will have editor that will allow the writers to bold, underline, italicize, align as well as add audio and video attachments to their blogs. More over it will have options to put in heading, style, format as well as language in order to facilitate better categorization of the content.

The preview page will be consisting of two parts first a fixed background with customization themes second a static light colored wall to contain the content.

Figure 2. Blog Writing

Figure 3. Blog Preview

3.4 Proposed Architecture

The structure of the proposed project has been developed and designed to be simple and easily understandable. Furthermore it does not follow the usual algorithm of follower/friends based approach. JavaScript and PHP will be used to access the Bootstrap Libraries to style the interface.

3.4.1 Bootstrap Libraries

Bootstrap is a free front-end framework for easier and faster web development.

Bootstrap includes CSS and HTML based templates for forms, buttons, tables, navigation, etc as well as JavaScript plugins. It also gives the ability to easily create designs.

CONCLUSIONS

Before the development of this project there were many shortfalls in the preexisting systems for blogging. Therefore, the proposed system cannot only ensure a simple yet better interface for blogging but can also eliminate the flaws that existed in the earlier systems.

The interface of the proposed system is designed to be simple and understandable to facilitate ease of use and without any problems. One can easily login or register on the platform and start blogging within a click or two.The system can be accessed from anywhere and by anyone with ease. JavaScript and PHP will be used to access the Bootstrap Libraries to style the interface.

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