
Blogosphere: Unveiling the Future of Blogging in India

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ABSTRACT

The advent of the internet has changed how people communicate and revolutionized techniques of expressing oneself online. Blogging is one such medium of communicating to global audiences. This research paper aims to showcase various aspects of blogging and the future of blogging in India. It focuses on its evolution, impact as well as the future trajectory. To get in-depth knowledge of the future of blogging in India, one needs to understand its history, origin and evolution. The study showcases the involvement of user-friendly techniques, multimedia and similar equipment involved in blogging. It focuses on the rise of eminent social media bloggers, influencing youths and their impact in promoting this new technique of making global communication easy. It shows how the evolution of blogging is liberating people by providing a new way to communicate globally, how it is challenging traditional forms of media, breaking stereotypes on various issues and building different perspectives. Additionally, this study also showcases how blogging is opening new ways of setting relationships and business promotions online. This study also discusses various challenges emerging bloggers face like – information overload, changing preferences of entertainment consumption etc.

INTRODUCTION

The fast pace growing technology has completely changed the way we communicate and connect with others. Among the various technological ways of communication, blogging has become an

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important platform to express oneself and communicate to global audiences. Blogging is a popular activity in India. In the rapidly growing age of technology, the future of blogging in India is full of potential. A blogger needs to have a deep understanding of the current online trends and serve the online audiences according to the tastes of people. It is world world-known fact that the Internet economy in India is growing at a fast pace. As per a joint report published by Google, Temasek and Bain & Company, the internet economy is projected to grow to \$1 trillion by 2030. Various important factors are involved in the growth of the Internet economy such as the rising number of Internet consumers in India, the fast adoption of mobile devices, e-commerce popularity, and digitization of traditional businesses. This study highlights all such important aspects related to blogging and its future in India. Blogging has now become a mainstream medium in the technological era. The usage of multimedia, videos, photos, videos, podcasts etc., makes blogging more effective and intriguing.

OBJECTIVES OF THE RESEARCH

- To examine the changing trend of media consumption.
- To understand the importance of blogging and its future in India.
- To analyse the gaining popularity of blogging in digital media.

REVIEW OF LITERATURE

Lee, S., Hwang, T., & Lee, H. (2006) have together published a research paper focusing on corporate blogging strategies of Fortune 500 companies. In their paper, they examined the blogging practices through the framework and showcased that most organizations practice control over blogging strategies. This study also focused on different trends and the future of corporate blogging.

McCullagh, K. (2008) published a paper highlighting how blogging can increase concerns related to privacy. In the research paper, they gathered and examined the data from different bloggers all



around the world through the means of surveys and tried to find out the privacy practices while publishing any blog. Later, they showcased the results describing the reason why bloggers bring 'private' to public, despite knowing the risk of privacy.

Kaplan, M. D., Piskin, B., & Bol, B. (2009) jointly published a research paper highlighting how educational blogging can guide students in developing soft skills and also in marketing. They have also discussed how new techniques and approaches can help in tackling a challenge for the instructors as well as marketing students. It has also been showcased how blogging can turn out to be an innovative way for students to better their learning experience. With the help of the data, they have displayed the qualitative and quantitative results of introducing blogging to the curriculum of marketing management students.

WHAT IS BLOGGING?

The term "blog" originated from the term "weblog", which was coined by Jorn Barger in 1997. Later, in 1999, Peter Merholz, a programmer shortened the term to "blog".

Blogging can be defined as the process of content creation and publishing on a website, which is also referred as a blog. It can be called as "online diaries". It includes various topics such as real-time events, news, personal opinions etc. Blogs are classified into different types such as business blogs, lifestyle blogs, personal blogs, fashion blogs and more.

PURPOSE OF BLOGGING

Blogging can be done for various purpose mentioned below:

Purpose of Blogging	
Express Opinion	Blogging is done to express opinions, share content about your interest with others.



Communicate with others	It is also a way to interact and communicate with people with similar interest.
Represent company’s mission	It is also a way to convey a company’s values.
Online Presence	Blogging can help in creating online presence for yourself as well the brand.
Product promotions	It is also useful in product or any service promotion online.

HISTORY OF BLOGGING

The term "blog" was not coined until the late 1990s, but blogging exists with several digital precursors. Before the term "blogging" came into existence, digital communities used to blog through various names and forms such as Usenet, GENie, BiX, e-mail lists, Bulletin Board Systems (BBS) etc. Later, in 1990s, Tim Berners-Lee coined the term "World Wide Web" and set the first standards for HTML and URLs. After this, in 1992, Berners-Lee created Encyclopedia Britannica, which is said to be "the first 'blog'". In 1994, the current age blog evolved from the online diary, which became platform for people to share content of their personal lives.

WHO IS A BLOGGER?

A blogger is a person who is responsible for creating content and publishing it online in the form of articles or multimedia, on any topic of his/her interest or any trending subject, or personal opinion on any current event etc.

FUTURE OF BLOGGING IN INDIA

According to Alex Tabarrok, professor at Virginia's George Mason University, “The first thing you learn when you’re blogging is that people are one click away from leaving you. So you’ve got



to get to the point, you can't waste people's time, you've got to give them some value for their limited attention span."

Although, blogging in 2024 obviously looks quite different than the early online diaries days, many wonders that what will be future of blogging. As per experts blogging is surely going to exist but in different form.

Here is how blogging will evolve in future.

Blogging in Future	
Content Bots	Nowadays, online content are easily created by Content Bots with the help of AI. Therefore, in future it is definitely going to enter in the blogging field as well. The content generated with the help of AI could lead to a lack of personalization and human touch.
Quality Educative Content	The future of blogging in India going to be competitive. However, education content is surely going to add value to your blogging in future. To be a successful blogger in the future, one needs to create premium quality educative content with authentic information. This will help bloggers to build trust and establish expertise in the particular niche.
Latest Content Forms and Technology	Nowadays, vlogs, podcasts, webinars etc. have become quite popular. The blogging content in future is also going to be impacted by the same



	and a variety will be seen future blogging. The future blogging is not merely going to be related to text but it is going to have other forms of media as well such as videos, vlogs, multimedia etc.
Strict Internet Regulation	There are already many rules, guidelines, and regulations issued by the internet in terms of blogging, such as copyright law, endorsement laws, privacy law, and advertisement for bloggers. In future it is expected that these strict blogging rules and guidelines will be issued to regulate the quality of online content.

PROBLEMS IN BLOGGING

Bloggers often face issues of trust and reliability while blogging. In a blogpost⁷ in The Spokesman Review, blog reporter Ken Paulman stated a problem publishers must address: “We hold all news to the same standards, regardless of whether it's online or in print. But that raises a question: do readers hold information they read on the Internet to a different standard? Do you trust a story more because it's in black-and white on a sheet of newsprint, or does it make a difference? What about typos and grammatical errors?”

10 POPULAR INDIAN BLOGGERS

1. Amit Agarwal.
2. Amit Bhawani.



3. Harsh Agarwal.
4. Rohan Pandya.
5. Srinivas Tamada.
6. Arun Prabhudesai.
7. Raju PP.
8. Rahul Bansal.
9. Faisal Farooqui.
10. Shivam Srivastava.

CONCLUSION

The research paper "The Future of Blogging in India" offers wide research into the various blogospheres. It includes a literature review and multiple pieces of evidence to showcase how blogging will evolve in the future. The results of this research state that blogging has gone through several transformations involving personal online writing to multicultural and interactive media. In the future blogging in India will be more impactful as it will have various new-age features and transformations as well.

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