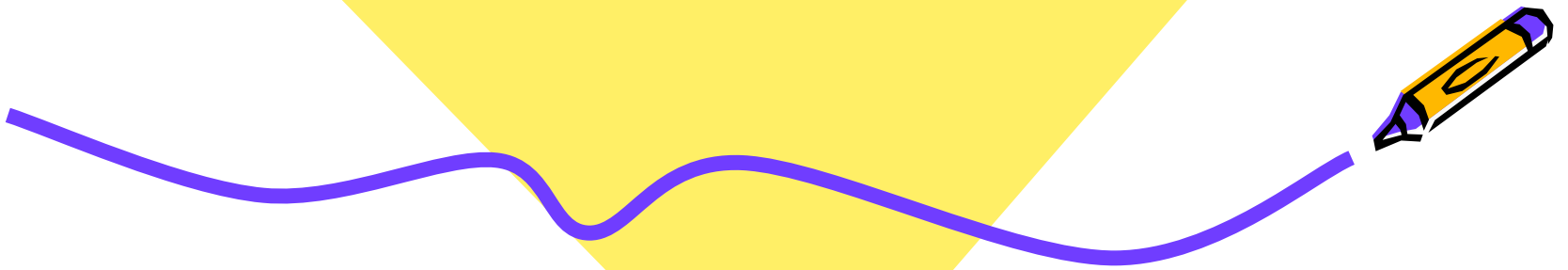
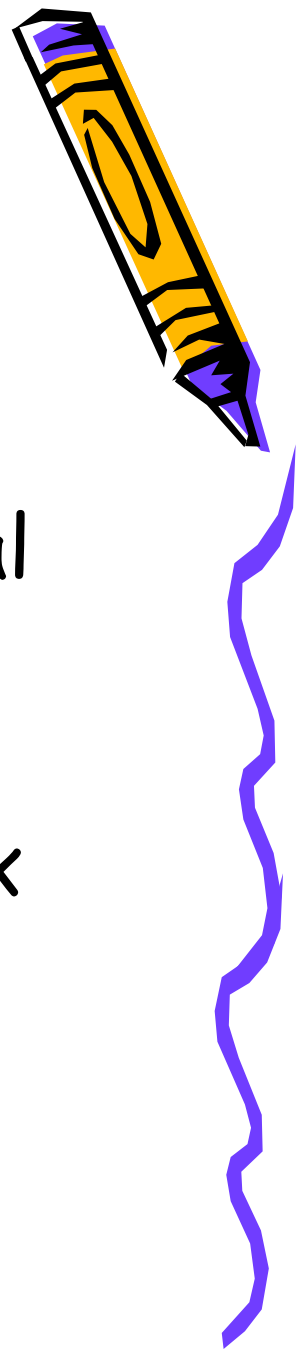




It is not just a blog



What is blog: Web journal

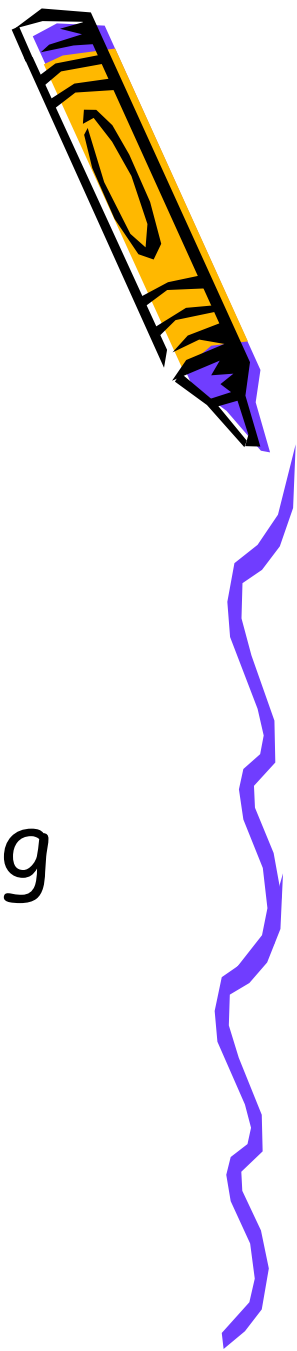


- Website: well designed interface
- Frequently updated by an individual /a group
- Intended for general public
- Publish information in the text box
- Easy add-on components: plugins
- Read by subscription by RSS feed

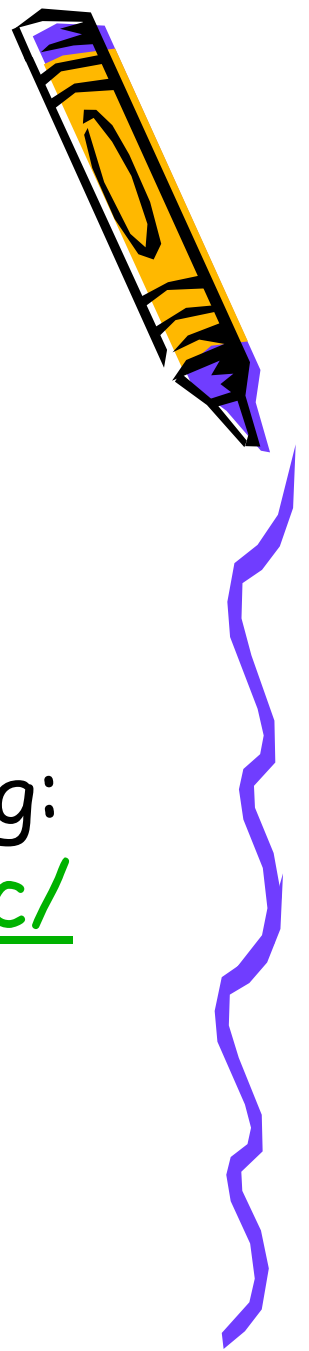


Blog functions

- Blogging: **post** news and discussion
- Static webpage: **page** - working as website



blogging



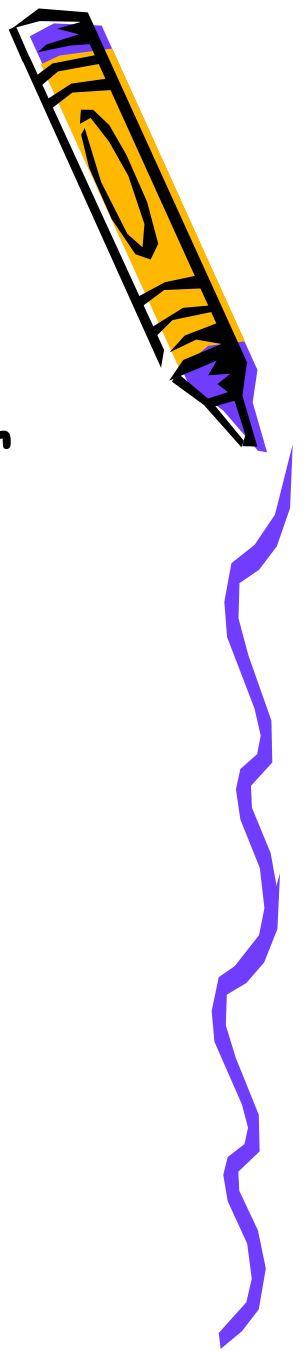
- Post events and news: Googleblog:
<http://googleblog.blogspot.com/>
- Discussion for a subject: Musicblog:
<http://topsites.blogflux.com/music/>



Not just a blog

- We do blogging for news and other blogging
- We also use blog for a static webpage to improve our services

How? ...



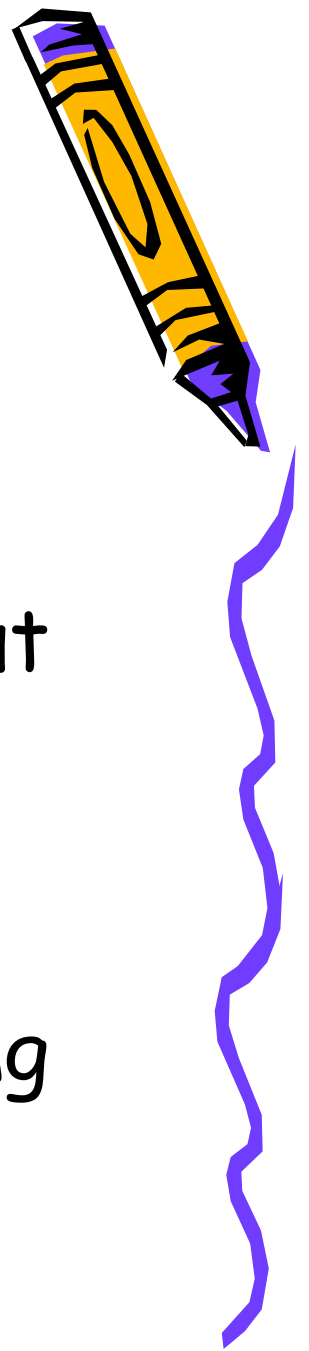
The Issue in Maag



- Websites need to be frequently updated: subject guide, class page
- Staff skills with website publishing range greatly.
- Staff should **focus on intellectual content**, not on web formatting.
- It is hard to help people when everyone does **their own thing**.



Ideal Solution



- Standardized web interface for professional quality.
- A content information (text) input interface to feed website, no considering of web interface
- Easy publish and update
- Add-on components for customizing

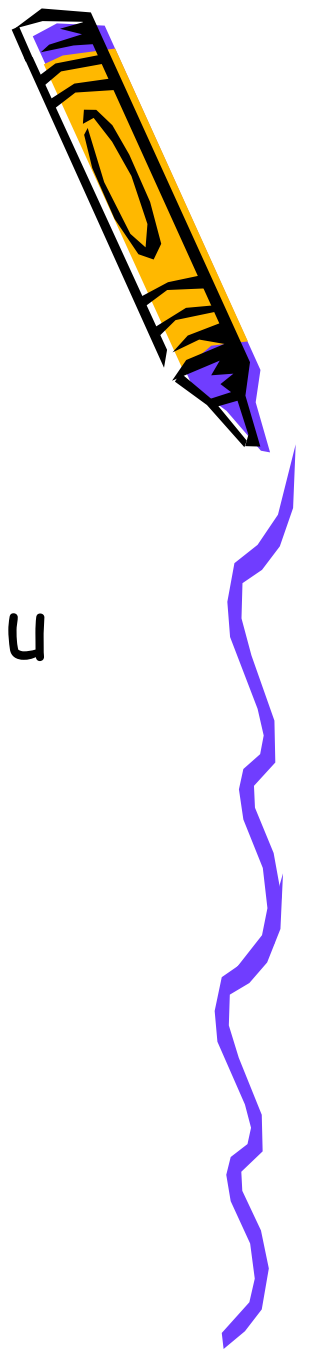


Blog as Website

- Pre-designed themes as interface
- Text box as information input interface
- Easy for frequent update



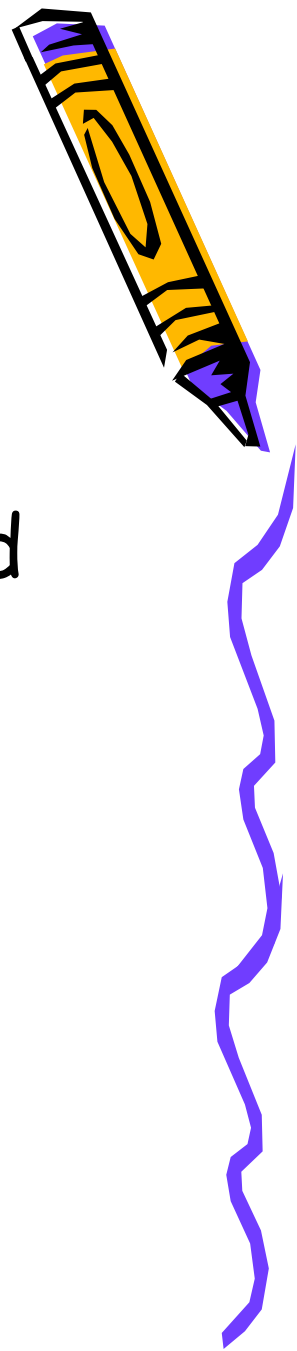
Weblog vs Web development tool



- Common: no html skill required
- Different:
- MS FrontPage or Dreamweaver, you have to design every detail of website interface, layout
- Weblog: you only work on your information text and select a pre-designed interface



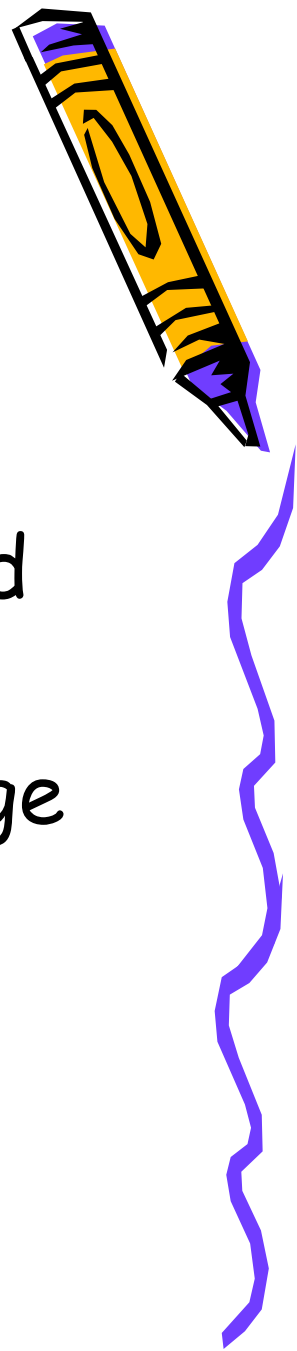
Commercial blog vs Self-host



- Your own URL: maagblog.ysu.edu
- More control with the function and interface: design your own themes and plugins.
- More control with the blog owner: when someone out from your blog owner group



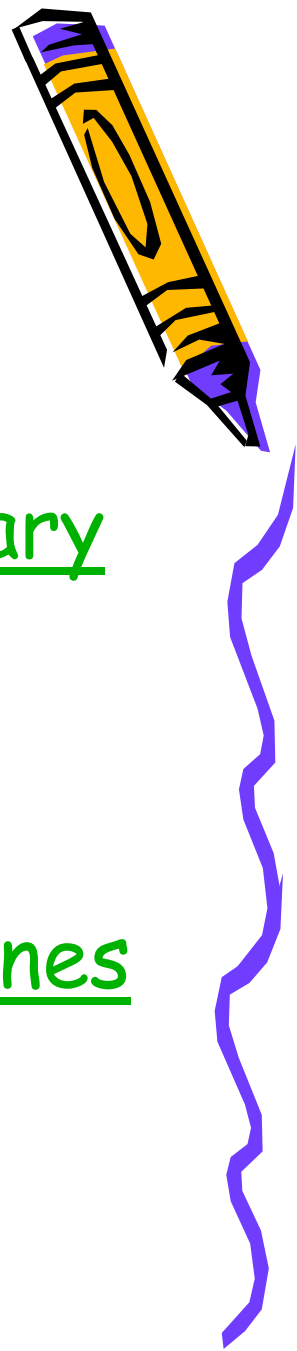
Hosting blog server VS Working on website



- For library staff: easy, convenient
- For webmaster: one hard work paid off
- Free from wasting time on web page design



In library service (blogging)

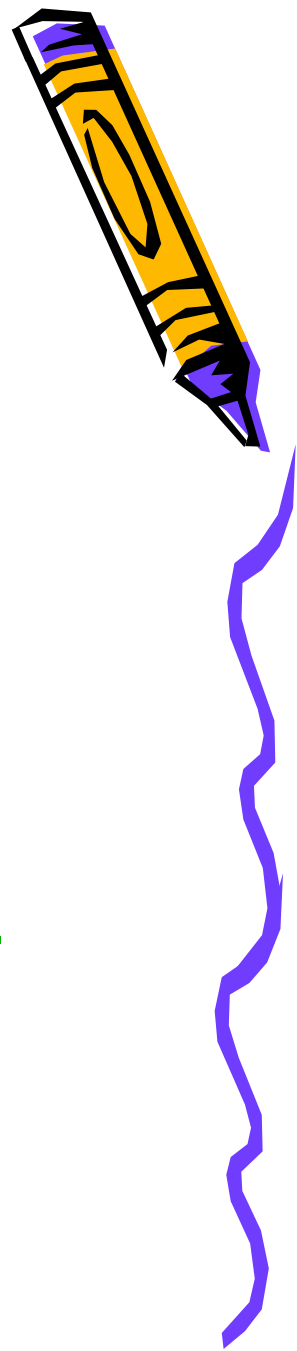


- Library news:
<http://maagblog.ysu.edu/maaglibrary>
- <http://www.maag.ysu.edu>
- A blog for a subject discussion:
<http://maagblog.ysu.edu/maagbusinessblog/>



In library service (website)

- Library subject guide page:
<http://maagblog.ysu.edu/rdault/>
- BI class page:
<http://maagblog.ysu.edu/gfheller/>



In University Teaching

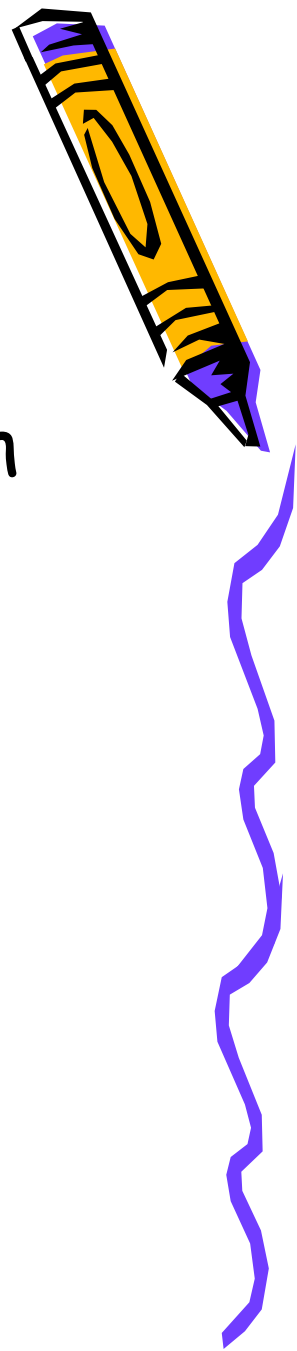


- Easy to editing
- Add multi-media information
- Consistence: the post information will be kept for use again
- Well protected: password protected to view



In University Research

- Easy to update the latest research event
- Easy to maintain
- Discussion with the other scholars



How to work

- Logon to my blog to show the structure
- Create post to show blogging
- Create pages to show website function
- Password set up
- Change themes and plugins



Hosting (1)



- Open source =



Hosting (2)

- Blog software Wordpress
- Computer : Windows system, Unix/Linux system or Mac
- Apache server
- PHP
- mySQL or other database server



Hosting (3)

- Themes: download themes or design your own themes
- Plugins: so many you can select

