



## Survey of Pattern Finding in Blog

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**Abstract:** *Blogs have developed into a more and more popular form of displaying online content for general Internet users. A blog is an essential information seeking channel in which users can describe their current status in short posts distributed by instant messages, the web or email. Therefore we survey the significant literature on several categories of blogs. This is the motivation for my study towards the several types of blogs. In this paper, we first introduce what is a blog and definitional difference between blog and blogging. We describe several types of blog, Motivations for Blogging and also describe open issues in the area of community question answering systems.*

**Keywords:** *blog; blogging; community question answering system.*

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### I. INTRODUCTION

A blog is a private diary; every day puts any information and also our own individual opinion, memos to the world. Blogging is the job of posting content on a blog or posting comments on everyone else's blog. There are several different types of blogs are present, the blogs conflicting not only in the kind of content, other than also in the way that content is delivered or written. Some well-liked blog categories are personal blog, micro-blog, Corporate and organizational blogs, genre type blogs, media type blog, device type blog, reverse blog etc. The differentiation between the blog and blogging is a topic that refers to the work of blogging are how to blog, when to blog, blogging software, attractive much anything related to blogging. Blogs are a topic that refers to particular blogs or categories of blogs, for example TechCrunch or Indian blogs. Blogging is very popular today as it allows people to cooperate with each other [10]. Blogging has also developed into a popular search engine optimization tool as search engines like Yahoo and Google recognize that a blog is regularly updated with content or visitor comments, so their spiders visit blogs regularly looking for latest content to include in their blog. Furthermore, blog content should be delivered automatically through electronic Really Simple Syndication data feeds [22]. At last, blogging doesn't need that writers and contributors know a lot about Web page code. If a blogger or visitor be able to fill in an online application, they can blog and post comments on further blogs [8] [9]. An example of the blogging is Home Business home page content is a wonderful illustration of blogging. Every posting written by us is dated and presented in sequential order. Each post has a link visitors can use to post their individual comments. Once we write and distribute these posts by blogging software, we are blogging. When our visitors click the link and leave a comment, in logic, they too are blogging because they are interacting with our blog. The paper is structured as follows: the review of recent research works is given in section 1; the related work and problem statement is presented in section 2; definitions of this motivation blogging presented in section 3; and the open issues and its discussion are presented in section 4; and the conclusion is summed up in section 5.

#### A. Personal Blog

The personal blog is the commentary by an individual or an ongoing diary, most regular blog. The personal blog is the broadest category and includes blogs about personal topics like family, politics, health, music, travel, etc. There are two main types of blog categorized are written by whom or who is updating. The purpose of personal blogs is frequently developing into more than a way to immediately communicate. They develop into a way to echo on life. Blogging can have a sentimental quality. One style of personal blog, referred to as a micro-blog, is very detailed and seeks to capture a flash in time. A few sites, such as Twitter, permit bloggers to share thoughts and feelings instantaneously with friends and family, and much quicker than emailing or writing [4].

A personal blog is a public diary or diary created by an individual and family group member. Some personal blogs are most well-liked, but the huge frequently of them are viewed by only a handful of close friends or family. Personal blogs can be used to communicate live events with other interested parties as a simple form of mass communication that can replace individual emails or telephone calls. Still, most personal blogs are feeling by their creators to be a lot more than a means of passing news [12]. They develop into an outlet to release emotions, reflect on theoretical topics or talk about hot topics.

#### B. Micro-Blogging

Micro-blogging is a broadcast medium is an another the type of blogging. A micro-blog varies from a traditional blog in that its content is typically smaller in both actual and complete file size. Micro-blogs allow users to exchange small elements of content such as short sentences, video links, or individual images. These little messages are sometimes called micro posts.

Micro-blogging [4] [6] is a combination of blogging and instant messaging. Micro-blogging websites permit users to make a short message with 140 to 200 characters that is posted on their profile which gets broadcasted to their followers or friends instantaneously. These messages or updates are able to submit by a multiplicity of means, including email, text messaging, immediate messaging, the web or digital audio. These messages also are able to be received with a variety of computing devices, with cell phones. Within these sites make communication faster and easier. Although the most micro-blogs are posted as content format. There are some micro-blogging services which allow video or audio posts [2].

*Types of Micro-Blogging Services*

There are three types of micro-blogging services are General Micro-blogs, Short URL Services, Corporate / Enterprise Messaging. The general micro-blogs is users looking to communicate with friends using short messaging. The short URL services mean users looking to post user-friendly (short in length) links for others to view. The Corporate / Enterprise Messaging mean companies looking to use short-messaging for company communications between partners, employees, and anybody connected to the organization. The several micro-blogging website are Twitter, FriendFeed, Tumblr, Posterous, Plurk, Jaiku, Sweetter, etc. Twitter is one of the most popular micro-blogging website.

**TABLE 1**  
DIFFERENTIATION BETWEEN MICRO-BLOGGING AND TRADITIONAL BLOGGING

Characterstics	Micro-blogging	Blog
<b>Content</b>	Single word	A full blown article
<b>Word Limit</b>	140 to 200 characters	Lengthy pages
<b>Interface</b>	Mobile device, IM software, API interface	Computer, web
<b>Feature</b>	Timely, speedy, Broad convenient	Poor timeliness
<b>User Experience</b>	The use of topic changes and widgets	Concise page
<b>Methods of Propagation</b>	Retweet followers, Initiative, speedy	Recommended sites, passive
<b>User Group</b>	All kinds of people	An elite crowd
<b>The Frequency of Update</b>	Several updates in a single day	Once every Few days

*C. Corporate And Organizational Blogs*

The organizational blog categorized by which organization producing the blog. Organizational blogs are influencing of more than a single individual. They are the member of a company, corporation or political party. These categories of blogs are most frequently used for marketing or public relations purposes [13]. But, they can also be used for clubs or nonprofit groups to pass information regarding events and activities to members. Professionals ranging from developer to customer and stockbrokers are using WordPress to share the expertise, and companies have exposed the power of blogs to personally engage with their customers. A blog can be private, as in the majority cases, or it can be for business purposes. Blogs used internally to improve the communication and culture in a business or mainly for branding, marketing or purpose is called corporate blogs. Related blogs for clubs and societies are called group blogs, club blogs, or by related names. Usually use is to report to members and additional interested parties of the club and member activities.

*D. Blogs*

Genre blog means a blogs focus on a particular subject or separation of a particular topic and categories. Some of the most popular types of genre blogs are as follows:

- Travel blogs
- Music blogs
- Celebrity blogs
- Art blogs
- Fashion blogs

Some blogs focus on a specific subject, such as health blogs, travel blogs, gardening blogs, house blogs, political blogs, fashion blogs, classical music blogs, project blogs, education blogs, niche blogs, quizzing blogs and legal blogs or dreamlogs [4]. Two general types of genre blogs are art blogs and music blogs. A blog feature discussions mainly about home and family is not uncommonly called a mom blog.

*E. Media Type Blog*

Blogs can be grouped by the major kind of media obtained on the blog is called media type blog. A lot of these types of blogs have developed by their own names and include the term blog. For example, single comprising photos is called a photoblog or a site contain a collection of sketches is called a sketchblog, single comprising links is called a Linklog, A blog comprises videos is called a vlog [10]. Blogs among small size posts and varied media types are called tumblelogs. Blogs that are written by typewriters and then scanned are called typecast or typecast blogs. An uncommon category of blog hosted on the Gopher Protocol is known as a Phlog [11].

#### *F. Device Type Blog*

Device Blogs can also be defined by which type of device is used to make it. A blog written by a mobile device similar to a mobile phone or PDA might be called a moblog. Other types of blogs are created by using webcam video. These types of blogs frequently contain personal video records [5]. The perform of semi-automated blogging with live video together with text was referred to as sousveillance. Such journals used as evidence in legal matters.

#### *G. Reverse Blog*

Reverse blogs are categorized by who is producing the content. In a reverse blog, the content is made by the public or by a registered member. The blog posts are regularly screened and chosen for publication by a core group or the publisher of the blog [12]. A few reverse blogs as a group of contributing writers chosen for their ability or popularity. In some case, a few processes are used to present only a narrow selection of posts, which differentiate a reverse blog from a web forum.

## **II. Related Work**

This section discusses a little previous work on blogging and also what happens towards the Twitter. Millions of people approximately use Twitter to remain social connections to their family members, co-workers, and friends throughout their computers and mobile phones [15]. Java et al [6] discusses the usage and user community on Twitter. These researchers deliberate the growth of user intentions, Twitter usage and geographical distribution of users based on data collected over April and May 2008. It was initiated to there was quick growth in the number of users of Twitter in the initial half of April, the number of users worldwide better from about 3.4 million to on 5.1 million. In the equivalent period, the number of tweets posted in total increased from about 18 million to about 31 million. Based on exploratory the content of the updates, there was originate four main uses of Twitter, such as discussion of daily activities and current status, and communication with friends. It was also originate that there are three main groups of users based upon the relationship between Twitter users are Information seekers, Friends and Information providers.

#### *A. Social network & Information network*

Social network analysis views social relationships in terms of network theory consisting of nodes and ties [16]. Nodes are the personal single actors within the networks, and tie is the relationships between the actors. Usual sociological studies assume that it is the attributes of individual actors that matter. The influence of social network theory stems from its difference from usual sociological studies by producing an exchange view, where the attributes of persons are less important than their relationships and ties with other actors within the network. Network models have been used to illustrate the process via which ideas, information, opinions and innovations spread during human societies. Emphasis has been located on identifying the key those in a community that may authority information distribution. And diffusion of conversation topics is heavily influenced by functional relationships and the power of ties in social networks, in addition to demographic and network factors. Debate topics are additional likely to distribute vertically up and down the organizational hierarchy, diagonally relationships with a previous working history, and across stronger ties [17].

Twitter can be used to update information about their every day life, follow many people they like, rebroadcast what they are font of, and interact with each other. Just like studies [18,19] have shown that Twitter users use Twitter as a new tool of network communication; making it look like a hybrid between conventional blogging and an online social network. So, many researchers think Twitter is a social network.

#### *B. Topic detection*

Takeshi et al. Consider Twitter like a social sensor for detecting large scale actions like traffic jams , earthquake and typhoons. They investigated the concurrent environment of twitter and developed an earthquake reporting system [21], which is a novel approach to report people promptly of an earthquake event. Salsa and Miles [21] put familiar a novel modified topic detection method that is can use for fast processing copious Short messages which hold more than 1.6 Billion news Without down accuracy. [22] propose a novel topic detection technique that permits to retrieve in real-time the most emergent topics expressed by the community. They [23] extract the contents of the tweets and model the term life cycle according to the new method to extract the emerging ones. And they used Page Rank to establish the authority of the users to analyze the social relationships in the network. After all, they leveraged a crossable topic graph which connects the increasing terms with other semantically correlated keywords, allowing the detection of the rising topics under user-specified time constraints.

## **III. Motivations For Blogging**

Nardi et al. Discover five motivational factors for blogging are document one's life, provided that commentary and opinions, express deeply felt emotion, clear ideas throughout the writing and forming and maintaining community forums [7]. The factor analysis results indicate that there were five motivations for blogging were required for affection, appearance of one's thoughts, obtain benefits, sharing knowledge and information, and communicating with others. However, very little research on the motivations for Chinese blogging is currently available. In order to understand blogging behavior, the reason why people create and maintain blogs should be concerned [4].

## **IV. Open Issues**

Blogging is a new internet communication stage based on the social relationships so as to have already attracted many researchers' attention as a novel research category in the area of information processing in the community question answering systems. Furthermore it brings further higher application of the research methods, due to its enormous burst data and special following relationship. Particularly, earlier works on information retrieval on blogging silent use of usual technologies such as filter, classify, cluster etc [6]. Based on the statistic strategy, which ignores Twitter itself has such

characteristics as the point of interests, bursts of trending subjects, similarity of friends' attention and so on. Current research trends on Twitter are to integrate multiple traditional methods with the characteristics on Twitter, such as social psychological analysis, opinion leaders, topic detection and so on [14]. Hence, for upcoming work, the research trends on Twitter will mainly focus on the following issues are build a statement model which collects a set of messages related to news events from Twitter, integrate machine learning with natural language processing effectively, adaptive learning and update strategy for burst event detection.

## V. Conclusion

In this paper, we first introduce what is blog and blogging, and then defining difference between the blog and blogging in the introduction section. After surveying the several major categories of blogs for researchers' better understanding about the blogs. Blogging is mostly used for communication what is happening around the world and to make stronger communication with users on social network. By detecting recent popular topics in blogging, we have opportunities to get insights into the users' interest and thus find to understand internet hotspots.

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