

INGENIOUS IDEAS DEPT.

Bloggers: Keep A Diary Of Your Weight Loss

(NAPSA)—Things have come a long way since your Aunt Milly sent you that newsy letter of what's been going on with the family all year.

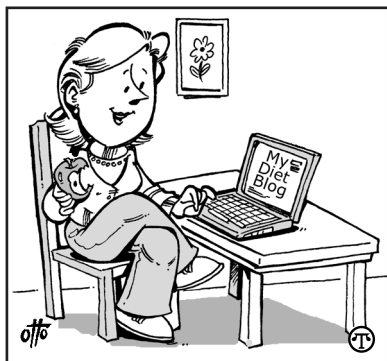
Now, without any special skills, she can have her own Web site and give everyone the family gossip online. It's called a blog (short for Web log) and it's a trend that's catching on.

According to a study by the Pew Internet & American Life Project, more than half of teenagers who are active online create digital content. Some examples include: building Web pages, sharing original artwork, photos and stories, and remixing content found on the Web. And one in five of those who are active online publish their own blogs.

The survey also revealed that when it comes to relieving real-life pressures or dealing with personal issues or tragedies, six times as many respondents prefer to write in their blog or read blogs written by others suffering from similar problems rather than seek counseling from a professional.

A good example of this are the bloggers trying to lose weight who use their blogs to keep a diary of their progress. Said one FreeWebs blogger, "I rely on my blog as a constant reminder to keep up with my weight-loss program.

"Sharing my progress, both ups and downs with others, and reading the encouragement I receive from those who respond to my blog really helps me stick to my program."



BLOGGING IS ON THE RISE—About eight million Internet users say they have created a blog.

Blogs can also recount details from the writer's life, such as missed flights, breakups, computer breakdowns, and favorite chili recipes.

Subscribers use the free online service, Freewebs, to create blogs and websites for just about anything. The most popular applications include music and fan sites and community sites such as churches, sports teams and scout troops. Also popular are homeowner associations, collector sites, family-oriented sites for sharing wedding and new baby photos and sites about schools, classes and teachers.

Simply put, blogs are on the rise. About eight million Internet users say they have created a blog and, according to one study, the number of blogs in existence doubles about every five months.

To learn more, visit www.freewebs.com/napsa.