

Internet Trends

Growing Internet Trend Offers New Ways To Stay In Touch

(NAPSA)—Even if you've never read a Web log, or "blog," odds are you've heard a lot about them recently. In fact, Merriam-Webster says "blog" was the No. 1 word people looked up on its dictionary Web site in 2004. For those who haven't yet searched for the definition, a blog is an online personal journal that can include comments, pictures and more.

Blogging is one of the fastest-growing trends on the Internet. According to the Pew Internet & American Life Project's "The State of Blogging" survey, there are now eight million Americans blogging. The growth is being driven by new services such as MSN Spaces (<http://spaces.msn.com>) that make it easy for anyone to set up a blog.

"Blogging used to be something that was just for techies but not anymore," said Phil Holden, MSN Director of Global Communication Services. "People are beginning to realize that blogs are great ways to share your world with friends and family."

Holden says there's no such thing as a standard blog. There are MSN Spaces devoted to just about every topic under the sun, including music, movies, parenting, cooking, business, technology, travel and current events.

"A good blog can be about anything," Holden said. "The key is to show your passion for the subject—whether it's your children, your work or a great new band you discovered."

Recent college graduate Yasmin Reshamwala moved a thousand



A Web log—or "blog"—can be a great way to communicate, or just jot down your thoughts.

miles away from her parents to take a job in New York City. She uses her MSN Space as a way to keep in touch.

"I like to stay out late, so it's not always easy for me to find time to talk with my parents on the phone," Reshamwala said. "I use my Space to talk about my new job, show pictures of the things I'm doing and share my thoughts about life in New York. My parents and my friends back home can add their comments, and it's like an ongoing conversation."

Reshamwala said she was surprised at how easy it was to set up a Space. "All I did was enter my e-mail address and choose a name," she said. "Then within minutes I was able to add pictures and journal entries. Having a Space has definitely made my transition to a new city a lot smoother—for me and my parents."