Who is blogging, what they’re writing and what to think about before you start.

9 broad types of work being done on blogs: analysing 100 academic blogs

- Academic culture critique: 41%
- Research dissemination: 40%
- Descriptions of academic practices: 34%
- Sharing information (e.g. call for papers, conferences): 24%
- Self help (advice for students or research practitioners): 17%
- Technical advice: 15%
- Personal reflections: 8%
- Teaching advice: 7%
- Career advice: 4%

And who are they blogging for?

- Other academics: 73%
- Professionals: 38%
- The ‘educated public’: 17%
- Students: 15%
- Researchers: 6%


What to think about before you start blogging

1. Focus your blog. Find a niche that is little, or not, covered.
3. Find your voice. Write posts you’d want to read.
4. Connect your posts to your networks.
5. Use blogging as an outlet for your creativity. What do you want to explore?