



A WEBINAR FOR THE
FACULTY OF LAW AND
INTERNATIONAL RELATIONS,
UNISZA, 15-10-2020

BLOGGING FOR ACADEMICS

BY: DR. SONNY ZULHUDA

AHMAD IBRAHIM KULLIYAH
OF LAWS, INTERNATIONAL
ISLAMIC UNIVERSITY
MALAYSIA (IIUM)

OUTLINE

What is Blog?

Blog vs Website vs Social Media

Why people blog

Why blogging for academic

How to start?

What is Next?

WHAT IS BLOG?

The Origin: WEB + LOG = WEBLOG

WEBLOG >> BLOG

“A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.”

“A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries. Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.”

BLOG VS WEBSITE

Blog is part of Web 2.0

Enables typical Web 2.0 tools

- Search: the ease of finding information through keyword searching.
- Links: guides to important pieces of information.
- Authoring: the ability to create constantly updating content that is co-created by users.
- Tags: categorization of content by creating tags that are simple, one-word descriptions to facilitate searching and avoid having to fit into rigid, pre-made categories.
- Extensions: automation of pattern matching for customization by using algorithms (i.e. Amazon.com recommendations).
- Signals: the use of RSS (Real Simple Syndication) technology to create a subscription model which notifies users of any content changes.

Updated regularly, diary-style, arranged reverse-chronologically

Highly personalised and customised

BLOG VS SOCIAL MEDIA

Wider readership (Beyond registered users)

Open platform >> easier linkages cross-platforms

Searchable with tags and keywords

Flexible outline and presentation

Not over-commercialised

No overuse of personal data

No bandwidth issue (text to video all possible)

WHY BLOG IS SIGNIFICANT?

A form of expression of thought, opinion, or sentiment

A showcase of achievement, work outcome, or work in progress

A record of what happens

An evidence of fact (publications, corroboration of incidents, counts of events, etc.)

WHY PEOPLE BLOG?

Recreational (Hobby, travel log, etc.)

Professional (Networking, Branding, Marketing, Selling)

Educational (Sharing knowledge and experience, blended teaching, research, etc.)

Situational/Special (Da'wah, Journalism, Public cause, Political motion, etc.)

EDUCATIONAL USE OF BLOG

Uploading materials: Course Outline, Reading materials, References

Linking to external materials: Videos, pictures, news stories, commentaries

Posting assignment, tasks, quizzes, etc.

Showcasing students' work

Posting announcements, etc.

WHY BLOGGING IS HELPFUL FOR ME?

Sharing my work-in-progress: full paper, abstract, opinion, case studies, commentaries, book review, conferences, students' works.

Conveying immediate responses to latest news, stories, etc.

Getting rid of publications mechanic

Evidence of creation (copyright, IP)

Research-related progress output

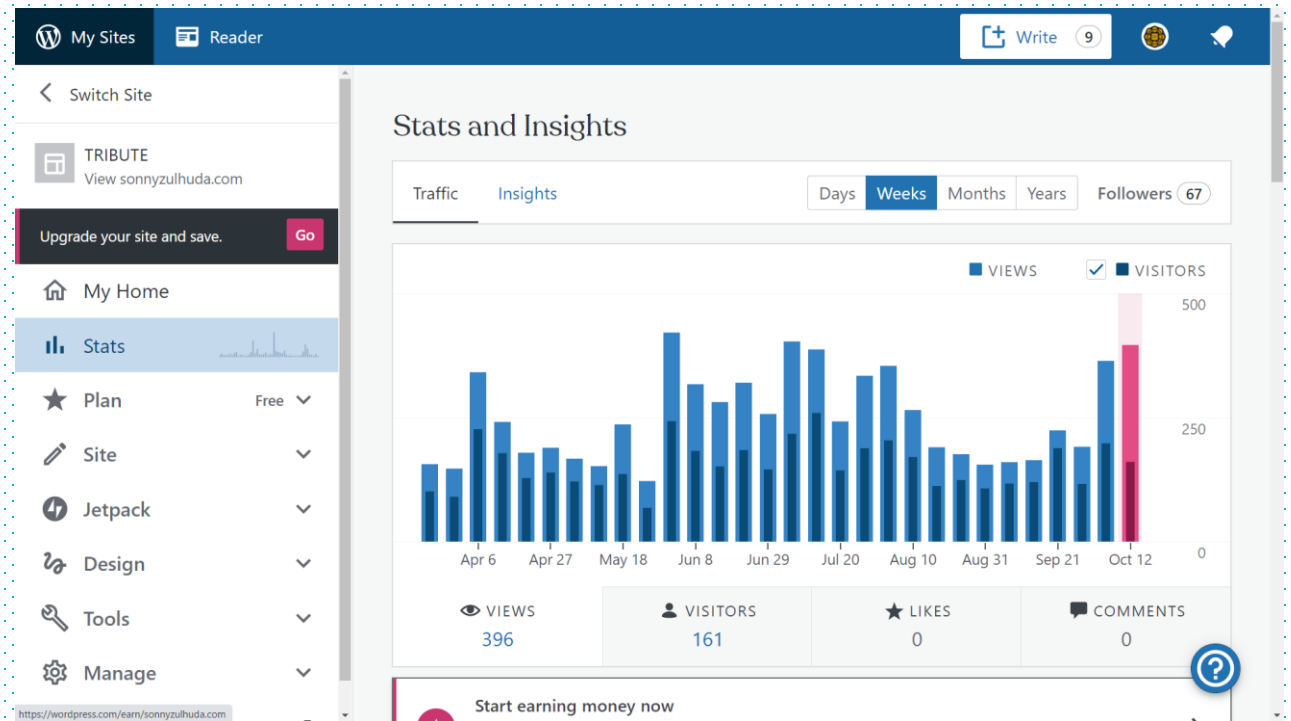
Building credentials over time

CONNECTING WITH READERS

Maintain and respond to comments section

Read statistics:

- Popular topic
- popular article
- popular linkages (referrers)
- popular tag and keyword
- popular reading time
- Reders' countries of origin.



BASIC TIPS

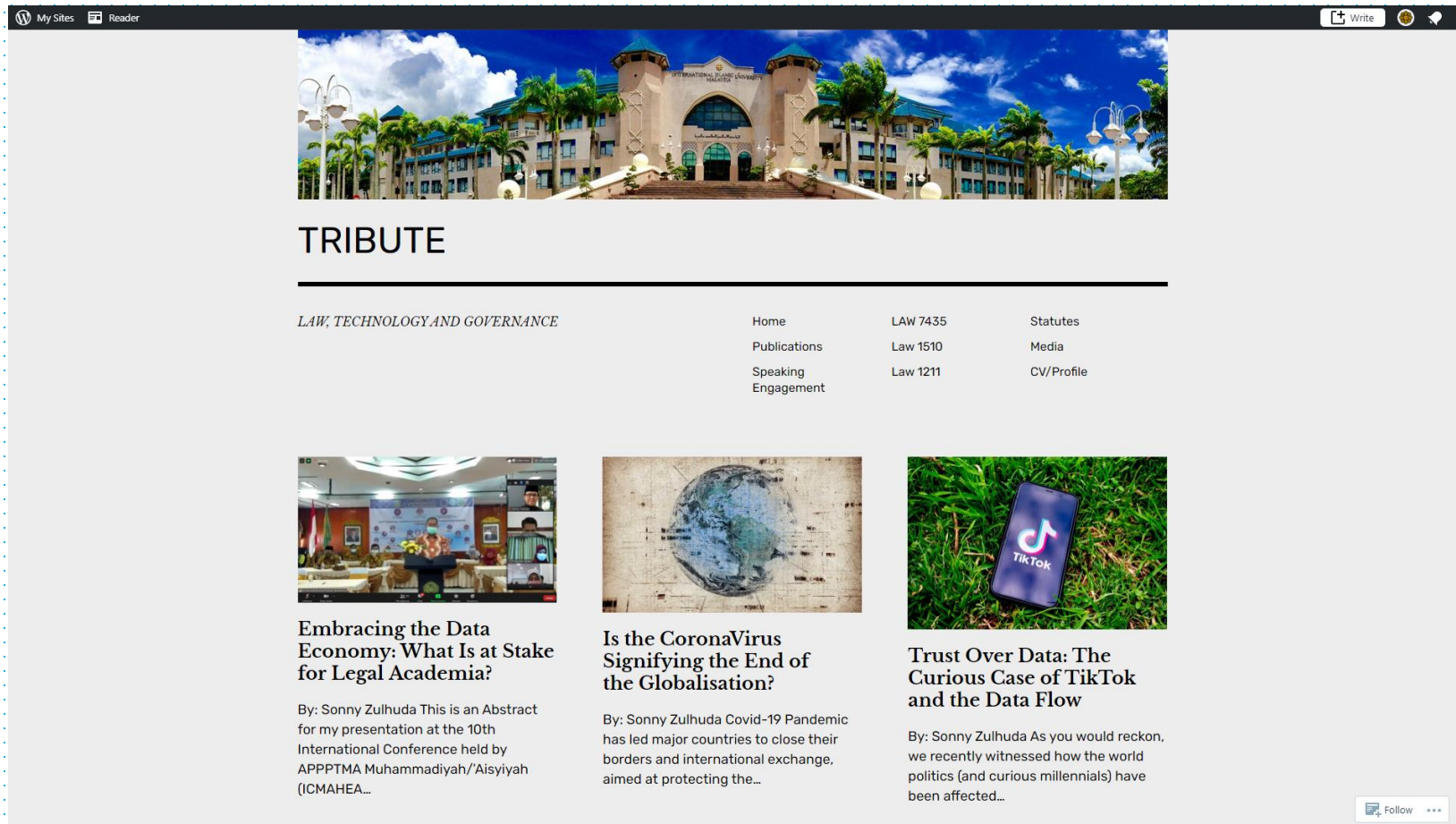
1. Decide your THEME & NICHE (may include “ALL-THEME”)
2. Don't overthink, just start
3. Choose free platform (can upgrade anytime)
4. Start with your first quick posts
5. Embed every post with your designate tags
6. Announce to the World 😊

CHOOSE YOUR PLATFORM

Top Blogging Sites (<https://www.techradar.com/sg/news/the-best-free-blogging-sites>)

1. Wix
2. WordPress.com
3. Blogger
4. Weebly
5. Penzu

INTRODUCTORY STEPS (PRACTICAL DEMO USING WORDPRESS.COM)



The screenshot shows a WordPress website interface. At the top, there's a navigation bar with 'My Sites' and 'Reader' on the left, and 'Write' and a profile icon on the right. Below the navigation is a large banner image of a modern university building with a central archway. Underneath the banner, the word 'TRIBUTE' is displayed in a large, bold, sans-serif font. A horizontal line separates the header from the main content area. Below this line, there is a navigation menu with three columns of links: 'Home', 'Publications', 'Speaking Engagement', 'LAW 7435', 'Law 1510', 'Law 1211', 'Statutes', 'Media', and 'CV/Profile'. The main content area features three article teasers, each with a small image, a title, and a short introductory paragraph. The first article is titled 'Embracing the Data Economy: What Is at Stake for Legal Academia?' and includes a photo of a person at a podium. The second is 'Is the CoronaVirus Signifying the End of the Globalisation?' with a globe image. The third is 'Trust Over Data: The Curious Case of TikTok and the Data Flow' with a TikTok logo on a smartphone. At the bottom right of the page, there is a 'Follow' button with a plus sign.

My Sites Reader Write

TRIBUTE

LAW, TECHNOLOGY AND GOVERNANCE

- Home
- Publications
- Speaking Engagement
- LAW 7435
- Law 1510
- Law 1211
- Statutes
- Media
- CV/Profile

Embracing the Data Economy: What Is at Stake for Legal Academia?
By: Sonny Zulhuda This is an Abstract for my presentation at the 10th International Conference held by APPPTMA Muhammadiyah/Aisyiyah (ICMAHEA...

Is the CoronaVirus Signifying the End of the Globalisation?
By: Sonny Zulhuda Covid-19 Pandemic has led major countries to close their borders and international exchange, aimed at protecting the...

Trust Over Data: The Curious Case of TikTok and the Data Flow
By: Sonny Zulhuda As you would reckon, we recently witnessed how the world politics (and curious millennials) have been affected...

Follow



WHAT NEXT?
BYE FOR NOW 😊

Keep on Writing... on Blog!
Let us contribute to the positive
content of the Internet
DROP BY: sonnyzulhuda.com