

CLOUD COMPUTING IS STANDING ON THE PYRAMID OF TRIANGLE LOVE: BLOG, VLOG AND SLOG

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ABSTRACT

A blog is a website that includes stories, written events, photos, and memories. A well-designed blog is engaging and personal, which keeps readers coming back. A vlog is a video blog (hence the name), which uses video instead of written content. Vlogs are a lifeline for those whose attention spans are shortening. In today's online age, authenticity is essential, and vlogs deliver. They help producers connect with viewers more deeply by letting them see their true selves. The social media engine is fuelled by this real connection.

KEYWORDS: Blog, Vlog, Slog, Cloud computing, YouTube.

OVERVIEW

A vlog, also known as a video blog or video log, is a form of blog for which the medium is video. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts. Unlike a more general video diary, vlogs are often recorded depicting the maker throughout. Make your vlog uniquely yours.

Get to the point.

Call your viewers to action.

Setting your tone of voice.

Decide on your talking points beforehand.

Decide how you'll present your points.

A blog is a website that includes stories, written events, photos, and memories. A well-designed blog is engaging and personal, which keeps readers coming back. A vlog is a video blog (hence the name), which uses video instead of written content. Short for a video blog or video log, a vlog is a blog in video form. Think of it as your own little TV show or channel, only it's on the web, produced by you, and presumably starring you (or maybe your super cute pet). There are a number of platforms where you can create a vlogging channel and publish video content. Vlogs (short for video log) are video blogs. Instead of text and images, a video (or a video link) is embedded on a website or uploaded on a video platform, such as YouTube or Vidyard.

In recent years, "vlogging" has spawned a large community on social media, becoming one of the most popular forms of digital entertainment. It is popularly

believed that, alongside being entertaining, vlogs can deliver deep context through imagery as opposed to written blogs. YouTube is an American online video sharing platform owned by Google. Accessible worldwide, [note 1] YouTube launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal. Headquartered in San Bruno, California, United States, it is the second most visited website in the world, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos every day. As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute, and as of 2021, there were approximately 14 billion videos in total.

What is a blog? The term blog is short for weblog. Blogging is about creating relevant and engaging content. A blog post is posted to your blog - the space where you place all these posts - you are reading a blog post now. Business blogging is a core component of inbound marketing, as it drives traffic to your online presence, it helps establish authority, and it is a prerequisite to generate new leads. **Adam Kontras [vlog] and Jawed Karim [blog]; inventor.**

What is a vlog? Vlogs (short for video log) are video blogs. Instead of text and images, a video (or a video link) is embedded on a website or uploaded on a video platform, such as YouTube or Vidyard. According to a report from HubSpot Research, 54% of consumers want to see videos from businesses - more than any other type of content.



Figure-1: Adam Kontras [vlog] and Jawed Karim; inventor

Video is becoming the preeminent way that companies are starting to communicate with their prospects and their customers. With video content, you can reach your buyer personas through a type of content that is quick for them to take in. This type of content has become increasingly popular recently, not least because of the low barriers of producing videos with high quality. Here are some tips on how to create engaging video content online.^[1]

What is a slog? A slog is an abbreviation for a sound log. It is the recorded audio file of a blog post. Slogging is a great way to repurpose old content into something new. The finished recording can be uploaded to music and podcast streaming platforms such as SoundCloud or Mixcloud. Slogs are perfect for your audience when they have little time to read a blog post or are on a journey.

Have you ever considered recording an audio version of your blog post? In this presentation below, we have

shared our tips and learning based on our own experiences in creating our first slog 'Why people attend seminars and keynotes about onlinification and digitalisation'. Video logs (vlogs) also often take advantage of web syndication to allow for distribution of the video over the Internet, using either the RSS or Atom syndication formats, for automatic aggregation and playback on mobile devices and personal computers. The vlog category is popular on the video-sharing platform YouTube. Vlogging saw a strong increase in popularity beginning in 2005. The most popular video sharing site, YouTube, was founded in February 2005. The site's co-founder Jawed Karim uploaded the first YouTube vlog clip Me at the zoo on his channel "jawed" in April 2005. The ordinary "everydayness" and "dry aesthetics" of Me at the zoo set the tone for the type of amateur vlogging content that would become typical of YouTube, especially among YouTubers.



Figure 2: Blog, Vlog and Slog.

By July 2006, YouTube had become the fifth most popular web destination, with 100 million videos viewed daily and 65,000 new uploads per day. The Yahoo! Videoblogging Group also saw its membership increase dramatically by August 2005. Many open source content management systems have enabled the inclusion of video content, allowing bloggers to host and administer their own video blogging sites. In addition, the convergence of mobile phones with digital cameras allows publishing of video content to the Web almost as it is recorded. Radio and television stations may use video blogging as a way to help interact more with listeners and viewers. Throughout the lifetime of the YouTube platform,

vloggers have developed large social communities by expressing emotions of vulnerability and encouraging their viewers to do the same. The effect of this emotional exchange between strangers has been documented, for example, in the popularity of bereavement vlogs, in which grieving individuals reassure each other through friendly comments.

Miscellaneous events

2005, January – Vloggercon, the first vlogger conference, is held in New York City.

2006, November – Irina Slutsky created and hosted The Vloggies, the first annual video blog awards.

2007, May and August – The Wall Street Journal places a grandmother on the front page of its Personal Journal section. In August 2007, she was featured on an ABC World News Tonight segment showing the elderly now becoming involved in the online video world.

Guinness World Record: In May 2019, Charles Trippy was awarded the Guinness World Record for the "Most Consecutive Daily Personal Video Blogs Posted On YouTube", having recorded 3653 consecutive videos to his Charles and Allie YouTube channel over the previous ten years.

Uses

Impressions: Vlogs have made it possible to learn about a Vlogger's persona, culture, and impressions using non-verbal hints. Researchers have conducted experiments using crowdsourcing for Amazons Mechanical Turk to determine what kind of personality traits the Vlogger might have. Many Vlogs have been personified by five big personality traits such as Extraversion, Conscientiousness, Agreeableness, Neuroticism, and Openness to Experience. Along with Mechanical Turk, researchers also looked at the cues that take place within Vlogs. Vlogs can be broken down to their elements considering that there are a lot of factors that play in the creation of one such as placement of camera, lighting, location, amount of time spent looking at the camera, pitch, delivery and amount of the interactions. Using this information and crowdsourcing, results have revealed that the highest rate in personality research was Agreeableness which makes Vlogging a great place to form Agreeable impressions. However, more non-verbal hints are more noticeable in other form traits such as Extraversion. Regardless, Personality impressions have made a more interesting Vlog viewing experience.

Education: Vlogging has been experimented with school systems to determine if it is a reliable platform to

deliver higher educational practices to students. Researchers have done an experiment that placed 42 college freshmen into a control and experimental group of 21 each. Oral proficiency exams were given to all students to reflect their current speech skills, after a year of teachings based on each of the groups preference. The control group was instructed to work with their standard writing skills and create their own blogs, while the Experimental group tested their skills with online interaction. Scores for both groups had increased after both tests, however the experimental group had outperformed the control group due to the improvement of speech proficiency that came as a result of a more interactive learning environment between teachers and classmates. The control group claimed that not using video blogs "lowered their confidence" in their speaking proficiency.

Health: Researchers have investigated how vlog-style YouTube videos made by creators who suffer from chronic illnesses can raise health awareness among viewers and create social communities among those suffering. A 2014 study evaluated the contextual relationship between vloggers who shared that they had diabetes, cancer, or human immunodeficiency virus (HIV) and their audiences. Most of the creators of these vlogs chose to focus their videos on how disease diagnosis and treatment had impacted them physically and emotionally. Commenters on the vlogs who shared personal characteristics formed ad hoc small groups; these impromptu support groups expanded over time as more and more people discovered the health vlogs.

Live broadcasting: YouTube announced a live broadcasting feature called YouTube Live in 2008. This feature was also established by other social platforms such as Instagram, Facebook and Twitch.

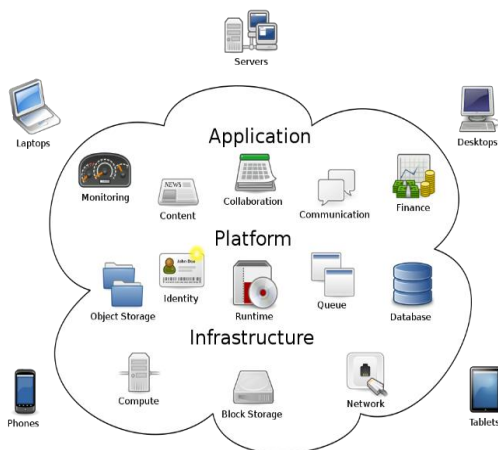


Figure-3: Cloud Computing with blogging/vlogging.

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.^[2]

Personal blogs: The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization. While the vast majority of

personal blogs attract very few readers, other than the blogger's immediate family and friends, a small number of personal blogs have become popular, to the point that they have attracted lucrative advertising sponsorship. A tiny number of personal bloggers have become famous, both in the online community and in the real world.

Collaborative blogs or group blogs: A type of weblog in which posts are written and published by more than

one author. The majority of high-profile collaborative blogs are organised according to a single unifying theme, such as politics, technology or advocacy. In recent years, the blogosphere has seen the emergence and growing popularity of more collaborative efforts, often set up by already established bloggers wishing to pool time and resources, both to reduce the pressure of maintaining a popular website and to attract a larger readership.

Sl. No.	Blog	Vlog
1	The blog is used to write content like text, gif, pictures, and many more.	Vlog is used for Videos.
2	Most of the time, blogs are hosted on Joomla, WordPress, Blogger, Drupal, and many more.	Vlogs are hosted on YouTube, Vimeo, Dailymotion, Facebook, and many more.
3	Blogs were initiated in 1990 and became popular in 2003.	Vlogs started in 2000, but after 2004 they became famous.
4	Maintenance for blogs is cheap, as we have to pay the web hosting fees. Blogs can be hosted for free most of the time.	Vlog hosting can be free or inexpensive, but buying equipment such as a camera, microphone, tripods, etc. needs a lot of expense.
5	In the blog, the written content behind the visual content is missing.	In the vlog, much faster than written content, visual content gains popularity.
6	In the blog, we cannot stream any online event.	In the Vlog, we may stream any live event and reach a wider audience quicker.
7	In the blog, the number of visitors is comparatively less than the Vlog.	In the Vlog, the number of visitors is comparatively more than the blog.
8	We need to do content writing so that more and more people come to our blog every day.	To make a great Vlog, we have to be clever enough to pick good phrases, use facial expressions effectively and have a nice voice to hear.

Microblogging: Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the internet. Microblogging offers a portable communication mode that feels organic and spontaneous to many users. It has captured the public imagination, in part because the short posts are easy to read on the go or when waiting. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) microblog about concert dates, lectures, book releases, or tour schedules. A wide and growing range of add-on tools enables sophisticated updates and interaction with other applications. The resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include Twitter, Facebook, Tumblr and, by far the largest, Weibo.

Corporate and organizational blogs: A blog can be private, as in most cases, or it can be for business or not-for-profit organization or government purposes. Blogs used internally and only available to employees via an Intranet are called corporate blogs. Companies use internal corporate blogs to enhance the communication, culture and employee engagement in a corporation. Internal corporate blogs can be used to communicate news about company policies or procedures, build employee esprit de corps and improve morale. Companies and other organizations also use external, publicly accessible blogs for marketing, branding, or

public relations purposes. Some organizations have a blog authored by their executive; in practice, many of these executive blog posts are penned by a ghostwriter who makes posts in the style of the credited author. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

Aggregated blogs: Individuals or organization may aggregate selected feeds on a specific topic, product or service and provide a combined view for its readers. This allows readers to concentrate on reading instead of searching for quality on-topic content and managing subscriptions. Many such aggregations called planets from name of Planet (software) that perform such aggregation, hosting sites usually have planet. subdomain in domain name (like <http://planet.gnome.org/>).

By genre: Some blogs focus on a particular subject, such as political blogs, journalism blogs, health blogs, travel blogs (also known as travelogs), gardening blogs, house blogs, Book Blogs, fashion blogs, beauty blogs, lifestyle blogs, party blogs, wedding blogs, photography blogs, project blogs, psychology blogs, sociology blogs, education blogs, niche blogs, classical music blogs, quizzing blogs, legal blogs (often referred to as a blawgs), or dreamlogs. How-to/Tutorial blogs are becoming increasingly popular. Two common types of genre blogs are art blogs and music blogs. A blog

featuring discussions, especially about home and family is not uncommonly called a mom blog. While not a legitimate type of blog, one used for the sole purpose of spamming is known as a splog.

By media type: A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs. A rare type of blog hosted on the Gopher Protocol is known as a phlog.

By device: A blog can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog. One early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and EyeTap device to a web site. This practice of semi-automated blogging with live video together with text was referred to as sousveillance. Such journals have been used as evidence in legal matters.

Reverse blog: A reverse blog is composed by its users rather than a single blogger. This system has the characteristics of a blog and the writing of several authors. These can be written by several contributing authors on a topic or opened up for anyone to write. There is typically some limit to the number of entries to keep it from operating like a web forum.^[3]

YouTube presence: YouTube currently ranks among the top three most-visited sites on the web. As a high traffic area for video bloggers, or vloggers, YouTube has created a platform for these participants to present their personal videos, which oftentimes are filmed using hand held point and shoot cameras. The popularity of vlogs in the YouTube community has risen exponentially in the past few years; out of the top 100 most subscribed YouTube channels, 17 provide vlogs as their primary style of footage. Many of these vloggers are a part of the YouTube Partner Program, which professionalizes the industry and allows for monetary gain from video production. This professionalization additionally helps increase exposure to various channels as well as creates a sense of stability within the field. Additionally, this professionalization allows content creators to be deemed a credible source by their viewers. Furthermore, many vloggers have been able to turn their channels into sustainable careers; in 2013, the highest paid vlogger brought in a minimum of \$720,000 for the year. Hollywood is taking notice of this rising medium, and has placed its value ranked over other entertainment companies such as Marvel, which is also owned by Disney. Both of these are very powerful tools used by various corporations in the field of marketing, but these

are also personal spaces for people who want to publish their thoughts in front of the entire world. But there is a primary difference between blog and vlog.

A blog is very similar to a website, where one can find content regarding any topic in a written/text format, along with images, gifs, etc. A vlog, on the other hand, consists of video content published on any topic. There are various blogging and vlogging platforms out there that support both paid and free domains. Both of these are also great ways to earn money directly and are very popular among the current generation.

CONCLUSION

Creating a good blog just requires some writing skills and being knowledgeable about your topic/niche of choice, right? Those are undoubtedly important aspects of creating content, but a good blog, particularly about a field as intricate and layered as cloud computing, demands more than the basics to translate value to customers. Whether you specialize in software-as-a-service (SaaS), platform-as-a-service (PaaS), or infrastructure-as-a-service (IaaS), you need punchy yet informative content that helps you reach the uppercut of brands in your industry, increasing your outreach potential and reputation. Cloud computing blogs should consider visual elements, search engine optimization (SEO), and integrating social media within their blogs to create a sound content marketing plan. Blogging ensures that your ideas and opinions gain visibility on search engines, and that your target audience finds you. This becomes more crucial if you are using a blog to promote your business or service. Blogging can get your niche customer to notice you, generate organic leads, and drive more income your way. Vlogging can connect people to a larger audience and invite them into different areas of expertise, which can be an effective way to improve business performance. Slogging is a great way to repurpose old content into something new. The finished recording can be uploaded to music and podcast streaming platforms such as SoundCloud or Mixcloud. Slogs are perfect for your audience when they have little time to read a blog post or are on a journey.

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