

**Central California  
Regional Conference  
on Excellence in  
Teaching and  
Learning**

**ABOUT ME**

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**Name:**

Candace Egan

**Location:**

Fresno, California

I am an Assistant Professor of Mass Communication and Journalism at California State University, Fresno. I have a professional background in video production and Web design.

FRIDAY, MARCH 24, 2006

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# **Blogging in the classroom**

## Using blogging as a teaching tool

This presentation takes a look at the instructional application of blogging. I will discuss how I use blogs to facilitate student research and writing. An overview of my class assignment and examples of student blogs will be provided.

posted by Candace Egan @ 2:30 pm

# What is a Blog?



- **Blog**
  - **A Website with dated entries (Brigitte Eaton, 1999)**
  - **An “easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for FREE.” (blogger.com, 2004)**
  - **A website that is updated frequently, with new material posted at the top of the page. ( Rebecca Blood, 2005)**

# What is a Blog?



- **Web log > Blog**
  - **Online journal**
    - **Personal reports and commentaries**
    - **Chronologically dated entries**
      - Most recent first
      - Archives of past entries
    - **Links to photos and other Web pages**
  - **Easy to use Web service for:**
    - **Creating a Web page**

# What is...?



- **Blogger**
  - Person who maintains a Blog
- **Bloggging**
  - Act of updating the blog with new entries

# Using Blogging as a Writing & Research Tool



- **MCJ 178 New Information Technology**
  - **Upper division G.E.**
  - **Writing Requirement (2000 words)**
    - **Analysis Paper Assignment**

# Analysis Paper



- **Description**
  - **Read assigned articles on communication technology**
    - **Satellite radio or Podcasting**
  - **Analyze adoption of technology based on diffusion of innovation theory factors**
  - **Write blog with research notes**
  - **Write paper using blog**
- **Learning Objectives**
  - **To use diffusion of innovation theory to analyze adoption**
  - **To apply blog format during reading analysis phase**

# Rational for Blog



- **Use a new information technology discussed in class**
- **Encourage commenting on reading**
  - Reading articles across time
  - Commenting as read
- **Facilitate research notetaking**
- **Split word count between blog and paper**
  - Increase amount of writing through blog

# Blog Assignment



- **Article Blog Entries**
  - **Two part**
    - **Identify article and describe initial reactions to reading**
    - **List information could use in analysis paper**
- **Extra credit**
  - **Create an actual online blog**



# Student Examples



- **Michael** – My Space ≥
  - Article comments and research notes
- **Guyana** – Blogspot ≥
  - Article comments
- **Jennifer** – Blogspot ≥
  - Writing feedback
- **Sergio** – My Space ≥
  - Writing feedback





**Michael Tooma**



**Last Updated:**  
Feb 27, 2006

- [Send Message](#)
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**Gender:** Male  
**Status:** Married  
**Age:** 32  
**Sign:** Virgo

**City:**  
**State:** CALIFORNIA  
**Country:** US

**Signup Date:** 02/22/06

**Blog Archive**

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3 [v] 3 [v] 2006 [v] [Go]

Saturday, February 25, 2006

**Assignment 1 - Reading Analysis Blog written by Michael Tooma**

**Frank Ahrens discusses Dylan, Stern and the satellite radio wars**

This article was a transcription of an actual NPR broadcast on Talk of the Nation on December 14, 2005. The anchor for this show is Neal Conan and his guest was Frank Ahrens of the Washington Post. They discuss the fact that the satellite providers try to gain more subscriptions to their service by hiring celebrities to have their own shows on the service they provide. Sirius satellite radio hired Howard Stern for a half of a billion dollars and now XM satellite radio has hired Bob Dylan to do a show that will play new music, but I am sure he will be playing most of his own music.

There was also discussion about how satellite radio gives long distance travelers the ability to listen to the radio and not have to continue changing the station after so many miles. This was a positive thing for long haul truckers.

Also the idea of sports fanatics liking the idea of subscribing to hear their favorite sports games. Everything seems to be on Sirius radio except for Major League Baseball. I would think Sirius would try their hardest to get this from XM. If that would happen I am sure that their subscriptions would be huge.

RELATIVE ADVANTAGE

"The first generation of XM had a couple of--and I think it still does, have a couple of channels devoted directly to truck drivers who are, you know, long-haul drivers. It's true. One of the best things about **satellite** radio is, in theory, you're never out of range because you're either underneath a bird, as they call it, or in a city with terrestrial repeaters." Frank Ahrens

OBSERVABILITY

"We originally purchased the XM **Satellite** Radio in the summer of 2003 when my wife and I were taking a trip across the United States to California and back just to kind of ease, you know, the burden of flipping from channel to channel, getting away from static and having to pop in a CD and all that. And we enjoyed it so much, it really made the miles fly by, so to speak, and especially the comedy and the different variety on there. And then when we--after our trip was over, we just kept it and it's been two years now." Caller - Mark

(392 words)

MONDAY, FEBRUARY 27, 2006

# Assignment 1 Reading Analysis Blog by Guyane Frnzyan.

POSTED BY G-UNIT\_G-UNIT'YAN AT 9:52 AM 0 COMMENTS

"Satellite Radio: Following a trend?"  
January 20, 2006 Friday

The Tribune Review Publishing Company published this article in January of 2006 written by Regis Behe and his views on "having the new latest and greatest." Behe brings up the example of cable subscriptions, that was a big hit, mostly everyone had either cable or satellite at their home, " Cable television -- or having a dish that brings in satellite Television reception -- is now close to a necessity in most households. Satellite radio companies are betting their product will become, if not required, then indispensable, to millions of Americans who will turn to the medium for news, talk, sports and music." it seem as though this is the next big thing, "...satellite radio has already made a strong impression with consumers." says Eric Logan, XM Satellite Radio's executive vice president of programming. Can this next new thing be the next useless thing, in the article Lee Ferraro of WYEP-FM, reports that listen to something if they cant relate to it, if they're hundreds of miles way, "They live down the street from you, and we can talk about whatever is happening locally. If it's as simple as the weather, we can give them that...We can do things that they can't on satellite radio."

### ABOUT ME

G-UNIT\_G-UNIT'YAN  
FRESNO, CALI, UNITED STATES  
VIEW MY COMPLETE PROFILE

### LINKS

- Google News
- Edit-Me
- Edit-Me

### PREVIOUS POSTS

- Assignment 1 Reading Analysis Blog by Guyane Frnzyan.
- "Satellite Radio: Following a trend?" January 20, ...
- "Satellite radio gains momentum in rural markets l...
- "Everyone's Aiming at Satellite Radio; Rival techn...
- "Frank Ahrens discusses Dylan, Stern and the satel...
- "TO PAY, OR NOT TO PAY; A look at satellite versus...
- "Where B.B. King Gets the Blues" September, 2005 ...
- "Something in the air; Satellite radio is 'hear' t...
- Assignment 1 Reading Analysis Blog

# Assignment 1: Reading and Analysis Blog By Jennifer Eichman

## About Me



**NAME:**JEN **LOCATION:**CLOVIS, CALIFORNIA, UNITED STATES

Hmmmm, well, I love to laugh and I have a great sense of humor. I am lazy when it comes to school, but I make sure I don't get a grade lower than a C. I am somewhat of a perfectionist so I always clean and organize my room and the kitchen. I don't like strange smells. I love the beach and would go there every day if I could. I'm a very calm person and easy going, but don't underestimate me, I have the potential to be mean if you overstep my boundaries. You couldn't really tell now, but I grew up somewhat of a tom boy. My best friend and I used to go lizard, snake, and bug hunting, climb trees, go hiking, and ride her ATC. I still like reptiles, would still ride a motorcycle if I had one, and I like to play video games. Spiders suck though.

[View my complete profile](#)

## Recent posts

- [In-Class Reading Analysis](#)
- [Why should I tune in to satellite radio?](#)
- [As Satellite Radio Blossoms, Many Still Prefer Local](#)
- [Where B.B. King Gets the Blues](#)

WEDNESDAY, OCTOBER 19, 2005

## In-Class Reading Analysis

*When we read each other's essays I didn't get very far because I read slow in order to catch everything that I believe needs help. I was only able to critique two essays in the time given. I found that there wasn't so much error in what my team mates wrote about as there was in grammar. I find this a lot when I critique essays. I know that a lot of times students write their essays the night before*

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# Assignment 1 Reading Analysis Blog by Sergio Chavez

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**Serg**  
**Last Updated:**  
 Mar 15, 2006  
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**Gender:** Male  
**Status:** Single  
**Age:** 21  
**Sign:** Scorpio  
  
**City:** FRESNO  
**State:** CALIFORNIA  
**Country:** US

**Blog Archive**  
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Wednesday, February 22, 2006

## Writing Feedback Blog Entry...

My impression of the feedback from my teammates was helpful. They gave me additional information to what I needed to add and what to change. Reading my other teammates responses, their analysis were a bit similar to mine but different as well. They would use some of the information in a different structure. Different information from the articles was used in the papers.

They were able to identify where I needed to make corrections on my sentence structure and what I needed to change and/or add on my paragraphs. Some of my weaknesses were getting used to breaking up large paragraphs and not repeating myself with the same concepts. I wasn't told of what I needed to improve my writing.

Some of the changes that I will be making will be paragraph structure and changing some of the sentences to a shorter length. Also reading the paper over and adding words that were left out.

(162 words)

[10:51 PM](#) - [0 Comments](#) - [0 Kudos](#) - [Add Comment](#)

Monday, February 20, 2006

## Where B.B. King gets the blues

This article was written by Garrett M. Graff on September, 2005. Graff covers how satellite radio has been such a good success, especially XM radio with 5 million subscribers. Many of the towns who offer one station of country have switch to XM because the station has upgraded to XM. CEO Hugh Panero struck partnerships with Honda, Toyota and others to reach more than half of all the auto sales in the US. XM is now a factory-installed option on more tan 120 car, truck, and SUV models. Sirius made deals with DaimlerChrysler and BMW, which together account for about 36 percent of the US market. Graff

# Outcomes

- **46% (18) students used online blog**
  - **Sp 2006 Satellite Radio section**
  - **Students reported this was their first online blog**
- **Blog style**
  - **Caused reflection on reading**
    - **Reaction to information**
    - **Comparison to previous articles**
    - **Notation of info relevant to paper**
- **Most read articles over multiple days**

# Creating a Blog

## 1) Set up a free Blog Web site

The screenshot shows the Blogger homepage. At the top left is the Blogger logo. To its right is a sign-in form with the text "Already have an account? Sign in:" and fields for "Username:" and "Password: (?)". Below these fields is a "SIGN IN" button and a "Remember me" checkbox with a "(?)" link. The main content area is divided into two columns. The left column is titled "What's a blog?" and includes a "TAKE A QUICK TOUR" button. Below this are four icons: a notepad and pencil for "Publish thoughts", a speech bubble for "Get feedback", a group of people for "Find people", and a globe for "And more...". Below the icons is a paragraph: "A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**." The right column is titled "Create a blog in 3 easy steps:" and lists three steps: "1 Create an account", "2 Name your blog", and "3 Choose a template". Below the steps is a large orange arrow button labeled "CREATE YOUR BLOG NOW". At the bottom of the page, there are two sections: "RECENT NEWS" with a link to "The Official Blogger Blog!" and "BLOGGING YOUR PHOTOS" with a link to "Share photos from Picasa to your blog in just one click. Download Picasa 2 for free." The footer contains navigation links: "Home | About | Knowledge | Help | Developers | Gear | Privacy" and copyright information: "Copyright © 1999 - 2005 Google".

# Creating a Blog

2) Create a post

3) Publish the post

