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Community Blogs Implementation for an Organization

Roopa Onkar Deshpande[1], Rakshith B R[2], Nisarga C S[3], Sanjana R[4], Saharsh S Kiran[5]
[1, 2, 3, 4, 5]*Department of Computer Science and Engineering, Jyothy Institute of Technology, Bengaluru, India*

Abstract: Community-based blogging sites can be excellent resources for knowledge on a wide range of specialized subjects. Such systems' usefulness significantly depends on user participation and contribution. In addition to offering information and resources on specialized subjects. These websites can promote a sense of belonging and support, and they can be a great place to gather advice and information on particular subjects.
Keywords: Blogging, resources, information, styling, alignment

I. INTRODUCTION

A blog, or more specifically, "often updated websites where content is posted on a regular basis and displayed in a reverse chronological order," is known as a blog (shortened from Weblog). In addition to being a means of facilitating self-description and social engagement, blogging is occasionally seen as a new, independent kind of journalism [1]. A blogging system typically includes features such as a text editor for writing and formatting posts, tools for managing and organizing content, and options for customizing the appearance and design of the blog. Some popular blogging systems include WordPress, Blogger, and Squarespace. Some blogging systems are self-hosted, which means they are installed on a web server and require the user to have their own domain name and hosting account.

Other blogging platforms are hosted, which means a business offers them as a service and does not require the user to have a hosting account of their own. A text editor for writing and formatting entries, options for personalising the blog's look and feel, and tools for managing and organising content are just a few of the features and tools that are commonly provided by blog platforms to assist users in creating and managing their blogs. Other capabilities that some blog platforms provide include support for multimedia material, social network integration, and sophisticated analytics and tracking tools. A lot of blog systems are offered as self-hosted options, which means the user must have their own domain name and hosting account in addition to installing them on a web server. Other blog systems are hosted, which means a business offers them as a service and does not require the user to have a hosting account of their own. Institutional blogs may be run by a single person or team, or they may be accessible to a larger community of authors. They might also have features like commenting, social media integration, and traffic and interaction tracking analytics tools.

Blogs are perhaps practised at educational institutions in a variety of ways, including:

1) Providing information and updates about the organisation and its initiatives.
2) By giving teachers, staff, and students a platform to discuss their research and thoughts.
3) By providing a venue for students to evaluate their educational experiences and communicate their ideas to a larger audience.
4) Establishing a community where academics, staff, and students may interact and help one another.
5) By facilitating the sharing of institutions' resources and knowledge with a larger audience.

In order to build a feeling of community, offer a forum for the exchange of information, and keep students, teachers, and staff informed, blogs will be a beneficial tool for educational institutions.

Both social media and blogs may be utilised as venues for information sharing and ser interaction. They vary, nonetheless, in a variety of ways:

Format: Short-form content is intended for social media sites like Facebook, Twitter, and Instagram, which are built around user connections and interactions. Contrarily, blogs tend to be lengthier and more structured, with individual posts or articles arranged according to topic or category.

Audience: Since anybody can open an account and begin utilising social media platforms, they often have a larger and more varied audience. In contrast, depending on the blog's purpose, it may have a more narrowly focused or specialised readership.

Purpose: Social media's primary function is to connect and engage with people, but a blog's primary function is to impart knowledge and concepts.

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Monetization: While blogs may rely on advertising or the sale of goods or services to make money, social media platforms frequently provide monetization alternatives like paid advertising and sponsored content.

While social media and blogs may both be helpful tools for information sharing and audience engagement, their formats, target audiences, and purposes differ, and they can each be utilised in a variety of ways depending on the user's objectives.

II. TRENDS OF BLOGS OVERTIME

Over the years, there have been a number of trends and patterns in the use of blogging websites. These trends include, among others:

1) *Growing Popularity:* As the number of blogs on the internet has grown enormously, blogging websites have gotten more and more well-liked over time.
2) *Content Diversification:* Although blogs were first largely used for personal journals and diaries, they have developed to encompass a wide range of subjects, including news and politics as well as food, fashion, and travel.
3) *The Professionalisation Of Blogging:* Many bloggers have made their hobby into a full-time profession, and some of them generate substantial cash via sponsorships and advertising.
4) *Increased Use Of Multimedia:* In addition to more conventional content, bloggers are now utilising a range of multimedia formats, including videos, podcasts, and infographics.
5) *Development Of Microblogging Platforms:* Twitter and Tumblr, two short-form blogging services, have grown in popularity, especially among younger people
6) *Greater Social Media Integration:* Bloggers are now promoting their blogs and interacting with their audiences on social media sites like Facebook, Instagram, and Pinterest.
7) *Increasing Use Of Mobile Devices:* As the number of people utilising mobile internet continues to rise, bloggers have begun to produce material on the go using mobile devices such smartphones and tablets.

For many years, businesses have utilised blogs to communicate information and concepts to staff members, clients, and other stakeholders. Here are a few patterns in blog usage that have developed in the workplace.

Internal communication: Many businesses use blogs to communicate news and updates to staff members and to create a feeling of community inside the business.

Engagement with customers: Businesses may use blogs to inform readers about their goods and services as well as to interact with them through reviews and comments.

Thought leadership: Businesses may establish themselves as thought leaders in their sector by using blogs to give knowledge and insight on market trends and best practises.

Employee advocacy: Many businesses encourage staff members to post their own ideas and opinions on corporate blogs, instilling a sense of pride and enabling workers to contribute to the thought leadership of the business.

Video content: Since it may be a more interesting and participatory way to convey information with an audience, there has been a growth in the usage of video material on blogs in recent years.

Overall, as businesses look for new methods to disseminate information and interact with their audiences, the usage of blogs at work continues to change.

III. PRESENT SYSTEM

A. Classification

A blog is a place on the internet where people may exchange URLs, photographs, and other materials as well as thoughts and ideas. Blogs can be used as diaries or stories. The laws and intricacy involved in creating a blog of any size or shape are minimal. A blog is a weblog's add-on, but it is also a website where users can upload photos, exchange URLs, leave comments, and publish on a variety of topics. Blog readers also contribute to the creation of a collaborative and dynamic atmosphere by leaving comments on various themes. The RSS service, which alerts users to new posts and comments, is also available on many websites. Some bloggers are identified as accredited journalists by the news organisations. Blogs for personal use can be created for free, however blogs for business use might have a host fee. Photo-sharing websites are a frequent example [2].

The study's findings demonstrate that the five dimensions System Functionality, Security/Responsiveness, Personalization, Efficiency, and Enjoyment—extracted from the study's 21 dimensions are the main elements influencing the service quality of blog websites.

System Functionality and Personalization are two indices that influence users' assessments of the service quality of blog websites among the five characteristics that describe it [3].

B. Present method

1) With the help of the data or keyword the user selects to track, BlogTracker is an application that enables users to perform various analytics and insight mining on blog data [4].
2) Students must learn how to recognise issues and choose the best course of action. It might not be enough to only expose students to lectures to make sure they can understand and acquire the skills needed for application design. Additionally, there aren't many programming courses offered in engineering programmes to help students' knowledge. A blog is used to augment the course and provide students a chance to contribute and share their knowledge of programming topics and principles. A user-generated website with journal-style entries that are presented in reverse chronological order is known as a blog or online log [5].
3) In their studies (a programming course), students utilise blogs to gauge how well this technology improves their comprehension based on online discussions. Additionally, it provides a chance for professors and students to share the knowledge they have acquired [5].
4) Currently, many commercial and governmental institutions use information technology, such as e-learning or online learning tools, to administer their courses [5].

C. Equations

Using free tags, users may annotate themselves on microblogging websites like Sina Weibo. A user's tags often appear in a random sequence without any indication of their importance or relevance and serve to highlight the user's qualities. It reduces the utility of user tags in applications like system recommendations. In this research, we suggested an interactive user relationship-based user tag ranking schema. Our user tag ranking system takes into account the degree of user influence. Ranking user tags also takes into account the relevancy scores between tags and people. Hadoop, a distributed processing platform, is being used in experiments to analyse the extremely massive dataset from Sina Weibo, which has more than 140 million users [6].

Usually written by the author specifically for distribution of scholarly publications. The majority of the blog post did not, however, summarise. As a result, it is advantageous to offer automatic extraction summaries of the blog post's major ideas so that others may more readily comprehend the specified blog's interest. Because blog posts regarding social networking are among the most common file kinds, this article concentrates on the blog's summary as most blog posts lack one [7].

D. Some Common Mistakes

1) Weblogs and blogs are regarded as a type of personal journal, as well as commentary on the market or a product. Numerous prior works and services on blog analysis systems are available (e.g., [3]). There are a number of both for-profit and non-profit blog analysis services available online, including Technorati, Blog Pulse, kizasi.jp, and blogWatcher. Globe of Blogs, Best Blogs in Asia Directory, and Blogwise are three examples of multilingual blog services [8].
2) Blogs are used by millions of Internet users to share knowledge, express opinions, and keep daily notebooks. A blog is an online personal diary that is often shown in reverse chronological order and is published on the Internet. Blogs are often the creation of a lone person, occasionally a small group, and frequently have a specific theme. In a typical blog, you could find text, photographs, and links to other websites and blogs. By including more social and participatory aspects, community blogging platforms have improved the interactivity of traditional blogging. They enable the development of online profiles that contain links to other bloggers. This blogger to blogger created a social network through which blog updates are automatically shared by declaring social linkages that describe the blogger's interests and support of other bloggers [9].
3) We discovered that male and senior bloggers who experience fewer restrictions, have more chances inside the community, and have friends with better retention are more likely to remain within it than other bloggers.
4) Additionally, these bloggers receive more interest from other people, as seen by the greater number of explicit and implicit contacts they have with other community members. We developed prediction models to forecast retention and the top retained bloggers using the characteristics that are related to blogger retention. Our models can reliably forecast retention (adjusted R2 = 0.84) and the top retained bloggers (accuracy = 93.62%), according to an analysis of many commonly used machine learning methods. Our research can serve as a starting point for more investigation on community bloggers' retention [9].

IV. PROPOSED METHODOLOGY

A. Auto Alignment

After Auto alignment features in user input text on a blogging website refer to the ability of the website to automatically adjust the formatting and layout of the text based on predefined rules or settings.

These features can help to make the text more visually appealing and easier to read, and can save users time and effort by automatically formatting the text as they type.

Paragraph alignment: The ability to automatically align paragraphs to the left, right, or centre of the page.

Line spacing: The ability to automatically adjust the space between lines of text to create a more readable and visually appealing layout.

Justification: The ability to automatically adjust the spacing between words and letters to create a more even margin on both sides of the text.

Headings and subheadings: The ability to automatically format headings and subheadings with larger and bolder font sizes, and to create a clear hierarchy of text within the document.

Lists: The ability to automatically create numbered or bullet-point lists, and to format the list items with the appropriate indentation and spacing.

Auto alignment features can be useful for bloggers who want to create professional-looking and well-formatted content, without having to spend a lot of time manually formatting the text. They can also help to improve the readability and usability of the blog, particularly for users who may be reading the content on smaller screens or devices.

B. Use of Regional Languages

Blogs written in regional languages, or languages that are specific to a particular region or country, have gained popularity in recent years. Many bloggers prefer to write in their native language as it allows them to better connect with their audience and share their thoughts and experiences in a more authentic and natural way.

Regional language blogs can cover a wide range of topics, from personal reflections and diary entries to news, politics, culture, and lifestyle. They can also provide a platform for discussing issues and challenges specific to the region or community that the blogger belongs to. There are several benefits to writing a blog in a regional language. For one, it can help to increase the reach and impact of the blog, as it may be more accessible to a larger audience who may not be fluent in English or other dominant languages. It can also help to preserve and promote local languages and cultures, and provide a sense of belonging and connection to readers who share the same language and cultural background.

There are also some challenges to writing a blog in a regional language, such as limited access to resources and tools, and a smaller pool of potential readers and followers. However, with the increasing availability of translation tools and the growing popularity of regional language content online, these challenges are becoming less significant.

Over the past few years, chatbot research has accelerated.

The performance, acceptability, and deployment of these technologies for internal team communication or customer communication are the subject of research by academics and practitioners.

Although there are a tonne of current studies available, not all of them discuss the implications of chatbots for the digital business transformation [10].

There are several ways that chatbots may be included into blogs, including:

1) Chatbots can be employed to respond to commonly asked inquiries and guide site visitors around the blog or website. They can be used to encourage readers to write comments or ask questions, fostering interaction with the audience.

2) They may be trained to customise their replies depending on the reader's preferences and past interactions, giving the user a more tailored experience.

3) They may be used to quickly respond to specific inquiries, such as where to find a specific blog post or whether a product is currently available.

V. ACKNOWLEDGMENT

The preferred spelling of the word “acknowledgment” in America is without an “e” after the “g”. Avoid the stilted expression “one of us (R. B. G.) thanks ...”. Instead, try “R. B. G. thanks...”. Put sponsor acknowledgments in the unnumbered footnote on the first page.

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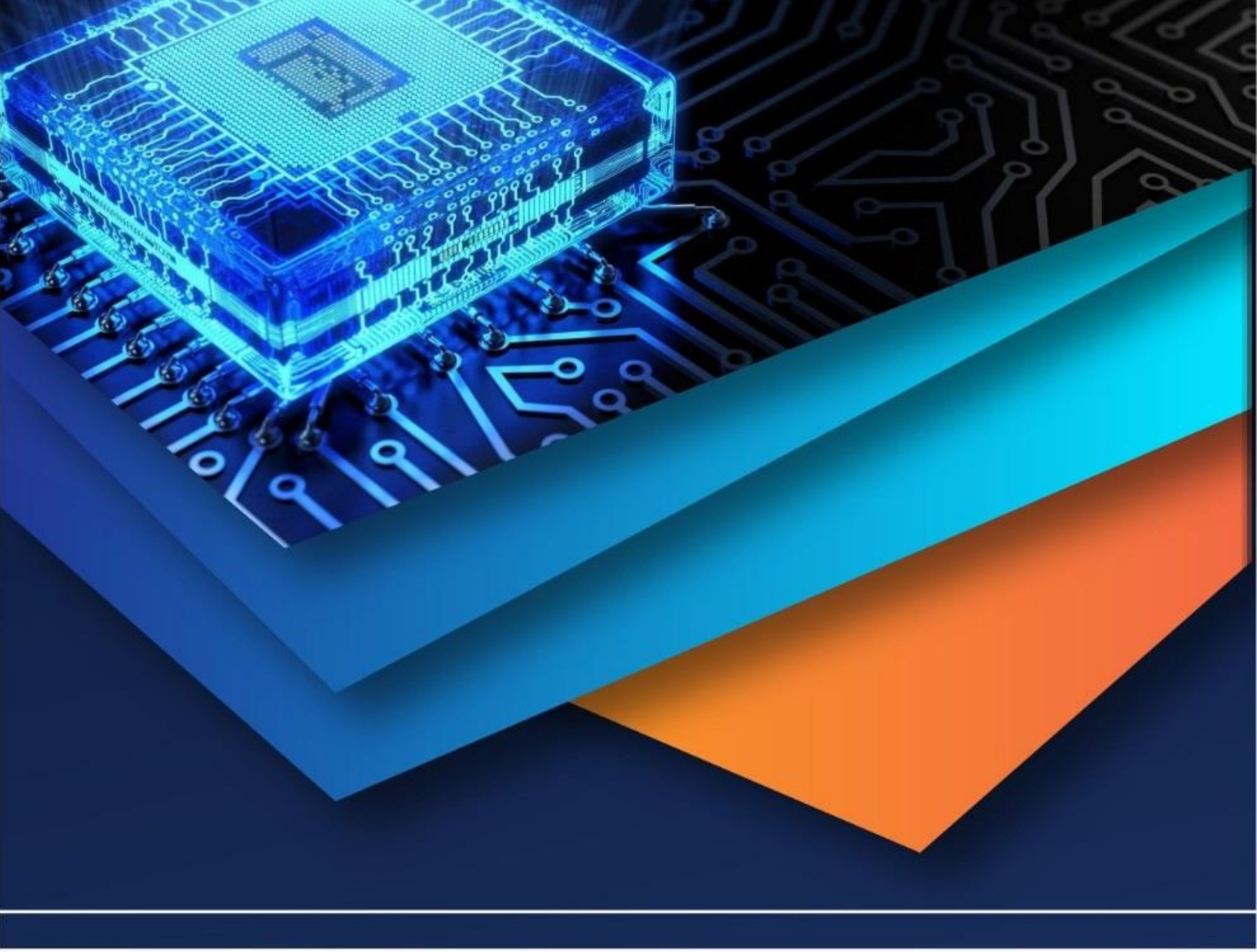
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For papers published in translation journals, please give the English citation first, followed by the original foreign-language citation [6].

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