

To Blog Or Not to Blog

Blah-blah-blah, blog-blog-blog ... Where once our thoughts were kept in a secret diary guarded close to our bedsides, nowadays our **ramblings** are available for the world to read.

Some say bloggers are **Average Joes** who crave attention – and what better way to get it than to write for a worldwide audience. I blog, therefore I am.

If your entries are interesting, a **cadre** of virtual fans will follow, hungrily awaiting your newest entries. He blogs, therefore I am.

Mainstream media can only dream of getting this much **commitment**.

Reaching out to the masses has never been this easy. Just think how much faster Christianity would have spread had Jesus been a blogger. Rather than travel from village to village spreading the word, he could have sat at a home computer and reached the entire planet **in one fell swoop**.

Nobody denies that an information revolution is clearly at hand. If you **have an axe to grind** or a movement you wish to spread, blogging lets you do it – at minimal expense, no less.

While many blogs are pure **dribble**, what this phenomenon is teaching us is that we can shape public opinion without waiting for traditional media outlets to **air our views**.

From the corporate point of view, however, the thought of opening ideas to outside **commentary** is unthinkable. Customer feedback is obtained from secretive surveys, with the results shared amongst a small group of insiders.

So, how these two worlds will meaningfully interact is yet to be seen. The blogosphere challenges companies to open their communication to direct public debate and commentary, but many executives still have a **knee-jerk reaction** to anything that sounds like bad news. Maybe the competitor who blogs first will have the last laugh.

Glossary

air one's view	lufta sina åsikter
Average Joe	medelsvensson
cadre	övertygad och pådrivande kärngrupp
commentary	kritisk analys
commitment	engagemang
dribble	här: nonsens, strunt
have an axe to grind	att ha baktankar, dolda avsikter (att driva på något för sin egen vinnings skull) (allt/alla) på en gång
in one fell swoop	här: ryggmärgsreaktion
knee-jerk reaction	(lång och) virrig text
ramblings	