
The New Internet Craze: Online Video Blogging

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It is unavoidable. First came the blogs which consisted only of texts and images and anything and everything that man could think of for writing and publishing. This was followed by podcasting, a type of blogging that allows uploading and downloading of audio files. It provided the alley for music lovers to download and upload their files to be consumed by the podcasting community members. And now, and by far the most common type is the video blogging, popularized by video blogging biggies like YouTube.

It comes in a variety of names such as vlogging, vlogging, or the more popular name-- video blogging. This is a type of blogging that allows uploading of videos on blogging sites. A picture speaks a thousand words, says a cliché. But a moving picture, a video, well it captures every bit of message the blogger wants to send. What's good about this type of blogging is that comments and testimonials are not restricted to texts only; instead people are allowed to respond using their own videos. This online business is relatively new but it has surely created a name in the social networks and blogging sites. In fact, video blogs were influential and were even considered among the primary tools of campaign in the recent Presidential Election in the United States.

Online video blogging has effectively provided a medium for bloggers to broadcast films, ideas and messages. Vlogs contents range from personal originals, remakes and domestically and internationally released films and documentaries. Music videos are also popular as well as amateur videos of just about everything.

There are various reasons why bloggers are opting to the usage of videos for blogging. Here are some of them:

First, while a regular text blog allows people to express themselves through ideas, messages, commentaries and reviews on various things, they are only limited to words and text. Unless the blogger is skilled enough to "talk" through text, the blog may not be efficient in delivering the message effectively. Bloggers, therefore, switch to a more convenient and ready medium, films.

Second, ordinary blogging takes substantial time to create. The blogger must first have an idea, the skill and the talent to write before the blog would sell. In videoblogging, even an ordinary video could communicate to the audience.

Third, blogging requires effort in the part of the reader. It takes some effort to focus all attention to a single piece of literature. In videoblogging, the videos are ready for consumption.

Lastly, participants are oftentimes limited in ordinary blogging-it's just the blogger and his ideas. In videoblogging, other people may participate in making the video.

Apart from lending an environment for self-expression, video blogging is also a ready source of income. It may not be much at first but when you tap the right audience, the right theme or subject and the right idea, the video blog may capture enough attention to gain you some nice extra bucks.

Because video blogging, in particular, is fastly becoming the mainstream blogging medium, it would no longer be

surprising if the demand for online video blogging services will soar in the succeeding years. It may become a medium for the creation of newer ways to reach the public or it may become a new alley for selling goods and services. But whatever is in store for video blogging in the future, it will definitely be of benefit for most.

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