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Writing with Technologies

Rettberg Open-Book Quiz

1) What do HTML & CSS stand for and what do they mean? Offer an example or two.

HTML stands for HyperText Markup Language. HTML is the code for writing a Web page that can be displayed in a Web browser. You put the tag <p> at the beginning of a paragraph, and the tag </p> at the end of a paragraph. This way, the browser knows that a text between those two tags should be displayed as a separate paragraph rather than just as a long string of text connected to the text that comes before and after. You can also rag files for other reasons rather than spacing itself. You can tag files in order to achieve font, color, graphics, and hyperlink effects on a majority of web pages.

CSS stands for Cascading Style Sheets. This is a way of specifying how the Web browser should “style” or present pages that are marked up in HTML. A CSS “rule” might specify that all paragraphs should have the first line indented. That would override the default of most Web browsers, which doesn’t indent the first line, but instead inserts an extra line break between paragraphs.

2) What does RSS stand for? What does it mean/do?

RSS stands for Really Simple Syndication. It is known as an additional way for publishing your blog site. It is a version for a website that allows computers to easily manipulate and change its content. With RSS, you can subscribe to a specific blog and you will be notified when there are new posts. RSS is also used in newspapers, discussion forms, and photo sharing. It will show the title of the latest post, rather than showing the whole blog post.

3) What is Web 2.0? What distinguishes Web 2.0 from the “first wave of web developers”? Please offer some examples and explain why/how these are considered Web 2.0.

Web 2.0 is meant to characterize a second wave of websites. Web 2.0 has developed services in which users are allowed to share their content and use the Web as a platform. The difference is that the first wave of web developers is all about publishing content rather than using to share information. YouTube is considered Web 2.0 because people are able to share their own videos on the site. They are not creating a new site to post the pictures and videos, they are just simply adding onto the existing website to make it fuller. Another example is Wikipedia, Flickr, and Facebook. They are continuously being used, and are known services that have become available because of Web 2.0.

4) Please list and explain the 3 different types of blogs discussed by Rettberg. Explain what the defining feature of each are and how they are distinct from one another. What category do you think our “niche” blog fall into and why?

The three different blogs that are discussed by Rettberg are personal blogs, filter blogs, and topic-driven blogs. A personal blog usually has a small box in the corner that has information about the blogger or what the blog is about. These blogs are also known as Dooce blogs. There is a link that takes you to a page that explains the history of the blog. This blog has commercialization, which is another way that bloggers can make money. A lot of these blogs are used as personal diaries. These blogs are about someone’s life, and they give reader’s a flimpse into the everyday life of someone who was fired from their job and is still becoming a successful member of society.

Another blog that is mentioned by Rettberg is the filter blog, which is a record of a blogger’s experiences and finds throughout the Web. An example of this could be a list of research links without any words or commentary. However, most do include some commentary within the links as well. These blogs come from the blogger’s point of view. These blogs include hyperlinks or some type of link with each blog to help further help readers understand information being presented on the blog.

The last blog post that is discussed by Rettberg is a topic-driven blog. These focus on one main topic, and they each share new ideas and information with their readers while also including links to further the reader’s knowledge on a specific topic. They may be run individually, or with a majority of individuals. The post will continue with discussion and extensive quotes. The purpose of this blog is to provide information to the audience about a particular topic or subject which may interest the reader. An example could be about how I may create my own fitness blog to reach out to reader’s who are trying to stay healthy in college.

5) From where does the word “Blog” derive? Why is this significant?

The word blog is driven from two words; web and log. Blogs have derived and developed since the word was first used in 1997. The word log is taken from navigation, and readings would then be entered into the Logbook. Weblogs have continued the chronological organization of the ships navigation logbook. This also relates to the navigation of the web. This ultimately created the understanding of blogs.

6) Rettberg defines blogging by discussing the phenomenon in terms of genre and medium. Please explain why she does this and how it helps us understand the genre of blogging and how blogging functions as a medium.

Blogs are used as medium because blogs have different constraints. The creator of the blog has options that they can do to change or improve their blog. But, not all blogs have to have the same theme or features. Every blog is different in their own way. Some have pictures, some have links, some have videos, and some have none or all of the above. The blogger can do what they want with their blog for their audience to read, and there are no rules or guidelines. Our perspective help us identify blogs as either genres or mediums, and each blog is diverse in their own way.