

Who reads blogs?

Contributed by Sheila Ann Manuel Coggins

Answers the basic question of people reading weblogs.

{mosgoogle} The simplistic answer: Anyone with an Internet connection can read blogs. In fact, since search engines like Google tend to link to blogs, more and more blogs are appearing in search results.

But, who really reads blogs? And, why would anyone want to read blogs, particularly, your blog?

Individuals who keep blogs themselves are the best audience of blogs. They don't only read other people's blogs, they also link to them and write about them in their own blogs. That's already a few million bloggers who are potential readers.

Maybe it's the need to connect with other people or just the innate voyeuristic nature of humans (think Reality TV online?) that drive people to read blogs. But, apart from the psychological and sociological aspects of blog-reading, these are some more reasons people read blogs:

- To get varied opinions on news, issues, and other matters of interest.
- To gather information from a trusted source.
- To learn more about a certain topic.
- To find people with similar interests and ideas.
- To be entertained with stimulating and/or humorous content.

So, if you're a blog-keeper who meets the need of one (or more) individual/s, then you will find your reader/s.

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