

# Analyzing a food blog and presenting about it

Purpose for creating the blog

- \* Commercial?
- \* Personal?
- \* To create community?
- \* Other?

Who created the blog?

What do we know about the person?

History of blog? — When did it start?

How frequent are the postings?

Voice of the blogger

- \* Personal and conversational?
- \* Impersonal and objective

Is there advertising on the site?

- \* What is being advertised?
- \* Does the blogger get an economic advantage?

What sort of media is used?

- \* Only text
- \* Text and photos
- \* Illustrations
- \* Audio
- \* Video
- \* Proportion of text to visuals?

Interactive?

- \* Can visitors leave comments?
- \* What kind of interactions happen on this site?
- \* Who leaves comments, what do they comment on, and is there a sense of community?

Social or political message

- \* Does the blog express any social, political or ethical messages?

Content

- \* How specialized is the blog? (E.g., Only dealing with pancakes?)
- \* Is anything shown about the process of growing or manufacturing food?
- \* Are recipes and cooking instructions clear...easy to follow? — Do you think you'd be able to make these dishes?

User friendliness

- \* How easy is it to navigate the site?
- \* Do the font types, sizes, colors and layouts make it easier or more difficult to read the blog?

How is the blog promoted and how does the blogger keep people visiting?

- \* Are there contests that allow visitors to win something?
- \* Is it updated often?
- \* Can people constantly learn something new from the blog?

Your review of the blog

- \* Quality
- \* Usefulness
- \* Visual attractiveness
- \* Accessibility of the language
- \* How interesting is it to you personally?

Here is the list of food blogs that I assigned to students:

<http://www.simplebites.net/>

<http://thedomesticman.com/>

<http://www.gluten-free-vegan-girl.com/>

<http://chasingdelicious.com/>

<http://theyearinfood.com/>

<http://www.hummingbirdhigh.com/>

<http://www.veganricha.com/>

<http://www.mynewroots.org/site/>

<http://wattwurmnashi.com/>

<http://honestfare.com/mustard-greens-salad/>

<http://www.ohladycakes.com/>

<http://www.adventures-in-cooking.com/>

<http://ulteriorepicure.com/>

<http://fortheloveofthesouth.com/>

<http://jetcitygastrophysics.com/>