T IS hard to imagine life today without the internet Back in the day, when you went out to meet firends for dimen, nobody checked you in the file to take you read off. Not were pictures of your first course posted on instagram. They were simpler and more private times all-round.

But the digital revolution has brive the digital revolution has been received by t

Thanks to social media and sites tilke Twitter, YouTube How Howdropress, Blogspot and Jumblir - there is more information at your fingertips than the work of the thory what they want to the thory what they want to the thory what they have what they have what they have what they have the place when they want they have what they have the place what they have what they have the place when they what they have what they have the place when they want they have what they have the place when they want to be a supplementation of the proposed when the place when they want to be a supplementation of the proposed when the proposed when they want to be a supplementation of the proposed when the propo

Tumbir – there is more information at your fingertips than scadering some action of the force: Tim look find a scadering sold file force: Tim look find at why they blog; what they took and trink the first privileged free. Now anyone with something to say and what they something to say and what they something to say and what they sold train Award latest news with something to say and what the sold train the same that the sold train the same that the sold train the same that the same training to the same training training to the same training train

mainstream media.

Some of the most popular issues around the so-called nat ural hair movement, under-ground music scenes, beauty blogs for African and Caribbean women and general themes of balancing cultural identities and the battle of the sexes.

POPULARITY

Though blogs - a portman-teau of 'web logs' - have been around since the late Nineties, it is only over the past few years that their popularity has exploded. In the US, it is

believed that 57million adults read blogs on a regular basis.

Black and ethnic

minority bloggers make up at least 40

Not as much is known about the UK blogging scene, and even far less is known about blogs written by those of African and RESEARCH: Deborah Gabriel

the descentination on many control of a privileged few, the manyon with something to say and access to an internet connection can make their mark.

The internet has given rise to a move wave of creative types a new wave

asn't just interested in music; I was interested in the history of music and looking at things like the impact of the Civil Rights movement on soul music. There wasn't one place that did all that so I decided

the key ingredient of any successful blog.
She said: "In the beginShe said: "In the beginShe said: "In the beginShe said: "In the beginShe said: "In the begin-

alised aspect is what attracts readers to

or self-publishing comes a certain degree of freedom to write from an honest place rather than writing simply to attract web hits. Gabriel said that was

who write on a

topic they are

ning, the news media were highly critical of bloggers and making comparisons to professional journalists until they came to understand that the person-

> blogs. Blogs pot, complementing
> "Blogs are open and honest and don't pretend to be objective be objective be objective or service and develop her and people passion for writing

ital marketer but is writer and colum-nist for the web-site xoJane. Mbakwe has consistently build her on Twitter who flock Christiana Mbakwe, bette

to her blog for her straight-talking but humorous approach to a variety of issues.

In 2011, her blog Growing Up African, earned cult status as she explored the nuances of being a child of immigrants. The personal perspective

struck a chord

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decided to collate my thoughts

on a blog.
"Style-wise, I used to be

much more polemic but I'm less so now. I am still saying what I think whether it's about [TV Show] Love

privileged to be a PASSIONATE: Ronke Adeyemi

Gabriel said that many writers were choosing blogging rather than pursuing full-time

She explained: "I started my research project thinking that perhaps black writers were using blogging as an outlet in reaction to the difficulties and barriers of entering a career in

journalism.
"I now realise that would he totally missing the other reasons. But I can tell you that while most bloggers pub-lish content on more than one topic, news and current affairs is very popular.

"News media has changed so much. Employment has become casualised; journalism is no longer a life job or even a safe career choice. There are other jobs that are better paid but blogging still offers an avenue

to pursue a passion."

Award-winning blogger

Ronke Adevemi launched Musings of Ondo Lady in 2007. Through her style and culture blog for cosmopolitan women, she has been invited to cover London Fashion Week and is courted by public relations pro-fessionals when new fashion

Products are launched.

She said: "You find with some beauty writing there is not much personality. Blogging

has changed all that.
"People write about the things that they like in a very personal way and there's a greater degree of honesty. A lot of effort goes into it, and through that enthusiasm for a particular subject comes knowledge. PRs (public relawoken up to that. An endorse

ries a lot of weight. "It's also a great way to meet like-minded people and there are lots of different com-munities. It's fascinating."

Changing the game is a hall-mark of the blogger, said Gabriel

mutities, tike being headhanted wing blog which made wm mind borgets. But I don't think any many though the mainstream news any blogger does it for any other reason cample, when LSE professor than because they love it. If you do ments about 1 black women to be the state of the

mainstream to act and showed that bloggers have significant

CHILDREN OF THE DIGITAL **REVOLUTION: BLOGS THAT** YOU SHOULD BOOKMARK

THE CULTURAL EXPUSE

Set up by journalist and photographer Matilda

Egere-Cooper, The Cultural Exposé uncovers things
to do and see in London and environs - from top
exhibitions to restaurants, films, gigs and nightlife.

I AM THE NU BLACK

Graphic designer Gabrielle Smith started the blog in 2008 to challenge stereotypes of black culture by fea-turing young people of African descent and the things that inspire them every day throughout Black History Month. It is now a well-established lifestyle blog.

BLACK PRESENCE

Run by history enthusiast known only as Phil, Run by history chimistast known on a standard plack Presence was set up to combat the lack of black British history resources on the internet. It aims to educate anyone interested in the lives of black British before the Windrush Generation and offer a different view of multicultural Britain.

AFRIDIZIAK

The site is dedicated to African-Caribbean theatre and is the brainchild of journalist Sophia Jackson. As well as competitions, it offers exclusive interviews with industry movers and shakers and reviews upcoming productions.

BLACK BOOK NEWS

Tricia Wombell set up this blog to celebrate the best of black writing and spoken word events. It has its own book club and also runs book swaps that features new authors and allows readers to exchange old books for new reads.

LEE JASPER

Political activist Lee Jasper is the go-to place on the web for perspectives on racism, policing and politics. Whether you like him or loathe him, his blog is a comprehensive guide to challenges facing black Britons.

NATURAL LOUNGE

A space for discussion on natural hair and beauty products in the UK set up in 2010 by Angel Smith. At the time there was a lack of blogs dedicated to the topic, but despite the explosion of similar blogs, Natural Lounge has stayed at the fore, hosting events where women can come together in person.

MARVIN SPARKS

Music journalist Mavin Sparks claims not to be a blogger, just someone who has blogged a lot. His main focus is reggae music but he uses his platform to vent his views on a range of topics from the M0BOs to Black History Month.