Blog Presentation

Maya Kapur
MED503 Interactive Media
Charlie Allbright
Regent's University London
11 December 2019

Intro

Title:
Straight From the Horse's Mouth

Pseudonym:
Odysseus the Horse

Theme:
Travel blog

Topic:
My perspective on study abroad

Overview

- 12 posts
- 1-2x per week
- No categories
- Tags
- Easy URL slug for permalink
- Photo galleries
- Videos
- Links to resources/references
- Specific to experiences (eg. photoshoot, budget)

From:
Cupertino, CA

Study:
Parsons School of Design in NYC

Why:
Experiencing new places and meeting new people

Random Facts:

- 24 countries
- Keep an odd amount of bucket lists that I probably can't finish

About Me

How-To: Travel on a Budget

1. **Excel Spreadsheet**
   - Tracking expenses
2. **Applications**
   - Mint, Splitwise, Venmo
3. **Discounts**
   - "TimeOut"
4. **Country-Hopping**
   - Flight comparison
5. **Money Savers + Packing Light**
   - Local transport
   - Hostels
   - Packed food

WEEK	DATE	ITEM	EATING OUT	ACTIVITIES	SHOPPING	SUPPLIES	TRANSPORTATION
	9/1/19						
	9/2/19						
	9/3/19						
	9/4/19						
	9/5/19						
	9/6/19						
	9/7/19						
1			£0.00	£0.00	£0.00	£0.00	£0.00

MONTH-YEAR	WEEK-DATES	EATING OUT	ACTIVITIES	SHOPPING	SUPPLIES	TRANSPORTATION	TOTAL
	Week 1 - 9/1-7	£0.00	£0.00	£0.00	£0.00	£0.00	
	Week 2 - 9/8-14	£0.00	£0.00	£0.00	£0.00	£0.00	
	Week 3 - 9/15-21	£0.00	£0.00	£0.00	£0.00	£0.00	
	Week 4 - 9/22-28	£0.00	£0.00	£0.00	£0.00	£0.00	
	Week 5 - 9/29-30	£0.00	£0.00	£0.00	£0.00	£0.00	
September 2019		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

MONTH-YEAR	EARNINGS	COSTS	NET RETURNS
September 2019		£0.00	£0.00
October 2019		£0.00	£0.00
November 2019		£0.00	£0.00
December 2019		£0.00	£0.00

Letting Loose on the Page: Learning to Journal

- Asking questions to reader
  - Addressing reader as a person
- Free flowing thoughts
  - Start with background
  - Realizations
  - Opinion about writing
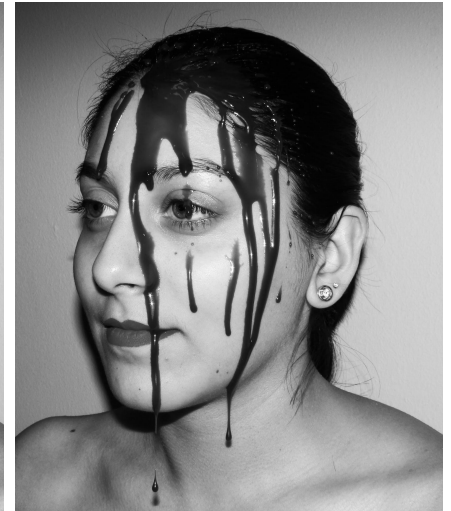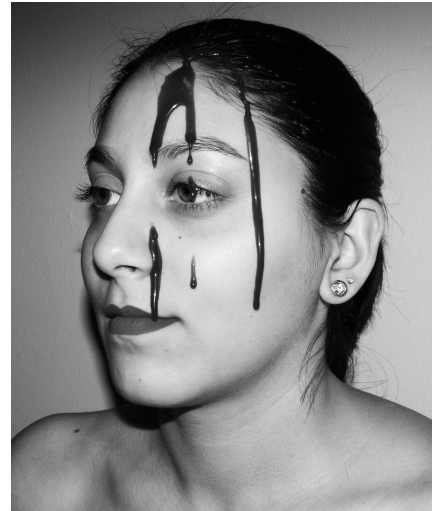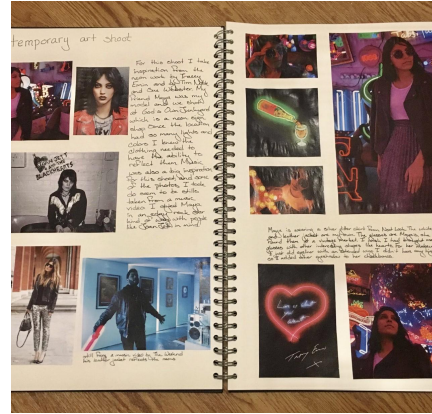 - Challenges
  - Changes
  - Takeaways

Interview: Behind the Photographer

Style: "I'm never sure how to define it, but I guess urban, punk, and grunge are the best descriptors."

Process: "Budgeting is probably the hardest part. It is restrictive; however, it also leads me to try cheaper options that sometimes lead to better results (or at least I think so)."
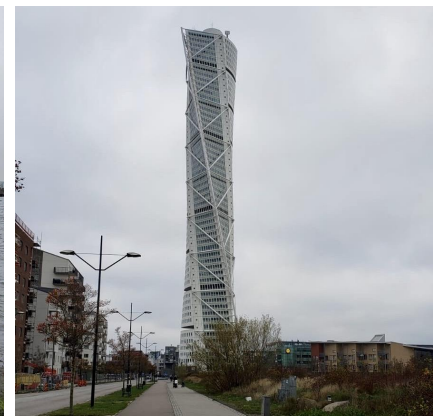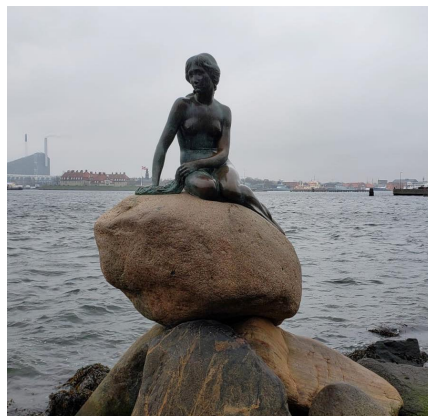
Most difficult/rewarding part: "The most difficult and the most rewarding part is the same, it's the unknown. You can plan and plan and plan, but there's always something that happens that you don't expect."

Photo Essay #2

- 2 part blog post type
- Separated by time
- 3-4 countries
- 36 images with captions
  - Edited
- 4 videos
- Scenery, me, groups

Theory into Practice

Gatekeeping: "a tightly edited selection of the day's news; judgments of which stories were most important for audiences to learn about"

Gatewatching: "development of collaborative models for user participation and content creation which are now often summarized under the 'Web 2.0' label"

- Access
- Curation
- Power of distribution

Bruns, A. (2011). Gatekeeping, Gatewatching, Real-Time Feedback: New Challenges for Journalism. *Brazilian Journalism Research*, 7(2), pp.117-136.

Reflection

What was challenging?
———

It was difficult to make time to write and getting past the question 'what did I do?' I also had trouble getting views/comments.

What was rewarding?
———

I was able to look back at my posts and experiences and be proud of the work that I created and how I've changed.

Anything surprising/unexpected?
———

I thought this assignment was going to be work, but it was unexpected that I enjoyed keeping a blog.
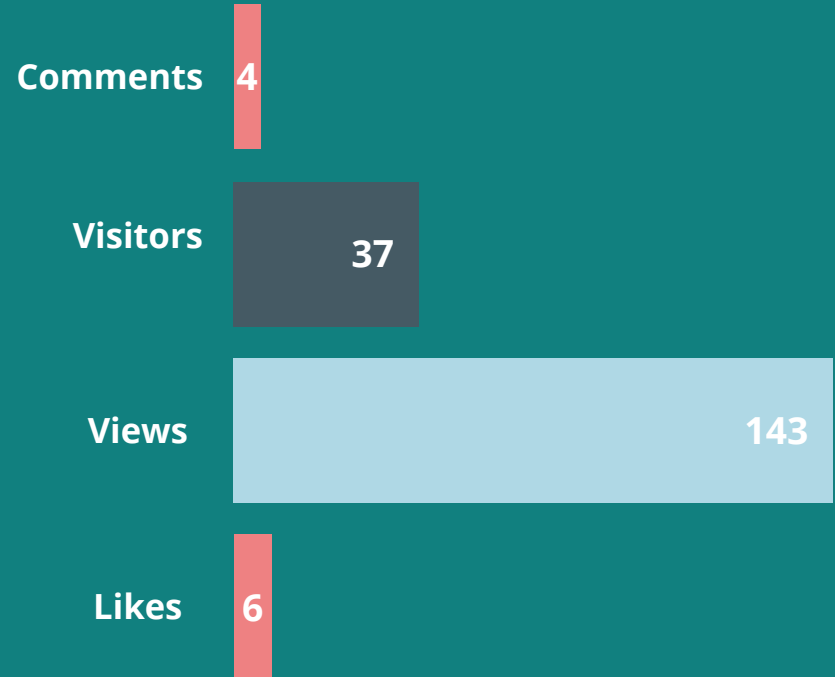
What did you learn?
———

I learned to find more confidence in sharing this personal blog, and it makes me feel more secure because I can truly say 'this is me, and this is what I think and feel.'

Statistics & Insights

Explain and analyze

Comments	4
Visitors	37
Views	143
Likes	6

Q & A

Any questions from the
audience about my blog?