

JOKE

# BLOGS AIDS CREATIVITY

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[Today at First Monday:](#)

I am a blogging researcher: Motivations for blogging in a scholarly context  
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The number of scholarly blogs on the Web is increasing. In this article, a group of researchers are asked to describe the functions that their blogs serve for them as researchers. The results show that their blogging is motivated by the possibility to share knowledge, that the blog aids creativity, and that it provides a feeling of being connected in their work as researchers. The blog serves in particular as a creative catalyst in the work of researchers, where writing forms a large part, which is not as prominent as a motivation in other professional blogs. In addition, the analysis brings out the blogs' combination of functions and the possibility it offers to reach multiple audiences as a motivating factor that makes the blog different from other kinds of communication in scholarly contexts.

Question: Why do so many photogs upload their making off videos? Answer: The journey is the reward.

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