

# Blog brigade

**Blogging is big – bigger, in fact, among women than men. The interests are varied, too: from heavy politics to frilly fashion, the spectrum of female interests is as unlimited as the Internet.**

By CHOW EE-TAN

**A**re you a blogger? If you pose that question to a woman, the answer might be yes. Web logs, more commonly known as blogs, have become increasingly mainstream and widespread among Internet users.

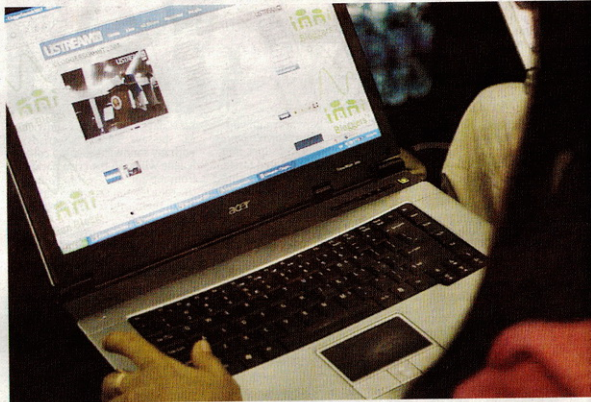
And women, perhaps more so than men, have the natural tendency to express themselves; thus, the number of women who blog is rising.

In fact, a recent online survey of 1000 adults in the United States revealed that more women than men are bloggers; 20% of American women who have visited blogs also have their own versus 14 % of men.

Love of writing, the desire to share their thoughts, their interests and passion, as well as the novelty of a new medium, attract them to the bandwagon.

The scope covered by female bloggers is expansive – from the seemingly frivolous to the ponderous state of the world, and the intimately personal.

Whatever the focus, female bloggers share one trait: joy and satisfaction (and perhaps a bit of addiction) they have found from blogging!



Woman power is changing the blogosphere.

So 'Mental Jog' went public on 27 Sept 2003.

Does she have any fears following the government's recent stance on Facebook bloggers?

nal, then a product review site, has been expanded to cover anything about women – a bit like writing

**Performer/singer Janet Lee, 30, is an avid blogger whose main blog is Soul Doctor Speaks ([souldoctor.blogspot.com](http://souldoctor.blogspot.com))**

**How did you start blogging?**

I started three years ago. I held back (a long while) thinking I didn't want to be just another blogging statistic, but I gave in finally, because I wanted to write. I have always enjoyed keeping a diary since my school days.

I thought now I can keep a diary that is for public consumption, and it's a fabulous way to practise writing skills.



**How did you decide on what you should blog about?**

The subjects came naturally to me. I try to balance between writing about something that could interest readers and myself.

**You keep multiple blogs. How did this happen?**

I started to 'branch-out' to having a few blogs when I found writing on all the subjects in just one blog was too big an order. So I started my second blog ([www.janetsing.blogspot.com](http://www.janetsing.blogspot.com)) to house my singing portfolio when I turned full-time to performing. Then when I started to keep lots of pictures from my second hand shopping outings, my best friend See Ming suggested that I keep a separate blog to upload my stories and pictures about shopping in flea markets and jumble sales.

I did and 'Shopping with Soul Doctor' ([www.shopwithsouldoctor.blogspot.com](http://www.shopwithsouldoctor.blogspot.com)) generated a lot of interest especially among female readers.

And See Ming again suggested to me on keeping a special fashion diary. Fabulous fashion blogs like Scott Schumman's 'The Sartorialist' ([www.thesartorialist.blogspot.com](http://www.thesartorialist.blogspot.com)) inspired me to start my fourth blog on fashion - Soul Doctor moments ([www.souldocfashion.blogspot.com](http://www.souldocfashion.blogspot.com)). Now I keep two other new ones for my portfolio, one blog where I keep all my media mentions and news clippings ([www.janetinthedia.blogspot.com](http://www.janetinthedia.blogspot.com)) and one is my performance calendar ([www.janetshowcalendar.blogspot.com](http://www.janetshowcalendar.blogspot.com)).

**Why 'Soul Doctor'?**

Music is medicine for the soul, hence singers are doctors for the soul!

### **How have your blogs evolved?**

When I first started blogging I didn't know how photographs were uploaded so just wrote about the stuff I do without any picture. When I finally got to know how to upload pictures, my entries are more like 'picture-essays' which I think is more interesting.

The shopping blog stayed pretty much true to its objective – I post notices of upcoming jumble sales, reports of shopping outings, and I publicise some second hand shops here and overseas, sales and promotions. My singing portfolio site started out with just my CV and biography, and I made it more informative by putting up a list of my singing repertoire, pictures from my previous shows, testimonials and blurbs from some notable industry players.

### **How often do you update your blogs?**

I blog as and when I have something to update –could be daily to weekly.

### **Where and how did you get your inspiration to write so often?**

I think I have a rather, colourful lifestyle so I guess having a variety of activities inspires me to share the experiences.

### **As a singer, does keeping blogs help your career?**

Yes it does. Having Internet presence means potential and existing clients are able to read and get updated about my performances. They get to know about my other interests and hopefully then they might feel that these interests and thoughts enrich my performance as a singer.

### **Who are your readers and how many hits do your blogs get?**

Some close friends read my blogs on a regular basis and others tell me they get a regular dosage of my entries. But generally I don't keep track of who's reading my blogs and I don't monitor the hits as well!

### **Are there any drawbacks to blogging?**

Sometimes when I get carried away with blogging I run late for lunches, breakfasts, dinners! But there are times when nothing much is going on in my head and my schedule is 'running on empty', so I just don't blog.

### **Any interesting experiences/incidents you can share from blogging?**

There was a silly guy who commented that my interest in shopping and looking good was encouraging crimes among illegal workers in the country. Bizarre, right? I posted a reply to his whine and of course, a few women replied too!

### **What are some of the passions that motivate you to blog?**

I think writing and reading blogs are an enriching exercise. Firstly of course I find joy in writing, the simple pleasure of organising thoughts into words and essays.

The second thing is that I like the idea of documenting my experiences in blogs, complete with links and pictures. I also love the idea that people get to read about things like second-hand shopping in KL, and when they go out to buy second hand stuff, it's good for our wallets and good for the environment!