

Internet & Telecom

**Angry young women blogging it out**

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NEW DELHI: When Indians blog, they go the whole hog. Consider the 35% of India's overall Internet population expressing themselves over weblogs. Or the fact that more women in India (51%) create and use blogs to give vent to their pent-up feelings. Also, Indians blog the most in the Asia-Pacific (APAC) region, more than five times a week. All this when 60% of India's bloggers are still labelled 'green' or nascent bloggers whose overall blogging experience is under a year.

Blogs reflect either opinion or variations on a theme. In India, the opinion blogs outnumber the theme blogs, a corollary to the talkative Indian. "About 80% of the blogs in India are opinion blogs, and that may be one reason why there are more women bloggers in the country today," says indiatimes.com corporate strategy director Vinay Kumar.

A recent online survey mPulse conducted by MindShare Insights group in APAC among a total of 1,500 internet users in the age-group of 15-35 throws open a plethora of information about bloggers in the region. As per Internet & Mobile Association of India (IAMAI), the total internet user base of India sits at 38.5 million, wherein internet users within age-group 18-35 occupy 72% of the pie, or 27.3 million. The mPulse study implies a larger catchment of 28 million netizens.

As women are blogging more than men, MSN head of digital marketing Rajnish R gets curiouser. "It's shocking to realise girls in this generation are so angry that they're venting their anger through blogs," he says rattling off names of half-a-dozen blogs by women, for women and of women - all made in India.

Though China is way ahead with 77% of its internet population blogging, Rajnish R chips in with sound reasoning: "It's a socialist country and there's no open medium. So blogging in China is a given." At 35%, India, the world's largest democracy, can only catch up with the dragon if broadband infrastructure is in order. Therefore, it's not just about socialism versus democracy. Infrastructure too plays a part in broadening the base.

"Marketers need to be aware of the power of this medium as blogging can make or break brands/campaigns as it gains significance. Indians have been late bloomers in blogging but we expect them to soon move away from basic level of blogging to more advanced blogs," says MindShare India MD Sundar Raman.

The mPulse study also contends that Indian bloggers are not as sophisticated as their Singaporean counterparts, 44% of whom would embed video images on their blogs compared to a paltry 15% in India. Of course, that's again a core issue, which comes in the way of deploying advanced blogging formats like animation and interactive devices. Indians also tend to blog more on entertainment and technology, more than any other region the study covered.

For businesses, it's a market worth tapping, particularly when the world is taking notice of Indians who talk their way up.

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