

Comments; Name locations; No. of blog authors; Archive; Information in post's head; and Information in post's bottom.

Research findings present a Blogger that usually uses a pseudonym, and in most cases is a female at the age of 17-18. These bloggers main occupation is high school studies. The bloggers tend not to use a graphic representation of themselves in their blog.

The most common blog is personal journal. This type of blog is created mostly by teenage girls. The weblogs in the current research characterized mostly by the use of pictures and badges but only rarely do the bloggers use avatars. Since the creation and maintenance of a weblog in "Isra-blog" is free of charge, most weblogs contain advisements. The use of calendar and research function, which are features that paying customers can use, is rare from the same reason. Another reason will be that all the users of "Isra-blog" have the archive feature as a default that provides the readers a less convenient option for searching the weblog.

Weblogs in our corpus are being update continuously and Bloggers tend to maintain their weblogs for a long period of time (in years). In a quantitative examination use of words, sentences and paragraphs, the findings show Bloggers use text extendedly in their posts.

Future research on a larger scale, combining several countries regarding blogs as a genre in the social and cultural context, might provide an explanation for several findings of this research.

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