

# Example of critical thinking on blog analysis

[Sociology](#), [Communication](#)



More often than not, people usually have their ideas and perspectives on different issues. These ideas, though varied, may be valid and necessary as points of information. The right channel has to be identified in order to air these ideas. One of them is through a blog. The essay below looks at a blog, analyzing it to find out how it is effective in information delivery.

## **Blog Analysis**

Deborah Blum has an interest in the elemental science. Armed with this information, she sets out to inform the people about it through her blog. However, she does not just write out of the blue. Rather, she focuses on contemporary events, some of which are controversial in nature. In using her scientific understanding to explore these issues, she brings a greater light to the issues at hand. For instance, she addresses the killings of tourists going to South East Asia (Blum, 2012). Since there was a lot of confusion on the matter especially on the manner in which the authorities in East Asia handled the issue, she writes her first log on the issue noting that an explanation for the same was needed. When the explanation given did not make scientific sense, she was at it again, demanding better explanations for the victims' families. From this analysis and the nature of the blog, it can be said that the role of the blog is to inform on simple but often ignored scientific matters. Blum is interested in turning the stones in situations where something seems not to be done right. Armed with her knowledge in elemental science, she brings out the issues to the light.

For every communication passed around, there must be the audience for the same. Blum's audience is quite versatile. However, it can be seen that her

primary audience comprises of the general population, the people who might be ignorant of the simple scientific facts but who end up being unsuspecting victims of the wrong application of these concepts. Since the audience comprises of every member of the society, it has to be appreciated that not all of them understand these scientific concepts. It is for this reason that there is a need to make the communication channel very effective. To some extent, Blum (2012) also addresses the concerned authorities, policy makers, human rights watchdog, and scientists involved in Food and Health industry as well as Water purifying business. For instance, on the blog on arsenic rice, she questions the role of the consumer protection organization (Blum, 2012). On the murders of the young Canadian Tourists, her audience shifts from the general population to the authorities. She wants the governments to be more honest and open in explaining these deaths. Looking at these examples, it can be argued that Blum's audience is largely made up of the general population and, to a reduced extent, the concerned authorities in the areas of interest.

The blog is quite successful at fulfilling its primary objective. Blum manages to do this by observing some simple rules. First of all, there is the language used in this blog. It is well known that understanding the scientific concepts is not one of the easiest things on the planet. However, she makes this quite easy by using a simplified language. She communicates the scientific concepts without using the complex scientific terms. She applies the simplification aspect. For instance, her blog on " Call Me Lithium" (Blum, 2012) is a good example. She uses graphical explanations to communicate her message. This is very witty and effective as well. it makes the concepts

clear even to an individual who has no understanding of the scientific concepts. The second success factor is in the structure of the blog. In every posting, Blum starts by raising the curiosity of the reader. She looks for catchy headlines for every post which catches the eye of the reader. She then arranges the posting in three different sections. In the first section she introduces the controversial issue to be discussed. She then goes on to look at the general or conventional understanding of the issue. Lastly, she uses her understanding of elemental science to analyze the issue from a different perspective. Through this arrangement she manages to capture the attention of the reader and drive the message home. The language and structure are the main assets used in fulfilling the purpose of her blogs.

On improving the blog, it can be said that the current path chosen by Deborah Blum is leading to universal awareness of all the critical information in regards of chemistry being involved in human beings lives. A lot has been done since the first publication and there is a lot to do yet. Referring the articles in different magazines to the blog's link might have increased the number of people to resort the website. One other good idea is to create the separate website, or at least, a window inside the blog, where average person can get some help with its custom question regarding the subject discussed on the website. There is a Twit window for people to communicate, but operators, sitting there to answer all the questions - will be at most helpful. Like an on-line tutoring. Communication among people on-line allows people to share ideas, but there are no emotions involved, to show the importance of one or another theory. That would be great to establish, for example, monthly meetings to attend. Active participants of the blog's

activity would have a chance to see each other and argue their thoughts among each other.

## **References**

Blum, D. (2012). Elemental. Retrieved on 22nd Oct. 2012 from <http://www.wired.com/wiredscience/elemental/>