

Blogs can help change the world

It is not an exaggeration to say that blogs can help change the world. Take, for example blogger (and dissident) Yoani Sanchez. Since 2007, Yoani has been an outspoken critic of the situation in Cuba on her blog Generacion Y. She has attracted worldwide attention and is currently on tour, as reported in the Washington Post today.

And then there is Ai Weiwei, the Chinese artist who has been using his blog (and Twitter) to document the China's governmental cover up of shoddy building codes that led to the the death of more than 5,000 schoolchildren in the aftermath of the devastating 2008 earthquake.

Both Sanchez and Ai Weiwei live in repressive societies where the government controls mass media. Both were able to use blogs, because they are self-published mass media outlets, to get their message and thoughts out to the world. By providing an alternative news/opinion source, not only to their fellow citizens, but to the world, they are shining a bright spotlight that would otherwise not exist.

Blogs are powerful. They allow you to communicate your thoughts to people everywhere around the world. You can use words, photos, video or even music with few barriers, at a low monetary cost (and sometimes, even free).

If you really want to make an impact, there is no better nor a more direct way than on your own blog.