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| Challenge Area | Key Problems | Strategies to address challenges |
| Developing technical confidence and competence | * **Gaining access**
* Navigating the dashboard
* Finding others’ blogs
* Uncertainty around visibility and privacy levels
 | * Set up accounts and blogs face-to-face in a computer lab
* Set regular tasks and deadlines as checkpoints
* Monitor individuals’ activity closely in early stages
* ‘Buddy-up’ less confident with more experienced and/or confident users
* Use group activities to ensure participants gain experience as both an author and a subscriber/commenter
* Ensure activities have a relevance and purpose *beyond* learning to use a blog – this helps participants to ‘over-ride’ frustration with the technology
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| Sharing and open practice | * Overestimation of the likelihood of negative judgement
* Reluctance due to self-consciousness or perfectionism
* Underappreciation of the value of one’s contributions to others
 | * Acknowledge challenges of sharing while emphasising the positive aspects (learning benefit to self - through feedback - and others)
* Show examples to emphasise positive and supportive interactions in similar contexts
* Build in opportunities for low-stakes practice
* Encourage use of ‘preview’ feature before posting
* Emphasise ease of editing post-publication
* Use peer grading exercises to demonstrate that others often value our contributions more highly than we do ourselves
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| Communication and collaborative working | * Preference for engaging passively rather than actively with others’ posts and ideas
 | * Use regular peer assessment of participation
* Show examples of interactions that have clearly impacted on understanding
* Build in synchronous online communication opportunities (e.g. webinars) to promote interaction between participants
* Allow & encourage participants to meet face-to-face and document conversations on their blogs as an alternative or ‘stepping stone’ to actually conversing online
* Acknowledge that online communication may feel strange or ‘false’ at first and that effective communication in this mode (like all things) takes practice
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| Writing in an online forum | * Difficulty communicating complex ideas succinctly and/or in simple terms
* Difficulty finding a written ‘voice’ that does not sound inappropriately academic, formal or structured
* Discomfort with writing generally, including dyslexia
 | * Acknowledge challenges of writing online while emphasising the positive aspects (value of trying to explain a concept in simple terms, time to analyse, reflect and check things through before posting)
* Allow & encourage participants to meet face-to-face and document conversations on their blogs as an alternative or ‘stepping stone’ to actually conversing online
* Emphasise options for alternative modes of communication; show examples of posts with images, sketches, video and audio
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*Lessons learned from introducing blogging to teaching staff in the context of a compulsory professional development programme*