RSS: Replacing Aggravation with Aggregation

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Blogs, blogs everywhere

• There are approximately 175,000 blogs registered each day (technorati.com, 2007)

• Blog hopping (going from blog to the next) can be very time consuming. Although this may be a great way to pass some idle moments, when you're reading blogs for a purpose (e.g., looking for the latest news in your field), it's not the most efficient technique…
RSS

- **RSS** is a family of XML file formats for web syndication used by websites and weblogs. The abbreviation is used to refer to the following standards:

  - Rich Site Summary
  - RDF Site Summary
  - Really Simple Syndication
What does RSS look like?

<?xml version="1.0" encoding="utf-8" ?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/
 xmlns:dc="http://purl.org/dc/elements/1.1/">
    <channel>
        <title>Controlled Vocab</title>
        <link>http://www.flickr.com/groups/arlisna/discuss/72157594203387383/</link>
        <description>
            B.Loar posted a new topic:
            I've asked everyone that contributes to this group to tag their photos with ARLIS/NA. Should we tag our photos with something more specific. Are there other terms we should agree on? (Use, Use For) I would think using broader terms (BT), narrower terms (NT), & related terms (RT) would be going overboard. However, I think a very small set of agreed upon terms might be helpful. Then, again, how user friendly is that?
        </description>
        <pubDate>Tue, 18 Jul 2006 05:43:12 -0800</pubDate>
        <author>nobody@flickr.com (B.Loar)</author>
        <guid isPermaLink="false">tag:flickr.com,2004:/grouptopic/72157594203387383</guid>
    </channel>
</rss>
Huh?

- RSS Feeds are like transmitters that enable a website to send out a signal when there is new content.
- That signal can be harnessed by an RSS Feed Aggregator
- SO… instead of going to all those weblogs, you can sit back, and let the content come to you.
Aggregators

- There are many different types
  - Web-based (Bloglines, Google Reader)
  - Desktop (FeedReader, FeedDemon)
  - E-mail (Thunderbird, GMail, R|Mail)
  - Web Browser (Firefox plug-ins)
  - Mobile phone
Bloglines (web-based)
FeedReader (Desktop)

There’s been some big OCLC news over the past few days:

- Yahoo! Search Joins OCLC Open WorldCat Project [Library Stuff]
- OCLC acquires 24/7 Reference [librweblog]

Both pieces of news are ripe for discussion, but what I find most interesting is that OCLC isn’t blogging about either of these stories. It’s All Good has given OCLC “voice” for me and made names more concrete in my mind, but it’s not that blog’s purview to highlight such big moves. I find it interesting that no one else at OCLC feels the need to give more of their backstory.

Even worse, there’s nothing about either story on the Latest OCLC News Releases page on their site, so the RSS feed of which I was going to bemoan the lack wouldn’t do any good anyway. I guess I’m just surprised that OCLC hasn’t picked up on blogging and RSS in a bigger way. They could be the 500-pound-gorilla-like-Microsoft’s-blogs of the library world, which would go a long way towards customer support, reputation, image, and flat-out communication.

Read on
What should I add?

- Add the resources you’d usually check while doing research…
- Look for the RSS or XML button…
How do I create a feed for my site?

- Hand-rolled
  You type the markup and the content

- Semi-automated
  You type the content, software generates the markup. (ListGarden.com)

- Fully-automated
  You put the content in your blog and software generates a feed based on that content. (Feedburner.com 🔥)
Use it For

**Yourself**

- Keeping up with news
- Professional development
- Saving time
- Collection development assistance

**Your Users**

- Push news to your users so they can read it in the manner they choose
- New acquisitions, library announcements, etc.
- Fresh content, all the time
Notable blogs & feeds

- ArLiSNAP
  www.arlisnap.org
- New York Times Arts Section
  www.nytimes.com/pages/arts
- Art News Blog
  www.artnewsblog.com
- Tame the Web
  www.tametheweb.com/ttwblog
- Musematic
  musematic.net

As well as RSS feeds for publishers, book dealers, tables of contents, podcasts, and more.
Questions?

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