

RSS & Web 2.0

What Is Web 2.0?

- First coined in 2004 by Dale Dougherty, a VP of O'Reilly
- A set of concepts rather than a set of tools
- Key concepts
 - Collection (aggregation)
 - Contribution
 - Collaboration (social networking)

7 Principles (Tim O'Reilly)

1. Web as the platform
2. Collective intelligence
3. Data is the next "Intel inside"
4. End of software release cycle
5. Lightweight programming models
6. Software above the level of single device
7. Rich user experience

Key Technologies

- RSS (Really Simple Syndication)
- Podcast
- Blog
- Wiki

RSS

- Usually XML file
- Tags about author, title, URL to media materials
- Mostly feeds for users to subscribe to
- Content updated regularly
- Also used for podcasts and blogs
- Atom (2003) to clear up inconsistencies between RSS versions

Podcast and Audio Blogging

- Audio recording, usually in MP3
- Uploaded to a server
- Subscribed to through RSS feeds
- News, talks, interviews, lectures
- To be played on computers and most MP3 devices

Blog

- Coined by Jorn Barger in 1997
- Simple web posts, mostly personal diary or journal entries
- Chronological arrangement
- Each post tagged with keyword and description for easy categorization and search
- Generally support syndication (RSS or Atom)

Wiki

- A collection of web pages that can be edited through a browser interface by anyone who have access permission
- Generally with lock function to prevent conflicts
- History and rollback functions
- Most prominent example: wikipedia.org

Social Networking and Tagging

- Bookmarks stored centrally on a server
- Tagged with keywords for easy categorization and search
- A prominent example: <http://www.citeulike.org/>

RSS Feeds Aggregation

- Browser-based aggregators (readers)
- Built-in aggregators

- IE Tool bar
- Firefox add-on or extensions
- MS Outlook extensions
- Desktop aggregators (readers)

Snarfer: A Desktop Aggregator

- Familiar user interface
- Easy file management
 - Folder list
 - Add and move feeds
 - Export and import OPML files
- Share feeds

Putting RSS Feeds into WebCT and Web Pages

Using the Parser on DSU Server

This parser works well with RSS feeds provided as regular XML files. It may not work well with RSS feeds that are not pure XML files.

- **Add an RSS Feed in WebCT**
 1. Copy the RSS feed URL you want to put in WebCT. You can test whether the URL is valid by entering the URL into the Address box of Internet Explorer. An XML page should display if it's a good RSS feed.
 2. Go to <http://support.dsu.edu/rss/parser/> and enter the feed URL.
 3. Copy the new URL returned.
 4. Open your WebCT course.
 5. Select "Add Page or Tool" > "URL"
 6. Paste the copied feed URL into the Address box
 7. Enter a title and select an organizer page to hold the new item.
 8. Click Add and then select "View" to test it out.
- **Add an RSS Feed to a Web Page**
 1. Copy the RSS feed URL.
 2. Go to <http://support.dsu.edu/rss/parser/> and enter the feed URL.
 3. Copy the new URL returned.
 4. Open your website. Open an existing page or create a new page.
 5. Add the feed URL as a link, just like a regular hyperlink.

Using an RSS Parser from <http://www.rss-to-javascript.com/>

- **Add an RSS Feed in WebCT**
 1. Copy the RSS feed URL you want to put in WebCT.
 2. Go to <http://www.rss-to-javascript.com/> and click the link to start using the free RSS/RDF/ATOM to JavaScript Converter.
 3. Paste the feed URL into the URL box of the site.
 4. Enter or select other configuration information.
 5. Click the button to Generate JavaScript
 6. Copy the complete JavaScript from the text area from the next page.
 7. Go to your WebCT course.
 8. Select “Control Panel” > “Manage Files” > “Create File”.
 9. Paste the copied JavaScript into the File Content area.
 10. Give the file a name. Make sure that the file extension .html or .htm is kept.
 11. Now, open an organizer page to put this new feed on.
 12. Select “Add Page or Tool” from the Actions panel on the right.
 13. Select “Single Page” and find the newly created HTML page to add.
 14. Preview to test.

- **Add an RSS Feed to a Web Page**
 - Follow the first six steps of “Add an RSS Feed in WebCT”
 - Create a new page in FrontPage and paste the copied JavaScript into the source (code) view of the page.
 - Or open an existing page, use the cursor to select an open space on the page, and paste the copied JavaScript into the source (code) view.

Creating Your Own RSS Feeds

Desktop Tools

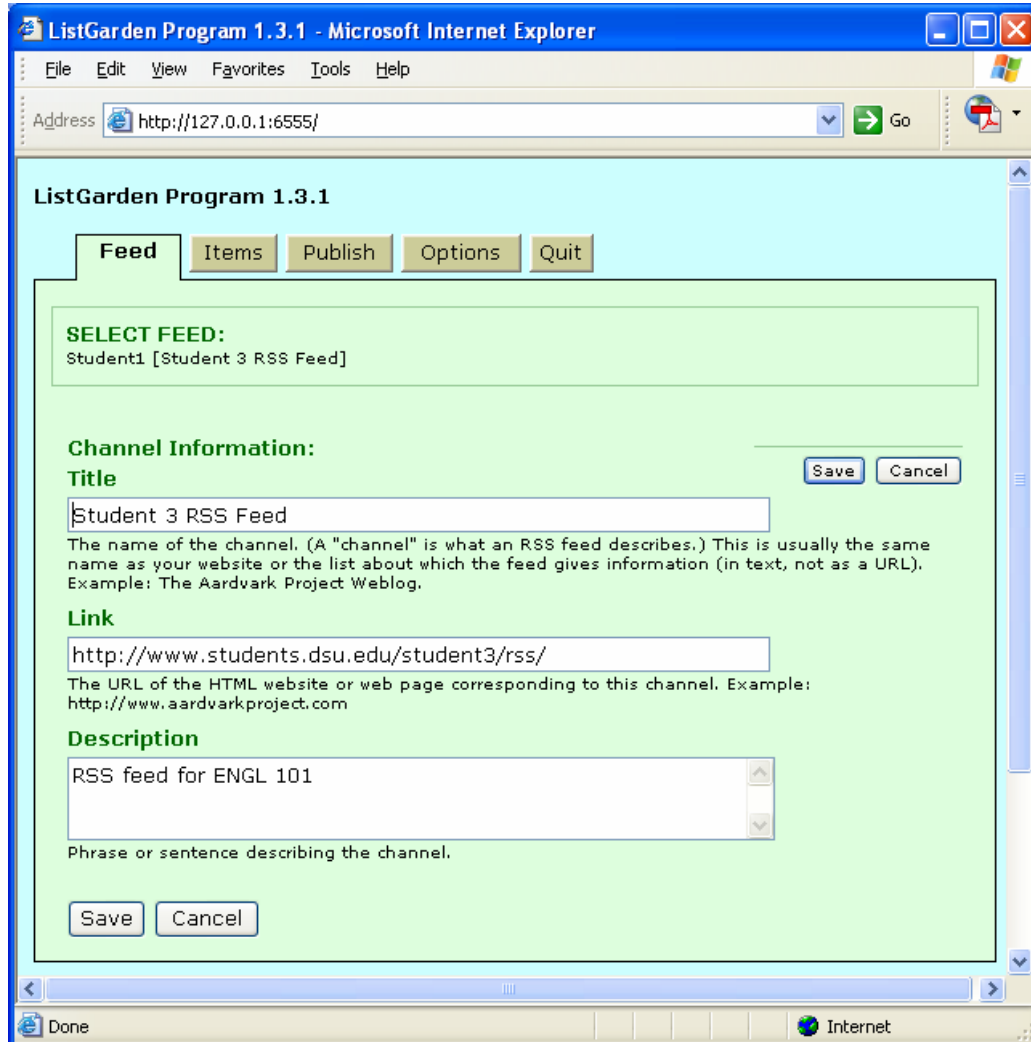
- Feed for All (<http://www.feedforall.com/>)
- <http://www.softwaregarden.com/products/listgarden/index.html> (free)

Online Tools

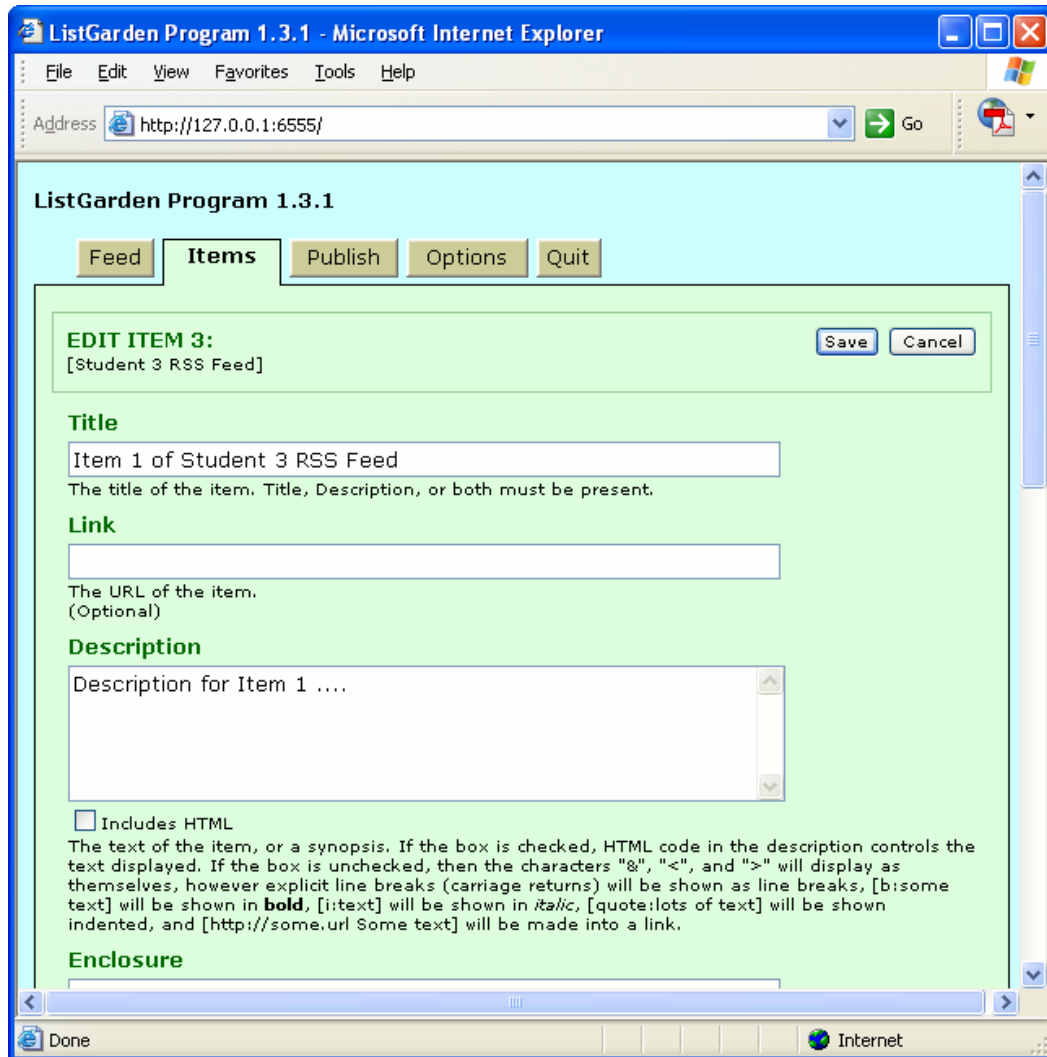
- <http://www.create-rss.com/>
- <http://www.webreference.com/cgi-bin/perl/makerss.pl>

Use ListGarden to Create and Manage Your Own RSS Feeds

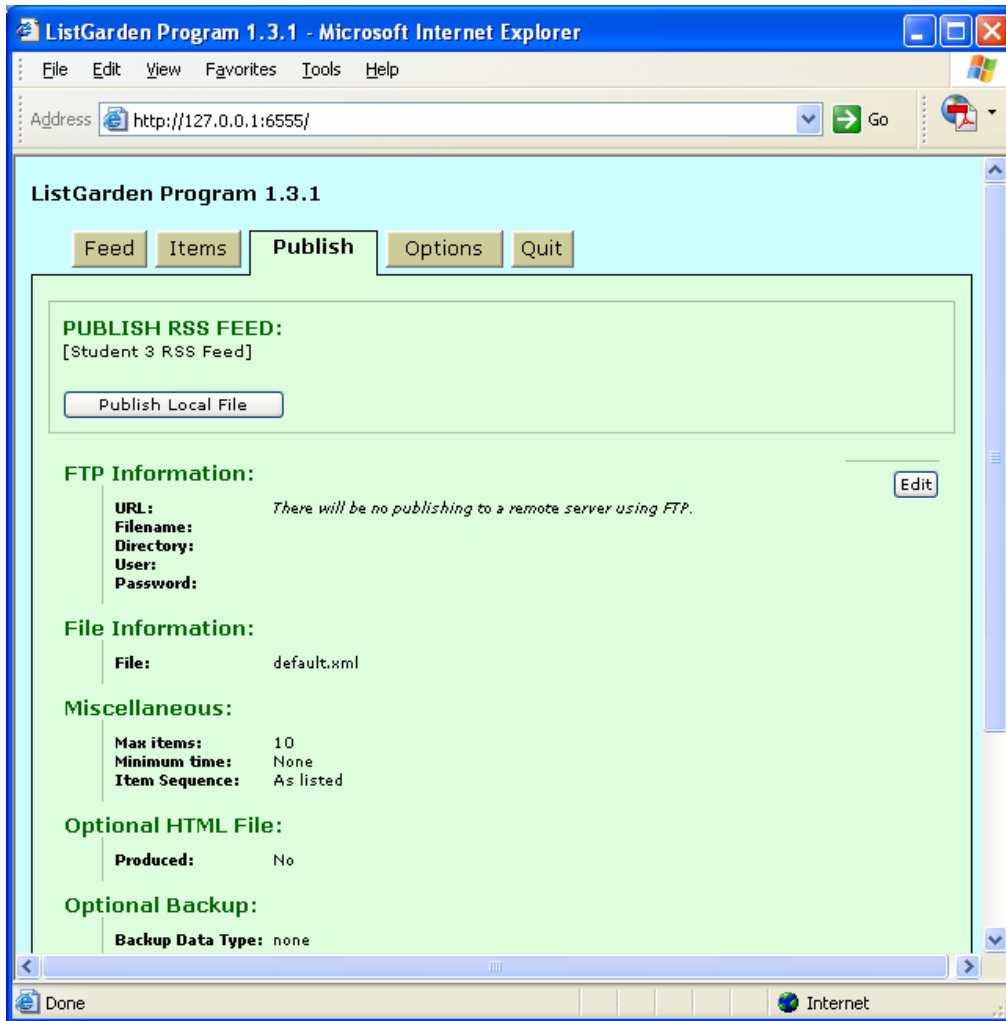
1. Download ListGarden RSS Generator from <http://www.softwaregarden.com/products/listgarden/index.html>
2. Save the downloaded file into a folder that's easy for you to access because you'll need to access this folder to run the tool and get the generated XML files.
3. ListGarden RSS Generator is installed as a local server application. After the installation, you need to open where the installation file is downloaded and click the listgardenwin.exe to run the tool. It'll start like the screenshot below.
4. You need to create a feed first. The link should be where your RSS feed (XML file) resides. A podcast is typically wrapped in an RSS feed. I'll use a podcast feed as an example.



5. A feed can contain many items. Each item can be a recorded MP3 file uploaded to the web server.



6. After completing the items, click the Publish tab. You need to edit the FTP information and provide a local file name to save a local XML file. Since FTP is not supported by DSU web servers, you can leave the FTP boxes blank.



7. After giving the local file name (default.xml in this example), click the Publish Local File button. A confirmation message will return.
8. Go to the folder of the listgarden installation and find the newly generated XML file.
9. Now, open your website in FrontPage, and import the XML file.
10. The URL to the XML file is the RSS feed you can distribute.

RSS Feed Examples

- NPR RSS feeds directory --- <http://www.npr.org/rss/>
- NPR Podcast directory --- http://www.npr.org/rss/podcast/podcast_directory.php
- Yahoo Traffic Alert --- <http://developer.yahoo.com/traffic/rss/V1/index.html>