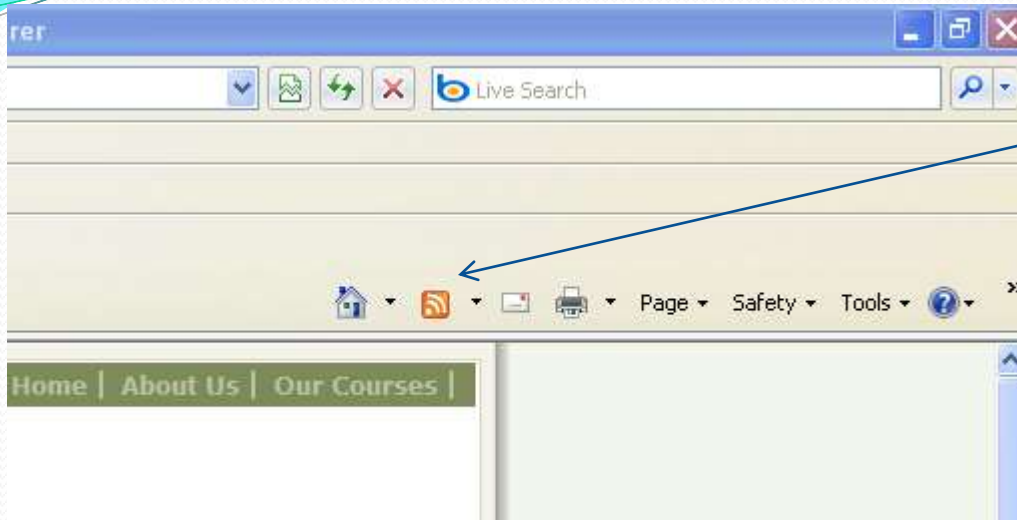


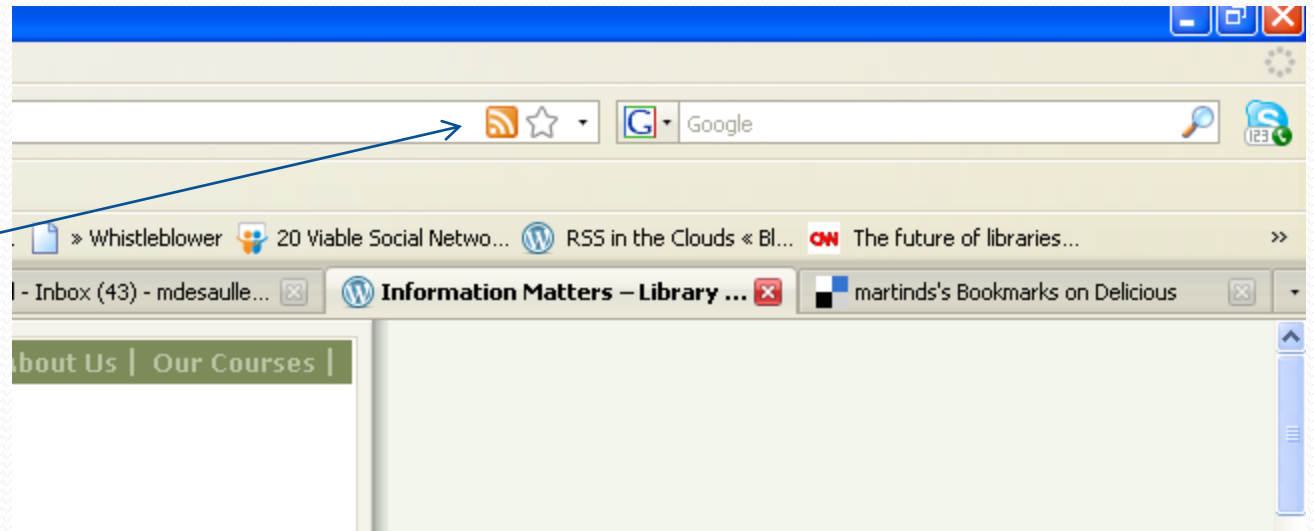
# What is RSS?

Martin De Saulles

October 2009



Internet Explorer 8



Firefox 3

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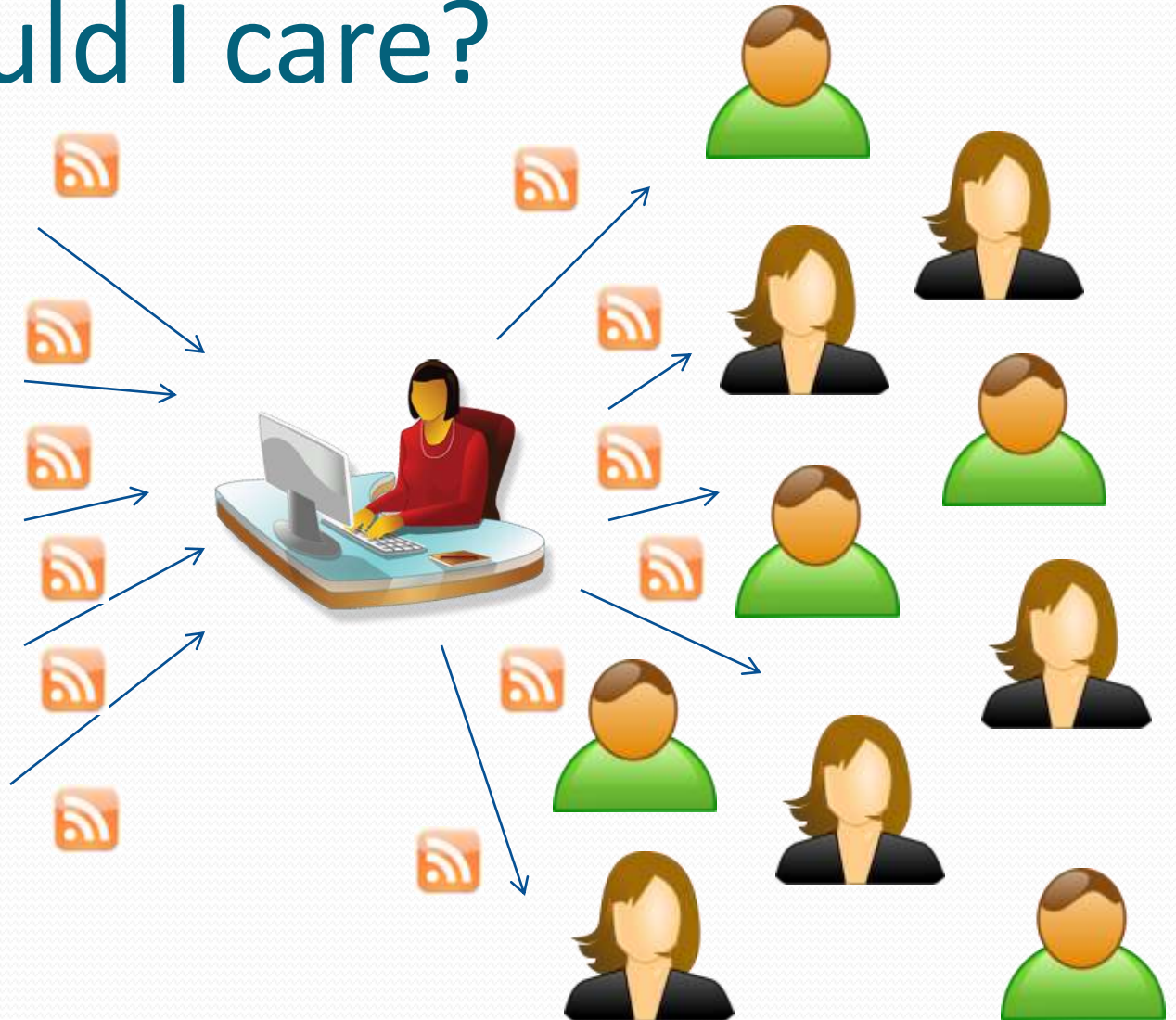
# What is RSS?

- Really Simple Syndication
- Rich Site Summary
- XML format
- Different versions: 0.91, 1.0, 2.0, ATOM
- Efficient content distribution
- Future of content distribution?

# What does RSS look like?

```
<rss version="0.91">
  <channel>
    <title>XML.com</title>
    <link>http://www.xml.com/</link>
    <description>XML.com features a rich mix of information and services for the XML community.</description>
    <language>en-us</language>
    <item>
      <title>Normalizing XML, Part 2</title>
      <link>http://www.xml.com/pub/a/2002/12/04/normalizing.html</link>
      <description>In this second and final look at applying relational normalization techniques to W3C XML Schema data modeling, Will Provost discusses when not to normalize, the scope of uniqueness and the fourth and fifth normal forms.</description>
    </item>
    <item>
      <title>The .NET Schema Object Model</title>
      <link>http://www.xml.com/pub/a/2002/12/04/som.html</link>
      <description>Priya Lakshminarayanan describes in detail the use of the .NET Schema Object Model for programmatic manipulation of W3C XML Schemas.</description>
    </item>
    <item>
      <title>SVG's Past and Promising Future</title>
      <link>http://www.xml.com/pub/a/2002/12/04/svg.html</link>
      <description>In this month's SVG column, Antoine Quint looks back at SVG's journey through 2002 and looks forward to 2003.</description>
    </item>
  </channel>
</rss>
```

# Why should I care?



# Benefits of RSS

- Open standard – no cost
- Open standard – lots of developers
- Becoming pervasive
- Easy to use
- Helps keep inbox clear(er)

# Issues of RSS

- Lack of understanding
- Sounds complicated
- Does it help or add to information overload?
- Users may need educating/persuading

# How do I subscribe to/read RSS feeds?

The screenshot displays the Google Reader web interface. At the top, there are navigation links for Mail, Calendar, Documents, Reader, Web, and more. The Google Reader logo is on the left, followed by a search bar and a dropdown menu set to 'All items'. Below this is a sidebar with a list of subscriptions, including 'NewsGator News', 'NewsGator Gol for Win...', '(title unknown)', '1 InformationMatters ...', '1 Ning - Info Matters', '1 PBWiki', '43 Folders', 'A VC (3)', 'AlacraBlog (1)', 'Andrew McAfee's Blog', 'BBC News | News Front... (1000+', 'Beyond Search (143)', 'Brighton Voices: All ...', 'Brighton Voices: Mart...', 'broadstuff (5)', 'Business Information ...', 'Business Media Blog (1)', 'BusinessMedia.co.uk (1)', and 'CleverClans'. The main content area shows two article previews. The first article is titled 'The Mobile shall inherit the Earth, says Meeker' by nospam@example.com (Alan Patrick), with a link to 'Mary Meeker's Internet Presentation 2009'. The second article is titled 'From the subprime to the ridiculous' by nospam@example.com (Alan Patrick), with a link to 'Bloomberg reports:'. Both articles include introductory text and a 'Read the comments' link.

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All items (1000+)  
Starred items ☆  
Your stuff  
Shared items  
Notes  
Trends   
Browse for stuff

People you follow ▾

Subscriptions ▾

- NewsGator News
  - NewsGator Gol for Win...
  - (title unknown)
  - 1 InformationMatters ...
  - 1 Ning - Info Matters
  - 1 PBWiki
  - 43 Folders
  - A VC (3)
  - AlacraBlog (1)
  - Andrew McAfee's Blog
  - BBC News | News Front... (1000+
  - Beyond Search (143)
  - Brighton Voices: All ...
  - Brighton Voices: Mart...
  - broadstuff (5)**
  - Business Information ...
  - Business Media Blog (1)
  - BusinessMedia.co.uk (1)
  - CleverClans

**broadstuff »**

Show: 5 new items - all items Mark all as read ▾ Refresh Feed settings... ▾

☆ **The Mobile shall inherit the Earth, says Meeker** Ⓜ  
by nospam@example.com (Alan Patrick)  
[Mary Meeker's Internet Presentation 2009](#)

Its probably because I was around in the dotcom era, but when Henry Blodgett [praises a piece of work from Mary Meeker](#) I get nervous. Anyway, here is her slide deck from the Web 2.0 Summit yesterday, and it has lots and lots of facts and figures.

But caveat emptor - bankers, by and large, are not rewarded for being bearish. And while her mobile projections are exciting, I have found over the last 10 years that dividing any projection that comes from Planet Mobile by 2 is a very useful approach.

(Read the comments on the [TechCrunch article](#) covering Ms Meeker, tres funny)

☆ Add star Like Share Share with note Email Keep unread Add tags

☆ **From the subprime to the ridiculous** Ⓜ  
by nospam@example.com (Alan Patrick)  
Mervyn King, Governor of the Bank of England, fulminating on the need to restructure the banking sector last night - [Bloomberg reports](#):

Bank of England Governor Mervyn King stepped up his call for governments to tackle the dangers posed by banks that are "too important to fail," saying new capital rules won't shield taxpayers from funding any future bailouts.

"The massive support extended to the banking sector around the world, while necessary to avert economic disaster, has created possibly the biggest moral hazard in history," he said in a speech in Edinburgh late yesterday. He indicated that one solution could be to split up banks and separate riskier activities from more stable businesses such as taking deposits.

# What can I subscribe to?

- Blogs
- Twitter
- Newspapers
- Delicious
- Social sites (issue of passwords) – [freemyfeed.com](http://freemyfeed.com)
- Wikis (password issue again)
- Anything that pushes out content via RSS

This may be clearer

