

RSS

by

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What is RSS?



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RSS is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts in a standardized format. An RSS document (which is called a "feed", "web feed", or "channel") contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with web sites in an automated manner that can be piped into special programs or filtered displays.

RSS

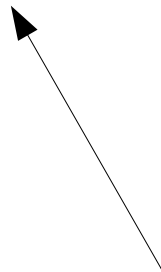
Website/Blog Update



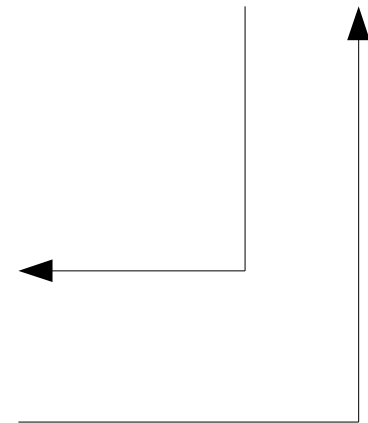
RSS Feed



RSS Reader



Subscriber



Why RSS?

RSS solves a problem for people who regularly use the web. It allows you to easily stay informed by retrieving the latest content from the sites you are interested in. You save time by not needing to visit each site individually. You ensure your privacy, by not needing to join each site's email newsletter. The number of sites offering RSS feeds is growing rapidly and includes big names like Yahoo News, Google.

Advantages - Subscriber

- More timely
- Inexpensive
- Come in any style (HTML, text, even MIME)
- Have full control on his/her RSS feeds
- Stay Private
- Convenience

Advantage - Publisher



- Self-syndication
- The predictability principle
- Loyalty

Disadvantages

- You cannot include personalization
- You have no way of knowing how many people are subscribing to your feed.
- RSS feeds create higher traffic and demands on the server.

Tools – Web-based Readers

- Google Reader
 - <http://www.google.com/reader/>
- Pageflakes
 - <http://www.pageflakes.com/>
- Netvibes
 - <http://www.netvibes.com/>
- Bloglines
 - <http://www.bloglines.com/>
- Newsgator
 - <http://www.newsgator.com/>

Tools – Desktop Readers

- Akregator
- NetNewsWire (Mac)
 - <http://www.newsgator.com/INDIVIDUALS/NETNEWSWIRE/>
- FeedDemon (Windows)
 - <http://www.newsgator.com/individuals/feeddemon/>

Thank You!

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We look forward
to a mutually
beneficial
endeavor with
you.