Syndication

Consorci d'Educació
de Barcelona
Generalitat de Catalunya
Ajuntament de Barcelona

Syndication

When we talk about content **syndication**, we are referring to the **updated exchange of information between web pages**.

With the Internet evolution, it was filled with a large number of blogs and pages that published information; and visiti all of them to see if there were any changes tooks a long time. This task had to be optimized in some way.

Syndication

By using syndication, the **user no** longer **needs to visit the pages** they are interested in, to see if there are any changes. Because if there are, **they will already receive them**.

With content syndication, the design of the original page does not affect the programs that look for information on it, because syndication is based on XML and prioritize the web content.

Feeds or channels

A **channel** is a **file that contains a specific version of the information** published on a website.

In this file you will **find** all the **information** about the website and **links** to its contents. The **great advantage** is that being **based on XML** it is possible to **transmit** the information in an **automated** way and the receivers will be able to interpret it easily.

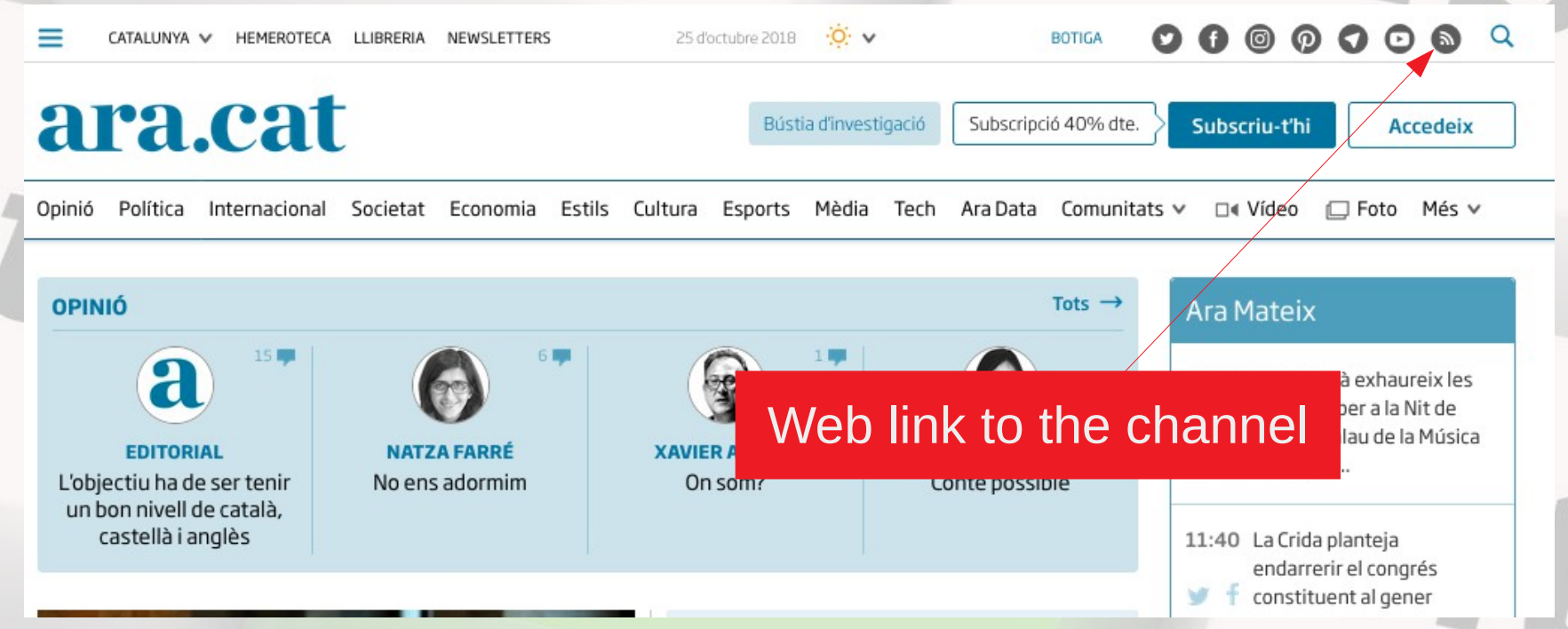
Feeds or channels

In order to obtain the channel information, the file must be located. These **feeds** are usually **associated with a web page** and can be accessed via a link that is usually clearly specified with the text RSS, XML or an icon such as:

Feeds or channels

Same icon, different meaning...

Feeds or channels



Channel **files** will usually be **transferred to programs** that will be **responsible for periodically** collecting **updates** to channel **information**. In syndication terminology this is usually called **subscription**.

Feeds or channels

Over the years, similar technology have been developed to create channes such as *CDF*, *PointCast*... but the channels creator most popular language, and almost a syndication standard are *RSS* and *Atom*.

Advantages

- Transmission through RSS feeds of the latest updates of those **web pages that are of interest to you**.
- The **user chooses** which websites to subscribe to and which ones to unsubscribe from.
- RSS **saves** significant **time browsing and searching** for information as, the user has a summary of the articles to decide what information to read.

Advantages

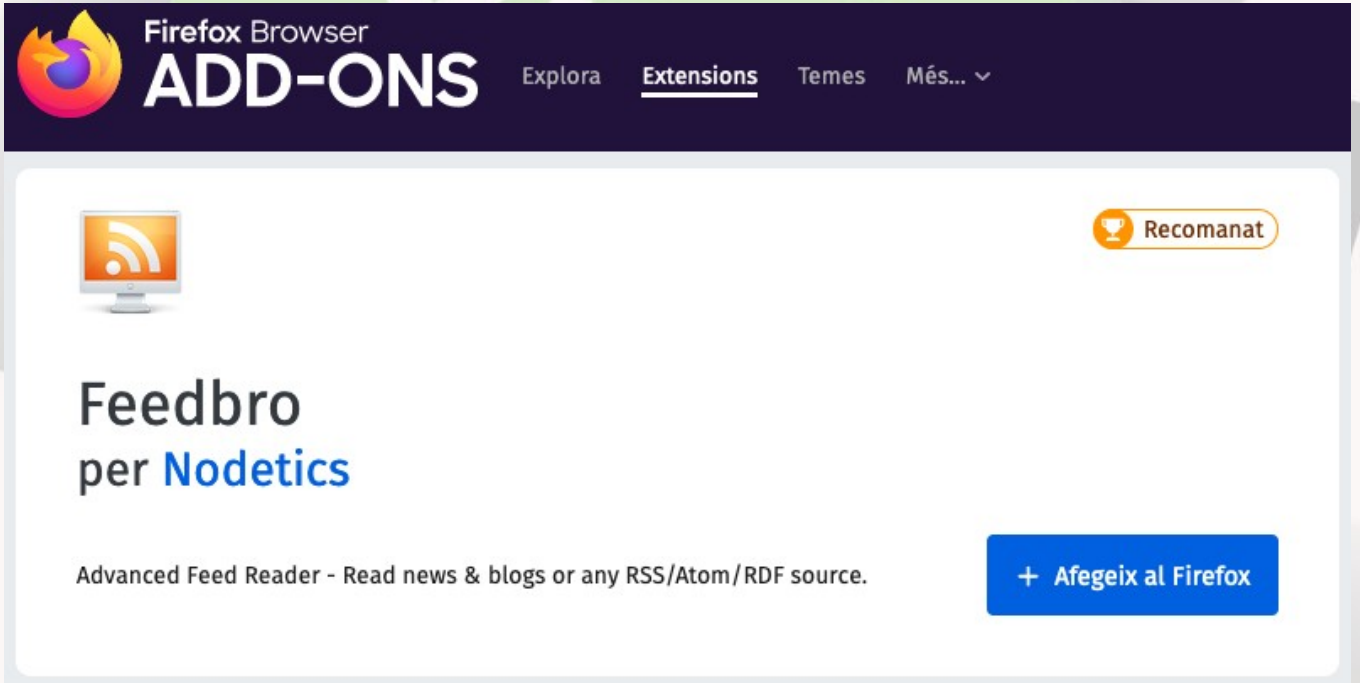
- RSS is **free of SPAM**, because no email is required. When you subscribe to RSS feeds, you do not receive any other information.
- **Unsubscribing** from the website is **quick and easy**. With RSS only the web page of the RSS reader should be removed.
- Receiving RSS feeds or feeds from your favorite websites is **completely free**. Both the content and most of the programs (RSS readers) that allow you to read RSS news are completely free.

Advantages

Summarizing: RSS system facilitate your access to the internet information that interests you most and allow you to be permanently informed.

Why RSS?

https://davidjgb.wordpress.com/2014/04/24/como-crear-tu-propio-canal-rss/



RSS format

```
<?xml version="1.0" encoding="utf-8"?>
<rss version="2.0">
  <channel>
    <title>Notícies sobre IT</title>
    <link>http://fpinformatica.cat</link>
    <description>
       El canal tracta temes de...
    </description>
    <item>
      <title>New Ubuntu LTS</title>
      <link>http://ubuntu.org</link>
      <description>
        New LTS Ubuntu version...
      </description>
    </item>
  </channel>
```

```
  <channel>
     <title>Canal del JdA</title>
       <link>
https://agora.xtec.cat/insjoandaustria
       </link>
       <description>
         En aquest canal...
       </description>
       <item>
         <title>Twitter profile</title>
         <link>
https://twitter.com/insjoandaustria
         </link>
         <description>
           Nou perfil en xarxes...
         </description>
       </item>
     </channel>
</rss>
```

RSS format

Basic rules:

All RSS files use the typical first of XML line:

```
<?xml version="1.0" encoding="UTF-8"?>
```

All RSS has **a single root element** in which the RSS version we are referring to can be indicated:

```
<rss version="2.0">
```

A RSS file may contain **one or more channels**:

```
<channel>
</channel>
```

RSS format

Each channel must have at least **one title**, a **base link** (to the website address itself), **and a description**:

```
<channel>
        <title>. . .</title>
        <link>. . .</link>
        <description>. . . </description>
        <item>
                ...
        </item>
        <item>
                ...
        </item>
</channel>
```

RSS format

Remember the most important points:

- Root element: **`rss`**.
- Rss may contain one or more **`channel`**.
- Each channel contains **`title`**, **`link`** and **`description`**.
- After the previous elements, a **`channel`** could include **`item`** (the element with the new web site content).
- Each **`item`** (if it is present) should contain a **`title`**, a **`link`** and a **`description`**.

Exercise 1

Try **subscribing** to an **RSS feed** that interests you. For this purpose, **install** in your browser an **extension or add-on** that allows it (such as Feedbro).

Exercise 2

Following the instructions in the moodle task file **5.-Guia_rss.pdf**, generate a file with at least two different channels, and several items per channel for your website.

Exercise 3

Include in your website **an image link** to your **RSS file**.