RSS
(REALLY SIMPLE SYNDICATION)

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WHAT :

RSS (REALLY SIMPLE SYNDICATION) - (1)

- RSS (most commonly translated as "Really Simple Syndication" but sometimes "Rich Site Summary") is a family of web feed formats used to publish frequently updated works such as blog, entries, news headlines, audio, and video in a standardized format.

- An RSS document (which is called a "feed", "web feed",[or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically.

- They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.

- The content you can get via RSS feeds isn't just text: it might be images, audio and video.

WHAT :

RSS (REALLY SIMPLE SYNDICATION) - (2)

- The original version of RSS, created by UserLand in 1997, stands for RDF Site Summary or Rich Site Summary. Netscape Communications used the technology to deliver content to users of its MyNetscape portal. In 2003, the name changed to Really Simple Syndication with the release of the RSS 2.0 standard when a new team began work on it

WHY :

RSS (REALLY SIMPLE SYNDICATION)

- The trouble with living in the Information Age is paridoxical:

There's too much information. It's everywhere.

- How are you supposed to keep track of all the news, sports, weather and blogs you follow?
- How are you going to do that and find time for work, school and family?

- If you're addicted to the constant flow of data that we know as the Internet, you're not going to be able to manage it without some help. One way to keep track of it all has grown very popular since its introduction in 1997 is the **RSS**.

- RSS is a way to subscribe to a source of information, such as a Web site, and get brief updates delivered to you.

HOW :

THE RSS WORKS? - (1)

- RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based.

- These sources are called **feeds**. When you subscribe, you'll get a feed often a series of headlines and brief summaries of all the articles published on that particular Web page. This lets you scan the articles on the page more efficiently. Sometimes you'll even spot more headlines that you might never have seen buried on the original page.

- A standardized XML file format allows the information to be published once and viewed by many different programs. RSS formats are specified using XML, a generic specification for the creation of data formats.

(continue....)

HOW :

THE RSS WORKS? - (2)

- The user subscribes to a feed by entering into the reader the feed's "URL" (uniform resource locator), or by clicking an RSS icon  in a browser that initiates the subscription process.

- The RSS reader checks the user's subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.

- Although RSS formats have evolved since March 1999, the RSS icon  first gained widespread use between 2005 and 2006. (continue...)

HOW :


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RSS
31 July 2009

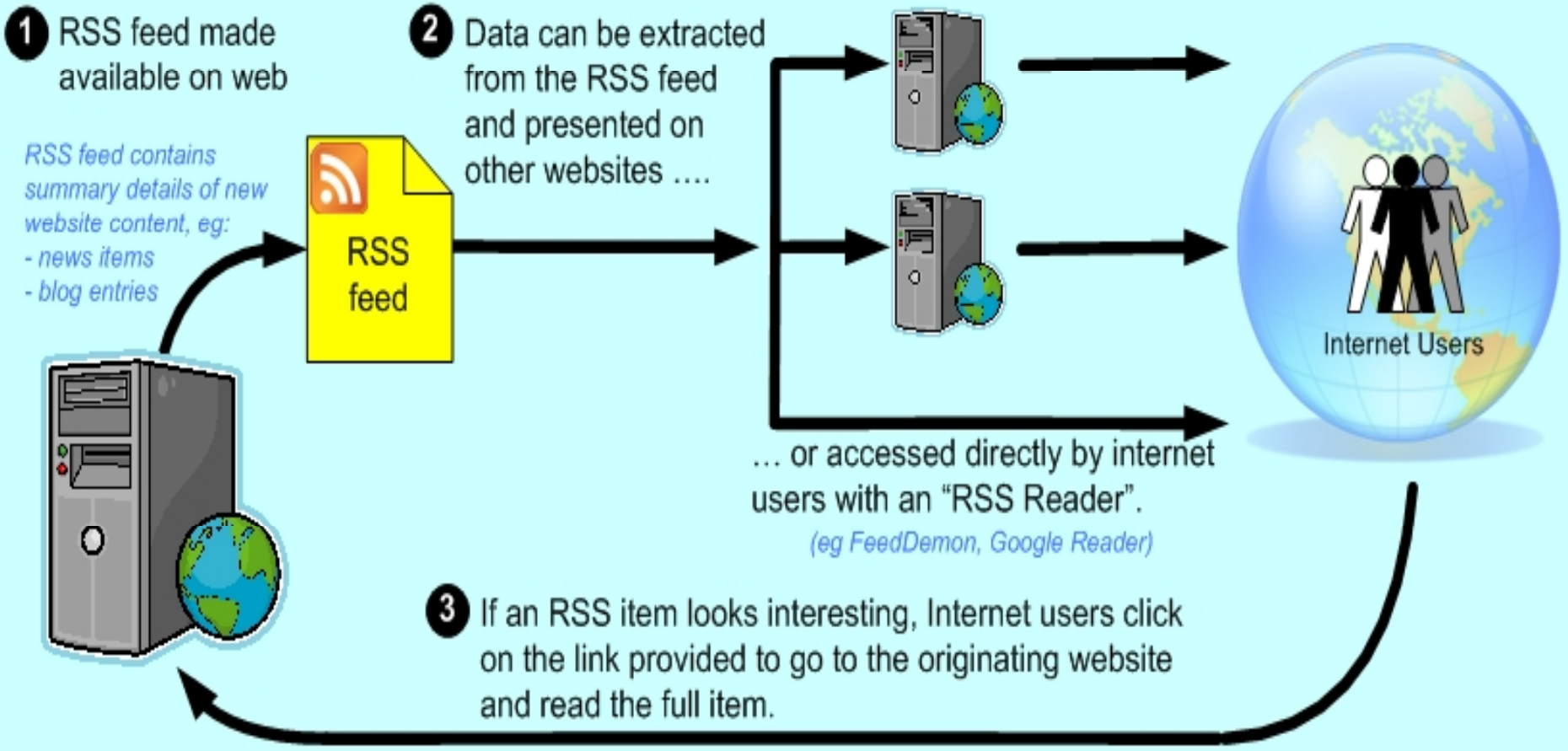
HOW :

THE RSS WORKS? - (3)

- To accomplish this extension, a tightly controlled vocabulary (in the RSS world, "module"; in the XML world, "schema") is declared through an XML namespace to give names to concepts and relationships between those concepts.

- Some RSS 2.0 modules with established namespaces are:
  - Ecommerce RSS 2.0 Module
  - Media RSS 2.0 Module
  - OpenSearch RSS 2.0 Module

HOW : THE RSS WORKS? - (4)



HOW :

RSS READER - (1)

❑Reading RSS feeds can be a great time-saver. In the time it takes you to scan whole Web pages for information, you can review headlines from dozens of sites all collected in one place. On the other hand, the ease with which you can view RSS headlines may convince you that you can subscribe to even more sites. You may end up spending just as much time reading feeds as you used to on regular Web sites.

❑Reading feeds requires a few simple things, many of which you already have. You'll need a computer or compatible electronic device (PDA mobile) and an Internet connection.

❑After that, you need something that can read, or aggregate, **RSS files**. Aggregators collect and interpret RSS feeds in one location. That way, you can see the latest headlines from CNN, the BBC,Reuters etc., all in one place.

HOW :

RSS READER - (2)

❑These are options that your aggregator will give you help you enjoy your reading.
- Do you want to see full articles on one page?
- Do you just want the headlines?
- Do you want everything organized by date, with the feeds mixed by most recent? or
- Would you prefer to keep each site separate?

❑Aggregators take many forms. When you use a current-generation Web browser to visit blogs or news sites, you'll probably see the square orange logo that indicates the presence of an RSS feed. Depending on what kind of site you're visiting, you may even see a link with a whole list of feeds. Once you click on a link to the feed, you'll get the option to subscribe. Different browsers handle feeds differently, but you'll probably be given a choice of options for handling the subscription.

HOW :

CREATING RSS FEEDS - (1)

❑RSS isn't really that different from a normal Web site. In fact, they're the same in one respect: Both are simple text files on Web servers. RSS uses the World Wide Web Consortium's **Resource Description Framework (RDF)** as a guide to tell a feed aggregator how to read the file. RDF is based on **extensible markup language (XML)**, a cousin of **hypertext markup language (HTML)**, which is the language used for everyday Web sites.

❑RSS tags tell your aggregator :

- How to display the feed on your screen;
-In addition to the size of the font and other details;
- RSS tags also include the name of the creator of the feed;
- The date it was published;
- When the feed was updated; and
- More useful information that helps you decide which articles to select from the feed and read in full.

HOW :

CREATING RSS FEEDS - (2)

❑So what happens if you want to add an RSS feed to your existing blog? Many common blogging tools such as Blogger, Vox, Movable Type and WordPress have the ability to syndicate your weblog in RSS, without your having to learn how to write code. These weblog programs include everything needed to publish a feed: the address, title, meta and other necessary information are all included for you..

❑**Including in XHTML**

The following tag should be placed into the head of an XHTML document to provide a link to an RSS Feed.

```
<link href="rss.xml" type="application/rss+xml" rel="alternate"
title="Sitewide RSS Feed" />
```

HOW :

RSS 2.0

- The following is an example of an RSS 2.0 file.

```
<?xml version="1.0"?>
<rss version="2.0">
  <channel>
    <title>Lift Off News</title>
    <link>http://liftoff.msfc.nasa.gov/</link>
    <description>Liftoff to Space Exploration.</description>
    <language>en-us</language>
    <pubDate>Thu, 30 July 2009 04:00:00 GMT</pubDate>
    <lastBuildDate>Thu, 30 July 2009 09:41:01 GMT</lastBuildDate>
    <docs>http://blogs.law.harvard.edu/tech/rss</docs>
    <generator>Weblog Editor 2.0</generator>
    <managingEditor>editor@example.com</managingEditor>
    <webMaster>webmaster@example.com</webMaster>
    <ttl>5</ttl>

    <item>
      <title>Star City</title>
      <link>http://liftoff.msfc.nasa.gov/news/2009/news-starcity.asp</link>
      <description>How do Americans get ready to work with Russians aboard
the
        International Space Station? They take a crash course in culture,
language
        and protocol at Russia's Star City.</description>
      <pubDate>Tue, 30 July 2009 09:39:21 GMT</pubDate>
      <guid>http://liftoff.msfc.nasa.gov/2009/06/03.html#item573</guid>
    </item>
</channel>
</rss>
```

HOW :

RSS 2.0 VS ATOM

Like RSS, ATOM is an XML-based syndication format. Managed by the Internet Engineering Task Force community, Atom 1.0 is designed to be an open standard -- that is, freely available to everyone to use and modify -- unlike RSS 2.0, which is copyrighted by Harvard University. Atom 1.0 and RSS 2.0 are comparable in features, and most major aggregators have no problems reading either feed type.

Sources :

http://en.wikipedia.org/wiki/RSS
http://entertainment.howstuffworks.com/search.php?terms=RSS

Q & A

Thank You...