

Diving In

Nearly all the chapters in this book revolve around a piece of sample code. But xml isn't about code; it's about data. One common use of xml is “syndication feeds” that list the latest articles on a blog, forum, or other frequently-updated website. Most popular blogging software can produce a feed and update it whenever new articles, discussion threads, or blog posts are published. You can follow a blog by “subscribing” to its feed, and you can follow multiple blogs with a dedicated “[feed aggregator](#)” like [Google Reader](#).

Here, then, is the XML data we'll be working with in this chapter. It's a feed — specifically, an Atom syndication feed.

```
<?xml version='1.0' encoding='utf-8'?>
<feed xmlns='http://www.w3.org/2005/Atom' xml:lang='en'>
  <title>dive into mark</title>
  <subtitle>currently between addictions</subtitle>
  <id>tag:diveintomark.org,2001-07-29:/</id>
  <updated>2009-03-27T21:56:07Z</updated>
  <link rel='alternate' type='text/html' href='http://diveintomark.org/'/>
  <link rel='self' type='application/atom+xml' href='http://diveintomark.org/feed/'/>
  <entry>
    <author>
      <name>Mark</name>
      <uri>http://diveintomark.org/</uri>
    </author>
    <title>Dive into history, 2009 edition</title>
    <link rel='alternate' type='text/html'
      href='http://diveintomark.org/archives/2009/03/27/dive-into-history-2009-edition'/>
    <id>tag:diveintomark.org,2009-03-27:/archives/20090327172042</id>
    <updated>2009-03-27T21:56:07Z</updated>
    <published>2009-03-27T17:20:42Z</published>
    <category scheme='http://diveintomark.org' term='diveintopython'/>
    <category scheme='http://diveintomark.org' term='docbook'/>
    <category scheme='http://diveintomark.org' term='html'/>
    <summary type='html'>Putting an entire chapter on one page sounds
      bloated, but consider this &mdash; my longest chapter so far
      would be 75 printed pages, and it loads in under 5 seconds&hellip;
      On dialup.</summary>
  </entry>
  <entry>
    <author>
      <name>Mark</name>
      <uri>http://diveintomark.org/</uri>
```

```
</author>
<title>Accessibility is a harsh mistress</title>
<link rel='alternate' type='text/html'
    href='http://diveintomark.org/archives/2009/03/21/accessibility-is-a-harsh-mistress' />
<id>tag:diveintomark.org,2009-03-21:/archives/20090321200928</id>
<updated>2009-03-22T01:05:37Z</updated>
<published>2009-03-21T20:09:28Z</published>
<category scheme='http://diveintomark.org' term='accessibility' />
<summary type='html'>The accessibility orthodoxy does not permit people to
    question the value of features that are rarely useful and rarely used.</summary>
</entry>
<entry>
    <author>
        <name>Mark</name>
    </author>
    <title>A gentle introduction to video encoding, part 1: container formats</title>
    <link rel='alternate' type='text/html'
        href='http://diveintomark.org/archives/2008/12/18/give-part-1-container-formats' />
    <id>tag:diveintomark.org,2008-12-18:/archives/20081218155422</id>
    <updated>2009-01-11T19:39:22Z</updated>
    <published>2008-12-18T15:54:22Z</published>
    <category scheme='http://diveintomark.org' term='asf' />
    <category scheme='http://diveintomark.org' term='avi' />
    <category scheme='http://diveintomark.org' term='encoding' />
    <category scheme='http://diveintomark.org' term='flv' />
    <category scheme='http://diveintomark.org' term='GIVE' />
    <category scheme='http://diveintomark.org' term='mp4' />
    <category scheme='http://diveintomark.org' term='ogg' />
    <category scheme='http://diveintomark.org' term='video' />
    <summary type='html'>These notes will eventually become part of a
        tech talk on video encoding.</summary>
</entry>
</feed>
```