ICIC – International Conference for Science & Business Information

RSS, Blogs and Wikis: what information professionals need to know

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RSS vs Blogs vs Wikis

- RSS
  - a means of **delivering** information to the user
- Blogs and wikis
  - means of **publishing** information
    - but – just to confuse you - can also incorporate interactive feedback and discussion areas
  - both are content management systems
  - can be quick and easy to use
  - can also be used as collaborative tools within organisations and outside of the organisation
  - both can automatically generate RSS feeds

What is RSS?

- Stands for Really Simple Syndication, or Rich Site Summary or RDF site summary
  - depends on version
    - Rich Site Summary (RSS 0.9x)
    - RDF Site Summary (RSS 0.9 and 1.0)
    - Really Simple Syndication (RSS 2.x)
  - also Google's ATOM
  - written in XML
    - extensible markup language
  - look for the orange logos
- A means of delivery headlines and alerts

Why isn't RSS more popular?

- Need a feed reader to read them and get the most out of the technology
- Web based readers

  or
- Programs on your desktop machine, laptop, Blackberry, mobile
- Will all change:
  - RSS reader incorporated into IE 7 and Outlook 2007
  - soon rolling out onto people's desktop

Who does RSS?

- Lots of people
  - Companies and organisations, for example CILIP, UKeiG
    - for delivering news of training and events, headlines and abstracts of newsletter articles, blog headlines, discussions in web based communities of practice
  - many news services now offer RSS feeds
    - Yahoo News, Google News, Moreover
    - BBC, newspapers, magazines, Factiva
  - professional, scientific, trade press
    - BMJ, New Scientist, Information World Review etc.
  - Individuals, Companies

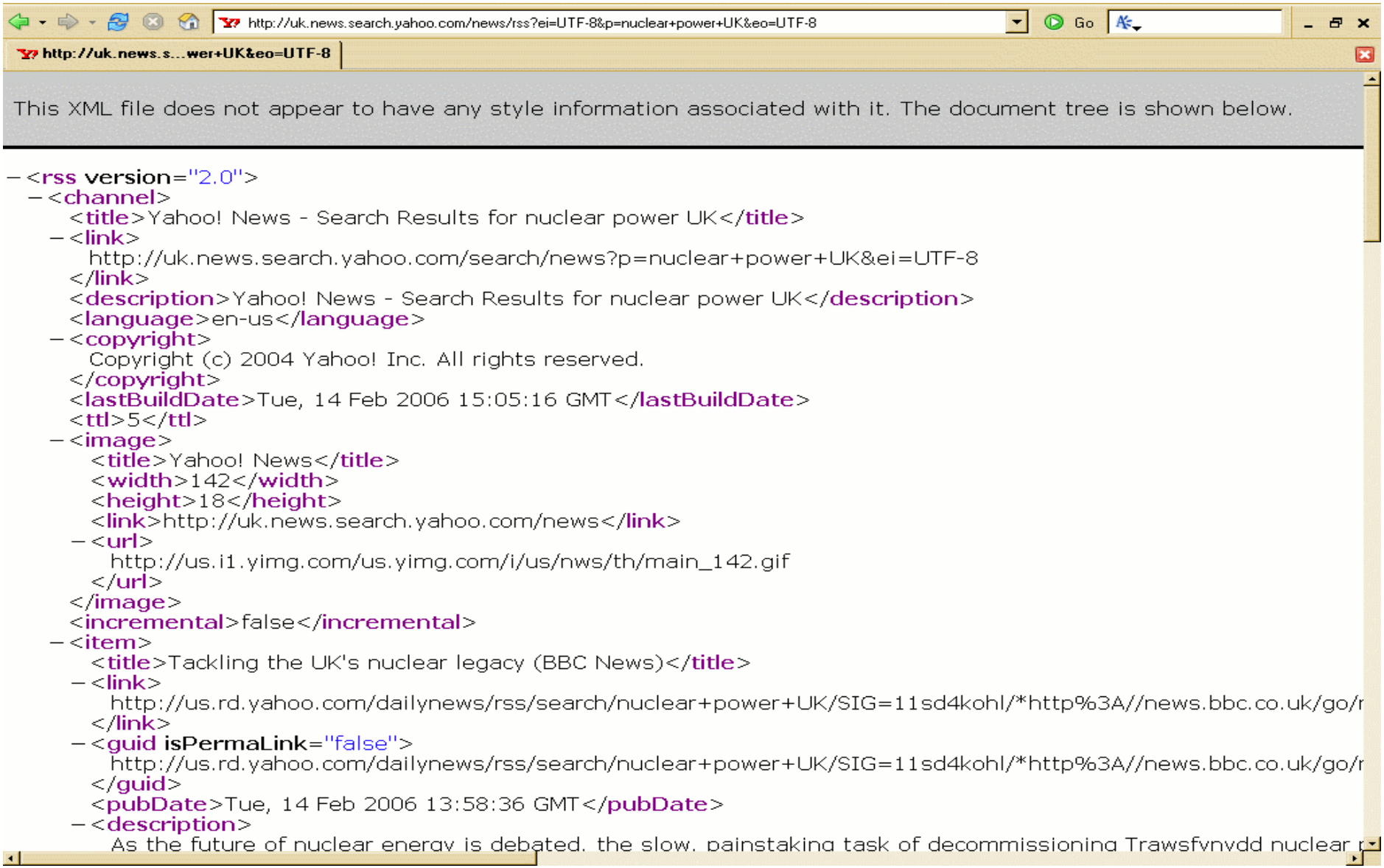
RSS vs email alerts and newsletters

- Bypasses the spam filters
- Reduces the overload in your inbox
  - separate email alerts, headlines etc from urgent email
- Quicker and easier to scan individual headlines within an alert and decide what is relevant
- Can set up filters to pick up stories that mention specific products, companies etc. as the feeds come in
- All your alerts are in one place
  - can read them source by source, altogether, by date and time, whatever!

RSS vs email alerts and newsletters (2)

- **You** control when you receive and read the feeds
  - look at your feeds when you want to
  - set up default update frequency for all your feeds
  - can change frequency of update and alerting for individual feeds
    - not always available in web based readers
- Easier to “unsubscribe”
  - just hit delete!
- Easy to select and forward interesting, individual stories to users, colleagues, clients

Raw RSS feed


http://uk.news.search.yahoo.com/news/rss?ei=UTF-8&p=nuclear+power+UK&eo=UTF-8
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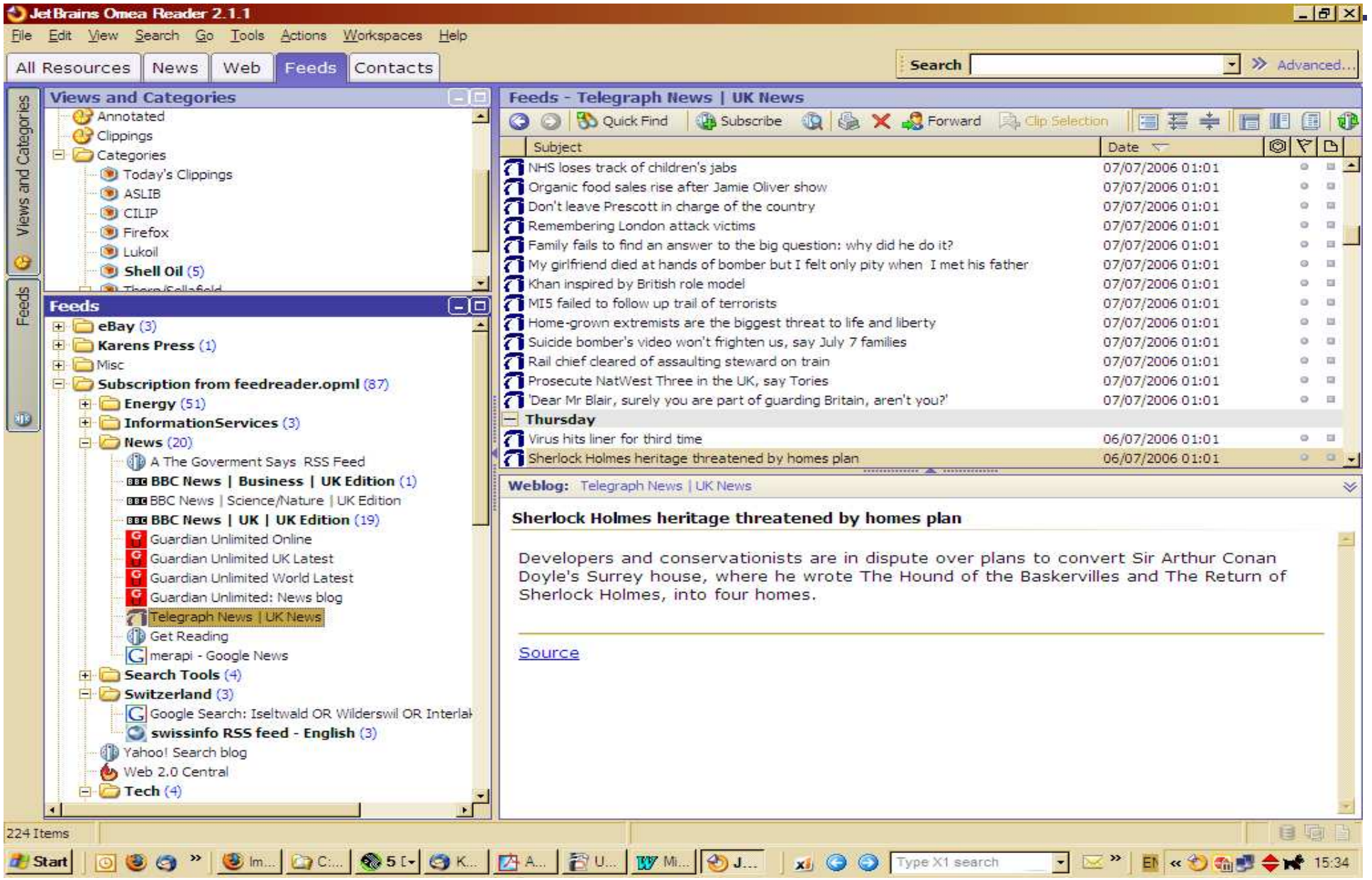
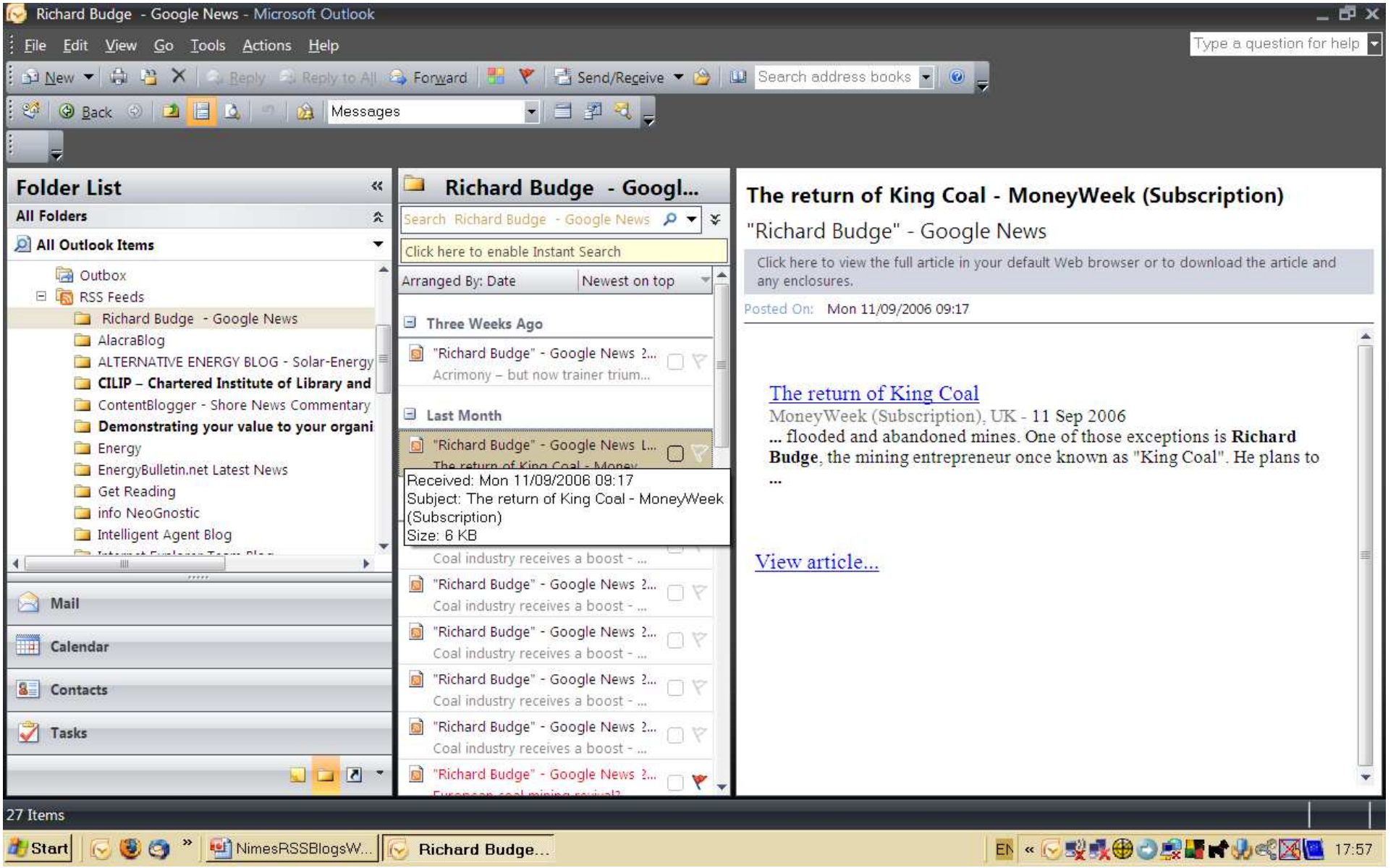
As the future of nuclear energy is debated, the slow, painstaking task of decommissioning Trawsfynydd nuclear

Feeds in Omea



Feeds in Outlook 2007



RSS readers

- RSS Compendium
  - http://allrss.com/
- Web based readers
  - access from any terminal or PC
  - options and functions not as comprehensive as most PC programs
  - Newsgator.com, Bloglines.com, www.google.com/reader/
- Desktop programs
  - plugins for Outlook e.g. Newsgator
  - standalone programs e.g. Omea, Feed Demon
  - Outlook 2007 and IE 7 have RSS capability built in
- Newsgator suite of programs can synchronize between web account and desktop reader

Disadvantages of RSS

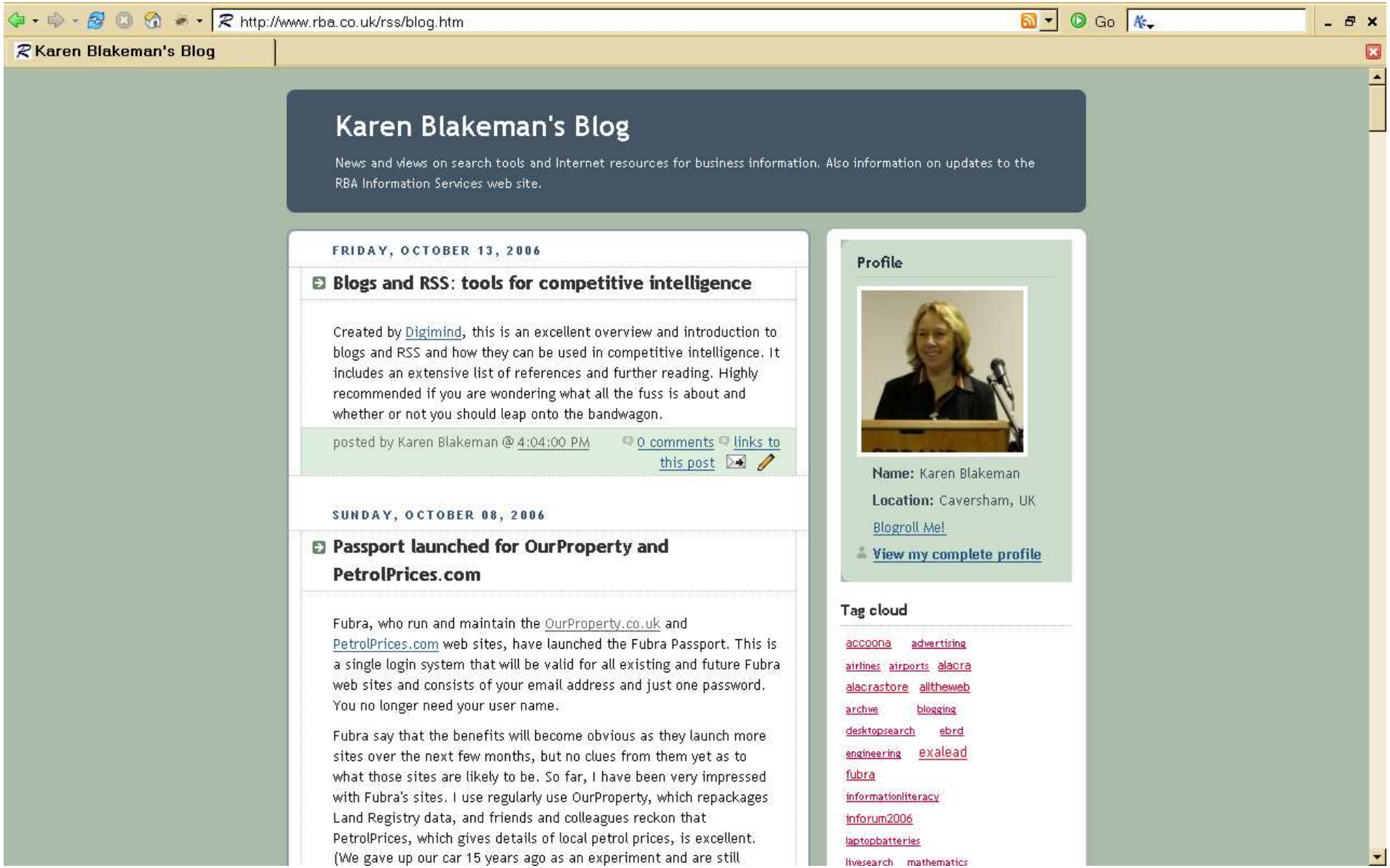
- At present, have to take the effort to set up a web based reader or download and install a program
  - will change when IE7 and MS Office 2007 start to become more widely adopted
- Not all publishers provide RSS feeds as well as email alerts
- It is seriously addictive!!

"Sorry, have to go – got to squeeze 5 minutes work in between feed updates"

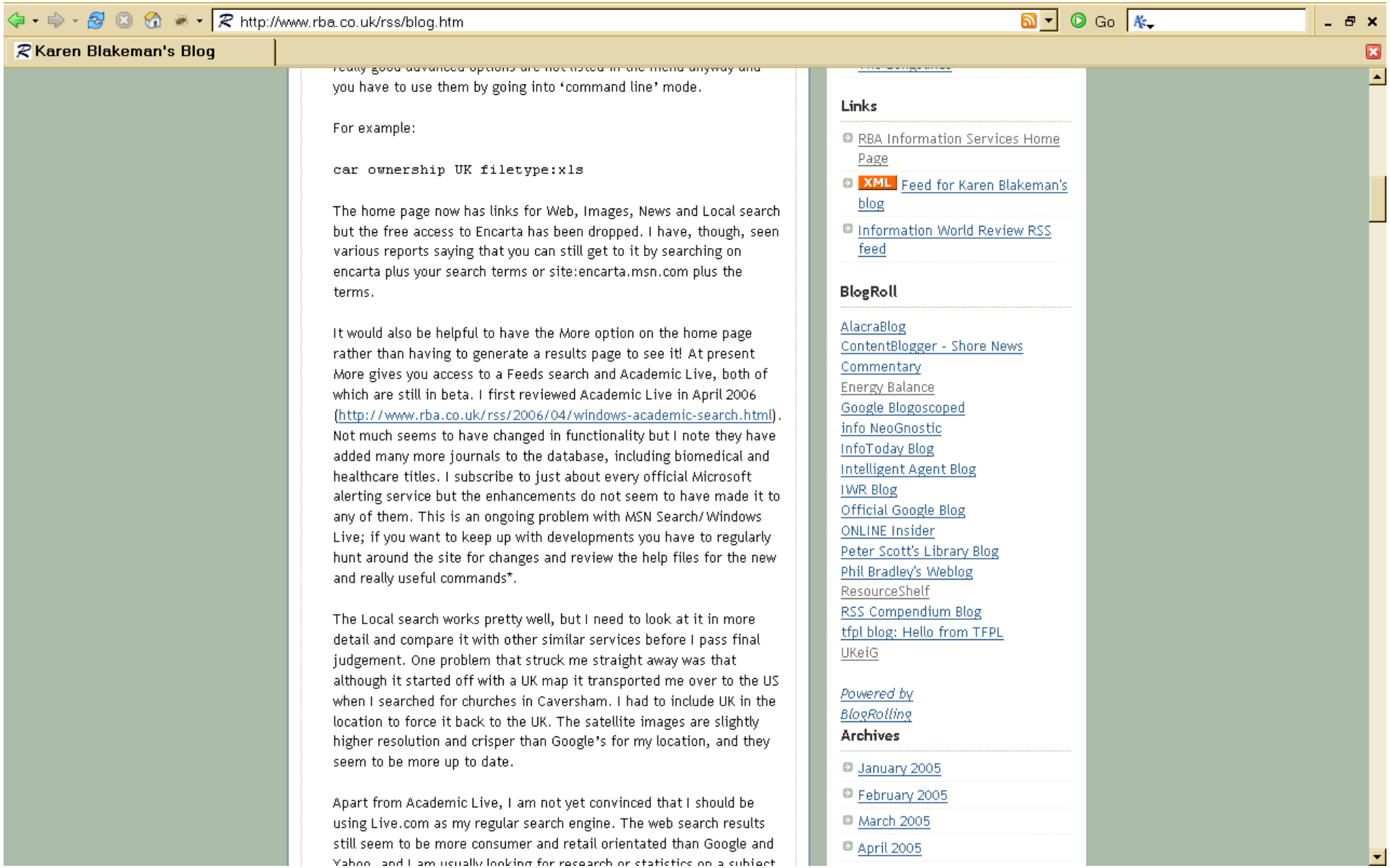
Blogs

- What is a blog?
  - short for weblog
  - content management system with attitude!
  - publishes information chronologically
  - content can range from self-indulgent drivel to extreme erudition
  - easy to use and publish from anywhere, hence the high proportion of utter rubbish in the blogosphere
- Blogs by industry gurus are a good way of keeping up to date with what is happening in a sector
- Good way of disseminating information on product launches and new developments
  - can use the comments option to encourage feedback
- Internal corporate blogs to document project progress
- Can even be used to generate web sites
  - http://www.newsbriefsoman.info/
- Most automatically generate RSS feeds

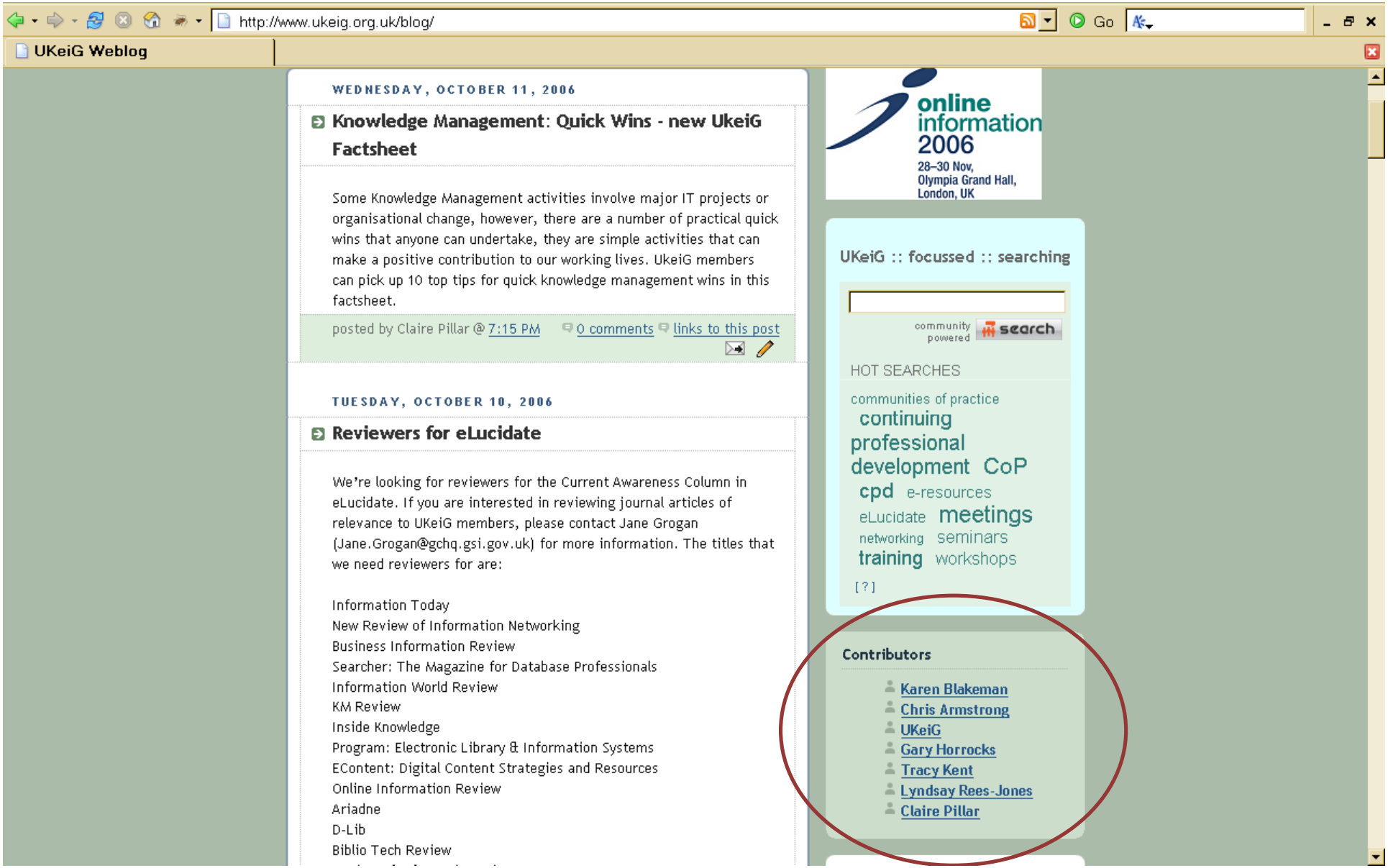
Anatomy of a blog (1)



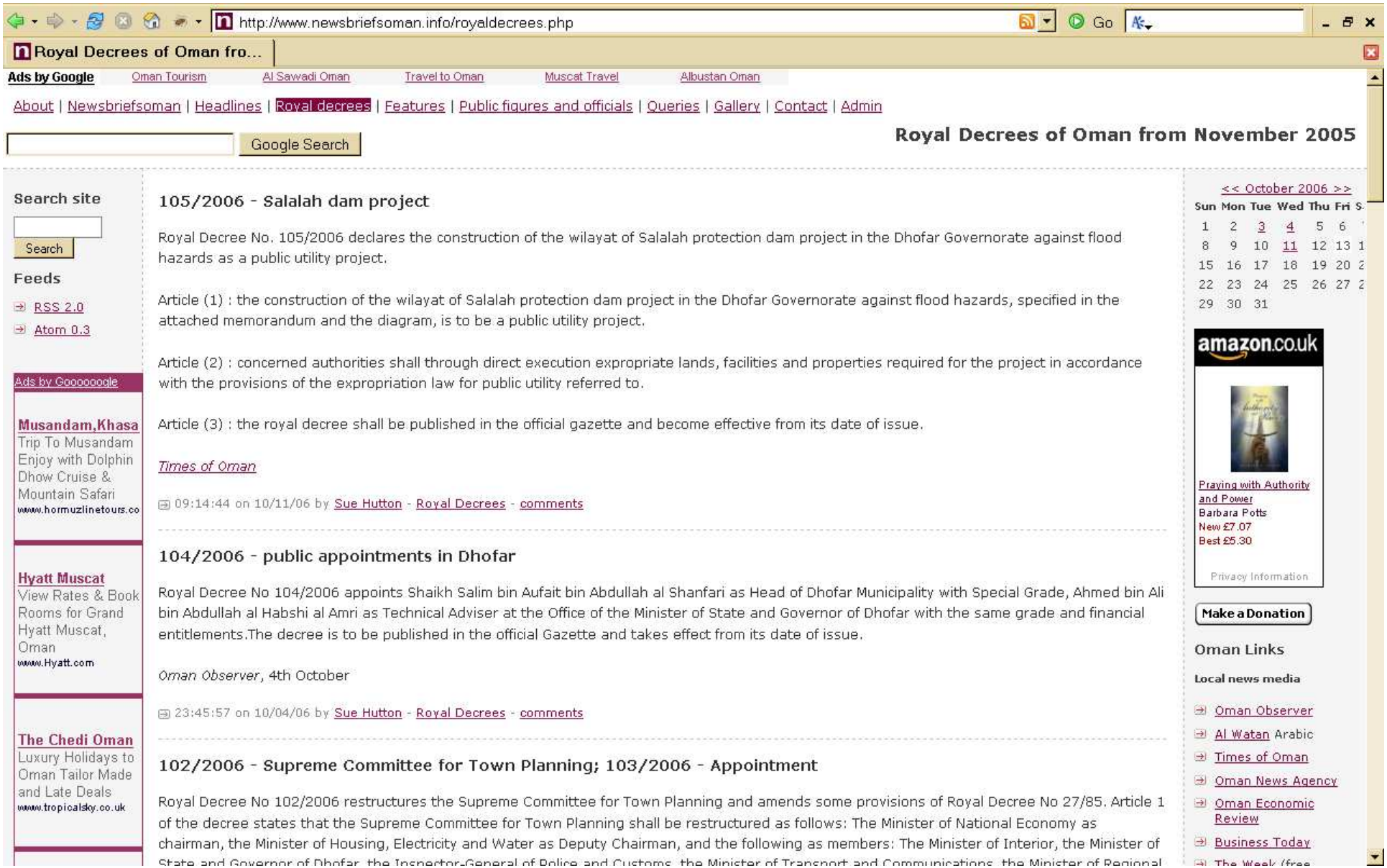
Anatomy of a blog (2)



UKeiG collaborative blog



Do you know you are looking at a blog?



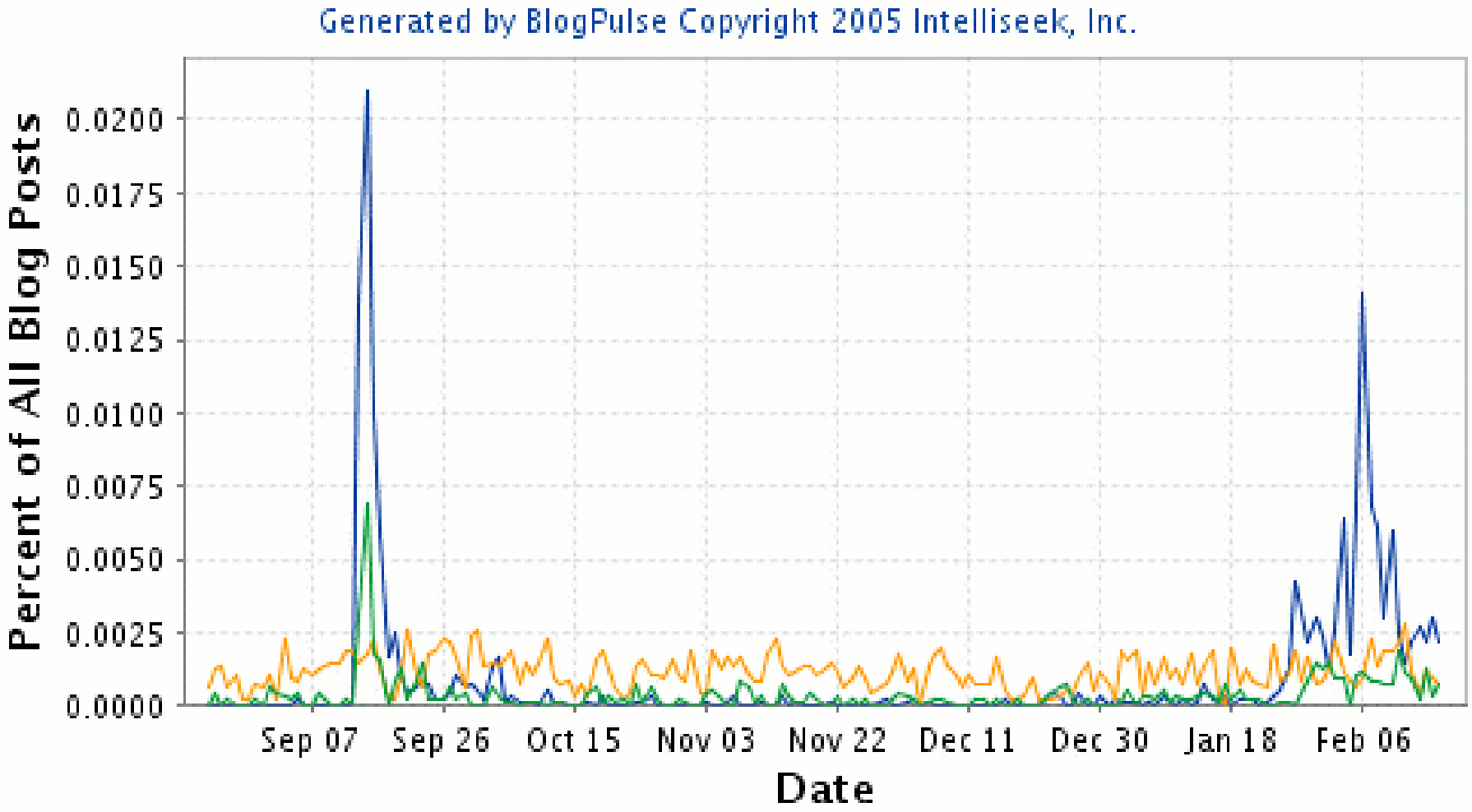
Corporate blogging

- Makovsky 2006 State of Corporate Blogging Survey
  - http://www.makovsky.com/mak/corporatebloggingsurvey/Makovsky2006StateOfCorporateBloggingSurvey.pdf
  - surveyed 150 business leaders from Fortune 1000 companies
  - 20% monitor blogs to find out what is being said about their company
  - 21% read blogs about their sector at least once a week
- Jupiter Research
  - 34% of large companies already blogging, and another 35% plan to
  - http://tinyurl.com/ryo2p
- Product/company reputation
  - The “Kryptonite Affair”
    - http://tinyurl.com/9p93l

Blogpulse Trends

Home > Tools

Trend Results



What are wikis?

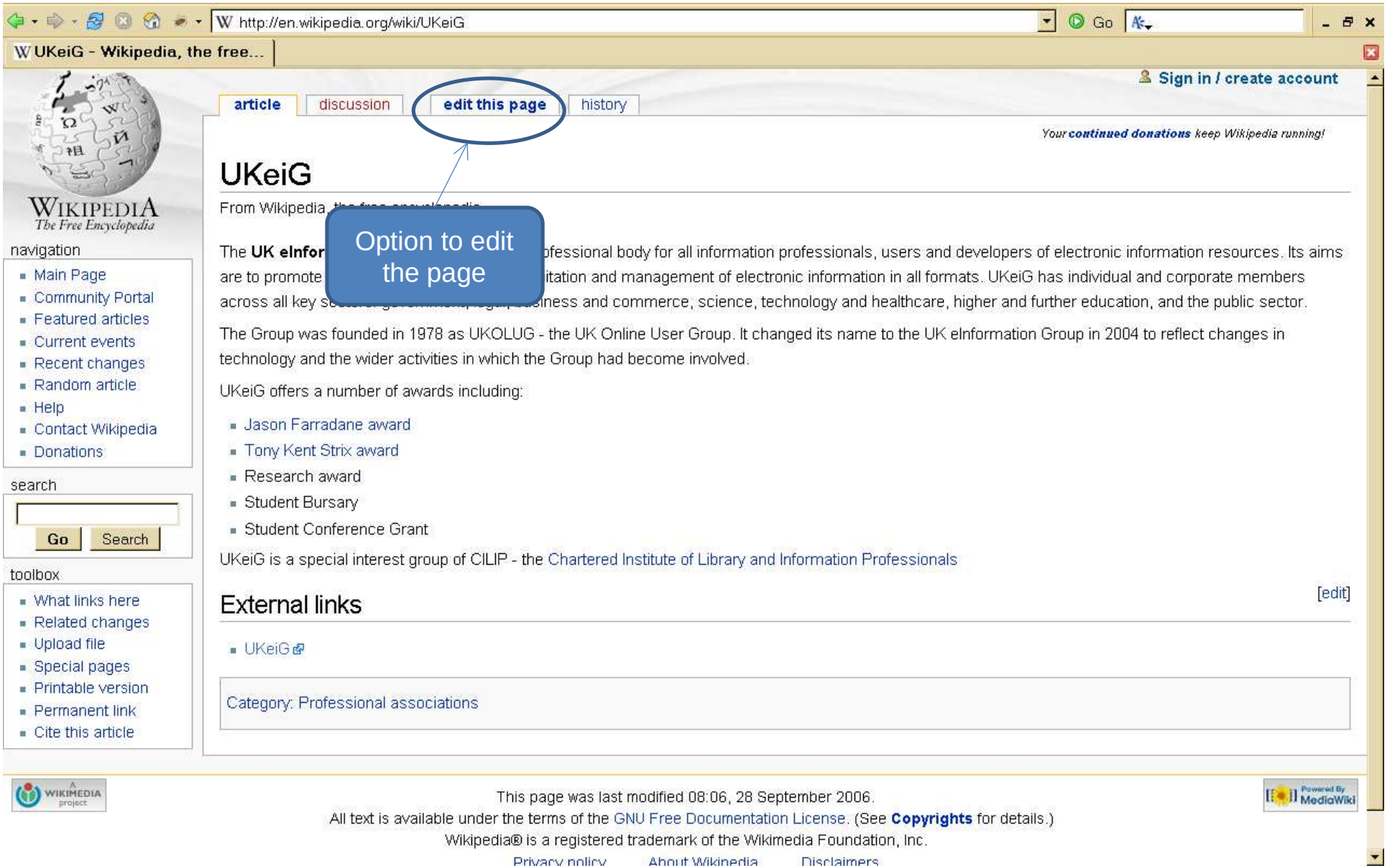
- A collaborative web application that allows users to easily add and edit content
- Can be used for
  - developing documentation
  - project management
    - **History** keeps a record of the changes and different versions of the documents
- Encourages collaboration
- Many have blog like discussion areas and RSS feeds
- Most famous example is Wikipedia
- Standardised format and layout

"Makes our contributors concentrate on content rather than wasting time on pretty layouts"

Disadvantages of wikis

- Default is to let anyone and everyone access to all features and functions
  - need to protect Admin functions and limit creation, edit and access rights
  - lock down key pages if necessary
- Syntax can be confusing to users used to HTML
  - varies depending on wiki software
- Difficult to customise layout and design
- Not always straightforward to install on your system
  - use third party “wiki farms” to start with
  - http://en.wikipedia.org/wiki/List_of_wiki_farms
- Reluctant contributors

Wikipedia


http://en.wikipedia.org/wiki/UKeiG
UKeiG - Wikipedia, the free...
Go
Sign in / create account
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discussion
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history
Your continued donations keep Wikipedia running!
UKeiG
From Wikipedia, the free encyclopedia
Option to edit the page
The UK eInfor
ofessional body for all information professionals, users and developers of electronic information resources. Its aims are to promote
itation and management of electronic information in all formats. UKeiG has individual and corporate members across all key s
siness and commerce, science, technology and healthcare, higher and further education, and the public sector.
The Group was founded in 1978 as UKOLUG - the UK Online User Group. It changed its name to the UK eInformation Group in 2004 to reflect changes in technology and the wider activities in which the Group had become involved.
UKeiG offers a number of awards including:
Jason Farradane award
Tony Kent Strix award
Research award
Student Bursary
Student Conference Grant
UKeiG is a special interest group of CILIP - the Chartered Institute of Library and Information Professionals
External links
[edit]
UKeiG
Category: Professional associations
navigation
Main Page
Community Portal
Featured articles
Current events
Recent changes
Random article
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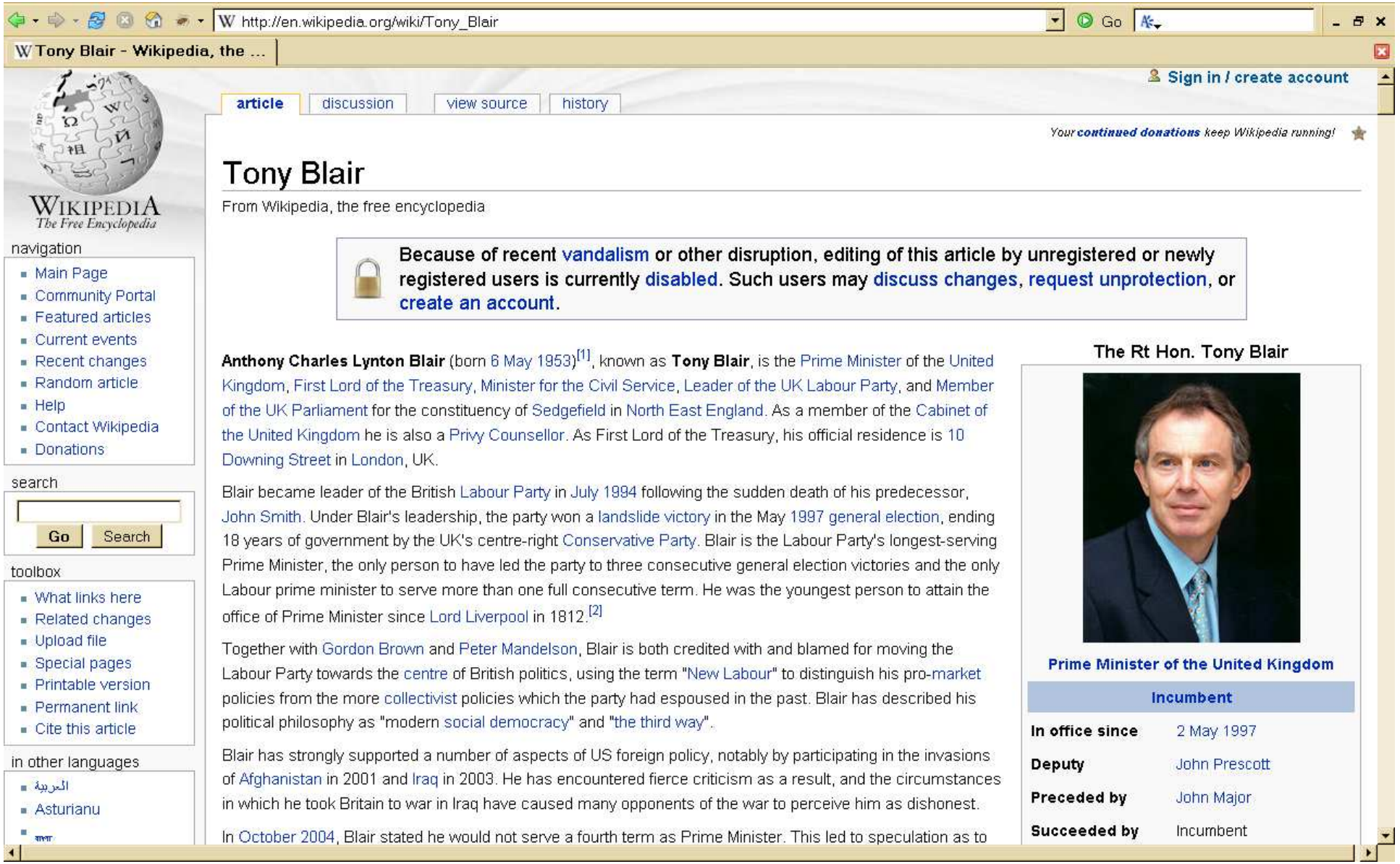
Wikipedia (2)


http://en.wikipedia.org/wiki/Tony_Blair
Go
Tony Blair - Wikipedia, the ...
Sign in / create account
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Your continued donations keep Wikipedia running!
WIKIPEDIA
The Free Encyclopedia
navigation
Main Page
Community Portal
Featured articles
Current events
Recent changes
Random article
Help
Contact Wikipedia
Donations
search
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toolbox
What links here
Related changes
Upload file
Special pages
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Cite this article
in other languages
العربية
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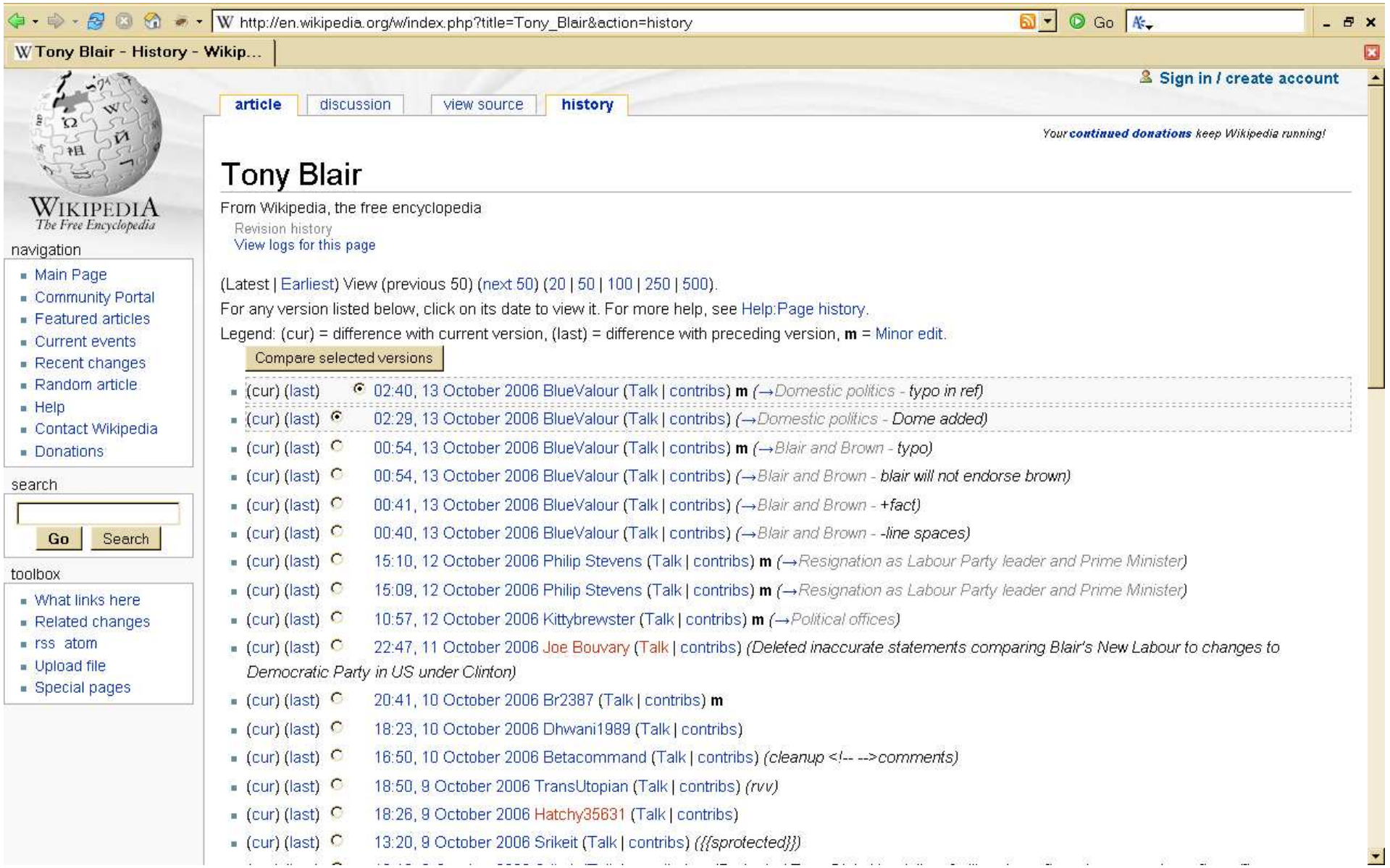
Tony Blair
From Wikipedia, the free encyclopedia
Because of recent vandalism or other disruption, editing of this article by unregistered or newly registered users is currently disabled. Such users may discuss changes, request unprotection, or create an account.
Anthony Charles Lynton Blair (born 6 May 1953)[1], known as Tony Blair, is the Prime Minister of the United Kingdom, First Lord of the Treasury, Minister for the Civil Service, Leader of the UK Labour Party, and Member of the UK Parliament for the constituency of Sedgefield in North East England. As a member of the Cabinet of the United Kingdom he is also a Privy Counsellor. As First Lord of the Treasury, his official residence is 10 Downing Street in London, UK.
Blair became leader of the British Labour Party in July 1994 following the sudden death of his predecessor, John Smith. Under Blair's leadership, the party won a landslide victory in the May 1997 general election, ending 18 years of government by the UK's centre-right Conservative Party. Blair is the Labour Party's longest-serving Prime Minister, the only person to have led the party to three consecutive general election victories and the only Labour prime minister to serve more than one full consecutive term. He was the youngest person to attain the office of Prime Minister since Lord Liverpool in 1812.[2]
Together with Gordon Brown and Peter Mandelson, Blair is both credited with and blamed for moving the Labour Party towards the centre of British politics, using the term "New Labour" to distinguish his pro-market policies from the more collectivist policies which the party had espoused in the past. Blair has described his political philosophy as "modern social democracy" and "the third way".
Blair has strongly supported a number of aspects of US foreign policy, notably by participating in the invasions of Afghanistan in 2001 and Iraq in 2003. He has encountered fierce criticism as a result, and the circumstances in which he took Britain to war in Iraq have caused many opponents of the war to perceive him as dishonest.
In October 2004, Blair stated he would not serve a fourth term as Prime Minister. This led to speculation as to
The Rt Hon. Tony Blair
Prime Minister of the United Kingdom
Incumbent
In office since 2 May 1997
Deputy John Prescott
Preceded by John Major
Succeeded by Incumbent

Wikipedia - history



RSS, Blogs and Wikis

- What Next?
- Have a go yourself
  - RSS
    - Try Newsgator, Bloglines, Google Reader, Omea
  - Blogs
    - Set up one yourself
    - Blogger (http://www.blogger.com/) – not ideal but great to start with and experiment
  - Wikis
    - Not brave enough to set one up yourself?
    - Come and play on the UKeiG Dog's Breakfast page
      - http://ukeig.xwiki.com/

ukeig.xwiki.com – Dog's Breakfast

http://ukeig.xwiki.com/xwiki/bin/view/Main/DogsBreakfast

Wiki - Main - DogsBreakfast

UKeiG The Dog's Breakfast Page

Log-in
Register
XWiki Version 0.9.1252

Home | Blog | What's new | Search | Doc | Register

PDF | History | More Actions

Welcome

Welcome to the UK e-Information Group wiki. Anyone can view the information on this wiki. To comment or add information to editable pages you will first have to register.

- UKeiG Web Site
- Fact sheets, FAQs and resource lists
  - RSS, Blogs and Wikis
  - Desktop Search
- Photo Albums
- XWiki help files
- Event Calendar

Dog's Breakfast

If you are new to wiki-ing, this is where you can practice and mess up a wiki page with impunity!

The Dog's Breakfast Page

This is where you can experiment as much as you like.

Login (or register if you have not already done so) and click on the 'Edit this page' link in the menu near the top of this page.

Dog's Breakfast Photo

The title of this Wiki page reminded me of a picture I took when I was camping in Tighnabruaich (Scotland) last year.

A local sheepdog rounding-up our breakfast pots. Carry beach, Cowal Peninsula, Argyll (2005-03-26).itchy pixel

This is Barbara

Although sorry for it being a but big!

Browse the web faster. Get Firefox with Google Toolbar.

Add yourself to the XWiki users map

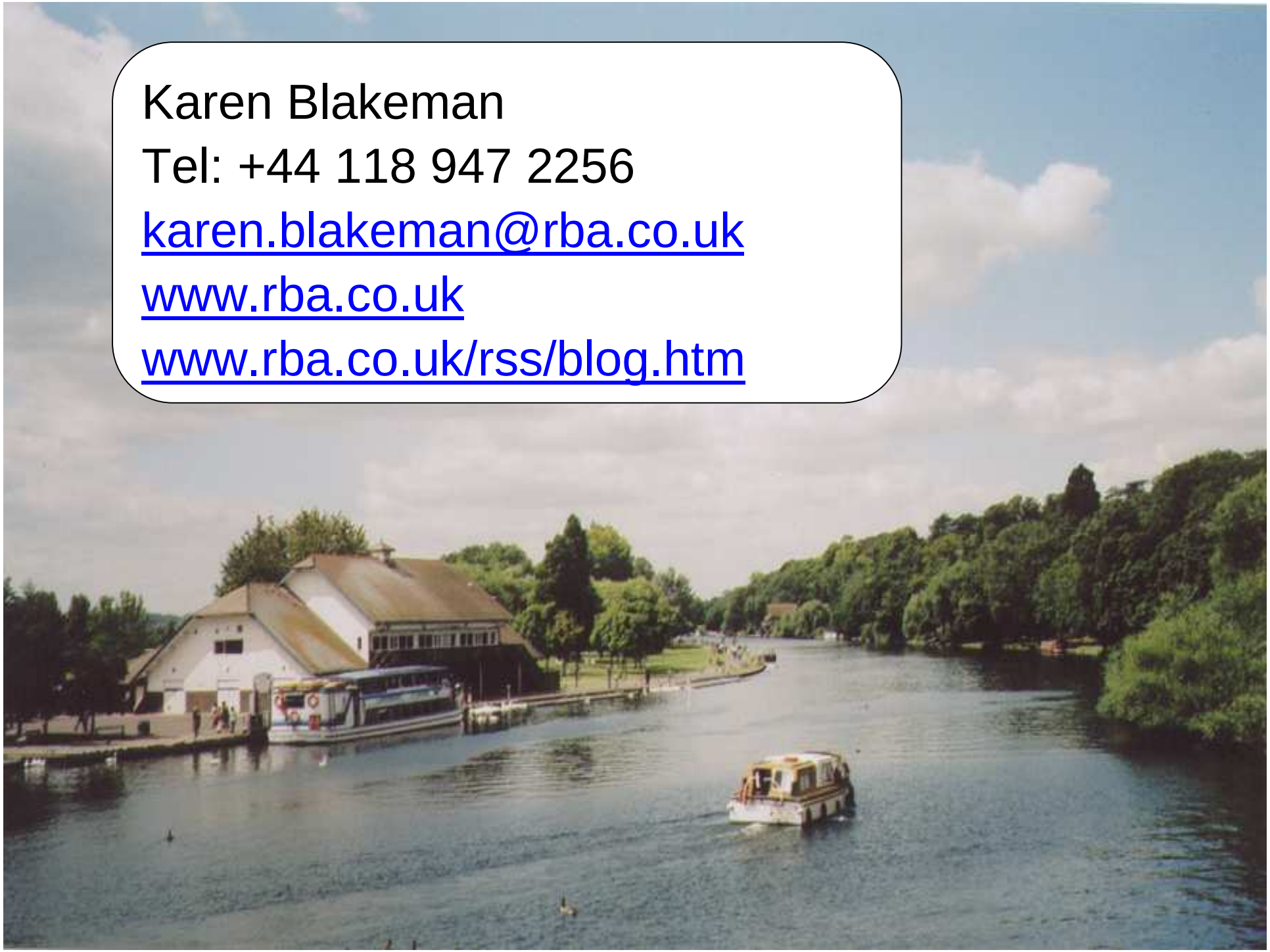
Search

Search

Recently Visited

This wiki has two RSS feeds to keep you up to date with changes:

- Feed for all pages of the Wiki RSS
- Feed for all news articles of the Blog RSS



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