



Really Simple Syndication

# [ What is RSS? ]

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- Really Simple Syndication
- RDF Site Summary
- Rich Site Summary
- Real-time Simple Syndication
  
- Ron's Super Summation... probably won't catch on...

# [ What is RSS? ]

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- Concept in '97
- First version in '99
  
- January 2004: 307,000 feeds
- August 2005: over 13 million feeds
  - *BusinessWeek Online*
- Today... we stopped counting, now individual websites offer as many as 13 million RSS feeds

# [ What is RSS? ]

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- XML – Based
  - Follows a set of well-formedness constraints
- Usually includes:
  - Title
  - Brief description
  - Link to the story
  - More options are available

# [ RSS Aggregators ]

- Active instead of (the norm) passive
- Subscribe to feeds
- Mozilla Firefox
- IE 7.0
- Many, many others



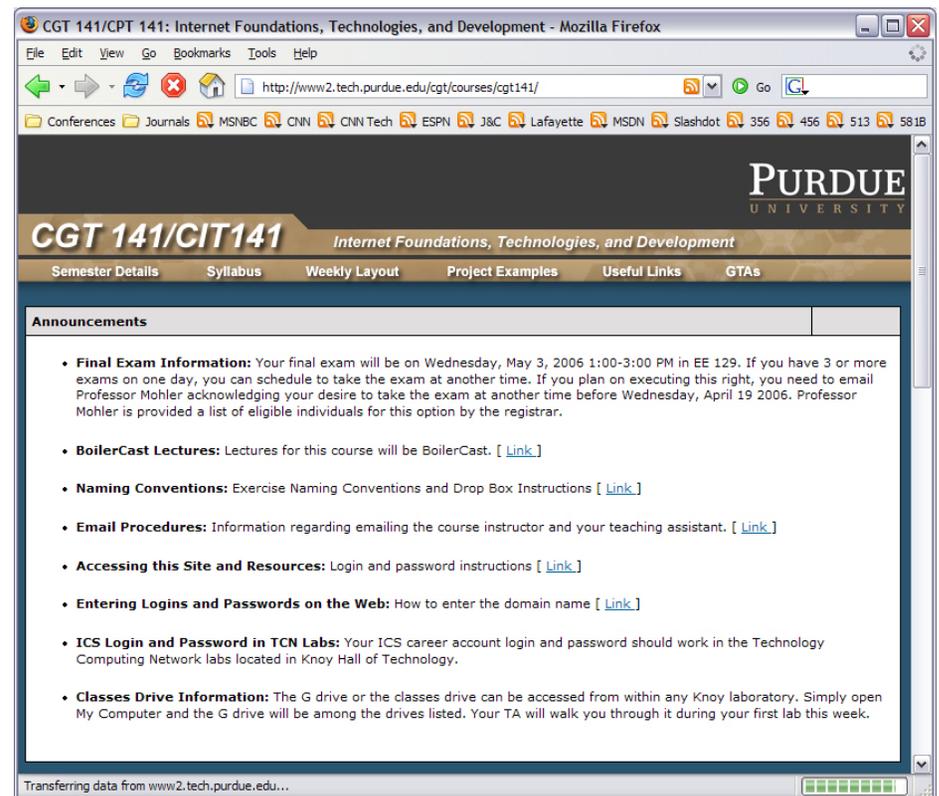
# [ Classroom Need ]

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- Passive Restrictions – Go get it
  - How many were actually receiving and/or reading course announcements?
- We decided – We'll bring it to you
  - Every time you launch your browser, our course announcements will be there.
  - Positive comments from students

# [ RSS Announcement System ]

- Course Announcements
  - Appear as regular bulleted items on the main page
  - Are read from the XML file to be displayed here



# What does RSS look like?

```
<rss version="2.0">
  <channel>
    <title>CGT 356</title>
    <link>http://www2.tech.purdue.edu/cgt/courses/cgt356/356_RSS.xml</link>
    <description>Announcements for CGT 356</description>
    <language>en-us</language>
    <copyright>Copyright 2006 Purdue University</copyright>
    <docs>http://www2.tech.purdue.edu/cgt/courses/cgt356/</docs>
    <lastBuildDate>Wed, 15 Nov 2006 9:44:38 AM EST</lastBuildDate>
    <image>
      <title>CGT 356 Announcements</title>
      <url>http://www2.tech.purdue.edu/cgt/courses/cgt356/images/xml_rss.gif</url>
      <description>RSS Image</description>
      <link>http://www2.tech.purdue.edu/cgt/courses/cgt356/</link>
    </image>
    <item>
      <title>Purdue Schedule Tabloid</title>
      <description>Dates, Holidays, Information, etc.</description>
      <link>http://www.smas.purdue.edu/SchedTab_fall.html</link>
      <guid isPermaLink="false">12</guid>
      <author>Ronald J. Glotzbach</author>
      <pubDate>Sun, 15 Jan 2006 12:50:12 AM EST</pubDate>
    </item>
  </channel>
</rss>
```

# [ Examples ]

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- CNN ( <http://www.cnn.com/services/rss/> )
- MSNBC ( <http://www.msnbc.msn.com/> Scroll down)
- Lafayette Journal & Courier  
( <http://www.jconline.com/apps/pbcs.dll/section?category=SERVICES06> )
- Microsoft Developers Network (MSDN)  
( <http://msdn2.microsoft.com/en-us/default.aspx> )

# [ Resources ]

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- What is RSS
  - <http://www.xml.com/lpt/a/1080>
- RSS Versions
  - <http://www.rssfeeds.com/versions.php>
- RSS (file format)
  - [http://en.wikipedia.org/wiki/RSS\\_\(file\\_format\)](http://en.wikipedia.org/wiki/RSS_(file_format))
- RSS 2.0 Specification
  - <http://blogs.law.harvard.edu/tech/rss>
- Atom compared to RSS
  - [http://en.wikipedia.org/wiki/Atom\\_\(standard\)#Atom\\_Compared\\_to\\_RSS\\_2.0](http://en.wikipedia.org/wiki/Atom_(standard)#Atom_Compared_to_RSS_2.0)