

# Really Simple Syndication



# Discussion Points

- What is RSS
- A Brief History of RSS
- RSS Uses
- How RSS Works
- Setting Up an RSS Feed
- Finding RSS Feeds
- Using an RSS Feed
- Final Thoughts

# Here's the Dictionary Stuff

RSS

Noun

Computing

1. a standardized system for the distribution of content from an online publisher.
2. creating an RSS feed that others can subscribe to.

RSS or Really Simple Syndication is a web feed that allows users and applications to access updates to websites in a standardized, computer readable format.

These feeds can allow a user to keep track of many different websites in a single news aggregator.

The aggregator will automatically check the RSS feed for new content, allowing the list to be automatically passed from website to website or from website to user.

# History of RSS

- The RSS format was preceded by several attempts at web syndication that did not achieve widespread popularity
- RDF Site Summary, the first version of RSS, was created Netscape. It was released in March 1999.
- After abandonment by Netscape, RSS 1.0 was published in August 2000.
- RSS 2.0 released through Harvard under a Creative Commons license in July 2003.
- Aside from a few variants, RSS hasn't changed since then.

# RSS is not as popular as it once was but still has many uses



# Uses of RSS

- Podcasts
- News Headlines
- Web Page Changes
- On Line Auctions
- Blog Updates
- Daily Jokes, Recipes, Astrology, Deals, etc.

And much, much more.

# How RSS Works

- 1) RSS works by having the website author maintain a list of notifications on the website in a standard way. This list of notifications is called an "RSS Feed".
- 2) RSS provides very basic information to do its notification. It is made up of a list of items presented in order from newest to oldest. Each item usually consists of a simple title describing the item along with a more complete description and a link to a web page with the actual information being described.



# 3) RSS Feeds are coded with XML instead of HTML

```
<?xml version="1.0" encoding="UTF-8"?><rss version="2.0"
  xmlns:content="http://purl.org/rss/1.0/modules/content/"
  xmlns:wfw="http://wellformedweb.org/CommentAPI/"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:atom="http://www.w3.org/2005/Atom"
  xmlns:sy="http://purl.org/rss/1.0/modules/syndication/"
  xmlns:slash="http://purl.org/rss/1.0/modules/slash/"
  >

<channel>
  <title>Bulkly</title>
  <atom:link href="http://bulk.ly/feed/" rel="self" type="application/rss+xml" />
  <link>http://bulk.ly</link>
  <description>Add Massive Amounts of Content To Your Buffer Queue In a Few Clicks</description>
  <lastBuildDate>Sun, 08 May 2016 04:03:49 +0000</lastBuildDate>
  <language>en-US</language>
  <sy:updatePeriod>hourly</sy:updatePeriod>
  <sy:updateFrequency>1</sy:updateFrequency>

  <item>
    <title>Social Media Automation &#8211; How To Be Balanced &#038; Not Look Like a Robot</title>
    <link>http://bulk.ly/social-media-automation/</link>
    <comments>http://bulk.ly/social-media-automation/#comments</comments>
    <pubDate>Fri, 06 May 2016 19:30:55 +0000</pubDate>
    <dc:creator><![CDATA[Chris Makara]]></dc:creator>
    <category><![CDATA[Uncategorized]]></category>

    <guid isPermaLink="false">http://bulk.ly/?p=1096</guid>
    <description><![CDATA[<p>Social media automation. For some people that phrase makes them cringe.
duties. I get it, we all have 24 hours a day to get stuff done. I have 24 hours in a day. You have 24 [&#8230;];<
<p>The post <a rel="nofollow" href="http://bulk.ly/social-media-automation/">Social Media Automation &#8211; How
href="http://bulk.ly">Bulkly</a>.</p>
]]></description>
```

# That's Enough About XML Programming

- If you're interested, there are many how-to sites
- It isn't as hard as it looks.
- Usually you just have to copy and paste to code a web site.

# Remember!

We are interested in finding  
the web site's

**RSS Feed URL**

# Finding RSS Feeds



Most sites with RSS Feeds display an RSS icon.

1) Click to get the URL

If no Icon displayed, things to try:

1) Do a site search for rss - example **WBRZ2**

2) Add “/rss” or “/feed” to the url – example **WAFB9**

3) Do an Internet search for the rss feed

# Feed Readers

- Feed Reader usage has declined since 2013 when Google quit supporting Google Reader
- Most Feed Readers work in a similar way
  - 1) Give it your list of RSS Feeds (URL)
  - 2) It gives you a list of post
- It's really that simple

# Types of Feed Readers

- 1) Web-Based – Usually a website where your feeds and posts are listed.
- 2) Desktop – An application is installed on your computer.
- 3) Browser – major web browsers have built-in solutions. These are slowly being phased out.
- 4) E-Mail Based – I'll be demonstrating this shortly.
- 5) Podcasts – Which we discussed last week.

# Feed Reader Comparison Links

(if you're interested)

- [Lifewire](#)
- [The Geek Page](#)
- [Lifehacker](#)
- [My Favorite Site for free stuff](#)
- [Search the Internet](#)



Many E-Mail Programs support RSS Feeds,  
either natively or with add-ons.

I use [Thunderbird Email](#) for my RSS Feeds

- 1) Click the RSS Feed
- 2) Name the Account (can be changed later)
- 3) Open Account Settings
- 4) Click Manage Subscriptions Tab
- 5) Enter URL
- 6) Click the Add Button
- 7) Click the Close Button

It's that simple. Lets add [Today I Found Out](#)

# Some Final Thoughts

- Although RSS usage is declining, it still has many advantages.
- There are sites that claim to make an RSS Feed for any site. I've found that these don't usually work very well

# What's The Next SIG Topic



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