Using RSS Personally & Professionally

Patricia F. Anderson
<pfa@umich.edu>
Health Sciences Libraries, UM
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What is RSS?

- Colloquially referred to as Really Simple Syndication.
- “RSS is ... used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that’s easier than checking them manually.”

Types of Information RSS Can Bring to You

- Clinical Guidelines
- Grant Opportunities
- Journal Table of Contents
- News Headlines
- News Search Results
- Organizational News & Updates
- PubMed Search Results
- Web Searches
- Web 2.0
  - Blogs
  - Blog Search Results
  - Del.icio.us
  - Flickr Groups
  - Wikis
  - Youtube
  - more ...

RSS Logos

- How to tell if there is an RSS feed available.

Image from:

RSS Feed Libraries

- RSS4Lib: http://www.rss4lib.com
- RSS Compendium: http://allrss.com/rssfeeds.html

RSS Feed Collections

- Consumer RSS Feeds on USA.gov: http://www.usa.gov/Topics/Reference_Shelf/Libraries/RSS_Library/Consumer.shtml
RSS Feed Collections: Health / Med / Dent

- FDA’s RSS News Feeds: http://www.fda.gov/cdrh/rss.html
- NIDCR RSS Feeds: http://www.nidcr.nih.gov/rss/
- RSS4Medics: http://www.rss4medics.com/

RSS Feeds & Collections: Journals

- JAMA Current Issue: http://jama.ama-assn.org/rss/current.xml
- JAMA & Archives: RSS Feeds: http://pubs.ama-assn.org/misc/rssfeed.dtl
- Nature Webfeeds: http://www.nature.com/webfeeds/index.html
- NEJM Online Feeds: http://content.nejm.org/rss/

Examples of RSS Feeds: Publishers: Oxford

Examples of RSS Feeds: NIH Grants

Examples of RSS Feeds: MMWR

Examples of RSS Feeds: Google Video Search
Examples of RSS Feeds: Pubmed Search

Feed Readers and Aggregators

- Free or Fee
- Applications
  - Pro: Special features
  - Con: Not portable
- Web-based
  - Pro: Portability

Feed Readers and Aggregators

- Read more / Find more
  - The Shifted Librarian Wiki: MLA RSS Class: http://theshiftedlibrarian.pbwiki.com/MLARSSClass

Feed Readers & Aggregators: Google Reader

- Sign in with the same account you would use for Google Mail.
Feed Readers & Aggregators: Bloglines

Create a personal Bloglines page loaded with the freshest news about the things you love.

Bloglines

Feed Readers & Aggregators: Bloglines

Only a Few Feeds?

• Try Pageflakes – http://www.pageflakes.com/pfa/1111818

Pageflakes Med/Dent Feeds Demo

RSS Feed Reader: Demo 1

• 1. Find a feed you want.
• 2. Find the RSS or XML link for that page or content.
• 3. Copy the URL or link.
• 4. Go to your feed reader.
• 5. Click on the option to Add Feed.
• 6. Paste in the link.
• 7. Organize the new feed into your folders or subject structure.

RSS Feed Reader: Demo, More Info

• Some pages offer buttons you can just click on to add a feed to your favorite aggregator. This allows you to skip steps 1-6!

RSS Feed Reader: Demo: Step 1 (Find or Create Feed)

• Google News Search

Image from: University of Toronto Bookstore: http://events.uoftbookstore.com/?page_id=18
RSS Feed Reader: Demo: Step 2 (Find RSS Link)

- Google News Search plus enlargement of RSS link.

RSS Feed Reader: Demo: Step 3 (Copy Link)

- Screenshot showing what an RSS feed looks like in an HTML window, including the locator bar from which to copy the link.

RSS Feed Reader: Demo: Step 4 (Go to Reader)

- Google Reader: http://reader.google.com/

RSS Feed Reader: Demo: Step 5 (Click on Add Feed)

- Click on Add subscription
- This expands to give you space to paste the URL.

RSS Feed Reader: Demo: Step 6 (Paste Link)

- Paste the URL in the box, then click ADD.

RSS Feed Reader: Demo: Step 7 (Sort Feed)

- The feed might look like this
RSS Feed Reader: Demo: Step 7 (Sort Feed)

- Choose a topic folder or create a new folder.
- **TIP:** When you view a folder, you see the newest items for the topic all integrated together.

- When a topic is selected you will see a checkmark appear by it.
- Notice you can have a single feed appear in more than one folder or collection.

Other Neat Things to Do With RSS

- Environmental scanning and market research:
- Add content to your web site:
  - Read Gmail, get weather reports, daily cartoons, sports scores ...

Next Week: Med / Dent / Science Blogs

- Please note - RSS was really made for tracking many blogs quickly.
- RSS feed readers and aggregators remain one of the best tools for managing blogs that interest you.

Using RSS Personally & Professionally

- Keep juggling!
- Patricia Anderson, pfa@umich.edu

"You want to have the qualifications we are looking for in a project manager."