

The New York Society Library Presents:



Blogs, Podcasts & RSS Feeds

Ingrid Richter
Head of System
systems@nysoclib.org



INDEX

GETTING STARTED:

What are blogs, podcasts and RSS feeds?..... Page 03

BLOGS

The Basics..... Page 04
Links: Finding Blogs..... Page 05
How to Start your own Blog..... Page 06

RSS FEEDS

Readers and Alternatives..... Page 07
Sample RSS Feeds..... Page 08
How to Find RSS Feeds..... Page 08

PODCASTS

Itunes..... Page 09
Podcast Downloads..... Page 09
Music Downloads..... Page 09
Online Radio..... Page 10
Video Downloads (Movie, TV)..... Page 10
YouTube..... Page 10
How to Start Your Own Podcast..... Page 11

BLOGS, RSS FEEDS & PODCASTS
THE BASICS:
Enhanced Web Content



What is a blog?

Blog, short for "web log", is a time-based online journal. It's generally shorter and more frequently updated than a web page.

Why is it important?

Blogs provide up-to-date information about political events. Many websites are actually blogs. If you can add a comment about a webpage and there is a date that it was posted, it's most likely a blog.



What is a podcast?

A podcast (iPod Broadcast) is a downloadable audio or video file, generally formatted for playback on either your computer or portable media player (iPod, MP3 player, etc).

Why is it important?

Podcasts add flexibility and content to the web. Previously, the web was composed primarily of text and pictures. Now, the web also includes video and audio and the means for searching for these files.



What is an RSS Feed?

An RSS feed (Really Simple Syndication) is a current set of clickable links to a website.

Why is it important?

Most newspapers, and many online news sources, offer RSS feeds. It's a quick way to check the news and your favorite websites without actually visiting the websites themselves.

BLOGS, RSS FEEDS & PODCASTS

BLOG BASICS

The diagram shows a blog post with several elements highlighted by red lines and labels:

- Date of post:** Points to "friday | 13 June 2003".
- Title of post:** Points to "IE/Mac, Resonance in Peace".
- Links of interest:** Points to "confirmed", "ceasing development of Internet Explorer for Macintosh", and "friends".
- Permalink:** Points to "2:50 pm".
- Category links:** Points to "Technology" and "Web".
- Comments link:** Points to "add yours".
- Post context:** Points to the main body of text.

The screenshot shows the homepage of the "neil's world" blog. The header includes the site name "neil's world" and a navigation menu with links for Home, Archives, Search, Sideblog, Web Feeds, Resources, Colophon, Contact, and Help. The main content area features a post dated "JUNE 23, 2006" with the title "not been up to much". The post text discusses the author's gaming activities and newsletter subscriptions. The right sidebar contains several sections: "What's this?" (a bio of Neil Turner), "Ads by Goooooogle" (advertising keyboards and trackballs), "Subscribe to the web feed" (with a link to the syndication page), "Search" (a search box), "Archives" (a list of months from June 2006 to March 2006), and "Mini Wireless Keyboard" (advertising a keyboard for £39.99).

BLOGS, RSS FEEDS & PODCASTS

BLOG LINKS:

EARLY BLOGS:

- Open Diary <http://www.opendiary.com>
- Live Journal <http://www.livejournal.com>
- Diaryland <http://www.diaryland.com>
- Blogger <http://www.blogger.com>

CELEBRITY GOSSIP:

- Defamer <http://www.defamer.com>
- Gawker <http://www.gawker.com>
- Jossip <http://www.jossip.com>
- TMZ <http://www.tMZ.com>

ENTERTAINMENT BLOGS:

- Ain't It Cool News <http://www.aintitcool.com>
- IGN Movies <http://movies.ign.com>
- Cinematical <http://www.cinematical.com>
- Dark Horizons <http://www.darkhorizons.com>
- Superhero Hype! <http://www.superherohype.com>

POLITICAL BLOGS:

- Andrew Sullivan http://time.blogs.com/daily_dish/
- Politics1.com <http://politics1.com>
- Taegan Goddard's Political Wire <http://politicalwire.com>
- DailyKos <http://www.dailykos.com>
- Wonkette <http://www.wonkette.com>
- The Huffington Post <http://www.huffingtonpost.com>

TECH BLOGS:

- Slashdot.org <http://slashdot.org>

BLOG SEARCH ENGINES

- BlogDigger: <http://www.blogdigger.com>
- Bloglines <http://www.bloglines.com>
- Blogdex <http://www.blogdex.net>
- Bloogz <http://www.bloogz.com>
- Feedster <http://www.feedster.com>
- Google Blog Search <http://blogsearch.google.com>
- Ice Rocket <http://www.icerocket.com>
- Opinmind <http://www.opinmind.com>
- PubSub <http://www.pubsub.com>
- Technorati <http://www.technorati.com>
- WayPath <http://www.waypath.com>

BLOGS, RSS FEEDS & PODCASTS



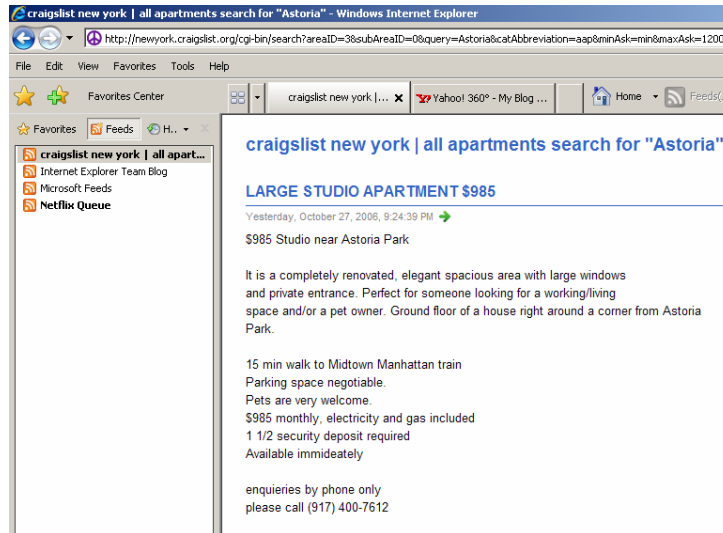
STARTING YOUR OWN BLOG

<http://www.wikihow.com/Start-a-Blog>

1. Find a decent blogging provider that appeals to you. Some may include Livejournal.com, Blogger.com, Wordpress.com, TheDiary.org, Mindsay.com, Blog.com, Diaryland.com, or Blogdrive.com. Most of these sites are pre-made with templates and push-button publishing that don't require much technical know-how.
2. Once you sign up, you'll have a gallery of ready-made templates to choose from. Select one and personalize it. Add your name, interests, images, etc.
3. Add blogging freebies like buttons, images, blog chinks, imoods, tagboards (for example, myshoutbox.com), guest maps, guestbooks, comment boxes for readers' input, etc.
4. Explore other blog sites that offer more features for a small fee, such as Typepad.com.
5. Decide on whether or not you want your blog to be private or personal: do you want any Internet visitor to be able to read your blog, or do you just want your friends and family to be able to read it? Most blog sites offer the ability to password-protect your published posts so only those who you approve of can view what you've written.
6. Decide on how you want your blog to look. You can pick a color scheme and layout. Most sites come with a set of predefined layouts and schemes that you can choose from, or you can edit your own.
7. After you've set up your blog, write a few posts to test it out, and make any adjustments to the layout or style that you see fit. At first, it will seem tough to figure out what to write, but once you get into a routine of daily blogging, you will find it addictive. Write about your day, your thoughts, events, ideas, fears, pleasures, the news, current affairs, art, or anything you are interested in!
8. Visit other blogs to build a blogging circle. When you leave comments, add your blogging address so they can visit you, too!
9. If you want to make your blog look more attractive, there are some sites up that have many "skins" that might make it look better. One example is blogskins.com, which also comes with Photoshop and HTML tutorials.
10. Publish your blog by sending the URL to your friends or publish the URL on your website. Add the URL to posts you make on other blogs.

BLOGS, RSS FEEDS & PODCASTS

RSS FEEDS



RSS READERS

<http://www.rss-specifications.com/rss-readers.htm>

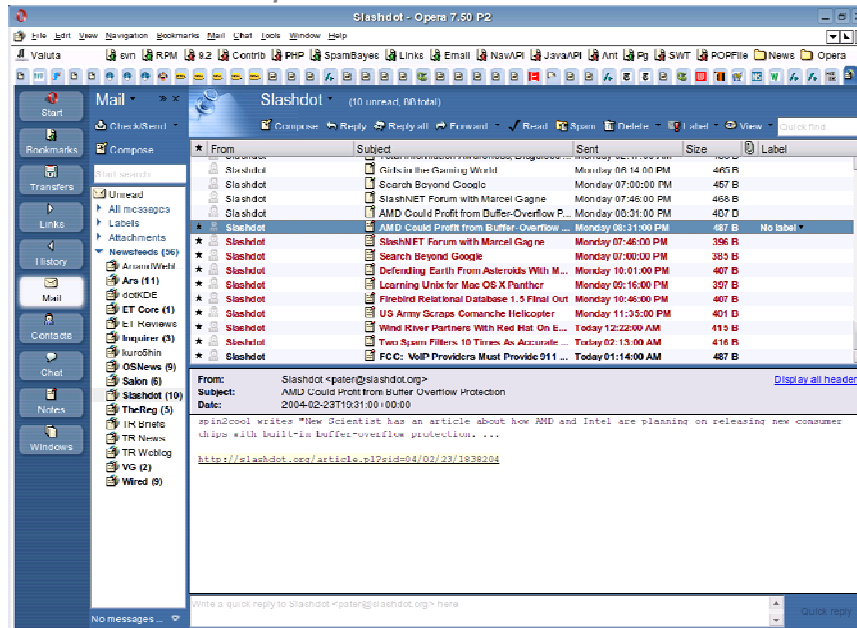
RSS readers or news aggregators allow users to view content from specified sources (RSS feeds). The following are a list of RSS readers for Windows. You can also use Internet Explorer 7.0 to subscribe to and read RSS feeds:

- Abilon <http://www.activerefresh.com/abilon/>
- ActiveRefresh <http://www.activerefresh.com>
- Awasu <http://www.awasu.com>
- Blog Navigator <http://www.stardock.com/products/blognavigator/>
- BlogExpress <http://www.usablelabs.com/productBlogExpress.html>
- EffNews <http://www.effbot.org/zone/effnews-exe.htm>
- FeedReader <http://www.feedreader.com>
- InfoSnorkel http://www.blueelephantsoftware.com/rss_aggregator.htm
- intraVnews <http://www.intravnews.com>
- NewzCrawler <http://www.newzcrawler.com>
- NewzSpider <http://www.newzspider.com>
- Pluck <http://www.pluck.com>
- QM Nooze http://www.quantummechanic.com/prod_qm_nooze.html
- RSS Captor Pro <http://www.rsscaptor.com/index.php>
- RSS Reader <http://www.rssreader.com/rssreader.htm>
- Sauce Reader <http://www.synop.com/Products/SauceReader/>
- SharpReader <http://www.sharpreader.com>
- SurfPack <http://www.surfpack.com>
- Syndirella <http://www.yole.ru/projects/syndirella/>
- Tristana <http://www.charlwood.com/tristana/>

ALTERNATIVE:

An alternative to downloading a dedicated news reader is to use a Web-based news reader. For example, My Yahoo! or My AOL users can now add RSS feeds directly to their personal page.

BLOGS, RSS FEEDS & PODCASTS



SAMPLE RSS FEEDS:

- Craigslist NYC Housing: <http://newyork.craigslist.org/hhh/>
- New York Times News: <http://www.nytimes.com/services/xml/rss/index.html>
- Netflix Movie Queue: <http://www.netflix.com/RSSFeeds>
- SlashDot Tech News: <http://slashdot.org/>



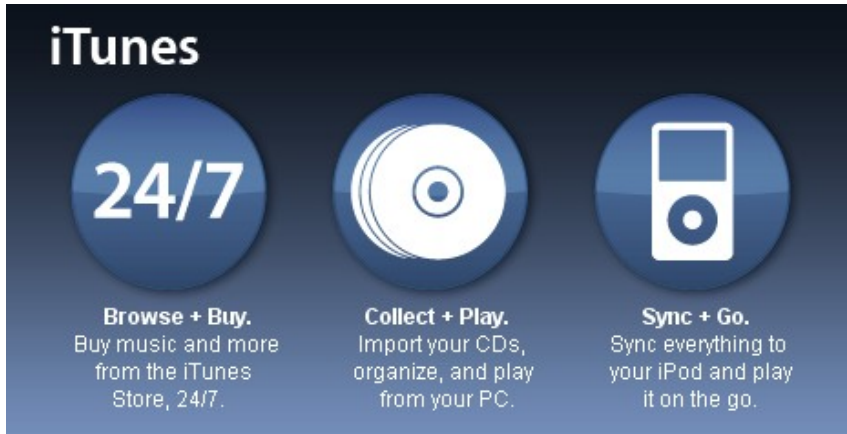
How to find RSS Feeds:

<http://www.wikihow.com/Find-RSS-Feeds-on-the-Web>

1. Visit a directory of RSS feeds. Sites such as Syndic8 and 2RSS are attempting to categorize all the RSS feeds out there.
2. Search for RSS feeds using a search engine designed to find them such as Feedfinder on Feedster.com. Yahoo and Google both offer searches focused on RSS that can be accessed when you attempt to add content to the MyYahoo / Google Personalized Homepage of the respective sites.
3. Check out the blogs you like to read on a regular basis. Most blogs have an RSS feed, just look for the orange RSS or XML icon.
4. Consider subscribing to the RSS feeds from major news outlets. The New York Times and ESPN are just two of the many mainstream news sources that have RSS feeds.
5. Recognize that many other of your favorite websites may also have RSS feeds. For example, eHow publishes an RSS feed that includes one hand selected article each day from eHow and wikiHow. You can find the link on the bottom of the eHow home page.

BLOGS, RSS FEEDS & PODCASTS

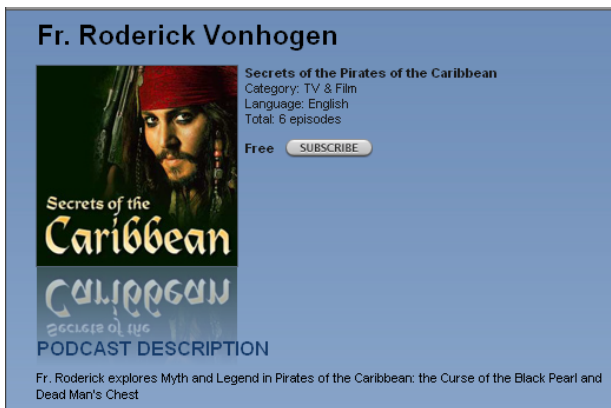
PODCASTS:



INSTALL ITUNES

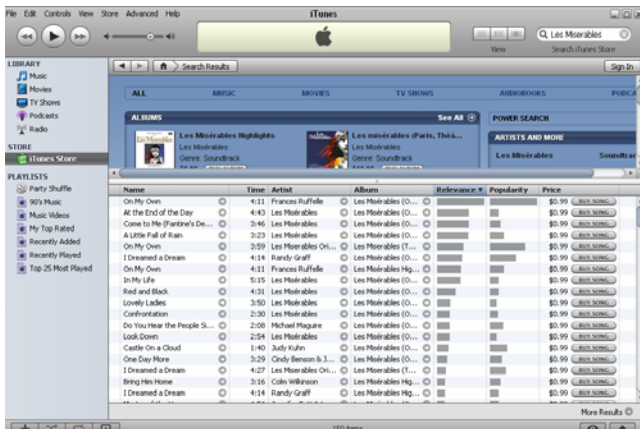
- Download and install Apple iTunes: www.apple.com/itunes/download/. It's free.
- You do not need a Macintosh computer, but you do need to be running Windows 2000 or XP

PODCAST DOWNLOAD:



1. Click on the iTunes Store. Look for Podcasts in the left-hand column.
2. Click "See All" to bring up a list of Podcasts. Almost all Podcasts are free.
3. Click "Subscribe" to download the current podcast and all future podcastd
4. Double-click on the current downloaded podcast to start playing the podcast.

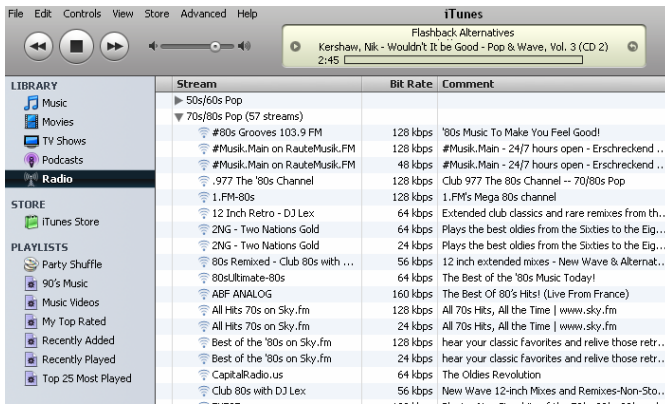
MUSIC DOWNLOAD:



1. Click on "iTunes Store" and "Music"
2. Search the iTunes Store for your special interests ("Les Miserables" in the example above). Double-click the title to listen to a 30 second sample of the song. Click "Buy Song" to the right to purchase the entire song. (generally around \$0.99/song)
3. Create an Apple Account to pay for the music. Once purchased, the song will be downloaded to your computer and into your iTunes Library file.

BLOGS, RSS FEEDS & PODCASTS

RADIO LISTENING:



1. In the left-hand column of iTunes, click on "Radio"
2. Select a genre which best suits your musical tastes
3. Click on the link to stream this audio to your computer.
4. If you do not hear any audio, try selecting a different radio station.
5. Radio music will run in the background while you search around iTunes.

VIDEO DOWNLOAD:



1. To download movies, TV shows or music videos to your computer using iTunes, click on "iTunes Store" from the left-hand column.
2. To download movies, select "Movies" from "iTunes STORE". Movies run \$9.99 per download; iTunes often times offers a free trailer to view before purchase.
3. To download TV, select "TV Shows" from "iTunes STORE". TV series vary in costs, depending on availability and length of the run.

YOUTUBE (FREE VIDEO)

<http://www.youtube.com>



[I Am The Very Model Of A Modern Major-General](#)

07:19

From the 1983 movie of The Pirates of Penzance with Linda Ronstadt, Kevin Kline, Rex Smith, and George Rose as the Major-General.

Tags: [Pirates](#) [Penzance](#)

Added: 1 month ago in Category: [Entertainment](#)

From: [Liatris](#)

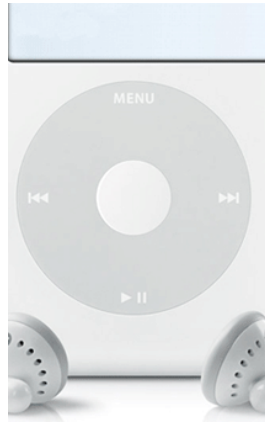
Views: 2,196



20 ratings

Alternately, you may wish to search YouTube for free videos and clips. YouTube uses a form of Macromedia Flash to show videos directly in your web browser. The image is small and of varying quality.

BLOGS, RSS FEEDS & PODCASTS



HOW TO START YOUR OWN PODCAST: <http://www.wikihow.com/Start-Your-Own-Podcast>

1. Determine the nature of your podcast. What will the content be?
2. Record the audio for your podcast (a program like Audacity is good).
3. Save the audio file (in MP3 format) to your computer desktop. Do not use special characters (such as # or % or ?) in the file name.
4. Create your RSS podcast feed. The feed must meet all industry standards for a valid 2.0 feed with enclosures. Try using a complete solution and free service such as Podblaze or Podomatic. The easiest way to do it is to use a blog. So hop on over to Blogger.com and start a blog with the title of your podcast. Don't make any posts just yet.
5. Put your RSS podcast feed on the Internet. Go to Feedburner and type in the URL of your blog and click "I am a podcaster!". In the next screen, configure the elements fo your podcast. These are the elements that directly relate to the podcast. your feedburner feed is your podcast.
6. Go to OurMedia.org and sign-up there (this may take a while). Then go to your files, and upload your MP3 file.
7. Make a post on your blog/website - the title of the post will be the title of that episode of the podcast, and the content will end up as the "Shownotes" or "Description". At the end of the post, put a link directly to your media file.
8. In a few minutes, feedburner should add this to your feed, and now you have an episode! You can submit it to iTunes or a number of other podcast directories to get it known. You may want to wait, however, until you have some experience, so that your podcast will be compared as a fifth episode to another's first.
9. Ping the appropriate podcast directories when a new show is updated.
10. Put the appropriate subscription buttons on your website so people can subscribe to the RSS podcast feed.

BLOGS, RSS FEEDS & PODCASTS

NOTES: