Blogs, Wikis, RSS

Note: Some slides were taken from Scott Pfitzinger’s PowerPoint Presentation. Scott is a Reference Librarian at Butler University.
Blogs
Blogs - Characteristics

- Short for WebLog
- A web-based publication consisting of periodic articles that are displayed in reverse chronological order
- Usually allow readers to leave comments on posts
- Usually include links to other blogs and sources of information
- Archives
# Blog Characteristics

<table>
<thead>
<tr>
<th>Structure</th>
<th>Chronological diary + comments + trackbacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Input</td>
<td>Plain text (possibly with a little formatting) and links</td>
</tr>
<tr>
<td>Output</td>
<td>HTML and links</td>
</tr>
<tr>
<td>Controlling Authority</td>
<td>Author(s) &amp; commentators</td>
</tr>
</tbody>
</table>
The first use of the term weblog

Robot Wisdom WebLog for December 1997

Mon, Dec 29, 1997 (New Moon)

This Day in Joyce History
On this date in 1891, Dante Riordan left the Joyce household after the Xmas fight depicted in Portrait. In 1893 the fictional Rudy Bloom was born. In 1916, Portrait was published by Huebsch. In 1931, John S. Joyce died. In 1953 John Kidd was born.

Two of the most readable computer journalists-- John Dvorak and Jerry Pournelle-- are about to launch a Siskel/Ebert-style weekly debate site, using 'wallet' technology to charge a dime a week. You'll be able to buy small amounts of 'scrip' via a 900 number, which sounds smooth enough that I'll probably give it a try. (Dvorak I usually agree with, while Pournelle is a sort of morbidly fascinating Martha-Stewart extreme-hardware spectator-spectacle.) See the announcement in Pournelle's latest Byte column:
http://byte.com/art/9801/sec13/art2.htm

Gorillas make gorgeous representational art! http://www.gorilla.org/Art/
Blog Origins and Usage

• Originally used as online journals and as forums for “techies” (NCSA had one in 1993.)
• Warblogs (Forbes, 2003), politics, Olympics
• Community aspects similar to Usenet, email lists
• The new “home page”
• Blog – “Word of the Year 2004” (Merriam-Webster)
• RSS Feeds - News, site changes, search results
Blogs Today

- Roughly 50 million bloggers and over 200 million blog readers
- Still plenty of journaling
- Many focus on a particular subject
  - Written by experts or active participants
  - Accepted as important source of information
- News
  - Current events
  - Conventions
- Business use
  - Providing info to and getting input from customers
  - Driving more traffic to the website from search engines
  - IT Departments providing info and updates to users
Blog Types

• Personal
  – Thoughtful
  – Friendblog
• Topical
  – News
  – Political
  – Legal
  – Media
  – Literary
• Educational
• Collaborative
  – Eclectic
  – Corporate
• Advice
• Directory
• Audio (Podcasting)
• Photoblogs
• Videoblogs
• Moblogs
Blogs – Library Applications

- Posting announcements, hours, new materials
- Communicating to patrons in a way that allows feedback (through comments)
- Providing reference assistance in a searchable archive or “knowledgebase”
- Easily expanding your library’s web presence
  - Reciprocal links
  - [http://blogsearch.google.com](http://blogsearch.google.com) *new!
- Book discussion groups
- Documenting building projects
Considerations

• Starting a blog for your library or yourself?
  – It’s free and easy to start.
  – Consider your target audience.
  – Think through your purpose.
  – Select a program that fits your needs.
  – Just do it!
Blog Programs

• Free Hosts
  – http://www.myblogsite.com
  – http://www.blogger.com
  – http://www.xanga.com

• Programs you host
  – http://www.wordpress.org
  – http://www.movabletype.org

• Aggregators
  – http://www.bloglines.com
  – http://www.google.com/ig  *new! “Personalized Home”
Aggregators

- Aggregators, allow users to subscribe to feeds from sources as diverse as the BBC, Sci-Fi Today, Slashdot and thousands of bloggers across the world. The services work by checking an Internet address at a regular interval, usually once an hour, to see if new content has been added.
Feed

• An XML file containing headlines and descriptions also called news feed, content feed, XML feed or web feed.
"We track your favorite news, blogs, weather, and classifieds so that you don't have to."

Save Time, Read it Your Way
- View all your subscriptions by clicking on the My Feeds tab
- Modify display preferences in feed Options
- View articles by selecting from the links in your Feeds folder
- Modify individual subscription options using the Edit feature
- Choose a Notifier for Bloglines alerts
- View Bloglines on your mobile device
- Read Bloglines in your favorite language

What interests you?
- Blogs, News, Podcasts and more
- Weather forecasts
- Package tracking
- View the 200 Most Popular Feeds
- See what Top Links, the blogosphere is buzzing about today
- Track future web articles by creating a search subscription
Google's Personalized Home Page
Wikis

• Comes from the Hawaiian *wiki-wiki*, meaning “quick” or “informal” (shuttle-bus)
• Definition: a web application that allows users to add and edit content to the website
• Browser-based editing (WYSIWYG, “wikitext,” and HTML often available)
• New pages are created by making a link on an existing page
• More flexible than blogs
• Only just starting to be used by libraries
Why allow ANYONE to edit?

- Collaborative workspaces
- Project management
- CRM (Customer Relationship Management)
- Subject-based repositories of knowledge
- “A community-built knowledge base has the capacity for far greater scholarly achievement than the sum of its individual contributions.”
Differences between Revisions

Flat Earth

From Wikipedia, the free encyclopedia.
(Difference between revisions)

Revision as of 17:40, 12 Feb 2003  
Ed Poor (Talk | contribs)  
okay, I'm done. Comments?  
← Older edit

Revision as of 17:42, 12 Feb 2003  
Eloquence (Talk | contribs)  
second para  
Newer edit →

--- Line 1: ---

The "flat earth" theory is the idea that the earth is flat, as opposed to the view of modern science that the earth is spherical.

People from antiquity generally believed the world was flat, as that is how it looks even from a high mountain. Some ancient Greek philosophers began to discuss the idea of a spherical earth, notably Eratosthenes and Ptolemy.

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During the period between the fall of the Roman Empire and the [[renaissance]] of science several centuries later, some Christian writers questioned and even opposed the earth's sphericity, although it is not clearly known how influential their views were. Before the Renaissance began, the flat earth theory had pretty much died out, yielding by the 900s or 1100s to the idea that the earth is a globe.

Some Christians in England and America tried to revive Flat Earth thinking in the 19th century, and a few diehards hold out to this day (see [[Flat Earth Society]]).

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Vandalism

- Biggest concern of those first learning about wikis (and still a big deal for everyone else)
- If hosting yourself, IP addresses or ranges can be blocked
- Subscriptions will notify you of any changes
- Version history allows reverting to previous page
- If changes or pages are deleted quickly, vandals typically give up and find a different forum.
Wiki Programs

• Free Hosts (Wiki farms)
  – http://www.seedwiki.com
  – http://schtuff.com
  – http://www.wikicities.com

• Programs you host
  – http://www.mediawiki.org/wiki/MediaWiki
  – http://twiki.org
  – http://www.pmwiki.org (free)
Wikis – Library Applications

• Posting announcements, hours, new materials
• Book discussion groups
• Getting your patrons involved in the library community
• Collaborative collection evaluation
• Student projects
• Very new for libraries, so almost any project will be ground-breaking
RSS

- Rich Site Summary
- RDF [Resource Description Framework] Site Summary
- An XML format for sharing content among different Web sites such as news items.
How does RSS work?

- A Web site can allow other sites to publish some of its content by:
  - creating an RSS document
  - registering the document with an RSS publisher
- A web publisher can post a link to the rss feed so users can read the distributed content on his/her site
- Syndicated content can include news feeds, listings of events, stories, headlines, etc.