

Outline of Program

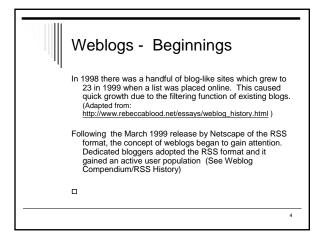
- □ Basic introduction to Blogging and Syndicated Sites/RSS
- □ What we are doing at Georgia State University
- □ How to get started on a weblog.
- □ Jim Jacobs will cover the topics of blogs and rss feeds as a form of future communication and use of XML/RDF for storing, using, and re-using information

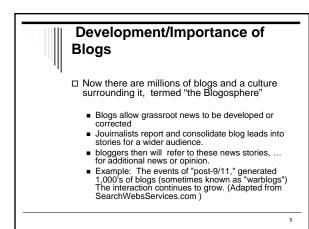
Blogging and RSS Go Hand in Hand

- □ A Blog provides the news/information to the reader
- □ Syndicated sites (using RSS, Atom, etc.) provide the means for the blogger to collect news more efficiently

Weblog = Blog

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Technical Definition of a Weblog

□ A weblog is a hierarchy of text, images, media objects and data, arranged chronologically, that can be viewed in an HTML browser.

The center of the hierarchy,...is a sequence of weblog "posts"

(Courtesy of: Berkman Center, Harvard Law School)

Weblogs/Blogs are WEBPAGES that

- □ Are online journals or logs
- □ Consist of brief, frequent postings □ Include link(s) to fuller information
- □ Have time stamped postings
- □ Are displayed in reverse chronological
- order
- \square Usually have archived postings

Advantages to User

- □ Quick source of relevant, focused news, with links.
- \square User comes at own convenience.
- □ User can subscribe and be notified of updates.
- Often see List of other relevant blogs (Blogrolls)

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Advantages of Weblogs (Blogs) for Government Documents Staff

- □ Easy to produce use web-based form.
- $\hfill\square$ Can be updated at any internet workstation.
- Blogger can automatically collect news from sites via subscription to RSS news feed aggregators.
- Can keep reader updated with low cost (e.g. substitute for newsletter)
- Can provide archive of postings automatically
 Multiple contributors easily accommodated.

Disadvantages? Just one more thing to do Keep pages updated to retain viewer interest: (many promising sites fizzle out....) Locating suitable news can be a challenge However, it does not have to take a lot of time to maintain!

Sources of External News

Listserves: govdoc-I, Ipss-I
 Rich sites You already know about
 Surfing the net for good content
 E-mail notification, e.g. Atlanta's "City in the News", Census, NIH
 Subscribe to syndicated sites

What are Syndicated Feeds?

□ A Syndicated Feed allows the user to subscribe to and automatically receive the new postings from a blog site

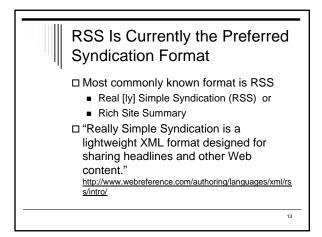
A Syndicated Feed allows the producer to make the website postings available for automatic delivery to the user

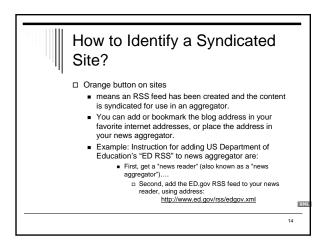
□ LOOK for Orange XML or RSS button – a signal that a site is set up as a syndicated news feed

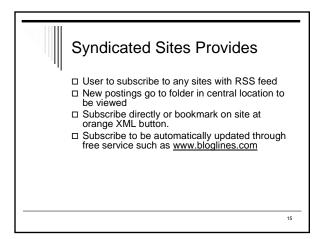
XML

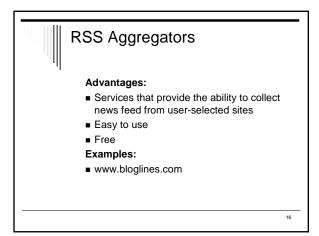
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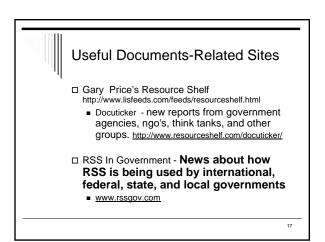
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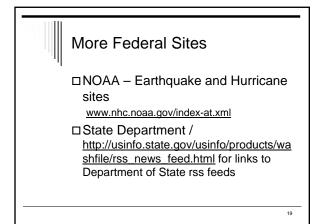


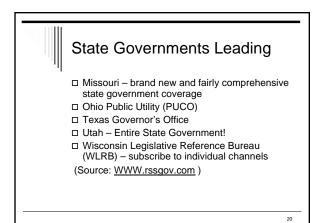


Some Federal Government Blog Sites

□Census Bureau <u>http://www.census.gov/newonsite/index.rdf</u> □Department of Education <u>http://www.ed.gov/rss/edgov.xml</u> □National Institute of Health <u>http://www.nih.gov/news/feed.xml</u>

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Examples of OTHER Government Bloggers?

□ Aberdeen Scotland – one the first cities □ Some Canadian provinces

□ US Senators (Pioneers)

- Senator Biden (D-Del) 1st Senator @ RSS news feed
- Sen. Daschle (D-SD weblog, but no RSS feed

Many Senators and Representatives are now using RSS feeds

GA STATE UNIVERSITY GETS

- □ Ga. State University Web Librarian and Web software Programmer developed a Content Management System (CMS) for webpages
- □ Combined efforts to run a proprietary system based on MySQL for Library News
- Science Librarian involved in planning and early use
 Subject Liaisons and Documents Librarian began subject blogs in Fall 2003 - Spring 2004

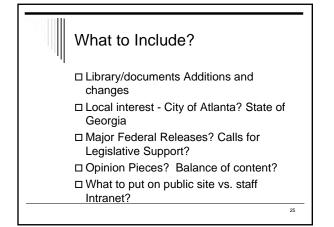
Documents Librarian Gets into Blogging Switched from emailing updates to subject liaisons/Reference Desk to public blog E.g. new Census releases, Recently began subscription to Bloglines to minimize web searches for content

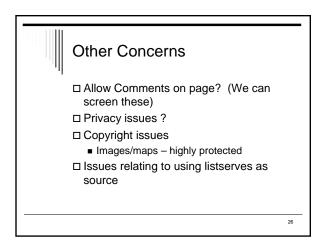
Decision Making for Content

- □ It takes time to sort through the feeds to select interesting/useful sites
- □ What are the areas of focus?
- □ Who are the users?
- Duplication with other News groups on Library page?
- □ What is appropriate?

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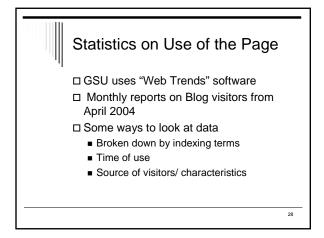


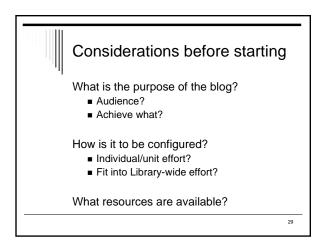


Best Practices ?

□ Write for entire audience

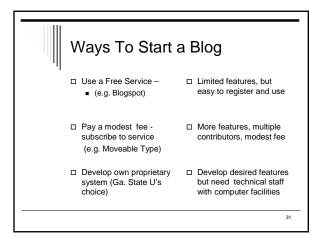
- Institution recognizable logo and feel to site? Standard type font and format?
- □ Expiration of Source Availability?
- □ Privacy, giving credit
- □ Copyright Issues
- http://georgiasla.blogspot.com/2004/06/blo g-style-manual.html

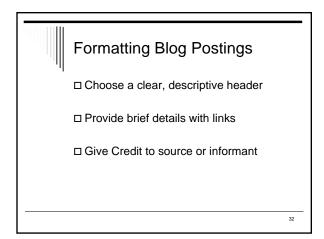




Content/Purpose of Blog

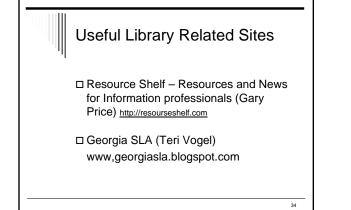
- □ Communicate library news
- □ New Additions to Collection
- □ Relevant news relating to government
- Online education perhaps some essays
- □ Official sources only or quantity and kind of non-official information?





Getting News Automatically Via Feeds (e.g. Bloglines)

- □ Subscribe to RSS Services through aggregator: <u>WWW.bloglines.com</u> or other aggregator service
- □ Enter list of newsfeeds for subscription sites
 - At news site, right click orange XML button to identify and copy shortcut of file name
 - Add RSS feed by pasting xml/rss address into form in news aggregator
- To view list of news feed, got "MyFeeds" on aggregator page, where it has automatically harvested new content. (Other services may post to your Desktop)



NEED MORE SITES? blogwithoutalibrary- includes list of libraries with blogs <u>http://www.blogwithoutalibrary.net/index</u> LibDex http.www.libdex.com/weblogs.html

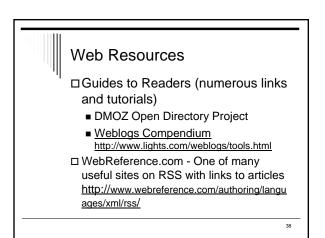
Weblog Development Tools

EXAMPLES: Blogspot.com www.blogspot.com

Moveable Type.org http://www.movabletype.org/

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PASS Readers Desktop readers NewzCrawler <u>http://www.newzcrawler.com/</u> Syndic8.com Web-based Readers (Bloglines)



Articles

- □ Blogosphere [definition] http://searchwebservices.techtarget.com/sDefinition/0,,sid26_gci1007574, 00.html
- RSS for Non-Techie Librarians (Cohen)
 http://www.llrx.com/features/rssforlibrarians.htm
- □ "Untangling Blogs & RSS" Paper presented at Special Libraries Association, Georgia Chapter, May 11, 2004. (Goans and Vogel)
- http://www.library.gsu.edu/scholarship/presentations/vogel-2004-05-11-blogs-rsssla.pdf
- □ Blogging and RSS –The What's It and How to…for Educators (Will Richardson).
- http://www.infotoday.com/MMSchools/jan04/richardson.shtml