

# Geeks Bearing Gifts: Unwrapping New Technologies

(Part 2)

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# New Technology

- Instant Messaging (IM), Short Message Service (SMS)
  - Spyware, Adware, Malware
  - Blogs, RSS, Podcasts, and More
    - The Basics
    - RSS Feeds/Bloglines
    - Library Blogs
  - Wikis
  - Open Source Software
-

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# Instant Messaging, Chat and Short Message Service



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# Instant Messaging (IM)

- The act of instantly communicating between two or more people over a network such as the Internet
  - Requires use of a client program or Web-based client
  - Differs from e-mail in that conversations are able to happen in real time
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# IM Features

- ❑ **“Presence Awareness”** feature – indicates whether people on one's list of contacts are currently online and available to chat (i.e. 'Buddy List')
  - ❑ **“Status Message”** – ability to set a status message (i.e. away, do not disturb)
  - ❑ Ability to Log Conversation
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# IM History

- **Early 1970s** - early form of instant messaging was implemented on the PLATO system
  - **1980's and 1990's** - UNIX/LINUX "talk" instant messaging system widely used by engineers and academics
  - **November 1996** - ICQ was the first general instant messenger introduced for non-UNIX/LINUX computers
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# Instant Messaging (IM) and Chat

- Instant Messaging—instant communication between two or more people over a network, such as the Internet.
    - AOL Instant Messenger
    - MSN Messenger
    - Google Talk
    - Internet Relay Chat (IRC)
  - Bring together different protocols
    - Trillian
    - Zango
-



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# Too Many Protocols!

- Comparison of Instant Messaging Clients:  
[http://en.wikipedia.org/wiki/Comparison\\_of\\_instant\\_messaging\\_clients](http://en.wikipedia.org/wiki/Comparison_of_instant_messaging_clients)
  - How do you manage all these protocols?
    - Use a client that supports multiple protocols:
    - Trillian, Jabber, GAIM or Meebo (Web based)
-



Trillian Basic 3

Trillian View >>

 **mmiller**  
Partially C...

My Mail Accou...  
mmiller@library.ucla.e...  
liquifuzz@aol.com

My Contacts  
Buddies (2/4)  
ChrisShaff  
MBoerSEA  
Offline Contacts  
BadSinus  
defcon1 2u  
depressedSatan  
dukevista  
liquifox  
veronicaarroyo

Buddies



ChrisShaff : AIM - ...

File Edit View Actions Help

Video Audio Send File Invite Info History

From liquifuzz to ChrisShaff

[10:41] ChrisShaff: hi  
[10:41] Liquifuzz: how r u?  
[10:41] Liquifuzz: heh nice icon lol  
[10:41] ChrisShaff: heh  
[10:42] ChrisShaff: which one do you see?  
[10:42] Liquifuzz: i'm preparing to teach the geeks bearing gifts class  
[10:42] Liquifuzz: so i'm firing up trillian to take ascreenshot 😊  
[10:42] Liquifuzz: it's the cat with the helmet on - looks like alime rind  
[10:42] Liquifuzz: or tennis ball  
[10:43] ChrisShaff: ah, yeah  
[10:43] ChrisShaff: that's a fun one  
[10:43] Liquifuzz: hmmm  
[10:43] ChrisShaff: my icon varies depending on which computer I used recnetly  
[10:43] ChrisShaff: it's a lime  
[10:43] Liquifuzz: lol!  
[10:43] Liquifuzz: did u make that?  
[10:43] ChrisShaff: geeks bearing gifts?  
[10:43] ChrisShaff: no  
[10:43] ChrisShaff: <http://images.google.com/images?q=cat%20helmet&ie=utf-8&oe=utf-8&client=firefox-a&rls=org.mozilla:en-US:official&sa=N&tab=wi>  
[10:43] Liquifuzz: <http://nnlm.gov/train/geekgifts/>  
[10:44] ChrisShaff: fun  
[10:44] Liquifuzz: y  
[10:44] Liquifuzz: ok here goes i'm gonna screenshot us  
[10:44] Liquifuzz: you'll be famous!  
[10:45] ChrisShaff: heh

A A A A B I U   😊

Send

Last message received on 3/7/2006 at 10:45 AM.

You are logged in as:



### AOL System Msg

[10:40] AOL System Msg: Your other AIM sessions have been signed-off. You are now signed-on from 1 location(s).

[10:48] liquifuzz: cool

[10:48] AOL System Msg: AOL System Msg menu: To manage your Instant Messaging sessions, choose an option below by responding with the option's number (1 or 2). 1. Sign off my AIM sessions connected from other locations (this will not disconnect my AOL sessions) 2. Tell me how many times I'm currently signed on.

**B** *I* U **A**

Arial 10

Send

### chrisshaff

[10:48] liquifuzz: there one more time using meebo

[10:49] liquifuzz: test 123 😊

[10:49] liquifuzz: this is cool - an online version

[10:49] liquifuzz: anyhow - i can never remmber all my poasswords!

[10:49] liquifuzz: ok done with testing cya chris!

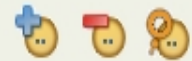
**B** *I* U **A**

Arial 10

chrisshaff is online



### Buddy List



I'm available ▾

#### ▼ Buddies (2)

- 👤 chrisshaff
- 👤 MBoerSEA

#### ▼ Offline (5)

- 👤 defcon1 2u
- 👤 depressedSatan
- 👤 dukevista
- 👤 liquifuzz
- 👤 veronicaarroyo

Send



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# Uses for IM Services

- Interoffice Communication
  - NN/LM staff, esp. Technology Coordinators use IRC heavily
- Virtual Reference

Library Success Wiki: Virtual Reference and IM

[http://www.libsuccess.org/index.php?title=Online\\_Reference](http://www.libsuccess.org/index.php?title=Online_Reference)

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# Questions?



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# Thumb Culture: SMS



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# Short Messaging Service (SMS)

- Short Message Service is available on most digital mobile phones. (Also known as text messages)
  - Allows sending of text messages between mobile phones, other handheld devices, and even landline telephones.
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# SMS Popularity

- Popular with younger generation
  - Very popular in Asia, due to low charges per text message
  - Not as popular in US due to unlimited "mobile-to-mobile" minutes, high monthly minute allotments, and unlimited service – but it **is** starting to become popular
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# ***Txt Speak***

**Joe:** Hi

**Michael:** can I help u?

**Joe:** y, what time u close?

**Michael:** 6pm

**Joe:** gr8, thx!

**Michael:** np - cya

- **Netlingo's - List of Acronyms & Text Messaging Shorthand**

<http://www.netlingo.com/emailsh.cfm>

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# *Txt Speak*

- txt spk: <http://www.transl8it.com/cgi-win/index.pl>
    - I have a very difficult time understanding text speak.
    - I hav a v diFicult tym undRstNdN txt spk
    - I hope people are not falling asleep during the Geeks Bearing Gifts Class
    - I hOp ppl R not faLN asslp durN d Geeks Bearing Gifts claS
-



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# Social Impacts of SMS, IM, Etc.

- ❑ **Academic:** Cheating in school
  - ❑ **Criminal:** Osama joke in Philippines in 2001
  - ❑ **Political:** Mark Foley
  - ❑ **Social:** During Hurricane Katrina – with phones down, many used SMS on mobile phones to communicate
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# Questions?



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**I Always Feel Like Somebody's  
Watching Me:**

**Protect Yourself from Spyware,  
Adware and other Malware**

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# Spyware, Adware, Malware

- Viruses, Worms, Trojan Horses, Spyware, etc.
  - How to Protect Your Computer
    - Firewalls
    - Anti-Virus and Anti-Spyware Software
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# Protecting Your Computer

## □ Types of Infections

- Virus
  - Worm
  - Trojan Horse
  - Adware
  - Spyware
  - Blended Threat
  - Denial of Service Attack
-

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# How to Protect Your Computer

- ❑ Firewall
  - ❑ Passwords
  - ❑ Microsoft Updates
  - ❑ Anti-Virus Software
  - ❑ Anti-Adware and Anti-Spyware Software
  - ❑ Internet Browser: Use Firefox
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# Firewalls



A system designed to prevent unauthorized access to or from a private network.

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# Firewalls

## □ Hardware

- Part of Servers and Routers
- Usually Handled by Organization's IS/IT Department

## □ Software (Home or Small Business)

- Microsoft XP Service Pack 2 (SP2)
  - Norton (Symantec)
  - McAfee
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# Passwords



The password helps ensure that unauthorized users do not access the computer. In addition, data files and programs may require a password.

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# Spyware Statistics

**Dec 2005 - AOL/NCSA Online Safety Study**

**56%** - had no anti-virus protection or had not updated it within the last week

**44%** - did not have a properly-configured firewall

**38%** - lacked spyware protection

**83%** - believed that they were safe from online threats!!!

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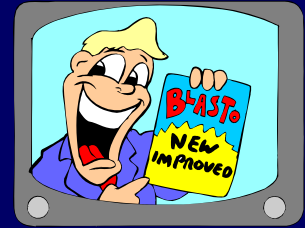


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# Spyware

- ❑ A broad category of malicious software intended to intercept or take partial control of a computer's operation without the user's informed consent
  - ❑ Spyware subverts a computer's operation for the benefit of a third party - usually for commercial gain (\$\$\$)
  - ❑ Differs from viruses and worms in that it does not self-replicate
-

# Adware



- Some programs display advertising as an alternative to shareware registration fees (i.e. Eudora)
- Classified as "**adware**" in the sense of advertising-supported software, not as spyware
- Usually do not operate secretly or mislead the user

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# Common Spyware/Adware Tactics

- ❑ Delivery of unsolicited pop-up advertisements
  - ❑ Theft of personal information (credit card numbers!)
  - ❑ Monitoring of Web-browsing activity for marketing purposes
  - ❑ Routing of HTTP requests to advertising sites (penny-per-click Web sites)
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# Routes of Infection

- **User installs through deception**
    - Piggybacks on so called legit software
    - Tricks user into doing something that installs the software without them realizing it
  - **Bundled with shareware or other apps**
    - in some cases spyware authors have paid shareware authors to bundle spyware with their software (*i.e. Gator*)
-



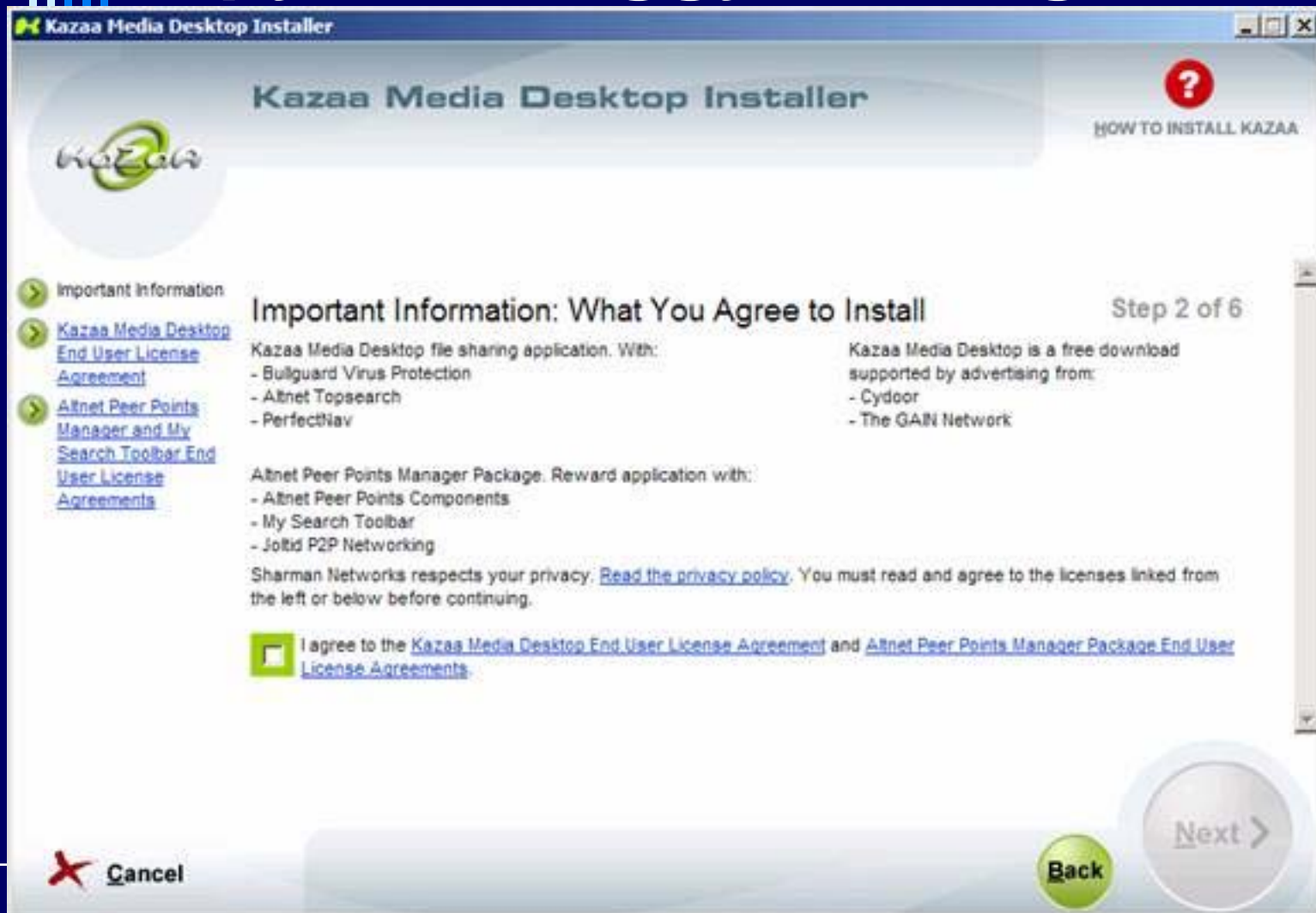
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## Routes of Infection – cont'd

- Exploitation of software vulnerability
    - Attacks known security vulnerabilities in a Web browser or other software (i.e. IE, MS Java runtime)
    - “Drive-by Downloads” - usually a link takes a person to a webpage with some scripting code (i.e. php) that installs software as a Browser Helper Object
-



# Spyware Piggybacking!



# Spyware Deception Examples



http://www.tribalfusion.com - System Stability Wizard - Microsoft Inter...

File Information About

## System Stability Wizard

 System Check: **Windows XP** system detected - **OK!**  
Browser Check: **OK!**  
Version Check: **OK!**  
Registry Check: **WARNING!** Your System Registry may have a large number of errors in it. These can cause crashes and other problems.

Would you like to check for and correct the potential issue?

For More Information, Please Click the Information Menu Done 100% Help

Done Internet



Brought to you by the 180search Assistant - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address http://pestbot.com/index.asp?revid=stopperx

## PestBot AntiSpyware Center

### PestBot™ Spyware Remover 1.08 for Windows

Rated #1 Spyware Remover

Did you know that over 90% of all computers are infected with spyware and adware? Protect your computer today with PestBot™, the most popular spyware removal tool online (with 100,000+ downloads per week).



Spyware Remover Features:

- ✓ Removes Spyware, Adware and Spybots from your system
- ✓ Blocks Spyware and Browser Hijackers before they get into your computer
- ✓ Blocks annoying Popup Windows and Ads
- ✓ Keeps your internet activities Private
- ✓ Unlimited Free Updates

"This is definitely the #1 spyware remover online!" Mark

★★★★★  
5-STAR EDITORS PICK  
As Featured on Yahoo.com

Done Internet

# Bonzi Buddy!



Bonzi Buddy is generally targeted at children and claims:

“He's your interactive friend and traveling companion! He'll talk, laugh, sing, do tricks, and browse and search the Internet with you...”



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# Spyware and Cookies

## What are Cookies?

- Variables set by Web sites (including advertisers) which can be used to track Web-browsing activity
- Can be legitimate: used with shopping cart or to maintain consistent user settings on a search engine or web service (i.e. PubMed)

Are cookies spyware? **No**

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# Anti-Virus Software



A utility that scans a hard disk for viruses and removes any that are found. Most antivirus programs include an auto-update feature that enables the program to download profiles of new viruses so that it can check for the new viruses as soon as they are discovered.

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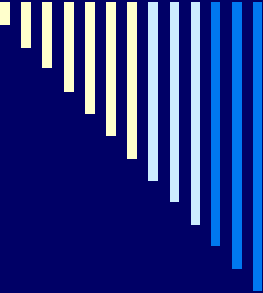


---

# Anti-Virus Software

- ❑ Symantec Norton Antivirus
  - ❑ McAfee VirusScan
  - ❑ Microsoft Malicious Software Removal Tool:  
<http://www.microsoft.com/security/malware/remove/default.aspx>
  - ❑ Others
  - ❑ Automatic Updates
  - ❑ Scheduling Scans
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# Anti-Adware and Anti-Spyware Software



A utility that scans a disk for Adware and/or Spyware and removes any that are found. Updates are provided on a regular basis to deal with new threats.

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# Anti-Spyware Software

- LavaSoft Ad-Aware SE  
<http://www.lavasoft.de/ms/index.htm>
  - Spybot Search and Destroy  
<http://www.safer-networking.org/microsoft.en.html>
  - Microsoft Windows Defender  
<http://www.microsoft.com/athome/security/spyware/software/default.aspx>
-





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# Two Modes of Operation

- ❑ **Real-time protection** - prevents spyware from being installed – scans incoming network data and disk files at download time
  - ❑ **Manual scanning and removal** - inspects contents of Windows registry, operating system files, and installed programs
-



# Ad-Aware<sup>®</sup> se

Copyright 1999 - 2005 Lavasoft Sweden. All rights reserved.



Status

Scan now

Ad-Watch

Add-ons

Help

## Scanning Results

Scan Summary Critical Objects Negligible Objects Scan Log

Target families detected on this system

- MRU List (16 Objects Total)
- VX2 (42 Objects Total)
  - ▶ VX2 has a TAC rating of 10
- 180Solutions (13 Objects Total)
- SideFind (41 Objects Total)
- istbar (16 Objects Total)
  - ▶ istbar has a TAC rating of 7
- TopMoxie (19 Objects Total)
- DyFuCA (84 Objects Total)
- Hijacker.TopConverting (1 Objects Total)
- Zango (13 Objects Total)
  - ▶ Zango has a TAC rating of 6
- vWindows (1 Objects Total)

### Summary Of This Scan

Total scanning time: 00:04:45  
 Objects scanned: 77399  
 Objects identified: 242  
 Objects ignored: 0  
**New critical objects: 242**  
**Average TAC: 5.214**  
 Negligible objects: 16  
 Negligible references: 42

Right-click an item for more options.

15 Families

Quarantine

Show Logfile

Next

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# Is Your Computer Infected?

- ❑ How Do You Know?
  - ❑ What Should You Do?
-



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# Symptoms of a Spyware infected machine

- ❑ Computer slows to a crawl
  - ❑ Pop-ups galore (advertising & porn)
  - ❑ Major stability issues (crashes and hangs)
  - ❑ Difficulty connecting to the Internet
  - ❑ After entering search into your search bar, a new and unfamiliar site starts handling searches
  - ❑ Unfamiliar sites added to your bookmarks
-



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# Troubleshooting

**Spyware infection is more common than any other problem**

- ❑ If at work ask others if they are experiencing problems – it could just be an Internet issue
  - ❑ If using Windows - Launch Task manager (ctrl+alt+del, Task manager button)
  - ❑ View Processes – if you notice unusually high CPU performance, most likely there is a problem!
-



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# Infected Computer Procedures

- Disconnect from the Internet**
- Backup Files
- Run Anti-Virus Software
- Run Anti-Adware/Spyware Software
- Clear Cache (including cookies)
- Reboot

**Continued**

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# Infected Computer Procedures (Continued)

- Connect to the Internet and check for updates
    - Microsoft Updates (may need to reboot one or multiple times)
    - Malware Software Removal
    - Anti-Virus Updates
    - Anti-Adware Updates
  - Disconnect from the Internet
  - Run Anti-Virus Software
  - Run Anti Adware/Spyware Software
  - Clear Cache (including cookies)
  - Reboot
  - Call IT**
-



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# Spyware Removal Tips

**If all else fails and you still have a spyware infection:**

- Boot Windows into **Safe Mode** – hold/tap F8 key when booting computer
  - Run **Spyware** scan manually
  - Run **Antivirus** scan manually
  
  - Go make a sandwich or watch a movie 😊
-





# Windows Safe Mode

```
Windows Advanced Options Menu  
Please select an option:
```

```
Safe Mode
```

```
Safe Mode with Networking
```

```
Safe Mode with Command Prompt
```

```
Enable Boot Logging
```

```
Enable VGA Mode
```

```
Last Known Good Configuration (your most recent settings that worked)
```

```
Directory Services Restore Mode (Windows domain controllers only)
```

```
Debugging Mode
```

```
Start Windows Normally
```

```
Reboot
```

```
Return to OS Choices Menu
```

```
Use the up and down arrow keys to move the highlight to your choice.
```



# Security practices

- Install a web browser other than Internet Explorer – Try Firefox or Opera
  - If you must use IE – keep up-to-date on security fixes and patches!
  - If you don't have a firewall – get one!
    - Some Linksys routers have firewall software built-in
    - Latest Windows updates include firewall
    - ZoneAlarm “FREE” is popular
- 
- Practice Safe Surfing!



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# Web Sites

- <http://www.vmyths.com/>
  - <http://urbanlegends.about.com/>
  - <http://www.snopes.com/>
  - <http://www.cert.org/advisories/>
  - <http://www.us-cert.gov/cas/techalerts/index.html>
-



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# Other Malware

- Most common are **Viruses & Worms**
  - Difference?
    - Virus - depends on hosts to spread itself
    - Worm – a worm operates more or less independently of other files
  - Both are able to self-replicate
-

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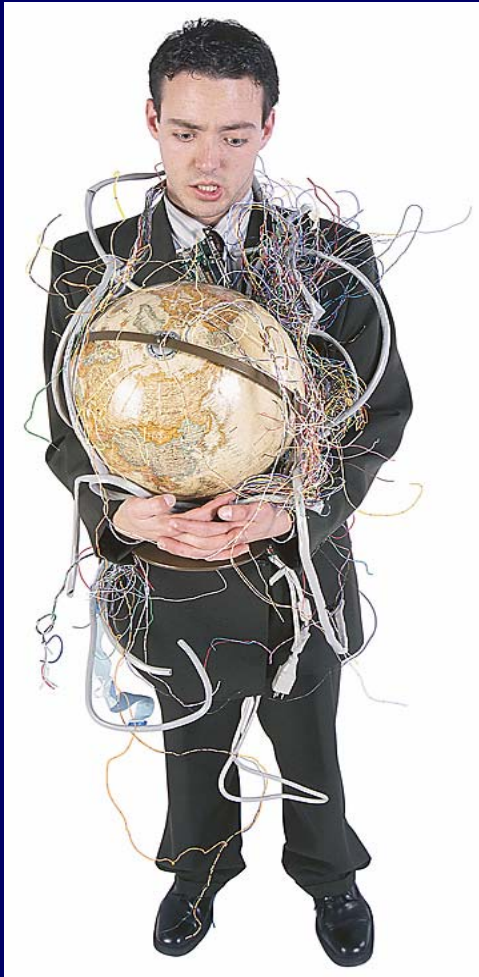


# Questions?



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## Web Gone Wild!

RSS, Blogs, Wikis and Social Networking  
Software

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# Blogs, RSS Feeds, and Podcasts

- Blogs: The Basics
  - Blogs: Examples
  - RSS Feeds/Bloglines
  - PubMed and RSS Feeds
  - Podcasts
-

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# Blogs

- A **weblog** (usually shortened to **blog**) is a web-based publication consisting primarily of periodic articles (normally in reverse chronological order).
  - Blogs often focus on a particular subject, such as food, politics, local news, industry specific information, etc.
-



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# Information About Blogs

- <http://www.bloglines.com/>
  - <http://blogspot.com>
  - <http://nnlm.gov/ner/newsletter/15/techtimes15.html>
  - <http://blogsearch.google.com/>
-



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# Blogs, Blogs, Everywhere

- ❑ NN/LM Southeastern Atlantic Region  
Newsletter: <http://nnlm.gov/sea/newsletter/>
  - ❑ Krafty Librarian (Medical Librarian Blog)  
<http://kraftylibrarian.blogspot.com/>
  - ❑ Hospital Library Advocacy:  
<http://hosplib.blogspot.com/>
  - ❑ CAHSL: <http://cahsl.blogspot.com/>
  - ❑ Politics: <http://www.forwardtogetherblog.com/>
  - ❑ PubMed News:  
<http://www.ncbi.nlm.nih.gov/feed/rss.cgi?ChanKey=PubMedNews>
-



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# How to create and publish a Blog

Use a Blog hosting service:

- ❑ **Blogger**  
<http://www.blogger.com/start>
  - ❑ **MovableType**  
<http://www.sixapart.com/movabletype/>
  - ❑ **WordPress**  
<http://wordpress.com>
-

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# How to create and publish a Blog

Use a server-side web application:

- **MovableType**

<http://www.sixapart.com/movabletype/>

- **Nucleus CMS**

<http://nucleuscms.org/>

- **WordPress**

<http://wordpress.org/>

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# Some Blog features

## Blogroll

- ❑ Enables you to link to blogs you read frequently
- ❑ Used for “reciprocal linking”

## Commenting

- ❑ Allows users to provide “feedback” to posts
  - ❑ Problems with SPAM
-



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# Types of Blogs

## AudioBlog

- ❑ Consist mainly of voice recordings sent by mobile phone
- ❑ Used for podcasting

## Moblog

- ❑ Features posts sent by mobile phone
- ❑ Are often photoblogs

## Vlog or Videoblog

- ❑ Video is included in blog posts
-



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# Library Technology related Blogs

- **Shifted Librarian**  
<http://www.theshiftedlibrarian.com>
  - **Tame the Web: Libraries and Technology**  
<http://tametheweb.com>
  - **The Krafty Librarian**  
<http://kraftylibrarian.blogspot.com/>
  - **Free Range Librarian**  
<http://freerangelibrarian.com/>
-

# Let's setup a blog!

Let's check out WordPress!



The image shows a screenshot of the WordPress.com homepage. At the top left is the WordPress logo (a 'W' in a circle) followed by the text 'WORDPRESS.COM'. To the right of the logo are navigation links for 'Home', 'Topics', and 'Join'. Below the logo, the main heading reads 'WordPress.com is an easy and powerful way to start blogging.' This is followed by a section titled 'Why Blog?' which contains a bulleted list of reasons: 'Connect with an audience of dozens to millions.', 'Stop sending mass emails to everyone.', 'Archive your thoughts.', and 'Why the heck not?'. Below this list is a section titled 'Hot Blogs Today' with a single entry: '1. Scobleizer - Microsoft Geek Blogger'. On the right side of the page, there is a sidebar with the text 'Join over 116 thousand other bloggers...' and a prominent blue button that says 'Get a WordPress Blog now »'. Below this is a login section titled 'Already have an account?' with input fields for 'Username:' and 'Password:', a 'Remember me' checkbox, and a 'Login »' button. At the bottom of the sidebar, it says 'WordPress.com News'.

WORDPRESS.COM Home Topics Join

WordPress.com is an easy and powerful way to start blogging.

## Why Blog?

- Connect with an audience of dozens to millions.
- Stop sending mass emails to everyone.
- Archive your thoughts.
- Why the heck not?

## Hot Blogs Today

1. [Scobleizer - Microsoft Geek Blogger](#)

Join over 116 thousand other bloggers...

[Get a WordPress Blog now »](#)

Already have an account?

Username:

Password:

Remember me

WordPress.com News





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# History of Blogs

- ❑ Precursors: Usenet, email lists and bulletin boards
  - ❑ 1999 - Pyra Labs launches Blogger, the first “hosted” Blog tool
  - ❑ From 2000 on Blog usage spreads like wildfire
  - ❑ By 2004 blogs have become increasingly mainstream
-



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# Why should you or your library blog?

- ❑ Quick way to provide news and event updates to your users
  - ❑ It's easy! All you need is internet access and the ability to type an email
  - ❑ Since Blogs typically use RSS feeds, it's easy for your users to receive information
-

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# Questions?



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# What is RSS?

- **RSS** is a popular XML format for describing items of content on a web site
- Look for orange icons on a webpage:





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# RSS Feeds

- ❑ RSS (**R**ich **S**ite **S**ummary, **R**eally **S**imple **S**yndication, or **R**DF **S**ite **S**ummary)
  - ❑ Dissemination of regularly changing web content.
  - ❑ Users to stay informed by being notified when new content is available, rather than having to visit the site to see if changes have occurred.
-



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# RSS History

- originated in 1999
  
  - Many different versions:  
**RSS** 0.90, 0.91, 0.92, 0.93, 0.94, 1.0, 2.0, 3.0; and **Atom** Feeds
    - each version has different features
    - most feedreaders understand all
-

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# How is RSS used?

- By news sites or web sites to syndicate news or news-like content
  - Widely used by bloggers to share their latest entries
  - even includes multimedia files like those used in podcasting, vodcasting, etc.
-



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# How RSS Works

- ❑ Author creates the RSS file - manually or through use of a Content Management System (CMS)
  - ❑ User subscribes to RSS using a feedreader (aka aggregator)
  - ❑ When author updates content, the feedreader checks the user's subscribed RSS feeds and displays the latest content
-





---

# RSS Aggregators

## Aggregator (or feedreader)

- Software that periodically checks RSS-enabled web pages for a user and displays any updated content it finds

## Types of Aggregators

- Desktop RSS feedreaders
  - Integrated RSS feedreaders
  - Web based RSS feedreaders
-



---

# Desktop RSS feedreaders

## Standalone clients:

- **Awasu**

<http://www.awasu.com>

- **FeedDemon**

<http://www.bradsoft.com/feeddemon/index.asp>

- **RssReader**

<http://www.rssreader.com/>

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# Integrated RSS feedreaders

Common **Web browser** and **email clients**:

□ **Firefox:**

- Firefox extensions: **Pluck, Sage, Wizz**
- Firefox “**Live Bookmark**” feature

□ **Outlook:**

- **Newsgator**

<http://newsgator.com>





---

# Web-based RSS feedreaders

**Web-based**, no software installation:

□ **Bloglines**

<http://www.bloglines.com/>

□ **NewsGator**

<http://newsgator.com/ngs/default.aspx>

□ **MyYahoo!**

<http://my.yahoo.com/s/about/rss/>

---

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# Subscribing to RSS feeds

- RSS feeds are typically linked to with an orange XML or RSS icon:

XMLRSS

To subscribe:

- Copy and Paste link (right click + copy)
  - Some readers allow you to right-click and select subscribe
-

---



# How can you use RSS?

From your Web site, Blog or CMS push:

- A calendar of events
  - Latest news items or newsletter articles
  - Current job openings
  - Staff recommendations
  - New book acquisitions and book reviews
-



---

# RSS Feed Readers

- Top Ten Free Windows RSS Feed Readers/News Aggregators ([http://email.about.com/cs/rssfeedreaders/tp/windows\\_free.htm](http://email.about.com/cs/rssfeedreaders/tp/windows_free.htm))
    - Bloglines (<http://www.bloglines.com/>)
    - Google Reader ([http://email.about.com/od/rssfeedreaders/gr/google\\_reader.htm](http://email.about.com/od/rssfeedreaders/gr/google_reader.htm))
    - Omea Reader ([http://email.about.com/od/rssreaderswin/gr/omea\\_reader.htm](http://email.about.com/od/rssreaderswin/gr/omea_reader.htm))
-



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# PubMed and RSS Feeds

- News and Noteworthy
  - Search Results/My NCBI (From NLM Technical Bulletin:  
[http://www.nlm.nih.gov/pubs/techbull/mj05/mj05\\_rss.html](http://www.nlm.nih.gov/pubs/techbull/mj05/mj05_rss.html)
    - Run a PubMed Search
    - Send to RSS Feed
    - RSS Options Page
    - Create Feed Generates XML icon
    - Click XML icon and copy URL
-



---



# PubMed and RSS Feeds

- Update Strategy: Will use the same What's New Strategy used by MyNCBI for updating Saved Searches (See Tech Bulletin Mentioned Above)
  - RSS or Automatic E-Mailed Updates?
-



A service of the National Library of Medicine and the National Institutes of Health

My NCBI Welcome plglassman. [Sign Out]

All Databases PubMed Nucleotide Protein Genome Structure OMIM PMC Journals Books

Search PubMed for health literacy Go Clear Save Search

Limits Preview/Index History Clipboard Details

Display Summary Show 20 Sort by Send to

All: 12059 English: 11264 Free full text: 1392 Full text: 61753 umasslib: 6699

Items 1 - 20 of 12059

Page 1 of 603 Next

1: Agarwal KN, Agarwal DK, Sharma A, Sharma K, Prasad K, Kalita MC, Panda SM, Kumari P. ... Related Articles, Links

Prevalence of anaemia in pregnant & lactating women in India. Indian J Med Res. 2006 Aug;124(2):173-84. PMID: 17015931 [PubMed - in process]

2: Garcia SG, Lara D, Landis SH, Yam EA, Pavon S. ... Related Articles, Links

Emergency contraception in Honduras: knowledge, attitudes, and practice among urban family planning clients. Stud Fam Plann. 2006 Sep;37(3):187-96. PMID: 17002197 [PubMed - in process]

3: Eggert J, Sundquist K. ... Related Articles, Links

Socioeconomic factors, country of birth, and years in Sweden are associated with first birth fertility trends during the 1990s: A national

- Send to
- Text
- File
- Printer
- Clipboard
- E-mail
- RSS Feed
- Order

- About Entrez
- Text Version
- Entrez PubMed
- Overview
- Help | FAQ
- Tutorials
- New/Noteworthy
- E-Utilities
- PubMed Services
- Journals Database
- MeSH Database
- Single Citation Matcher
- Batch Citation Matcher
- Clinical Queries
- Special Queries
- LinkOut
- My NCBI



**My NCBI**  
Welcome plglassman. [\[Sign Out\]](#)

Search PubMed for health literacy   [Save Search](#)

- Limits
- Preview/Index
- History
- Clipboard
- Details
- RSS Feed**

- About Entrez
- Text Version
- Entrez PubMed
  - Overview
  - Help | FAQ
  - Tutorials
  - New/Noteworthy
  - E-Utilities
- PubMed Services
  - Journals Database
  - MeSH Database
  - Single Citation Matcher
  - Batch Citation Matcher
  - Clinical Queries
  - Special Queries

RSS (Really Simple Syndication) is an XML-based format used to send new items or information to recipients who use RSS feed readers (available on the Web). PubMed RSS feeds include the latest biomedical articles with links back to PubMed citations.

- Automatic e-mailing of search updates is available using another service, [My NCBI](#).
- Change options and click Create Feed.

Search **health literacy**

Limit items if more than

Name





A service of the National Library of Medicine and the National Institutes of Health

My NCBI Welcome plglassman. [Sign Out]

All Databases PubMed Nucleotide Protein Genome Structure OMIM PMC Journals Books

Search PubMed for health literacy [Go] [Clear] [Save Search]

Limits Preview/Index History Clipboard Details RSS Feed

About Entrez Text Version Entrez PubMed Overview Help | FAQ Tutorials New/Noteworthy E-Utilities PubMed Services Journals Database MeSH Database Single Citation Matcher Batch Citation Matcher

- Click the XML icon below. On the new window, copy the URL in the browser Address box and paste it into your RSS reader. In some cases, you can do this by dragging and dropping the XML icon.
- RSS feeds not accessed for 6 months will be automatically deleted.

health literacy XML

Search health literacy

Limit items if more than 15 items.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <rss version="2.0">
- <channel>
  <title>PubMed: health literacy</title>
  - <link>
    http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Search&db=pubmed&term=health%20literacy
  </link>
  <description>NCBI: db=PubMed; Term=health literacy</description>
  <language>en-us</language>
  <docs>http://blogs.law.harvard.edu/tech/rss</docs>
  <ttl>1440</ttl>
- <image>
  <title>NCBI PubMed</title>
  - <url>
    http://www.ncbi.nlm.nih.gov/entrez/query/static/gifs/iconsm1.gif
  </url>
  <link>http://www.ncbi.nlm.nih.gov/entrez/query.fcgi</link>
- <description>
  PubMed, a service of the National Library of Medicine, developed by the National Center for Biotechnology Information (NCBI) includes citatic
  biomedical articles from MEDLINE and additional life science journals.
```



My Feeds My Blog Clippings

Add Edit Options

22 feeds Mark All Read

- Politics (164)
- Library Journal
- Patient Safety and Informatics (10)
  - Pew Internet and American Life Project
- Podcasts (5)
  - polo News feed (25)
  - Public Health - Georgia State University Library
  - TechnoBiblio
- Medical Libraries and NN/LM (23)
  - BHIC (17)
  - Hospital library advocacy
  - The Krafty Librarian (6)
  - SEA Currents

Welcome plglassman@aol.com



Account Help Log Out

Search for Posts

More Options

Directory Share Search

Home > [Subscribe](#)

Blogs | [Communities](#) **New!** | [Email Groups](#) | [News](#) | [Search](#) | [Jobs](#)

[Package Tracking](#) | [Weather](#) | [Astrology](#) | [Lottery](#) | [Quick Pick Subscriptions](#)

### Subscribe

Enter the URL of the blog you wish to subscribe to, and Bloglines will attempt to locate the appropriate feed. An easier way to subscribe to blogs and newsfeeds is to use the [Easy Subscribe Button](#), which makes subscribing to a blog you're viewing ~~just one click away~~.

Blog or Feed URL:

[Home](#) | [About](#) | [Help](#) | [Languages](#) | [Services](#) | [Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [We're Hiring!](#)

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# Questions?



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# Podcasts





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# iPods, Mp3 Players and Podcasts

- Podcast
    - Publishing audio programs via the Internet
    - Subscription model
  - Any digital audio player or computer with audio playing capabilities can play podcasts.
  - Need “podcatching” software to subscribe.  
(<http://www.bloglines.com/myblogs> )
-

---



# Podcasting

- A method of publishing audio programs via the Internet, allowing users to subscribe to a feed and receive new audio files automatically
  - Became popular in late 2004 due to the popularity of downloading audio content to portable players or personal computers
-

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# Podcasting

- Distinct from other types of online media delivery due to its subscription model:
    - Uses an RSS or Atom Feed to deliver an enclosed file
-



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# The Podcasting Revolution

## Why is podcasting revolutionary?

- ❑ Allows anyone to create their own “radio show” and distribute it
  - ❑ Allows existing broadcast radio programs to make use of a new distribution method
  - ❑ **YOU** control what you listen to and when!  
(i.e. timeshifting ala TIVO)
-



---

# PodCasts: Remember

## □ **New Podcasts are Popping Up All Over!**

- You don't need an iPod to start subscribing to, listening to, and viewing podcasts.
  - You don't even need a portable media player! Try out some of these resources and find additional podcasts.
-



---

# Resources for Finding Podcasts

- ❑ Podcasting News:  
<http://www.podcastingnews.com/>
  - ❑ Podcast Alley: <http://www.podcastalley.com/>
  - ❑ PodcastDirectory.com:  
<http://podcastdirectory.com/>
  - ❑ Yahoo Podcast Search:  
<http://podcasts.yahoo.com/>
  - ❑ Podscope: <http://www.podscope.com/>
  - ❑ iTunes: <http://www.apple.com/itunes/>
-



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# Uses for Podcasts

- ❑ Distribution of ad hoc or informal “radio shows” such as Greg Schwartz’s library-oriented show “Open Stacks.”
  - ❑ Education: course lectures, and hands-on language exercises
  - ❑ Libraries circulate ipods loaded with:
    - course reserves for classes
    - audiobooks
    - audio instructions to enhance and improve access to library services, etc
-

---



# How to Podcast

- **How-To: Podcasting (get Podcasts and make your own) from Engadget**  
<http://tinyurl.com/3tran>
  - **How to Make an RSS/XML Audio Feed from audiofeeds.org**  
<http://audiofeeds.org/tutorial.php>
  - **How to Explain Podcasting to a Flashing 12**  
<http://www.podcast411.com/f12.html>
-





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# Library Podcasts

- **OPAL: Online Programming for All Libraries- and All Library Users.**
  - **PALINET's Technology Conversations** available at <http://www.palinet.org/rss/tech-conversations/>. The series features interviews with leaders in library technology.
  - **Worcester Polytechnic University Library** (<http://www.wpi.edu/Academics/Library/Borrowing/Podcasts/>) has a podcast that includes the "latest news, events, and information about Gordon Library resources".
  - **Open Stacks:** <http://openstacks.net/os/>
-

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# Medicine & Health Podcast Lists

- List from Krafty Librarian Blog:  
<http://www.kraftweb.net/kl/podcasts.doc>
  - University of Colorado at Denver and Health Sciences Center List:  
<http://denison.uchsc.edu/outreach/podcasts.htm>
-

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# Some of My Favorite Podcasts

- AHRQ Healthcare 411 Audio Series
  - Another Night Shift
  - New England Journal of Medicine Interviews
  - Johns Hopkins Medical Podcasts
-

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# Health-Related Podcasts

- **Family Health**

<http://fhradio.org/>

- **NPR: Health and Science**

<http://tinyurl.com/b7xza>

- **Mayo Clinic: Medical Edge Radio**

<http://www.medicaleedge.org/radio.html>

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# Vodcasting

- ❑ Emerging term used for the online delivery of video on demand content via RSS or Atom enclosures
  - ❑ The Vodcast format is used by video weblogs (aka vlogs, vidding, vlogcasting, or vidcasting)
-

---



# Vodcasting

- ❑ Similar to podcasting
  - ❑ Today content is more likely to be played on a laptop than a PMA (personal media assistant), however...
  - ❑ As of 2006, videoblogging is rising in popularity thanks to the Apple Video iPod
-

---



# Vodcast Directories

- **Vodcasts.tv**

<http://www.vodcasts.tv>

- **Tech Shows**

<http://www.filefarmer.com/techshows/>

- **Itunes**

<http://www.apple.com/itunes/>

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# Questions?



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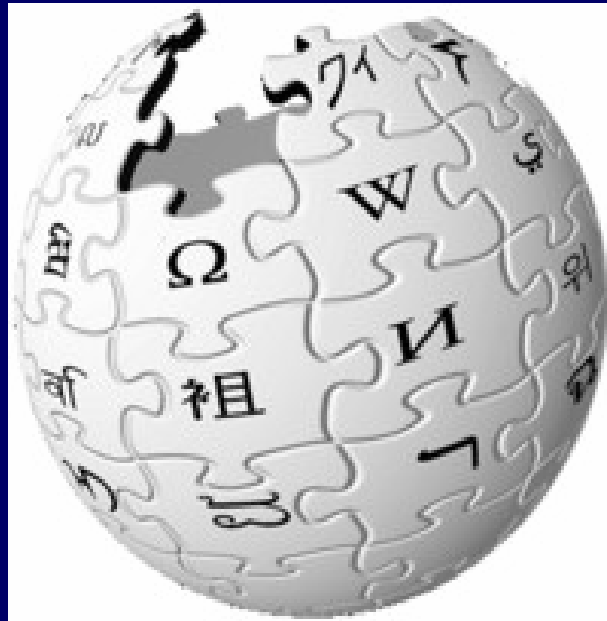
---



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# Wonderful World of Wikis!





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# What's a Wiki?

- A web application that allows users to add content, but also allows others to edit the content (often completely unrestricted)
  - *Wiki* is a Hawaiian term meaning:  
“To hurry, hasten; quick, fast, swift.”
-



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# Wiki Features

- Wikis simplify the process of creating HTML Web pages
  - Some features include:
    - Changes are **INSTANTLY published**
    - File uploading and sharing built into some versions
    - Page index and full text search
    - List and restore previous page versions
    - Control user access and privileges
-



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# Wiki History

- 1995 - Ward Cunningham establishes WikiWikiWeb as a complement to the Portland Pattern Repository
  - 2000 - recognized as a promising way to develop public/private knowledge bases
  - January 2001 - *Wikipedia* is launched
-



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# Wiki Communities

One popular wiki directory is:

- **SwitchWiki**

<http://www.worldwidewiki.net/wiki/SwitchWiki>

Some of the largest wikis are listed at:

- **Meta's List of Largest Wikis**

[http://meta.wikimedia.org/wiki/List\\_of\\_largest\\_wikis](http://meta.wikimedia.org/wiki/List_of_largest_wikis)

- **Meatball Wiki: BiggestWiki**

<http://www.usemod.com/cgi-bin/mb.pl?BiggestWiki>

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# I want my Wiki!

## **WikiFarms:** Wiki Hosting Services

- ❑ **Pbwiki** - <http://pbwiki.com/>
- ❑ **JotSpot** (free & \$\$\$) - <http://www.jot.com/>
- ❑ **SeedWiki** - <http://www.seedwiki.com/>
- ❑ **Socialtext** (\$\$\$) - <http://www.socialtext.com/>

## **Wikisoftware:** open source solutions

- ❑ **MediaWiki** - <http://MediaWiki.org>
  - ❑ **Tikiwiki** - <http://tikiwiki.org>
-

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# Uses for a Wiki

- Intranet
  - Project Collaboration
  - Solicit input from community for specific projects
  - Use Courseware and training tools
-

---



# Wiki demo

- **Library Success: A Best Practices Wiki**

<http://www.libsuccess.org/>

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# Folksonomies and Social Networking

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# Folksonomy

“a portmanteau word combining "folk" and "taxonomy," refers to the collaborative but unsophisticated way in which information is being categorized on the web. Instead of using a centralized form of classification, users are encouraged to assign freely chosen keywords (called tags) to pieces of information or data, a process known as tagging.”

**From Wikipedia**

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# Tagging: Informal, emergent

- Practice of collaborative categorization using freely chosen keywords
  - Tagging is becoming increasingly popular on the web and is somewhat controversial:
    - **Advocates:** more accurately reflects population's conceptual model of information
    - **Critics:** risk of presenting biased perspectives and false information
-

---



# mmm... Del.icio.us



**Del.icio.us** - social bookmarking service

<http://del.icio.us/>

- ❑ Created by Joshua Schachter 2003 as a hobby and an informal way to tag and share Web pages
  - ❑ December 2005 – was acquired by Yahoo!
  - ❑ Let's take a look shall we?
-

---



# Flickr & Technorati



- <http://www.flickr.com/>

- a photo management and sharing web application modelled after del.icio.us, has a similar system of free-form tagging for photos

- <http://www.technorati.com/about>



**Technorati™**

the Blog search engine that searches blogs and news sites that update with extreme frequency

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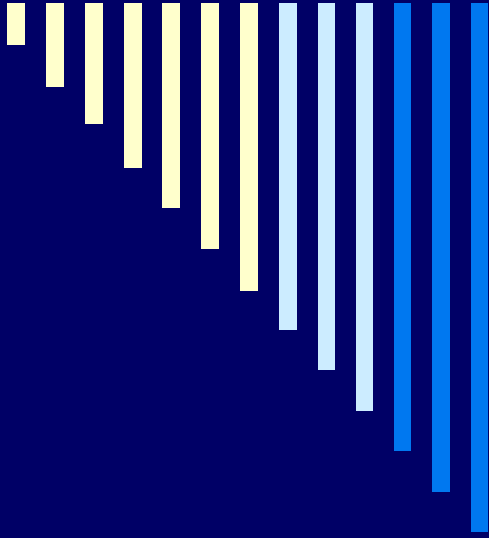


# Questions?

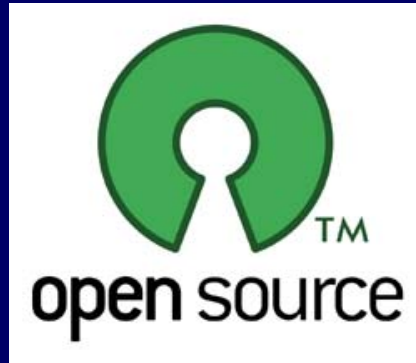


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**Let my Software Go:**



**The Movement**

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# Open Source

- refers to a program in which the source code is available to the general public to use and/or modify from its original design free of charge, i.e., open
-





---

# Open Source Software

Differs from commercial software in that the **source code** is freely available for anyone to:

- examine, evaluate, and adapt/modify for their own needs
  - port to new operating systems and processor architectures
  - distribute modified versions
  - even market it!
-



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# Not the same as “Freeware”

- is “*free of charge*”
  - is generally proprietary - users do not have the freedom to use, copy, study, modify or redistribute
  - Source code for freeware may or may not be published
  - permission to distribute modified versions may or may not be granted
-



---

# History

- **Jan 1998** - "open source" label comes out of strategy session in reaction to Netscape's announcement of source code release for Navigator (known as Mozilla)
  - **Feb 1998 - Open Source Initiative (OSI)** formed by Eric S. Raymond and Bruce Perens
-



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# Open Source Initiative (OSI)

“The **basic idea behind open source** is very simple: When programmers can read, redistribute, and modify the source code for a piece of software, the software evolves. People improve it, people adapt it, people fix bugs. And this can happen at a speed that, if one is used to the slow pace of conventional software development, seems astonishing.”

---

---



# Advantages to using Open Source

- ❑ low cost and high value
  - ❑ quality and reliability
  - ❑ security
  - ❑ increased freedom and flexibility (both hardware and software)
  - ❑ adherence to open standards
-

---



# Disadvantages to using Open Source

- ❑ Liability for intellectual property infringement
  - ❑ No guarantee of quality or fitness
  - ❑ Projects can easily be abandoned or updates and fixes become less frequent
-

---



# The Cathedral and the Bazaar

□ 1997 Essay by Eric Raymond

<http://www.catb.org/~esr/writings/cathedral-bazaar/>

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# Licensing

- Open Source Software licenses grant rights to users which would otherwise be prohibited by copyright including rights on:
    - Usage
    - Modification
    - Redistribution
  
  - [GNU General Public License](#) (GPL) - most prominent example of licensing
-





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# Where can I find Open source Software?

- **SourceForge.net**
    - world's largest Open Source software development web site
    - hosts more than 100,000 projects
  - **Freshmeat.org** (*Linux slanted*)
    - another popular large index of Unix and cross-platform open source software
-



## Most Active Projects - Last Week

(Updated Daily)

[\[View Other Top Categories\]](#)

Rank	Project Name	Percentile
1	<a href="#">Azureus - BitTorrent Client</a>   	100.000
2	<a href="#">phpMyAdmin</a>  	99.999
3	<a href="#">Gaim</a>  	99.999
4	<a href="#">7-Zip</a>  	99.998
5	<a href="#">gulivern</a>	99.997
6	<a href="#">WebCalendar</a>  	99.997
7	<a href="#">Asterisk@Home</a>  	99.996
8	<a href="#">PDFCreator</a>  	99.995
9	<a href="#">FCKeditor</a>	99.995
10	<a href="#">FileZilla</a>  	99.994
11	<a href="#">Compiere ERP + CRM Business Solution</a>  	99.994
12	<a href="#">FreeNAS</a>  	99.993
13	<a href="#">ZK - Ajax but no JavaScript</a>	99.992
14	<a href="#">JasperReports</a>	99.992
15	<a href="#">WinMerge</a>  	99.991
16	<a href="#">KeePass Password Safe</a>  	99.990
17	<a href="#">Open Computers and Softwares Inventory</a>	99.990
18	<a href="#">GanttProject</a>	99.989
19	<a href="#">OpenWFE</a>  	99.988
20	<a href="#">Ares Galaxy</a>	99.988
21	<a href="#">MiKTeX</a>  	99.987
22	<a href="#">synergy</a>  	99.986
23	<a href="#">MinGW - Minimalist GNU for Windows</a>	99.986
24	<a href="#">PhpGedView</a>  	99.985
25	<a href="#">Owl Intranet Knowledgebase</a>  	99.984
26	<a href="#">eMule</a>	99.984
27	<a href="#">PHP For Applications - PHP Framework</a>  	99.983
28	<a href="#">Gallery</a>  	99.982



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# NN/LM Open source usage

- Firefox browser
- MediaWiki (Wiki-based intranet)
- WordPress (Blog)
- Linux, Apache, MySQL, PHP (LAMP)

## Other Popular applications:

- Plone CMS, phpBB, openoffice, Zope, Ubuntu Linux (live CD)
-

---



# Questions?



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# Course Materials

- **Geeks Bearing Gifts:**  
unwrapping new technology trends
    - <http://nnlm.gov/train/geekgifts/>
  - **Course Materials**
    - [http://nnlm.gov/train/geekgifts/geeks\\_A.doc](http://nnlm.gov/train/geekgifts/geeks_A.doc)
    - [http://nnlm.gov/train/geekgifts/geeks\\_B.doc](http://nnlm.gov/train/geekgifts/geeks_B.doc)
    - [http://nnlm.gov/train/geekgifts/geeks\\_C.doc](http://nnlm.gov/train/geekgifts/geeks_C.doc)
  - **PPT Presentation**
    - <http://nnlm.gov/psr/training/>
-

---



**Questions?**

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---



# Wikis

- ❑ Web application that allows users to add and edit content.
  - ❑ Documents are written collectively in a simple markup language. (not HTML)
    - <http://www.wikipedia.org/>
    - <http://meta.wikimedia.org/wiki/MediaWiki>
    - [http://www.wikitruth.info/index.php?title=Main\\_Page](http://www.wikitruth.info/index.php?title=Main_Page)
  - ❑ Staff Intranets
  - ❑ Help Manuals, How-To Guides
-