



# Web 2.0

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## RSS examples

Did you know that the following sources provide RSS feeds?

- Your ebay watch list
- Craig's list
- Sports Illustrated
- Time magazine
- The New York Times
- The Weather Channel
- NASDAQ

## Hot Web 2.0 sites and services

- \* Experience social bookmarking at <http://del.icio.us/>
- \* Share your photos: <http://www.flickr.com>
- \* <http://www.youtube.com>: need I say more?
- \* An odd site for file storage and sharing <http://www.mybloop.com>
- \* <http://digg.com> where the users determine the value of content

## What is Web 2.0?

Web 2.0 is a term used to describe a collection of trends found on the internet today. In my opinion, the two most significant trends are 1) the separation of form from content, and 2) the delivery of data to the user rather than the search for data by the user.

Let's look at the first, the separation of form from content. In the old days, one could set up a web page by buying space on a web server. The user would essentially have a blank page, and would have to design it and populate it with information.

Today, no design is necessary. The user can use MySpace, Facebook, Blog-

ger, Wikis and many other services to upload content without having to deal with designing the page. A wide range of templates are usually available in order to present the data attractively.

The second trend is even more significant. In the old days, if you wanted information from the NY Times, you had to visit the NY Times website.

Today, the NY Times provides an RSS feed (see below) which brings the content to the user. Stock market updates, weather reports, sports scores— any information that is regularly updated— can be delivered via RSS.

The result is that information is much easier to share, both by the producer of the information and its consumer.

Go to YouTube and search for “The Machine is Using Us” for an interesting video on the evolution of the Web into its current Web 2.0 state.

## April Issue:

The April issue of the Technology News will deal with protecting your privacy and safety on the internet. I am looking for submissions. If you want to write a short article or if you have some good advice, please send it to me.

## RSS Feeds and Aggregators

Two good examples of information provided by RSS (Real Simple Syndication) feeds are weather information and stock market information. Rather than punch in [www.weather.com](http://www.weather.com) and enter your zip code to find out the weather, you can use an aggregator and have this information delivered to you and updated automatically.



An aggregator is a webpage that collects RSS feeds. Netvibes is a very popular RSS aggregator. You can have news, sports weather, stocks and more centralized to your custom home page. Visit [www.netvibes.com](http://www.netvibes.com). You can also use Google Reader to do the same thing. If you're interested, stop by my desk sometime and I'll show you my Netvibes page.