

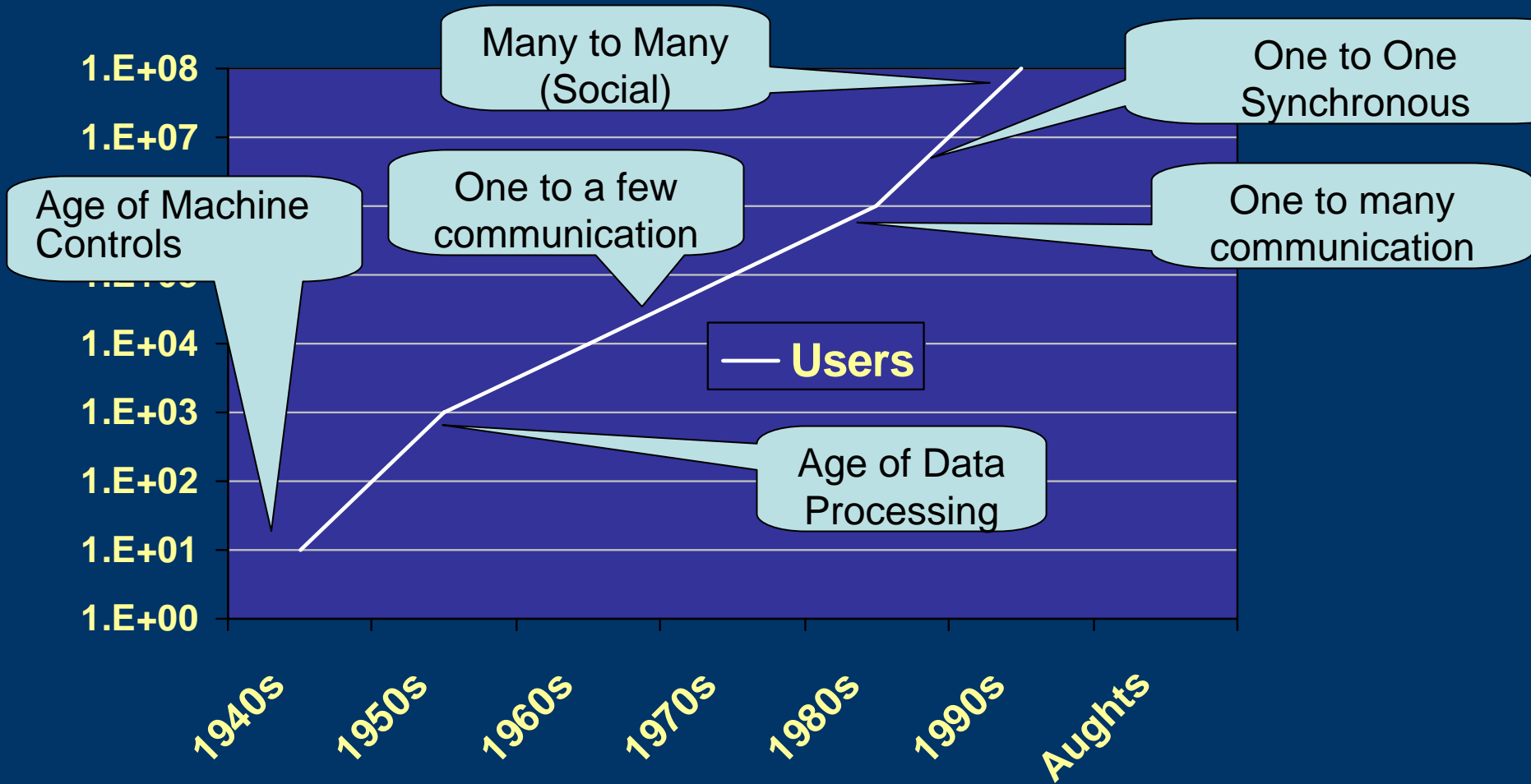
# Blogs, Tagging and Wikis: Introduction to the latest web technologies

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# Patterns of Use



# Reading a blog



- Open a browser
  - Try **Firefox**, a very popular alternative to Internet Explorer
  - Good blog support (live bookmarks)
  - Open website <http://andrewcoyne.com>
- Things to note:
  - Articles are shown starting with the most recent
  - Comments are linked to each post

# Creating your own blog

- There are many free blog hosting sites. One of the better ones is Wordpress.
  - Creating an account is simple
    1. Pick a name and password
    2. Name your blog
    3. Pick a template that fits your style
- Many other free blog hosting services exist, including MSN Spaces, Google Blogger, MySpace, LiveJournal

# What are feeds?

- Aggregations of entries from blogs and other syndicated web content made available for others to use
- Many web sites provide content as feeds
- Headlines of recent content
- E.g., [BBC.co.uk](http://BBC.co.uk) news feed
- Indicated (typically) by orange icons

XML

RSS

# Feedreaders

- Feedreader – application that takes the feeds and makes them presentable for reading
- Collect all your favorite content in one place!
- Overview + detail approach common

# How to read feeds?

- Read in web browser
  - Web-based feedreader like My Yahoo or Google Reader
- Read in native application
  - Feedreader
  - NetNewsWire
- Read in e-mail application
  - Mozilla Thunderbird

# Using Bloglines

- Go to <http://www.bloglines.com>
- Create Bloglines account by registering with your e-mail and password
- Check your e-mail and validate account
- Login, Add feed,
  - enter Andrew Coyne's blog feed URL
  - click Subscribe
  - Edit the feed details, can put in new category, then click Subscribe

# Managing feeds - Bloglines

- To export your feeds into another feedreader or place, have to manually enter feed URLs
- Bloglines
  - add feeds, categorize them and export to other feedreaders (OPML) and publish on web site
  - Import feeds from other locations
  - Others can read your feeds at <http://www.bloglines.com/public/username> and export them

# Creating a feed

- You have a blog, how to create a feed?
- Blogs have built-in RSS feed generators (MSN Spaces, WordPress) or Atom (Blogger)
- Different feedreaders
  - Create one universal feed from existing feed
  - Use [Feedburner](#)
- People can view and subscribe to feed at your feed address using any feedreader

# Podcasts and podcasting

- Podcast = iPod + broadcast
  - syndicated audio content, like a radio show
- Podcasting - method of publishing audio and video programs via the Internet, allowing users to subscribe to a feed of new files (from Wikipedia.org)
- Podcast consists of audio (MP3) file and the RSS feed

# How to find and listen to podcasts?

- Podcasting directory
  - iPodder.org, Apple's iTunes, [www.podcast.net](http://www.podcast.net), Yahoo's Podcasts
- Download podcasts
  - Apple's iTunes (Mac +Windows), iPodder Lemon (cross-platform), Odeo
- Listen to podcasts
  - Synchronize iPod with iTunes, download to your MP3 player

# Consider Your IP

- The Internet has made it easy for many people to find your intellectual property.
  - many people think it is free – eroding your rights.
- Copyright is automatic and vests in the creator of the art without registration.

# Creative Commons

- <http://creativecommons.org/>
- Licence categories
  - **Attribution:** You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give you credit.
  - **Noncommercial:** You let others copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.
  - **No Derivative works:** You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.
  - **Share-alike:** You allow others to distribute derivative works only under a license identical to the license that governs your work.

# Consider Spam

- Google works by considering links to a site of interest (PageRank)
- Putting links to spam sites as comments can be lucrative
- May need to consider a comment spam add-in

# Diffusion of Innovations



How can you keep up with innovation happening in Internet time?

# Discover

- [Del.icio.us/popular](http://Del.icio.us/popular)
- [Del.icio.us/popular/pain](http://Del.icio.us/popular/pain)
- Who else tagged this?
- [Last.fm](http://Last.fm)
- [Flickr.com](http://Flickr.com) (chris collins, me)
- [Citeulike](http://Citeulike)

# Wikis

- Blogs and wikis
  - Wikis are a form of social blog, but also more
  - Not as list-oriented
- Wiki history
  - Created ~1995 by Ward Cunningham
  - *WikiWikiWeb* meaning “quick web”
- Wiki Design Goals
  - Open, incremental, universal, observable, trusting

# Wiki basics

- Wikis link pages with WikiLinks (example)
  - Type where you want a new page to be, then edit it -> LinkAsYouThink
  - Various Wiki flavours support different features, e.g., code formatting (trac), HTML markup, file attachment
- Versioning
  - Nearly all wikis feature change-tracking, e.g. Wikipedia
- Spam
  - Universal access is an invitation for spammers in low-traffic sites

# Some cool wikis

- Visual editing with WYSIWIG
- Global encyclopedia with Wikipedia
- Personal organizer
- The first wiki

# Wikis in business

- What for?
  - Business collaboration alternative: asynchronous, stateful
  - E.g., working internationally, brainstorming ideas, as an alternative to static web pages
  - U.S. military has a similar concept
- Jotspot
- SocialText
- Fitnessse