RSS
Google Alerts

RSS & Google Alerts as a Virtual Assistant

October 8, 2009

Riad S. Twal, Ed.S., M.S. | Instructional Designer
Teaching, Learning and Technology Center | Seton Hall University
v: 973.313.6043 | Riad.Twal@shu.edu | http://pirate.shu.edu/~twalriad
RSS
Really Simple Syndication allows individuals to ‘subscribe’ to a web page (typically news outlets, journals, and blog sites), and have any new content delivered to you.

Google Alerts
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
Agenda

• RSS
  – what is it
  – getting started
  – Educational uses

• Google Alerts
  – what is it
  – getting started
  – Educational uses

• Session Survey

• Open Q & A
Agenda – RSS

• What is RSS?
  – A look at an active RSS aggregator
  – Accessing RSS feeds
  – RSS in the classroom

• Utilizing RSS as a Virtual Assistant
  – Setting up your RSS aggregator
  – Finding additional resources
  – Subscribing to available resources

• Utilizing RSS in the classroom
RSS

• RSS in Plain English
  Common Craft

• RSS
  – Rich Site Summary
  – Really Simple Syndication
  – lightweight XML vocabulary for describing metadata about web sites
How does RSS Work?

- Content creator publishes ‘Feed(s)’ (xml, rss, atom)
- Content consumer subscribes to ‘Feeds’ (rss reader or aggregator)
- RSS Reader continually updates
RSS Reader

- iGoogle
  - [http://www.google.com/ig](http://www.google.com/ig)

- Google Reader
  - [http://www.google.com/reader](http://www.google.com/reader)

- MyYahoo!
  - [http://my.yahoo.com](http://my.yahoo.com)

- Internet Explorer
Creating your Google Account

• http://www.google.com
  select **Sign in**

• Select
  Create an account now

**Hands – On Activity**
Google Account

Google Reader
http://google.com/reader

Google Homepage
http://google.com/ig
RSS Feeds

• RSS Feeds provides an RSS Reader with information about what has been updated on the website

• Standardized format for publishing updates to websites
  – RSS 1.0, RSS 2.0, ATOM, XML

• Feeds are identified via icons:

  ![RSS Feed Icon]
  ![XML Icon]
  ![ATOM Icon]
Locating Feeds

Hands – On Activity

1. **Content**

1. What *do you* usually read on a *daily* basis?
2. What *do you* usually read on a *weekly* basis?
3. What *should* you be reading on a *regular basis*?
Locating Feeds

Hands – On Activity

2. Media

1. Journals
2. Newspapers
3. Blogs
4. Websites
Locating Feeds

Hands – On Activity

3. Search Engines:

1. www.google.com
2. www.cuil.com
Subscribing to Feeds

• Setup your RSS Reader
  (*TIP – use only one rss reader*)

• Find your content, locate the RSS link

• Click on the link to subscribe
Subscribing to Feeds

Apple Safari

Microsoft Internet Explorer

Mozilla Firefox
RSS | Podcasting

- Podcasting is a specialized type of RSS feed, containing an MP3 audio file
- Some RSS Readers can handle some podcast feeds
- iTunes is the standard podcast reader
RSS Feeds of Interest - EDUCATION

• The ePirate Blog
  http://tltc.shu.edu/blogs/projects/epirate/atom.xml

• IT News and Announcements
  http://tltc.shu.edu/blogs/projects/DoIT/atom.xml

• SHU Tech Tips
  http://blogs.shu.edu/projects/tech_tips/atom.xml

• US News and World Report – Education
  http://www.usnews.com/rss/education/index.rss
RSS Feeds of Interest - VIDEO

• Time – Top Videos
  http://feeds2.feedburner.com/time/videos

• FORA.tv – Program Feed
  http://fora.tv/RSS/fora_rss

• TED Talks
  http://feeds.feedburner.com/tedtalks_video

• PBS Video
  http://video.pbs.org/rss/
RSS Feeds of Interest - NEWS

- NYT > Homepage
  http://feeds.nytimes.com/nyt/rss/HomePage

- Wall Street Journal
  http://feeds.wsjonline.com/wsj/xml/rss/3_7011.xml

- Campus Technology: News

- The Setonian
  http://www.thesetonian.com/se/the-setonian-rss-1.159
RSS | Twitter

• Individual:
  – ePirate
    http://twitter.com/statuses/user_timeline/17345678.rss
  – CDCemergency
    http://twitter.com/statuses/user_timeline/19658936.rss

• Search
  – Blackberry
    http://search.twitter.com/search.atom?q=Blackberry
  – Gordon Brown (Prime Minister of Great Britain)
    http://search.twitter.com/search.atom?q=Gordon%20Brown
RSS | Database Search

Ebsco Host

1. Efficacy of solar power units for

ProQuest

1. Efficacy of solar power units for small-scale businesses in a remote rural area, South Africa.
Database Search

Hands – On Activity

- Subscribe to an RSS feed generated by a database search
Generating RSS Feeds

- Movable Type Blogs
- Twitter
- Blackboard Podcasts
RSS in Education

• Educause Learning Initiative:  
  7 things you should know about... RSS (April 2007)  

• News and Information:  
  – Local  
  – National  
  – Global

• Research:  
  – Ebscohost  
  – ProQuest  
  – Twitter
The Recession & What Business Might Look Like After

By Colin Boyle on March 23, 2009 11:48 PM | 0 Comments

Bill Conerly, the author of Businomics as well as the Businomics Blog in addition to small business consulting, speaks with the Small Business Advocate, Jim Blasingame, about what it's going to be like when we get out of this mess. He brings up some interesting examples with Web 2.0 tools and some insights on employment and careers in the future.
Applications on the Nokia N97

By Mary Zedeck on September 18, 2009 3:20 PM | 0 Comments
Puting a squeeze on
China's prime minister, Wen Jiabao, persuades Kim Jong Il to return to nuclear-arms talks

The Russia-Georgia war: The blame game
Both sides claim vindication from an EU report on the war
How do I start using feeds?

In general, the first thing you need is something called a news reader. This is a piece of software that checks the feeds and lets you read any new articles that have been added. There are many different versions, some of which are accessed using a browser, and some of which are downloadable applications.

Browser-based news readers let you catch up with your RSS feed subscriptions from any computer, whereas downloadable applications let you store them on your main computer, in the same way that you either download your e-mail using Outlook, or keep it on a web-based service like Hotmail.

Once you have chosen a news reader, all you have to do is to decide what content you want it to receive. For example, if you would like the latest BBC News Entertainment stories, simply visit the Entertainment section and you will notice an orange button on the left hand side.
Millions of Americans turn to MacNeil/Lehrer Productions for the solid, reliable reporting that has made The NewsHour with Jim Lehrer one of the most trusted news programs in television.

Visit the The NewsHour website

Major corporate funding for The NewsHour with Jim Lehrer is provided by Chevron, Intel, BNSF Railways and Wells Fargo, with additional funding from the Corporation for Public Broadcasting and Public Television Viewers.

Support The NewsHour through your local PBS station.
Additional Ideas?
Q & A
Google Alerts
Agenda – Google Alerts

• Google Alerts
  – what is it
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  – Educational uses
Google Alerts

- Google Alerts
  Cedar Crest High School

- Google Alerts
  - Automatic results for search terms
  - Available as email or RSS feed
Google Alerts in Education

• Centre for Learning & Performance Technologies
  http://www.c4lpt.co.uk/Top100Tools/googlealerts.html

  Website          www.google.com/alerts
  Cost             Free
  Availability     Online
  2007 ranking     57
  2008 ranking     33
What are Google Alerts?

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

• monitoring a developing news story
• keeping current on a competitor or industry
• getting the latest on a celebrity or event
• keeping tabs on your favorite sports teams

http://www.google.com/alerts?hl=en
Google Alert - boxee hulu

Google News Alert for: boxee hulu

The business behind the show
Los Angeles Times
Whither Hulu? Speaking of NBC Universal and Comcast, one of the more interesting things to watch will be the fate of Hulu should the deal come off. ...
See all stories on this topic

Free application's mouse control is a draw
Globe and Mail
Boxee is based on XBMC, a great media player designed for home theatre PC setups. Atop that solid foundation, Boxee adds a social networking layer that lets ...
See all stories on this topic

HTC Hero: Best Buy has iphone killer in stock
Examiner.com
That means you can watch clips from Hulu, play videos from Youtube right on the page, and see other flash animations. The Flash playback was a little clumsy ...
See all stories on this topic
## Your Google Alerts

<table>
<thead>
<tr>
<th>Search terms</th>
<th>Type</th>
<th>Deliver to</th>
<th>How often</th>
</tr>
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<tbody>
<tr>
<td>boxee hulu</td>
<td>News</td>
<td>Email</td>
<td>once a day</td>
</tr>
<tr>
<td>Riad Twal</td>
<td>Comprehensive</td>
<td>Email</td>
<td>once a week</td>
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</tbody>
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Sending HTML emails. [Switch to text emails.](#)
### Google alerts

**Manage your Alerts**

#### Your Google Alerts

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© 2009 Google - [Google Home](https://www.google.com) - [Google Alerts Help](https://support.google.com/alerts) - [Terms of Use](https://policies.google.com/terms) - [Privacy Policy](https://policies.google.com/privacy)
What are the different types of alerts?

6 variations of alerts – an aggregate of the latest...

'News’  *news articles* that contain the search terms of your choice and appear in the top ten results of your Google News search

'Web'  *web pages* that contain the search terms of your choice and appear in the top twenty results of your Google Web search

'Blogs’  *blog posts* that contain the search terms of your choice and appear in the top ten results of your Google Blog search

'Comprehensive’  results from *multiple sources* (News, Web and Blogs) into a single email to provide maximum coverage on the topic of your choice

'Video’  *videos* that contain the search terms of your choice and appear in the top ten results of your Google Video search

'Groups’  *new posts* that contain the search terms of your choice and appear in the top fifty results of your Google Groups search

[http://www.google.com/support/alerts/](http://www.google.com/support/alerts/)
Creating your Google Account

- http://www.google.com
  select **Sign in**

- Select
  **Create an account now**

**Hands – On Activity**
Creating a Google Alert

2. Search terms
3. Type
4. How often
5. Deliver to

Hands – On Activity

http://www.google.com/alerts
What to create a Google Alert for...
Session Evaluation

http://asset.tltc.shu.edu/servlets/asset.user.SurveyLogin?surveyid=3635
Questions?

Riad S. Twal, Ed.S., M.S. | Instructional Designer
Teaching, Learning and Technology Center | Seton Hall University
v: 973.313.6043 | Riad.Twal@shu.edu | http://pirate.shu.edu/~twalriad
Setting the Global Address List as Default

By Bill J Dislay on July 30, 2009 11:00 AM

In MS Outlook 2007, we all use the Global Address List to help us address our emails with the correct names. For some of us, however, the default address book is not set correctly within our individual system, so there is an extra step to perform. Perform the following procedure to set the Global Address List as your default address book:
1. From the menu, select Tools > Address Book
2. On the dialog box menu, select Tools > Options
3. On the Addressing dialog box, in the first field select Global Address List
4. Click Apply; then OK

From now on, when you need an address for an email, the Global Address List will be the default. Remember, when working with the Global Address List, it’s best to have the More Columns button checked to obtain an efficient search.

“National Study Says Online Learning Students Out-Pace Those in Traditional Classrooms”

By Pete Glimbo on July 27, 2009 11:23 AM

A recent analysis from The United States Department of Education on online learning shed light on some very interesting elements in online teaching and learning. First, teachers always have and will remain a critical element in the success of student learning whether classes are online, hybrid or face to face. Second, the authors released this July, "found that, on average, students in online learning conditions performed better than those receiving face-to-face instruction." To find out more of what was in the report, it is available on the MVU Web site.

Courtesy of MVU about MVU

MVU is a private, nonprofit Michigan corporation established in 1998 by the State of Michigan to serve as a champion for online learning. It is the parent organization of the Michigan Virtual School(TM) and Michigan LearnPort(R), an online learning portal that delivers professional development opportunities and more to the Michigan education community.