Exploiting the Blogosphere

[Archive]

November 2007

Karen Blakeman

RBA Information Services, UK

Access to documentation

- **UKeiG fact sheets**
  - http://www.ukeig.org.uk/factsheets/
  - UKeiG members only
  - temporary user name and password for non-members
    - username: ukeig33
    - password: willow
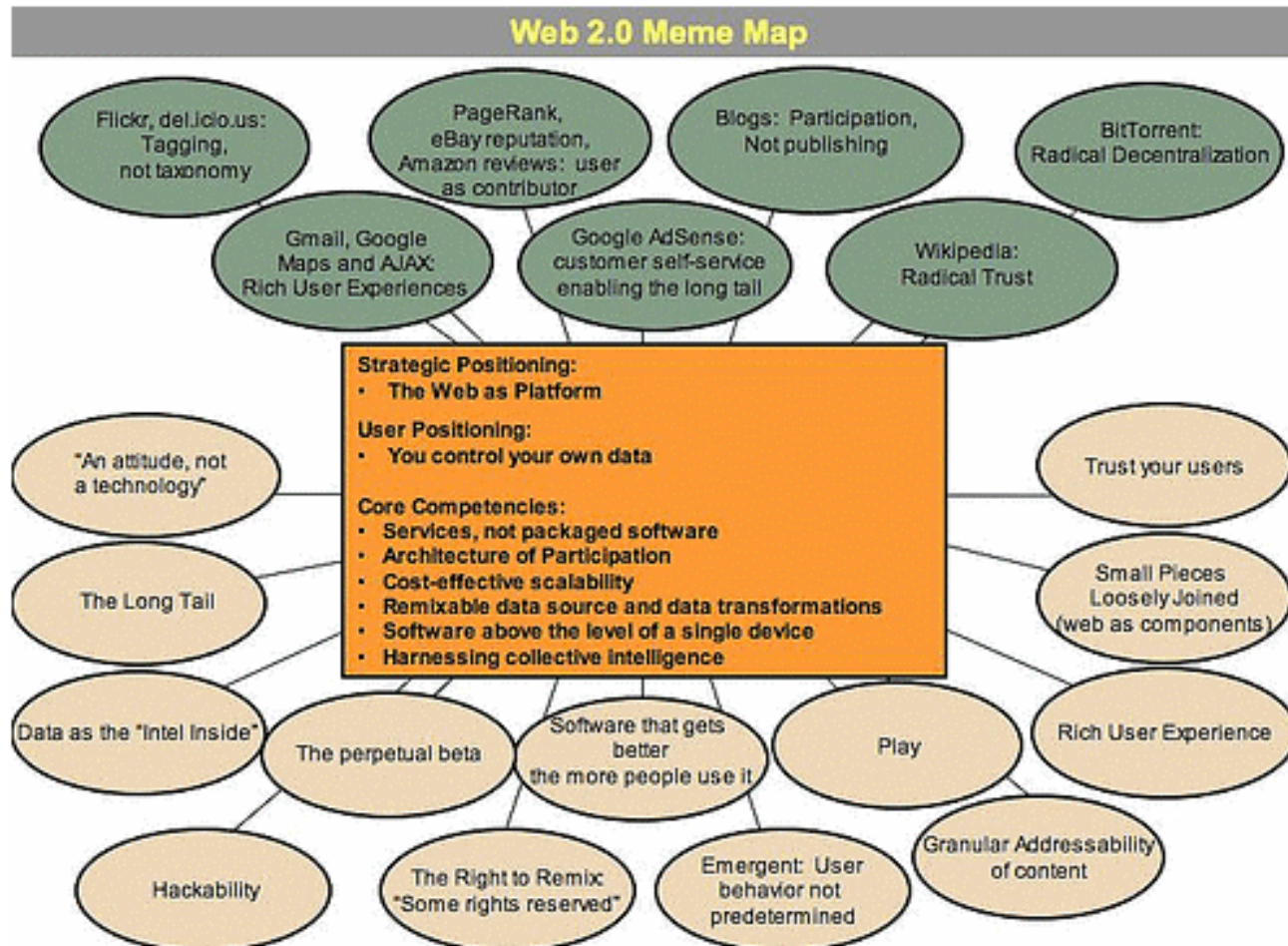- **Links to documentation and support materials on http://ukeig.wordpress.com/**

Blogs are part of Web 2.0

- **What is Web 2.0?**
  - A concept not a single product
  - Networking tools
  - Collaborative tools
  - Social
  - "Architecture of participation"

- **Examples:**
  - blogs, RSS, wikis, social bookmarking (e.g. Furl, Del.icio.us, Connotea) Flickr, Facebook, MySpace, web based forums, email discussion lists, YouTube, Second Life……

- **The technologies and tools are not always intuitive**
  - '<u>Introducing the book</u>'
  - <u>http://tinyurl.com/yvzy7u</u>   (Youtube)

The mandatory Web 2.0 meme map!

http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

- **What is a blog?**
  - short for we**b log**
  - content management system that publishes information chronologically, hence the idea of an online diary
  - content can range from self-indulgent drivel to extreme erudition
  - easy to use and publish from anywhere, therefore there is a high proportion of utter rubbish in the blogosphere
  - most blogs automatically generate RSS feeds

"Vodcasts and blogs are to the noughties what graffiti was to the Seventies: mindless scrawls reading: 'I woz ere.' It says: 'I'm a moron, but worship me anyway."

The Observer, 3rd December 2006

http://observer.guardian.co.uk/comment/story/0,,1962820,00.html

Anatomy of a blog (1)

URL of blog – this one is hosted on a web site with its own domain name, but it does not have to be

http://www.rba.co.uk/wordpress/

Karen Blakeman's Blog
News and views on search tools and Internet resources for business information

Title and brief description

HOME   ABOUT

Karen Blakeman's Blog

Welcome to my blog which I comment on search tools, technologies and resources for business information.

Author/blog profile

Search

Subscribe

Entries (RSS)
Comments (RSS)

RSS feed for postings and comments

Subscribe by email

ZoomInfo fails to address quality issues

Posted by Karen Blakeman on April 7th, 2007

Most recent posting at the top

...as updated its business and people search engine. For those unfamiliar with the service, ZoomInfo searches and ...rmation on 35 million 'people' and 3.4 million companies. Unlike most conventional company and people ...hough, the information is gathered and compiled automatically by what it calls a semantic search engine. Content can be edited and corrected by the subject themselves, but you have to pay for at least a trial subscription in order to do it. ZoomInfo is free for basic information and advertiser supported. For full access you can upgrade to a ZoomExec account for USD 99 a month, and the full PowerSearch option costs from USD 3,950/year.

I have been attempting to carry out a proper evaluation for some time on behalf of various clients, and the redesigned site encouraged me to pay for a week's trial at USD 19.99 for the ZoomExec service. I should make it clear right now, that I started this evaluation with a totally negative opinion of the service. My previous experiences of ZoomInfo in terms of quality have not been good and I regret to have to say that the upgrade has not changed my opinion.

The home page features three tabs - company searches, people searches and job searches via content from **Indeed**. There is also a tag cloud representing popular keywords used in searches on ZoomInfo. Company sear... name are ad-supported: searches by keywords, job titles and other criteria are part of the pri... ...g standard test searches on something or someone you know ...eople, or rather profiles. These profiles are compiled from web ...rofiles refer to the same person (there were four for me when I looked) but it is amazing how ...t it can miss so much relevant and correct information that is out on the web.

None of my four profiles had my correct company name and the information in all cases was garbled. The most comprehensively supported profile, which was compiled from 36 web sites, has me working for TFPL. Yes, I am one of their

List of recent posts

RBA Information Services

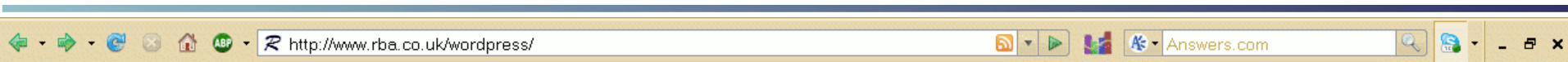**RBA Information Services main web site**

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Recent Posts

ZoomInfo fails to address quality issues
Phil and Karen at the Library and Information Show
Yahoo! Alpha spotted
The Viewing Facilities

Anatomy of a blog (2)

http://www.rba.co.uk/wordpress/

Answers.com

R Karen Blakeman's Blog

Subscribe by email

Subscribe Now! blogarithm

Categories

Accoona

AlltheWeb

Ask

Assessing Quality

Awards

Blogs

Books

Business Information

Desktop Search

Exalead

Firefox

Google

Government

Ili2005

Ili2006

Ili2007

Information Services Group

Inforum

List of categories

None of my four profiles had my correct company name and the information in all cases was garbled. The most comprehensively supported profile, which was compiled from 36 web sites, has me working for TFPL. Yes, I am one of their associate trainers who they hire on a consultancy basis but I am not 'employed' by TFPL. One could argue that it is an easy enough mistake for a poor dumb computer to make, especially as I am mentioned several times on the TFPL web site. But ZoomInfo has gone further and given me a non-existent email address at TFPL plus a Glasgow telephone number. I live and work in Reading a long way from Glasgow, but even if I did work at TFPL their main office is in London. To be fair if you are prepared to drill down through the web site references you do eventually arrive at the correct information on my own web site, but then why bother with ZoomInfo? Any half decent searcher could get there far more quickly using standard search

If you have an account, you can set up your own public profile and consolidate existing profiles and correct them. Companies can do the same. That does not mean that the information will be any more accurate. ZoomInfo clearly states that it does not verify such information.

For company profiles, you are supposed to be able to view a list of competitors. Not a single one of my competitors were listed. Instead I was presented with a list consisting mostly of search tools: Lycos, Infoseek, Northern Light, EEVL, News Now and so on.

I tried searches on some of my colleagues and the results were even more difficult to fathom. The Advanced Search, where you can also include a company as well as a person's name, ignored the company name. (I may have been clicking the wrong buttons or this feature may only work for PowerSearch accounts). Since I and most of my associates are running small businesses - probably not ZoomInfo's forte - I

Blogroll of related blogs

The Viewing Facilities Association UK

Live.com takes link commands offline

The Association for Qualitative Research

Top 10 Search Tips from Switzerland

Kidon Media-Link

Internet Librarian International 2007 Call for Speakers Closing Soon

Top Search Tips from Aberystwyth

Blogroll

Alacrablog
Be AWARE - Research Secrets & More
ContentBlogger - Shore Communications
Energy Balance
Fenton Research Weblog
Google Blogoscoped
Info Junkie
info NeoGnostic
Intelligent Agent Blog
IWR Blog
Official Google Blog
ONLINE Insider
Peter Scott's Library Blog
Phil Bradley's weblog
ResourceShelf
RSS Compendium Blog
Search Engine Land
Search Engine
Showdown News
tfpl blog: Hello from TFPL
Tom Roper's Weblog
UK Web Focus
UKeiG Weblog

Anatomy of a blog (3)

http://www.rba.co.uk/wordpress/

Answers.com

Karen Blakeman's Blog

- Publications
- RSS
- Search Engines
- Search Strategies
- SLA Europe
- Statistics
- Tales From The Terminal Room
- Techie Stuff
- Top 10 Business Sites
- Top 10 Search Tips
- UKeiG
- Uncategorized
- Usability
- Wikis
- Yahoo
- Zoominfo

Phil and Karen at the Library and Information Show

Posted by **Karen Blakeman** on April 6th, 2007

Speakers and presenters - are you fed up with conference organisers hassling you for your PowerPoint slides weeks in advance? Feel threatened by final demands for the text of your presentation? Then try ConfTalk 2.0! All you need is your brain, your list of links - on a Web 2.0 service of course - and an Internet connection*. Phil Bradley and I will be demonstrating the ConfTalk 2.0 [pat. pending] technique at the **Library 2.0 Forum** at the NEC, Birmingham on April 18th 😃

We are doing a double act on **'Web 2.0 for libraries - de-mystifying the technologies'** and have agreed that anything we commit to .ppt or .doc will be old hat, defunct, or superceded by 5.0 as soon as we board the train for Birmingham. As the official conference blurb says "This session will take the form of a discussion and demonstration of a number of different Web 2.0 based products in order to give delegates a much clearer idea of exactly what Web 2.0 is, and how it can be used with a library/information centre environment."

Further **information and programme of the event**.

*No Internet connection provided by the organisers? No problem. Any self respecting ConfTalk 2.0 speaker will have a laptop armed with WiFi, LAN connectivity, landline dial up, 3G and GPRS as backup. (May not help, though, if the conference is held in an underground, secure bunker but, thankfully, few are.)

Posted in **Presentations** | **No Comments »**

Option for comments

Yahoo! Alpha spotted

Posted by **Karen Blakeman** on April 6th, 2007

... of Yahoo! called Yahoo! Alpha at **http://au.alpha.yahoo.com**. It has a minimalist home page, ... these days, and a single search box. The results page displays the usual list of web pages ... results from Flickr, Yahoo Answers, YouTube, Yahoo News, Wikipedia and Sponsored links.

Archives

Archives ordered chronologically

- April 2007
- March 2007
- February 2007
- January 2007
- December 2006

alpha   "John Madejski"   Search

Hiya rba info Sign out
Customize this page

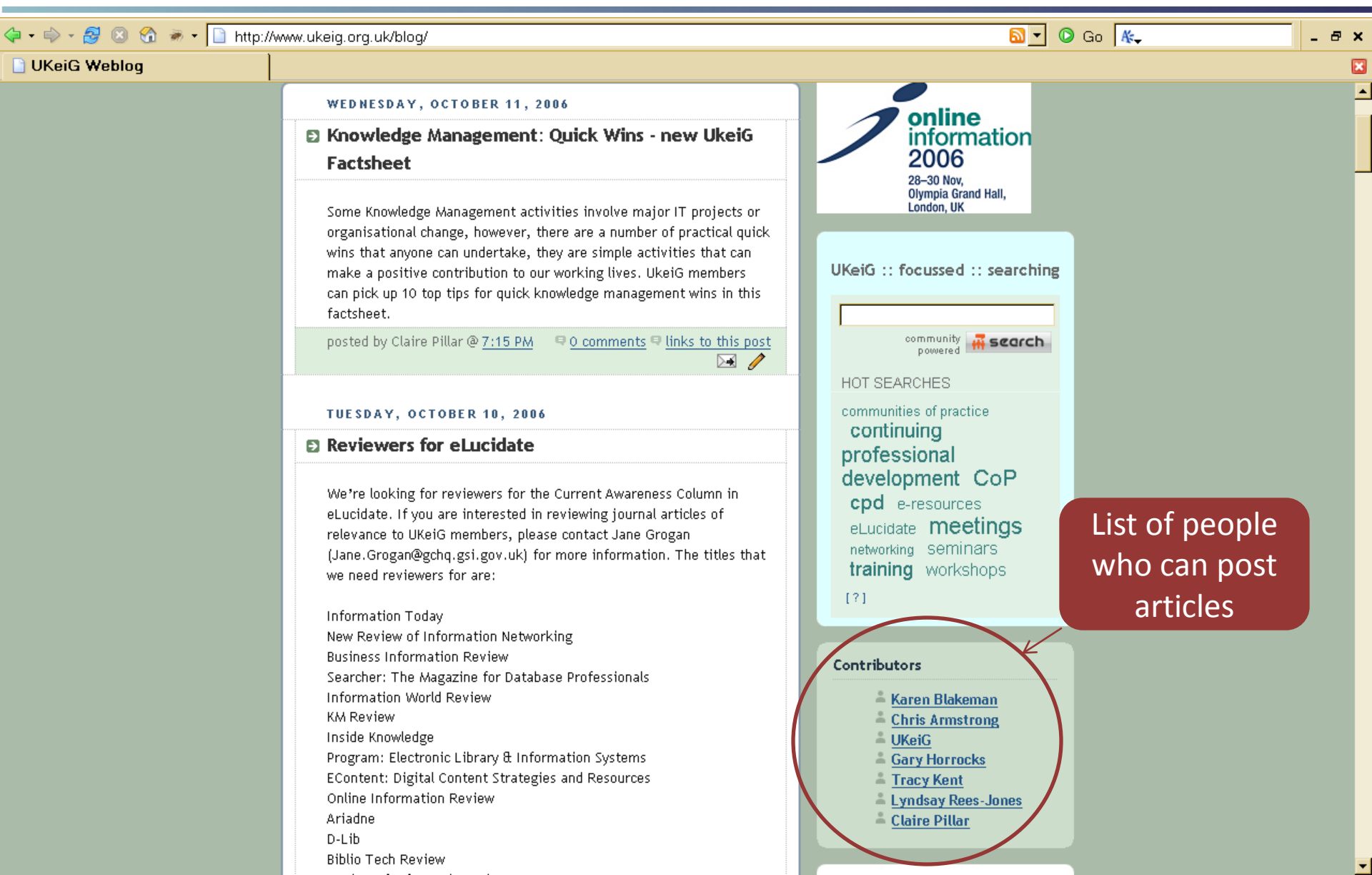Yahoo 7 Web Search   42,100 results   Flickr Photos

1.   The John Madejski Garden - Victoria and Albert Museum
     V&A Garden - The new John Madejski Garden opened on 5 ... ly 2005 ... John Madejski
     has given the V&A £2 million to create the new garden at the heat ...
     http://www.vam.ac.uk/about_va/garden/index.html

UKeiG collaborative blog

RBA

WEDNESDAY, OCTOBER 11, 2006

Knowledge Management: Quick Wins - new UkeiG Factsheet

Some Knowledge Management activities involve major IT projects or organisational change, however, there are a number of practical quick wins that anyone can undertake, they are simple activities that can make a positive contribution to our working lives. UkeiG members can pick up 10 top tips for quick knowledge management wins in this factsheet.

posted by Claire Pillar @ 7:15 PM   0 comments   links to this post

TUESDAY, OCTOBER 10, 2006

Reviewers for eLucidate

We're looking for reviewers for the Current Awareness Column in eLucidate. If you are interested in reviewing journal articles of relevance to UKeiG members, please contact Jane Grogan (Jane.Grogan@gchq.gsi.gov.uk) for more information. The titles that we need reviewers for are:

Information Today
New Review of Information Networking
Business Information Review
Searcher: The Magazine for Database Professionals
Information World Review
KM Review
Inside Knowledge
Program: Electronic Library & Information Systems
EContent: Digital Content Strategies and Resources
Online Information Review
Ariadne
D-Lib
Biblio Tech Review

online information 2006
28–30 Nov,
Olympia Grand Hall,
London, UK

UKeiG :: focussed :: searching

community powered **search**

HOT SEARCHES

communities of practice
continuing professional development CoP
cpd e-resources
eLucidate **meetings**
networking seminars
training workshops
[?]

Contributors

- Karen Blakeman
- Chris Armstrong
- UKeiG
- Gary Horrocks
- Tracy Kent
- Lyndsay Rees-Jones
- Claire Pillar

List of people who can post articles

Applications of blogs

- Instead of or in addition to a printed, emailed or static web based newsletter
  - Current awareness for staff, users, researchers and clients - "What's new"
  - publicising new services/products, encourage feedback via comments
- Marketing tool inside and outside of the organisation
- CPD – recording development and reflective practice
- Recording project development
- Recording discussion or 'minutes' e.g. LDA
- Monitor blogs for information and competitor intelligence
- Alternative publishing medium
- Small web sites
  - http://www.newsbriefsoman.info/

http://www.newsbriefsoman.info/

http://www.newsbriefsoman.info/royaldecrees.php

Royal Decrees of Oman fro...

About | Newsbriefsoman | Headlines | Royal decrees | Features | Public figures and officials | Queries | Gallery | Contact | Admin

Google Search

Royal Decrees of Oman from November 2005

Search site

Search

Feeds

→ RSS 2.0
→ Atom 0.3

105/2006 - Salalah dam project

Royal Decree No. 105/2006 declares the construction of the wilayat of Salalah protection dam project in the Dhofar Governorate against flood hazards as a public utility project.

Article (1) : the construction of the wilayat of Salalah protection dam project in the Dhofar Governorate against flood hazards, specified in the attached memorandum and the diagram, is to be a public utility project.

Article (2) : concerned authorities shall through direct execution expropriate lands, facilities and properties required for the project in accordance with the provisions of the expropriation law for public utility referred to.

Article (3) : the royal decree shall be published in the official gazette and become effective from its date of issue.

Times of Oman

⊟ 09:14:44 on 10/11/06 by Sue Hutton - Royal Decrees - comments

104/2006 - public appointments in Dhofar

Royal Decree No 104/2006 appoints Shaikh Salim bin Aufait bin Abdullah al Shanfari as Head of Dhofar Municipality with Special Grade, Ahmed bin Ali bin Abdullah al Habshi al Amri as Technical Adviser at the Office of the Minister of State and Governor of Dhofar with the same grade and financial entitlements.The decree is to be published in the official Gazette and takes effect from its date of issue.

Oman Observer, 4th October

⊟ 23:45:57 on 10/04/06 by Sue Hutton - Royal Decrees - comments

102/2006 - Supreme Committee for Town Planning; 103/2006 - Appointment

Royal Decree No 102/2006 restructures the Supreme Committee for Town Planning and amends some provisions of Royal Decree No 27/85. Article 1 of the decree states that the Supreme Committee for Town Planning shall be restructured as follows: The Minister of National Economy as chairman, the Minister of Housing, Electricity and Water as Deputy Chairman, and the following as members: The Minister of Interior, the Minister of State and Governor of Dhofar, the Inspector-General of Police and Customs, the Minister of Transport and Communications, the Minister of Regional

<< October 2006 >>

Sun	Mon	Tue	Wed	Thu	Fri	S.
1	2	3	4	5	6	
8	9	10	11	12	13	1
15	16	17	18	19	20	2
22	23	24	25	26	27	2
29	30	31				

Oman Links

Local news media

→ Oman Observer
→ Al Watan Arabic
→ Times of Oman
→ Oman News Agency
→ Oman Economic Review
→ Business Today
→ The Week (free

http://www.englishcut.com/

http://www.theoildrum.com/

⊙ DrumBeat: August 24, 2007   The Oil Drum   DrumBeat: August 25, 2007 ⊙

Energy Grades and Historic Economic Growth

Posted by Nate Hagens on August 24, 2007 - 10:30am
Topic: Economics
Tags: energy density, energy transition, environment, intermittancy, net energy, power density, spatial distribution

This is a guest post by oil and energy economist Douglas Reynolds. Dr. Reynolds is Graduate Director of Economics at the University of Alaska Fairbanks, and author of "Scarcity and Growth Considering Oil and Energy", and "Alaska and North Slope Natural Gas". Doug has a prior guest post on theoildrum on The Energy Utilization Chain. This post offers a different but related perspective on energy comparisons and transitions than last weeks post on Energy Transitions by Professor Cutler Cleveland.

1. Weight Grade

The weight grade determines how much energy there is per pound of energy resource. For example, coal has about 12.7 thousand BTU/lb, natural gas about 10 thousand BTU/lb, oil about 19.3 thousand BTU/lb, and an electric battery typically has 100 BTU/lb. Electric batteries then are very heavy compared to their energy output which is why electric cars do not have very good driving ranges.

Professor Reynolds' paper is below the fold.

Blogsearch on ICAEW

http://stopthemerger.blogspot.com/2007/01/new-logo.html   Yahoo

B Stop The Merger

The New Logo

The new logo of the ICAEW has been leaked to the world today, it cost £65K.

Here is the new logo

ICAEW

Here is the old logo

THE INSTITUTE OF CHARTERED ACCOUNTANTS
IN ENGLAND & WALES

Money well spent?

LOL!

In theory the logo was not to have been officially unveiled until Monday. However, this being the ICAEW, things have not gone to plan.

This shambles come as no surprise, as I am informed that the ICAEW bunker is in a terrible mess internally on a number of fronts.

KenFrost.com

This site was set up in 2004, and was dedicated to fighting the proposal of the Institute of Chartered Accountants (ICAEW) to merge with CIMA and CIPFA, two other accountancy bodies in the UK.

The vote went aginst the ICAEW, and the merger was stopped.

In order to improve the accessibility of this site, and to reflect the fact that this site is being used for an open discussion of ICAEW policy and strategy, it can now be accessed via the domain name www.icaew.info as well as www.globalaccountingalliance.org.uk and www.stopthemerger.org

Background

The ICAEW Council met on 20 December 2004, and voted to continue with the merger proposal; despite the fact that CIMA rejected it.

To contact the ICAEW please click **here**

I would like to ask everyone who visits this site, to spread the word about its existence.

Please tell your friends and colleagues, whether they are members of the ICAEW or not, about www.stopthemerger.org.

I would also be very grateful if you could draw the media's attention to this site. A list of the addresses, and direct email links, of UK media organisations can be found on www.mediauk.com.

If you want to contact me, please write to me here kenfrost@kenfrost.com

Why use blogs for publishing?

- Quick and easy to post and edit
- Links and management of archives and postings is done by the software
- Can be done from any Internet connected machine, even via a mobile
- Can be hosted on your own server or on the blogging service's server
- RSS Alerts automatically generated
- Can be individually authored or collaborative

IT Director

Peter Cochrane's Blog: Damn metrics

They lie...

Tags: education, metrics, peter cochrane, management

By Peter Cochrane

Published: Tuesday 28 August 2007

Written at a public house just outside Morpeth, Northumberland and dispatched via a public wi-fi service from a service station on the A1 just outside Peterborough

Show related articles

About 20 years ago I was drawn into a public debate and enquiry on the state of education and

Blogs as sources of information

- Blogs by industry gurus and experts are a good way of keeping up to date with what is happening in a sector
- Look for the Blogroll on a relevant blog
- Google Blogsearch http://www.google.com/blogsearch
  - use advanced search to search within an individual blog
- Ask.co.uk – Blogs and feeds
- Live Feeds search - http://search.live.com/feeds
- Exalead.co.uk – limit results to Blog
- Blog and feed search engines
  - Technorati.com
  - Blogpulse.com

Advanced search in Google Blogsearch

Google Blog Search BETA

Advanced Blog Search

Find posts	with **all** of the words	Google
	with the **exact phrase**	
	with **at least one** of the words	
	without the words	
	with these words **in the post title**	
In blogs	with these words **in the blog title**	Karen Blakeman's Blog
	at **this URL**	
By Author	blogs and p	
Dates	● posts w	
	○ posts w	
Language	posts writte	
SafeSearch	○ No filter	

Blog Search

Results 1 - 3 of about 3 for Google inblogtitle:"Karen Blakeman's Blog"

Published

Last hour
Last 12 hours
Last day
Past week
Past month
→Anytime
Choose Dates

Subscribe:

✉ Blogs Alerts
Atom | RSS

Live.com link commands are back
16 Oct 2007 by Karen Blakeman
Google has a link command which is virtually useless as it lists a small fraction of the pages that link to your starting page. Yahoo has both a link and linkdomain command but my experience is that they do not list as many pages as ...
Karen Blakeman's Blog - http://www.rba.co.uk/wordpress

Search engine overlap and the perils of phrase searching
30 Sep 2007 by Karen Blakeman
Greg Notess has posted an interesting screencast on his blog that demonstrates the importance of trying search engines other than **Google**. It also shows that you can miss information if you use long phrases and that you may be better off ...
Karen Blakeman's Blog - http://www.rba.co.uk/wordpress

Earthquake alerts
30 Sep 2007 by Karen Blakeman
A **Google** News alert will pick up those that make the headlines in the regional press that are local to the quake, but aftershocks are not always reported. Search engine Ask has a map showing recent earthquakes and their magnitude on a ...
Karen Blakeman's Blog - http://www.rba.co.uk/wordpress

Stay up to date on these results:
- Create an email alert for **Google inblogtitle:"Karen Blakeman's Blog" blogurl:http://www.rba.co.uk**
- Add a blog search gadget for **Google inblogtitle:"Karen Blakeman's Blog" blogurl:http://www.rba.c**
- Subscribe to a blog search feed for **Google inblogtitle:"Karen Blakeman's Blog" blogurl:http://www**

Blogpulse Trends
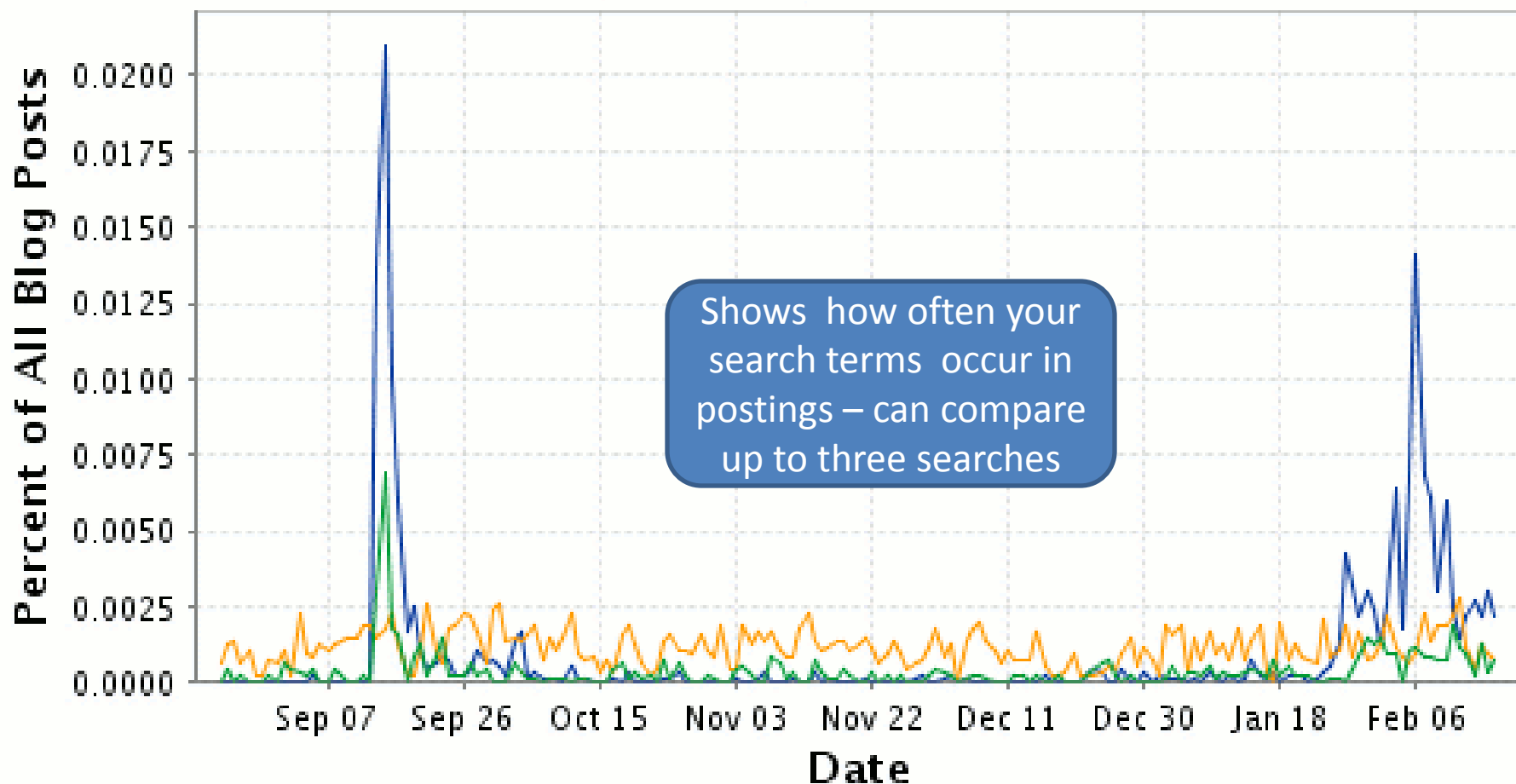
Corporate blogging

- **The Business value of blogging, March 2007**
  - http://www.lewispr.com/Business_value_of_blogging.pdf
- **Blogs and RSS: tools for competitive intelligence**
  - http://www.digimind.com/en/download/White_Paper_Blogs-RSS_EN_2006.pdf
    An excellent overview and introduction to blogs and RSS and how they can be used in competitive intelligence. Includes an extensive list of references and further reading. Downloaded 2 October 2006.
- **The email killers - Information Age**
  - http://www.information-age.com/article/2006/august/email_killers

Product/company reputation

- The "Kryptonite Blogstorm"
  - http://introtodigitalage.com/wp-content/uploads/2006/06/Picture%201.png
  - http://introtodigitalage.com/?m=200606
  - http://tinyurl.com/9p93l

- Bicycle lock that could be opened with a bic pen
  - company ignored the blogs until a "demonstration" video appeared
  - then issued reassurances
  - only offered free product exchanges when NY Times and AP picked up the story
  - estimated cost $10 million

Legal blogs

- Legal Blogs with UK and Irish Content
  - http://www.venables.co.uk/blogs.htm
- Blogs - infolaw Lawfinder
  - http://www.infolaw.co.uk/lawfinder/browse_type.asp?typ=Blogs
- Blawg · Legal Blogs (heavy North American bias)
  - http://www.blawg.com/
- The Paisley Snail - Wellmeadow Café
  - http://thepaisleysnail.blogspot.com/
- CJS - Criminal Justice in Scotland
  - http://www.cjscotland.org.uk/
- Inner Temple Library Current Awareness
  - http://innertemplelibrary.wordpress.com/
- UK Freedom of Information Blog
  - http://foia.blogspot.com/

Where are the blogging librarians?

- Brian Kelly's Blog – in particular:
  - http://ukwebfocus.wordpress.com/2006/12/05/where-are-the-blogging-uk-librarians
- Blogorama in Internet Resources Newsletter, recent listing at:
  - http://www.hw.ac.uk/libwww/irn/irn149/irn149.html#blogorama
- LIS-Bloggers email discussion list
  - http://www.jiscmail.ac.uk/lists/LIS-BLOGGERS.html
- British Librarian Bloggers | Google Groups
  - http://groups.google.com/group/britlibblogs
- Phil Bradley's Pageflakes
  - http://www.pageflakes.com/PhilipBradley

Where are the blogging librarians?

- Science @ UCD Library
  - http://ucdscience.blogspot.com/
- Reader Services@ucd Library
  - http://ucdreaderservices.blogspot.com/
- University of Glamorgan, LRC Blog
  - http://lrc.weblog.glam.ac.uk/
- Shush! – the Information Services Library blog
  - http://library.northampton.ac.uk/blog/index.php
- Univ of Bath Library Science News
  - http://bathsciencenews.wordpress.com/
- ILS Matters
  - http://www2.worc.ac.uk/wordpress/
- Spineless?
  - http://hwlibrary.wordpress.com/
- E-Resources News and Trials (University of Liverpool)
  - http://liveresources.blogspot.com/

Yet more blogging librarians

- Library Bunny's Blog
  - http://pattibuk.wordpress.com/
- Info Junkie
  - http://swashford.blogspot.com/
- Hampshire and Isle of Wight
  - http://hiow.blogspot.com/
- Swansea Libraries
  - http://swansealibraries.blogspot.com/
- Spineless?
  - http://hwlibrary.wordpress.com/
- Galway Library
  - http://galwaylibrary.blogspot.com/
- Libraries in the NHS
  - http://nelh.blogspot.com/
- Talking Knowledge Management
  - http://talkingkm.blogspot.com/

Setting up your own blog

- Host on the blogging service's own server or install on your site
- Blogger
  - http://www.blogger.com/
  - owned by Google
  - host on Blogger or publish to your own site, but need to use blogger.com for both
- Wordpress - free
  - Host on http://www.wordpress.com/
  - Software for loading onto your own site at http://www.wordpress.org/
- Typepad – priced
  - Host on http://www.typepad.com/
- Also Movable Type, Live Journal at http://www.sixapart.com/

Comments

- 'Comments' can be used to facilitate feedback and encourage discussion

- Can be switched off

- If switched on are you:
  - going to allow anyone to comment (dangerous – automatic spamming is ubiquitous)
  - force people to register
  - use a 'captcha' - **c**ompletely **a**utomated **p**ublic **T**uring test to tell **c**omputers and **h**umans **a**part
  - use a spam detection module e.g. Akismet
  - moderate all comments
  - combination of two or more of the above

Blog Bling

- Phil Bradley, Library and Information Show, NEC Birmingham, April 18th 2007 – Adding Bling to Your Blog!

- Gizmos, widgets etc that you can add to your blog
  - Swicki search engine (http://www.eurekster.com/)
  - RSS to email
  - RSS to PDF
  - Calendars
  - Tag clouds
  - Photos from Flickr, Picasa
  - RSS feeds from other blogs and sites

Blog host or own server?

- May not be allowed to host on your organisation's server [or could take months to get approval]

- Hosting on the blog service
  - keeping it private may not be straightforward if on a blog host
  - consider confidentiality of the information
  - address includes domain name of hosting service
  - not possible to fully customise the blog in line with corporate image
  - web stats not always easily available
  - can post from any Internet connected computer without having to worry about getting through firewalls
  - could lose your information if the services closes or fails
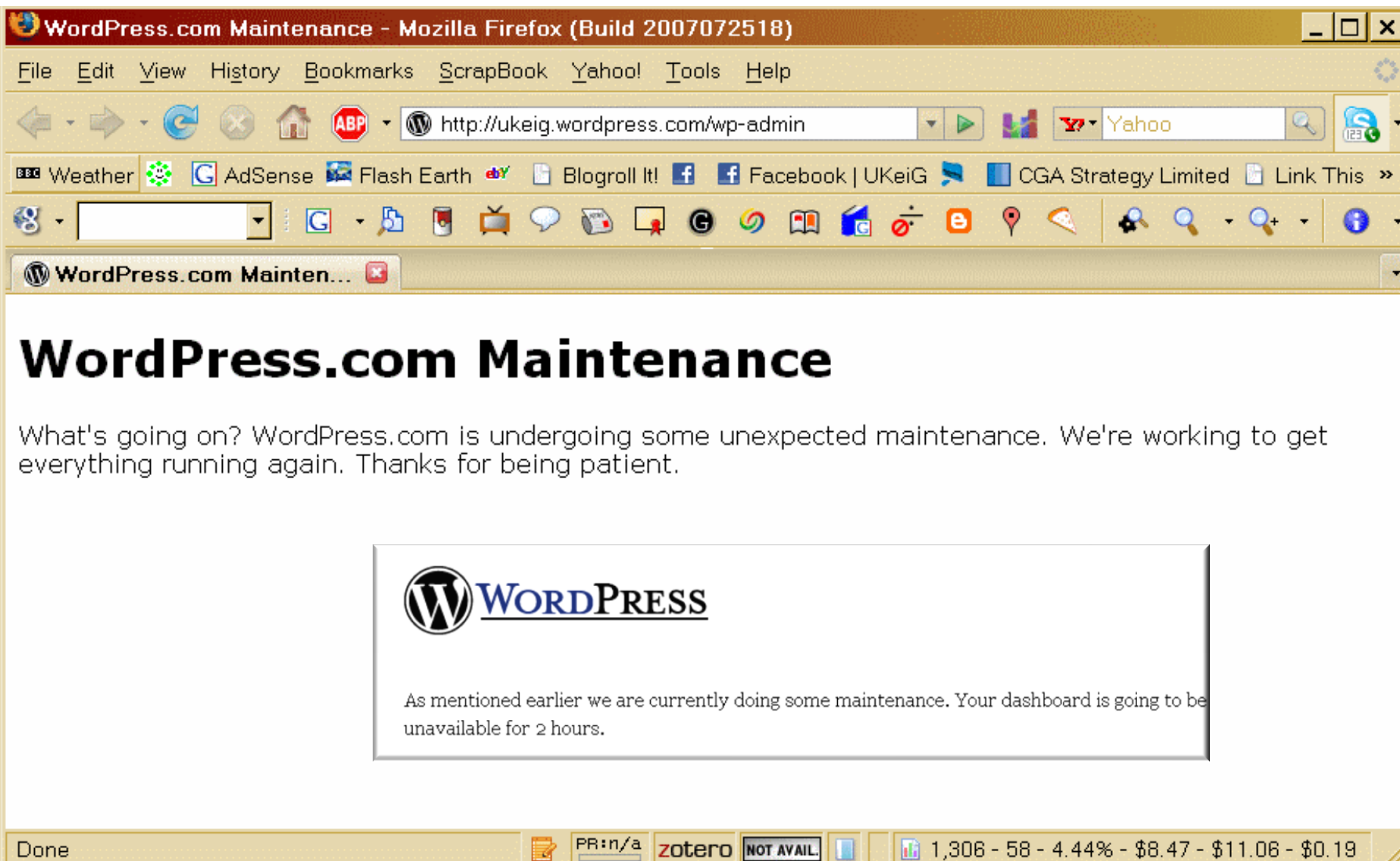
Goshdarnit!

Something has gone wrong with our servers. It's probably Matt's fault.

We've just been notified of the problem.

Hopefully this should be fixed ASAP, so kindly reload in a minute and things should be back to normal.

What can go wrong?

Blog usability 1-5

Weblog Usability: Top 10 Design Mistakes in Blogs (Jakob Neilsen's Alertbox)
http://www.useit.com/alertbox/weblogs.html

1. Author biography
2. Author photo [optional]
3. Use descriptive posting titles
4. Use descriptive links
5. Have links to "classic hits"

Blog usability 6-10

6. Categorise postings

7. Publish frequently or have a publishing schedule [but don't publish for the sake of it!]

8. Have focussed content and find "your voice" – set up more than one blog if necessary [but see Tom Roper's blog - http://tomroper.typepad.com/ - unique "voice", widely differing topics]

9. Do not forget that you might be writing for your future boss

10. Set up your own domain name [not essential and hosting on other servers e.g. Typepad, Blogspot is now acceptable]

RSS for monitoring blogs

- **Stands for Really Simple Syndication, or Rich Site Summary or RDF site summary**
  - depends on version
    - Rich Site Summary (RSS 0.9x)
    - RDF Site Summary (RSS 0.9 and 1.0)
    - Really Simple Syndication (RSS 2.x)
  - also ATOM (Google)
  - written in XML
    - extensible markup language
  - look for the orange logos

- **A means of delivering headlines, alerts, tables of contents**

RSS   **XML**   **ATOM**   Regarded as the "standard"

http://www.google.com/reader

RBA

Google Reader
LABS

Navigation sidebar

- 88 **Home**
- 🗋 **All items (100+)**
- ⭐ **Starred items**
- 🔴 **Shared items**

➕ **Add subscription**   Browse »

All subscriptions: [only list updated]
- ⊕ 📁 **energy (100+)**
- ⊕ 📁 **informationservices (100+)**
- ⊖ 📂 **news (100+)**
  - 🔲 **A The Goverment Says ..**
  - 🔲 **BBC News | Business |... (**
  - 🔲 **BBC News | Science/Na..**
  - 🔲 **BBC News | UK | UK Ed...**
  - 🔲 **Guardian Unlimited On...**
  - 🔲 **Guardian Unlimited UK...**
  - 🔲 **Guardian Unlimited Wo..**
  - 🔲 **Telegraph Business (100+**
  - 🔲 **Telegraph News | UK Nev**
- ⊖ 📂 **search-tools (100+)**
  - 🔲 **Ask Jeeves Blog (6)**
  - 🔲 **Google Blog (33)**
  - 🔲 **Google Blog Search: E...**
  - 🔲 **Google Press Releases (2**
  - 🔲 **Moreover - Online por... (**
  - 🔲 **Moreover - Online sea...**
  - 🔲 Phil Bradley s Blog
  - 🔲 **Search Engine Showdow**
  - 🔲 **Search Engine Watch (21**
  - 🔲 Search Engine Watch Blog
  - 🔲 **Yahoo! Search blog (7)**
- ⊕ 📁 **switzerland (59)**
- ⊕ 📁 **tech (100+)**
  - 🔲 **"Richard Branson" - G.. (4'**

Main content

A The Goverment Says RSS Feed

[Feed actions... ▼]   Expanded view   **List view**

All items [show only new] - Mark all as read - Refresh

☆	**Amended - lottery dishes up £24.9 million to tackle childhood obesity and improve healthy eating** - Childhood obesity and healthy eating	3:32 AM ⊗
☆	**Lottery dishes up £24.9 million to tackle childhood obesity and improve healthy eating** - Childhood obesity and healthy eating are the	3:32 AM ⊗
☆	**Cambridgeshire County Council v Kama [2006] EWHC 3148 (Admin) (21 November 2006)** - MR JUSTICE TREACY: This appellant appeals by	2:32 AM ⊗
☆	**Yewbelle Ltd v London Green Developments Ltd & Anor [2006] EWHC 3166 (Ch) (08 December 2006)** - Directly opposite Colliers Wood	2:32 AM ⊗
☆	**Cambridgeshire County Council v Kama [2006] EWHC 3148 (Admin) (21 November 2006)** - MR JUSTICE TREACY: This appellant appeals by	2:32 AM ⊗
☆	**Hmg condemns gaza shooting** - Secretary of State for International Development Hilary Benn said today, speaking from Jerusalem	Dec 11, 2006 ⊗
☆	**Police Inquiry** - No....	Dec 11, 2006 ⊗
☆	**Press Conference** - Asked if there were to be any special guests or slide shows, the PMOS said that the questions hadn't been asked with the	Dec 11, 2006 ⊗
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☆	**Photos from gordon brown, the chancellor of the exchequer christmas party, organised by booktrust** - Please find attached a selection of	Dec 11, 2006 ⊗
☆	**There is no where to hide - high risk child sex offender arrested** - MOST WANTED WEBSITE SCORES THIRD MAJOR SUCCESS IN AS	Dec 11, 2006 ⊗
☆	**Counter-terrorism stop and search powers called into question** - Pressure by the Metropolitan Police Authority for the police to rethink the use	Dec 11, 2006 ⊗
☆	**Promoting the city: first meeting of ukti's financial services sector advisory board** - Better promotion of the unique strengths and expertise of	Dec 11, 2006 ⊗
☆	**General Pinochet** - Asked if we would be sending a Ministerial representative to General Pinochet's funeral, the PMOS said it would be a matter for	Dec 11, 2006 ⊗
☆	**Christmas Presents** - Asked if the Prime Minister had bought his mother-in-law's Christmas present yet, the PMOS replied that there were some	Dec 11, 2006 ⊗
☆	**NHS** - Asked if the Prime Minister had any misgivings about the idea of forcing the NHS to break even by next April, or was it a Treasury idea, the	Dec 11, 2006 ⊗
☆	**Russia** - Asked if there was any view on the Russians' behaviour post-Litvinenko, for example, their getting the BBC World Service off air etc, the	Dec 11, 2006 ⊗
☆	**Police Inquiry** - No...	Dec 11, 2006 ⊗
☆	**Ambassador Appointments** - Asked to comment on the Ambassadorial appointments mentioned today in the papers, the PMOS replied that the	Dec 11, 2006 ⊗
☆	**Social Policy** - Put that the Prime Minister had said in the past that family was central to social policy, and did he also now think that marriage	Dec 11, 2006 ⊗
☆	**Turkey** - Put to the PMOS that the Foreign Minister's meeting about Turkey today was a "crunch" meeting, the PMOS replied that decisions would	Dec 11, 2006 ⊗
☆	**Middle East** - Asked what the Prime Minister hoped to achieve in the Middle East, the Prime Minister's Official Spokesman (PMOS) said that above	Dec 11, 2006 ⊗
☆	**Red Tape** - Asked for further details regarding the Prime Minister's announcement on cutting red tape for businesses, the PMOS replied that we	Dec 11, 2006 ⊗
☆	**PM launches Simplification Plans** - The Prime Minister has launched a government-wide action plan identifying over 500 ways to reduce red tape.	Dec 11, 2006 ⊗
☆	**Morning press briefing from 11 December 2006** - Press briefing from the Prime Minister's Official Spokesman on: Middle East, Red Tape, Social	Dec 11, 2006 ⊗
☆	**Afternoon press briefing from 11 December 2006** - Press briefing from the Prime Minister's Official Spokesman on: Press Conference and Policy	Dec 11, 2006 ⊗

Feeds in Omea

Feeds in Outlook 2007

Adding a feed to your reader

- **Spotted an interesting RSS feed?**
  - Click on the RSS, XML, Atom or feed logo
    - sometimes the URL of the feed is displayed in the text of the page
  - Copy the URL of the feed page
  - Paste into the Add or Subscribe box of your reader
    - there may be additional options you can select
- **OR**
  - Depending on your feed reader, there may be buttons, right click options, browser plug-ins that will directly 'subscribe' you
- **That's it!**

Want to unsubscribe from a feed?

- Simply delete the feed from your feed reader!

Exploiting the Blogosphere

[Archive]

November 2007

Karen Blakeman

RBA Information Services, UK