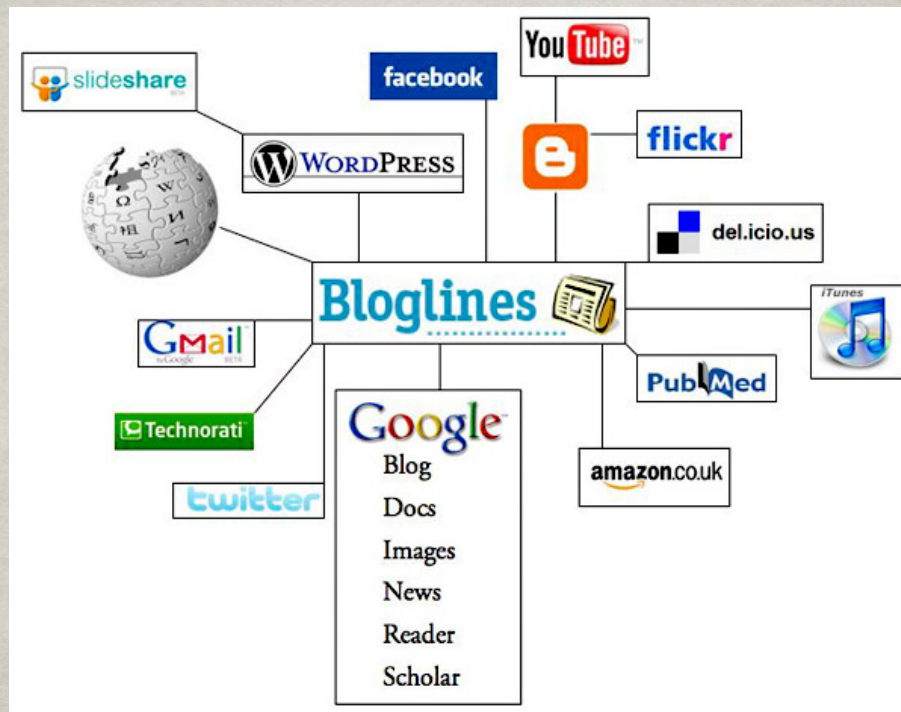


Feed Me! Rethinking Traditional Modes of Library Content Delivery

Jason A. Clark
Head of Digital Access and Web Services
Montana State University Libraries

A Look Ahead...

- A quick overview of personal learning environments (PLEs) and the role that emerging "push" technologies can play there
- An introduction to the content delivery elements of RSS, ATOM, and XML
- A closer look at the many research access points available for library data
- An assessment of what we have learned and future possibilities for the role of XML in delivering content



Source: AJ Cann, My Personal Learning Environment (PLE) <http://www.microbiologybytes.com/tutorials/ple/ple5.html>

Background Thoughts

- Make Magazine, TERRA, South By Southwest
- RSS, ATOM, and XML - de facto standards
- Flickr, Google, Yahoo - XML as backbone
- Feed standards = standard way to share and read data

Content Delivery with XML

- Potential of RSS and Atom
- More than text - actual delivery of files
- Word docs, .pdfs, sound files, media files...

Simple XML markup

- RSS

```
<enclosure url="http://www.example.org/myaudiofile.  
mp3" length="12345" type="audio/mpeg" />
```

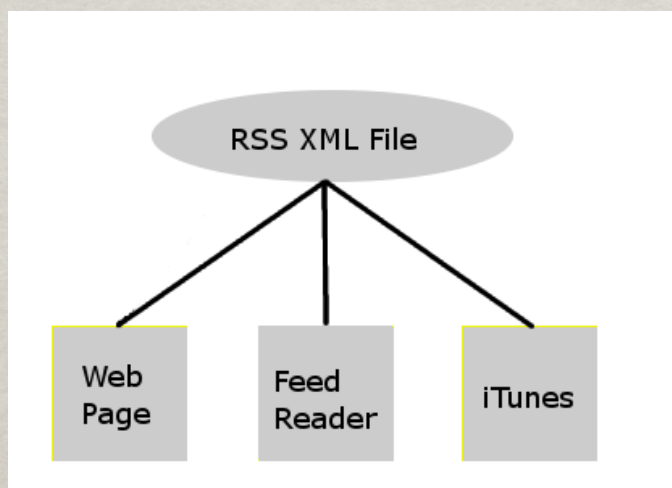
- Atom

```
<link rel="enclosure" type="audio/mpeg" title="MP3"  
href="http://www.example.org/myaudiofile.mp3" length="1234" />
```

Code Sample: RSS XML Feed

```
<item>
<title>The Use of Compost Extract as Foliar Spray Nutrient Source and
Botanical Insecticide in Telfairia occidentalis</title>
<link>http://www.idosi.org/wjas/wjas3(5)/14.pdf</link>
<description>W.B. Akanbi, T.A. Adebayo, O.A. Togun, A.S. Adeyeye and O.
A. Olaniran. The Use of Compost Extract as Foliar Spray Nutrient Source
and Botanical Insecticide in Telfairia occidentalis. World Journal of
Agricultural Sciences. Vol. 3, Iss. 5, pp. 630-638.</description>
<itunes:author>W.B. Akanbi, T.A. Adebayo, O.A. Togun, A.S. Adeyeye and
O. A. Olaniran</itunes:author>
<itunes:subtitle>World Journal of Agricultural Sciences. Vol. 3, Iss.
5, pp. 630-638.</itunes:subtitle>
<itunes:summary>Article (.pdf) about Use of Compost Extract as Foliar
Spray Nutrient Source and Botanical Insecticide in Telfairia
occidentalis from World Journal of Agricultural Sciences</itunes:
summary>
<enclosure url="http://www.idosi.org/wjas/wjas3(5)/14.pdf" length="
0000000" type="application/pdf" />
<guid>http://www.idosi.org/wjas/wjas3(5)/14.pdf</guid>
<pubDate>Sat, 15 Sep 2007 19:00:00 GMT</pubDate>
<itunes:duration>0:00</itunes:duration>
<itunes:keywords>botany, soil, agriculture</itunes:keywords>
</item>
```

Single Source...



Multiple Endpoints

- Traditional Web page
<http://www.lib.montana.edu/~jason/feeds/show.php>
- Course Management System (BB, WebCT, Moodle)
http://www.lib.montana.edu/~jason/feeds/meta/img/fig_7.gif
- iTunes
http://www.lib.montana.edu/~jason/feeds/meta/img/fig_5.png
- Google Reader
http://www.lib.montana.edu/~jason/feeds/meta/img/fig_4.gif
- Google and Yahoo Homepages

Lessons Learned

- Find the sweet spot - optimize feed for all displays
- Standardized content creates opportunities
- What about copyright, IP, and authentication?
EZProxy solution, others will follow suit

What's next?

- Education, Outreach, Instruction
- Exploring additional opportunities to sprinkle library content into research workflow

Getting Started - Feeds

- RSS Tutorial for Content Publishers and Webmasters
<http://www.mnot.net/rss/tutorial/>
- Desktop Software for creating feeds
ExtraLabs Feed Editor - <http://www.extralabs.net/feed-editor.htm>
FeedForAll - <http://www.feedforall.com/>
- Tools for displaying feeds
Feed2JS - <http://feed2js.org/>
FeedDigest - <http://www.feedsdigest.com/>

Questions?

Contact Information

Jason A. Clark

Montana State University Libraries
Head of Digital Access and Web Services

jaclark@montana.edu

www.jasonclark.info

406-994-6801