

Using RSS to Promote Scholarly Publications

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Cool Tools and New Technologies
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Introduction to RSS

- *Who has **heard** of RSS?*
- *Who **reads** RSS feeds?*
- *Who **creates** RSS feeds?*

RSS

Really Simple Syndication

- **Several conceptually similar XML data formats that share a common function**
 - **RSS 1.0**
 - **RSS 2.0**
 - **Atom**
- **Tool for content owners/creators to syndicate their content -- what the AP or Reuters does**

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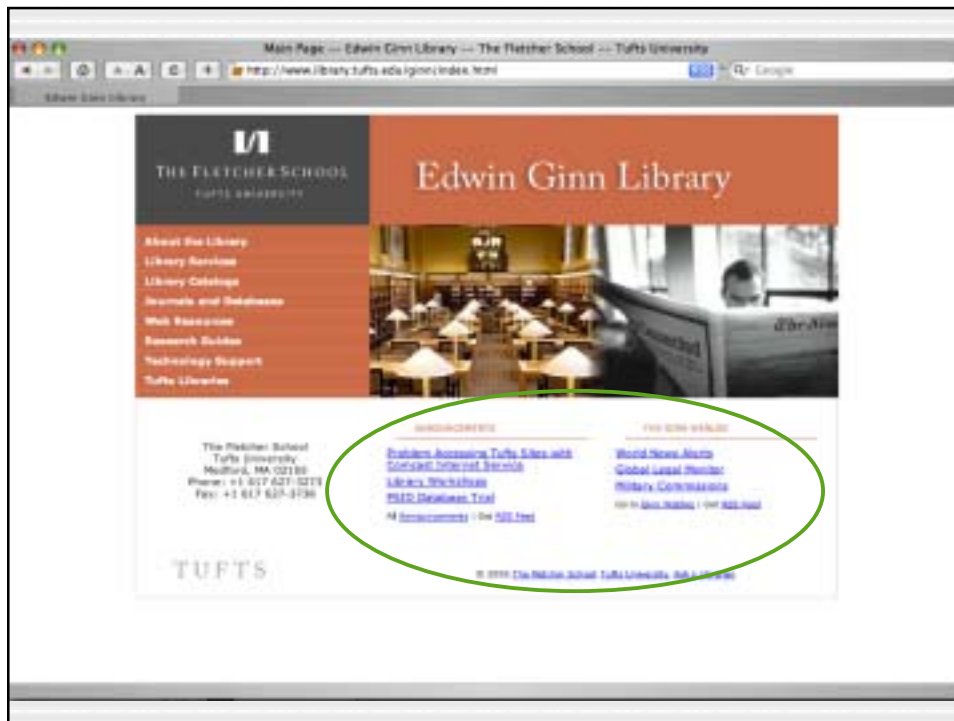
If a Feed Falls in the Web, Does Anybody Hear It?

- **You let the world know your feed is updated**
 - **By 'pinging' aggregators**
 - **By including recent n headlines on your web site**
- **Your readers see it in their feed reader**
- **People 'out there' subscribe or use content**

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Where Does RSS Come From?

- **Automatically Generated**
 - *Weblog software (Movable Type, TypePad, Bloglines, Wordpress, etc.)*
 - *Content management systems (i.e., Wikis)*
- **By Hand**
 - If you know HTML you can learn RSS*
- **Using Perl, PHP, Ruby, etc.**
 - Create feeds from database searches*

Core Problem

- *Losing Fletcher School's intellectual capital*
- *Nobody at Fletcher had full knowledge*
- *No "what's new" service for external or internal use*
- *Inefficiencies*

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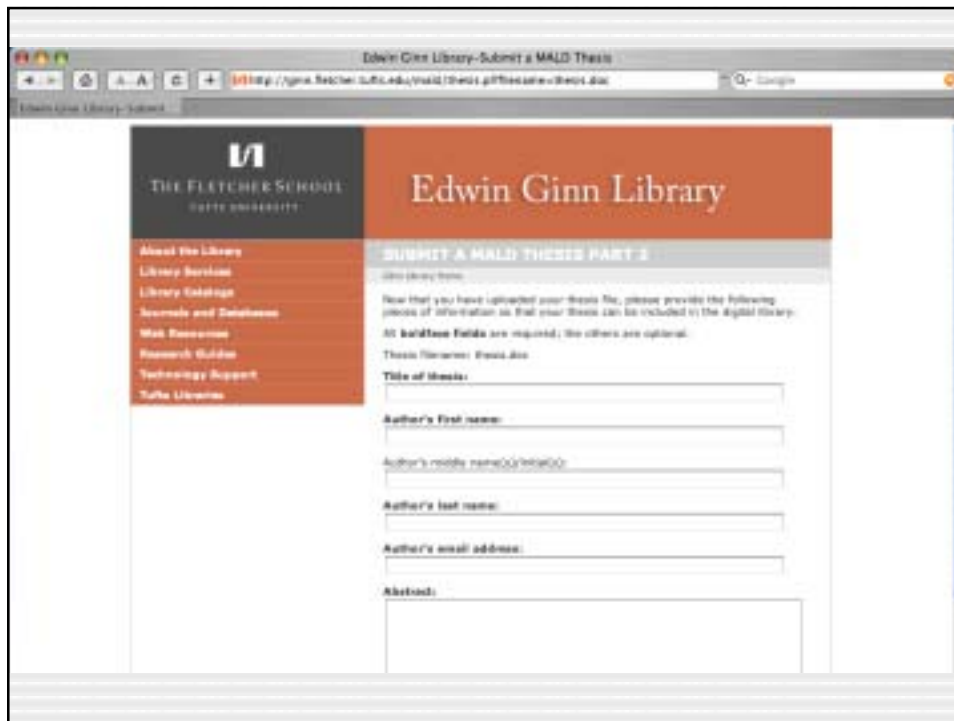
Student Master's Theses

- *Built site for students to input brief metadata*
 - *Author*
 - *Title*
 - *Countries/regions*
 - *Subjects*

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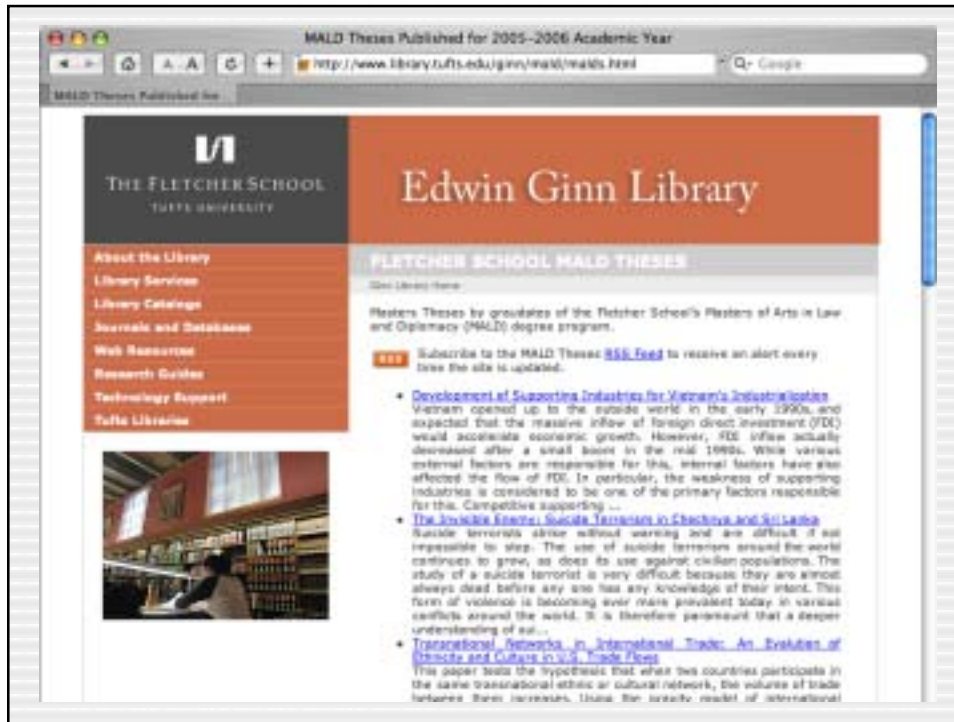
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Student Master's Theses

- ***Perl script parses text file, builds web page***
- ***Another Perl script creates an RSS file whenever a new thesis is published***
- ***File is saved on server -- not dynamically generated***
- ***Feed2JS displays titles & abstracts on library web page***



Faculty Publications

- **Needs assessment involved various groups:**
 - **Alumni relations**
 - **Communications**
 - **Student publications**
 - **Ginn library**
- **Built SQL database and data entry with Perl**
- **Different work flow for each type of publication**
 - **Books or Book Chapters**
 - **Journal Articles or Opinion/Editorial Pieces**

Search = Feed

- **Simple search interface**
- **All searches are live -- database of 350+ publications**

Feed = Live Data



- **Every search returns results and RSS feeds**
- **RSS feeds populate other web pages using Feed2JS**

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Enhancements

- **Combine faculty publications database with document access**
 - **Tufts OpenURL implementation**
 - **COinS**
- **Need to connect people with licensed copy of publications**
- **More flexible "canned" output formats**

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Thank You

- PowerPoint Slides
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- Contact Me
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- Read my Weblog on RSS in Libraries
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