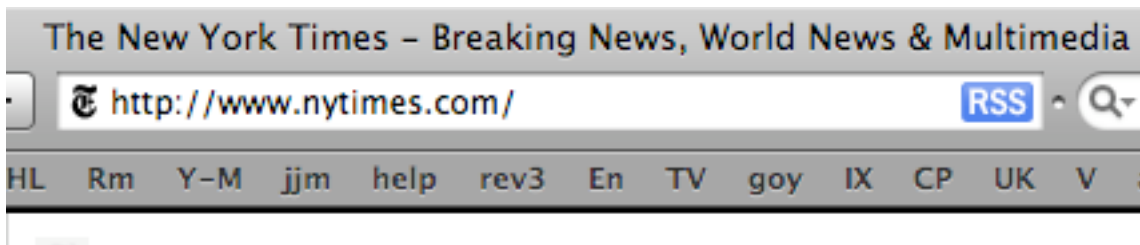


## Setting Up A Very Easy RSS Reader

RSS stands for **Real Simple Syndication**. It is a format for web material that is sent to you, rather than you having to go to it. If you have twenty favorite websites, RSS allows you to automatically collect all the data from those websites, so all you have to do is go to one place. To do this you need a special sort of program that can retrieve the material. Once you've got such a program—a reader—and added an RSS feed from a website to that reader, the latest from that website is always there waiting for you.

To see how this works, go to the New York Times website. Right in the address bar, you'll see those letters RSS.



Sometimes you'll see the official RSS icon:

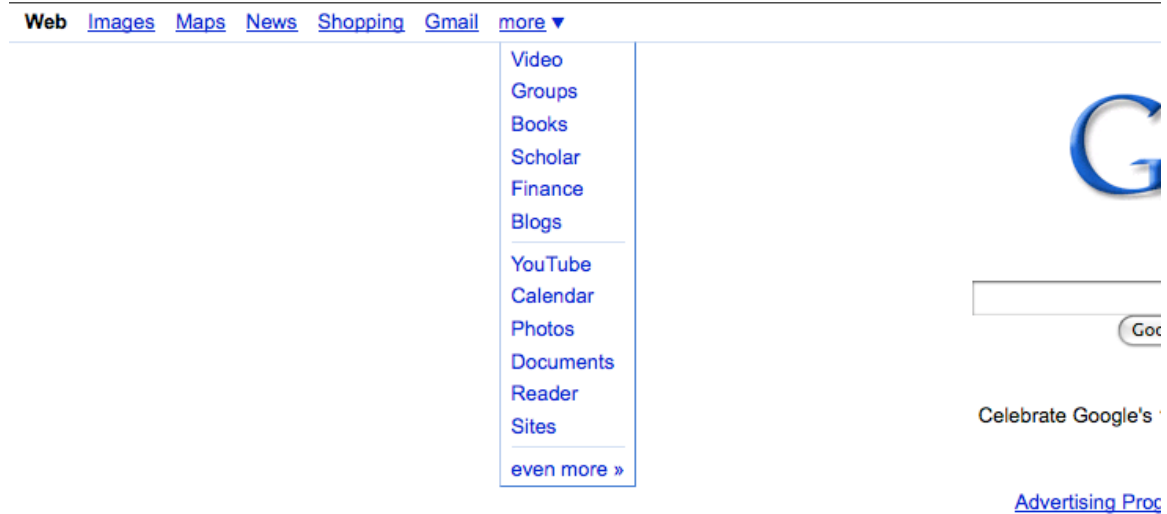


In either case, this means that the people behind the website are making their material available in RSS format. All you have to do is sign up for it.

There are a variety of RSS readers out there, plus nowadays browsers have built-in RSS functions. The instructions here will be for setting up the Google Reader. It's easy, and all it requires is that you have a gmail account. (And if you don't have a gmail account, it's no big deal to get one; you never have to use it for anything but access to the reader.)

Let's set up a Google reader, then we'll talk about how to use it.

Go to google.com and click on **more** on the top left. Select the **Reader**.



If you already have a Google account, sign in. If not, create one.

Sign in to Google Reader with your  
**Google Account**

Email:

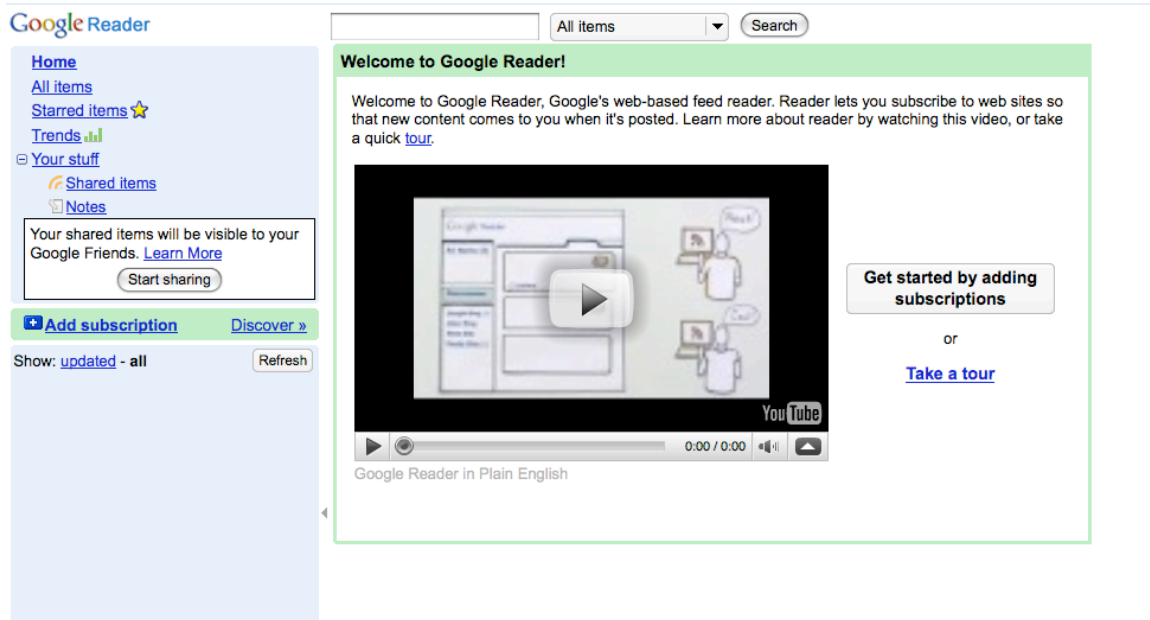
Password:

☒ Remember me on this computer.

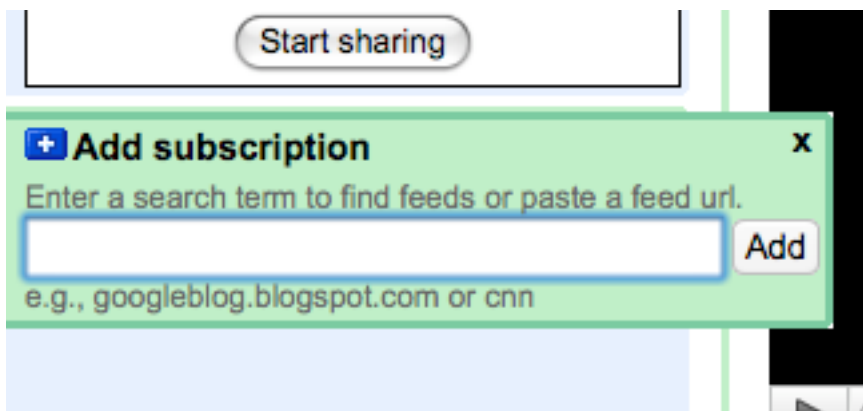
[I cannot access my account](#)

**Don't have a Google Account?**

Once you have your account and are logged in, you can go to the Google reader. It starts out empty, with a welcome message.



What we have to do now is add some RSS feeds. There are various ways of handling this. As you get experienced with the software, you can just paste a feed url into the green **add subscription** box in the left-hand column.

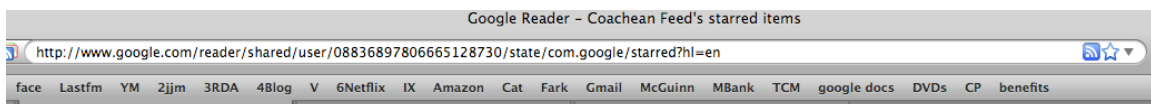


The easiest thing to do, however, is to go to a website and let the reader find if there's a feed. That's why I like the Google reader: it does the heavy lifting for you.

For a start, go to the Coachean Feed. It is accessible from a link at the top left of jimmenick.com.



When you click on the link and go to the feed, you'll see the RSS symbol in the address bar. Click on that symbol.



Subscribe to this feed using

☐ Always use Google to subscribe to feeds.

[Subscribe Now](#)

[illegible]

Now you will be taken back to the reader, with the subscription up and running.

The screenshot shows the Google Reader interface. On the left sidebar, there are links for Home, All items (10), Starred items, Trends, Your stuff, Shared items, and Notes. Below these is a sharing notice for Google Friends. The main content area is titled 'Coachean Feed's starred items in Google Reader'. It shows a list of items with a search bar and a dropdown menu set to 'All items'. The first item is 'Can you be blamed for forgetting?' from blog.talkingphilosophy.com by Jean Kazez. The article text is visible, discussing a tragic case of a baby dying in a hot car and the mother's subsequent actions.

If you're really interested in keeping up with great minds of the debate world, you should also add this to your feed: <http://coachean.blogspot.com/> To get it, go to that address and click on the RSS button in the address bar. This will take you to the RSS version. Once again you can either choose to let Google subscribe for you, or you can go directly to the reader and enter it into that green box. In either case, you'll now have two feeds.

The screenshot shows the Google Reader interface with a new subscription. The left sidebar is the same. The main content area is titled 'Coachean Life'. It shows a list of items with a search bar and a dropdown menu set to 'All items'. The first item is 'I knew it would turn out badly when I was awakened by a Cher song' by noreply@blogger.com (Menick). The article text is visible, starting with 'Today sucks. Everything that can go wrong, has. I've been attacked by wolves on my morning walk, I went to give blood and they decided that I should give metablood, so I was hooked up to something that turned my precious bodily fluids flowing out of my arm into this lifeless transparent stream flowing back into my arm with this chugga-chugga-chugga machine blasting away behind me for over an hour (my veins are smaller than predicted, and apparently this is my fault, as if I decided which ones to wear in the morning and deliberately tied on the tiny ones), and then when I sat down at the bleeders' bar to replenish my supply of liquids the orange juice bottle exploded all over me, plus I now have JV's name as the multiple high-scorer on my Wurdle game—curse his stubby little fingers!—and when I took my tweed jacket out of the plastic this morning I discovered that the dry cleaner had shrunk it about five sizes so I looked like Stan Laurel, and I wouldn't be surprised if somewhere during the day they elected Sarah Palin and I'm going to be the last one to find out about it. It. Has. Been. That. Kind. Of. Day.'

Once you get the hang of this, you can subscribe to practically anything. Here's my personal reader:

The screenshot shows the Google Reader interface. On the left is a sidebar with a 'Home' section containing links like 'All items (355)', 'Starred items', 'Trends', 'Your stuff', 'Shared items', 'Notes', and 'Friends' shared items'. Below this is an 'Add subscription' button and a 'Discover' link. A 'Show: updated - all' filter is set, and a 'Refresh' button is present. The sidebar lists various feed folders: Arts (4), Books (1), Debate (1), Disney (1), General (32), Ideas (27), News (9), Opinion (33), Science (30), Tech (158), and Times (34). The main content area is titled 'Home' and features a 'A look at what's new' section with a link to 'rd.com Blogs (1)'. Below this are sections for 'Disney and more (1)', 'Amazon Daily (2)', 'OF THE BRIDGE (1)', and 'The latest messages from the Google Reader team'. The right sidebar contains 'Top Recommendations' with links to 'Vintage Disneyland Tickets', 'dollrfric!: Joss Whedon's DOLLHOUSE on FOX', and 'InteractiveNarratives.org'. It also has a 'Recently starred' section with a link to 'Can you be blamed for forgetting?' and a 'Tips and tricks' section explaining how to use the subscribe bookmark.

This is my reader's home page, showing me some recommendations and tips on the right, and selected new articles in the middle. On the left, where the real action is, I've organized my feeds into folders (I've got a LOT of feeds). If I click on anything in the left column, I see those feeds, and can read the articles without leaving the reader.

So what should debaters feed on? Well, the Coachean Feed already provides lots of debate material. Victory Briefs and some other debate sites also have feeds. The New York Times has more feeds than you can possibly absorb, and after you play around with them for a while, you'll find the ones you want. As a general rule, if it's on the web, there's probably a feed for it. Instead of you going surfing, the surfing comes to you.

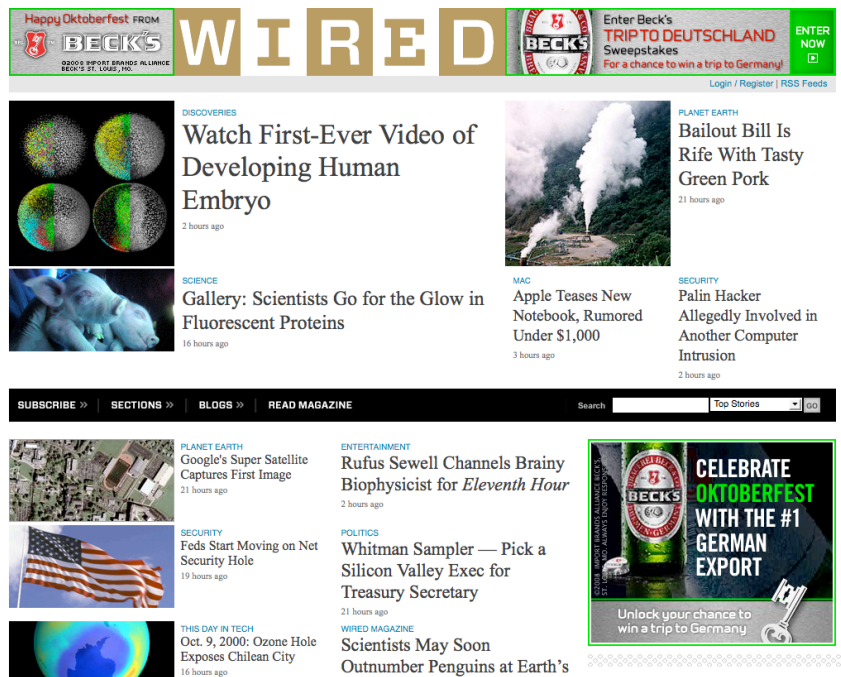
Welcome to the Twenty-First Century.



## Field Trip to RSS Land

Why don't we actually go to some likely sites and follow the process of adding feeds. Major sites are all more or less designed the same way, so it you see a couple, you've seen them all.

Since we're being techie, let's go to Wired.com.



Scroll down to the bottom of the main page. You'll see a section pointing to RSS Feeds.

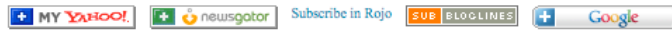


Click on the link, and you'll see a list off all the feeds offered by the site. This is the way many sites work, breaking down their feeds into categories.

## WIRED MOBILE: RSS FEEDS

### SMART NEWS FOR SMART PEOPLE

Don't miss another great Wired.com headline -- get articles delivered in real time using RSS (Really Simple Syndication). Simply pick a reader and subscribe to your favorite feeds below. Headlines will update automatically as soon as they are published on Wired.com. You may subscribe to read your favorite Wired.com headlines with any of the following news readers.



#### All RSS Feeds:

Click on a feed to add it to your site or favorite RSS Reader

#### Wired Top Stories

#### Wired Multimedia

#### Wired Cars 2.0

Wired Cool Wheels  
Wired Energy  
Wired Future Transport

#### Wired Culture

Wired Art  
Wired Culture Reviews  
Wired Design  
Wired Education  
Wired Lifestyle

#### Wired Entertainment

Wired Hollywood  
Wired Music  
Wired The Web

#### Wired Gadgets

Wired Digital Cameras  
Wired Displays  
Wired Gadget Reviews  
Wired Mac  
Wired Miscellaneous  
Wired Mods  
Wired PCs  
Wired Portable Music  
Wired Wireless

#### Wired Gaming

Wired Gaming Reviews  
Wired Hardware  
Wired Virtual Worlds

#### Wired Med-Tech

Wired Drugs  
Wired Genetics  
Wired Stem Cells  
Wired Health

#### Wired Politics

Wired Law  
Wired Online Rights  
Wired Security

#### Wired Science

Wired Discoveries  
Wired Planet Earth  
Wired Space

#### Wired Software

Wired Cool Apps  
Wired Software Reviews  
Wired Web Services

#### Wired TechBiz

Wired IT  
Wired Geekipedia  
Wired Media  
Wired People  
Wired Start-ups

#### Wired Commentary

Wired Alt Text  
Wired Circuit Court  
Wired Dissection  
Wired Cult of Macintosh  
Wired Games Without Frontiers  
Wired iMomus  
Wired Security Matters  
Wired Sex Drive  
Wired Spinal Column  
Wired The Luddite  
Wired Listening Post

#### Blogs

27B Stroke 6  
Autopia  
Compiler  
Cult of Mac  
Epicenter  
Sex Drive Daily  
Underwire  
Gadget Lab  
GeekDad  
Table of Malcontents  
WIRED Science  
Beyond the Beyond  
Danger Room  
GameLife  
Listening Post  
Metrophile

Let's pick one. Since we're Mac buffs, let's select the Cult of the Mac.

## Wired Cult of Macintosh

syndicated content powered by FeedBurner

FeedBurner makes it easy to receive content updates in My Yahoo!, Newsgator, Bloglines, and other news readers.

[Learn more about syndication and FeedBurner...](#)

### Subscribe Now!

...with web-based news readers. Click your choice below:



...with other readers:

(Choose Your Reader)

[View Feed XML](#)

**Embed this content on your site**

Embed with: [SpringWidgets](#)

### Current Feed Content

#### **Cult of Mac: Apple Plotting an Avon Power Play?**

Posted: Wed, 09 Jan 2008 02:00:00 GMTPosted: 2008-01-09T02:00:00Z

Whenever Steve Jobs wants Apple to get into something new, he follows the same tried-and-true modus operandi: He finds the leading expert in the field and puts that person on his company's payroll.

Before Apple opened its own chain of retail stores, the very first thing Jobs did was recruit Mickey Drexler, Gap's CEO, to sit on Apple's board as an adviser.

So when Apple announced this week that it had given a board seat to Andrea Jung, CEO of cosmetics giant Avon Products, it raised the question: What could Jobs be getting into? Could it be related to Avon's expertise in mobile commerce (think iPhone) or the cosmetics company's unique sales operation in China?

Valleywag speculated that Jung, who also sits on the board of General Electric, might be [a peacemaker between Apple and NBC](#), which pulled out of Apple's online iTunes Store last summer. (GE owns 80 percent of NBC Universal.)

Others noted that Jung is the first woman to sit on Apple's board in a decade, and that she heads up one of the most feminine companies in the world. Avon touts itself as the "company for women," empowering millions of female entrepreneurs. The world of technology is distinctly male, but if there's a high-tech company that appeals to women, it's Apple.

But there are other, more intriguing possibilities

There it is. And lo and behold, there's a button for adding it to Google. Click that button.

#### **Wired Cult of Macintosh**

Commentary: Cult of Macintosh

<http://feeds.wired.com/wired/commentary/cultofmac>

Google offers two different ways to keep up-to-date with your favorite sites:

**Your Google homepage** brings together Google functionality and content from across the web, on a single page.

**Google Reader** makes it easy to keep up with the latest content from a large number of sites, all on a single reading list.

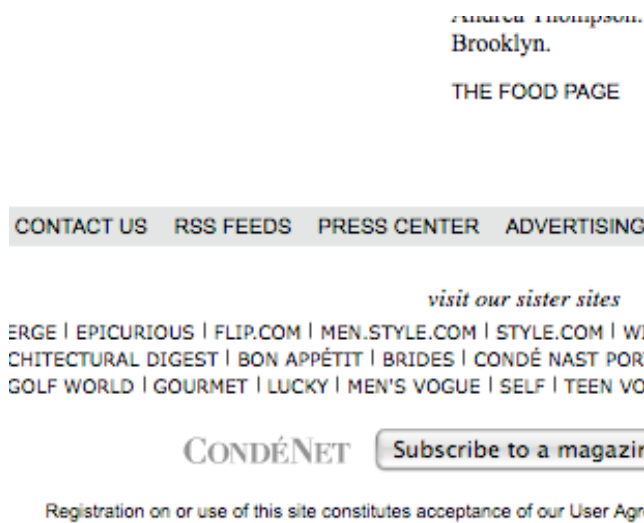
[Add to Google homepage](#)

or

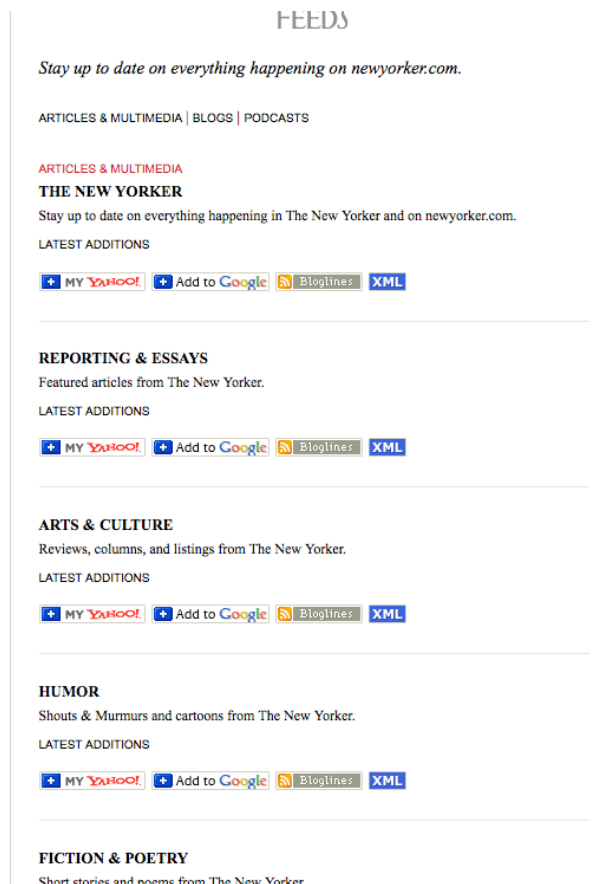
[Add to Google Reader](#)

Yep. There's the automated process for adding it to your reader. Easy or what?

Just for comparison's sake, look at the New Yorker. This is what they have at the bottom of their main page.



Click on their RSS feeds, and it looks like this. Again, there's the buttons to add a feed to Google.



Click on a Google button, and there's the choice again for the reader:

### Reporting & Essays

Featured articles from The New Yorker.

<http://feeds.newyorker.com/services/rss/feeds/reporting.xml>

Google offers two different ways to keep up-to-date with your favorite sites:

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**Add to Google homepage**

or

**Google Reader** makes it easy to keep up with the latest content from a large number of sites, all on a single reading list.

**Add to Google Reader**

Go ahead and add a lot of feeds from wherever you want, now that you know how. You can always delete them later. Eventually you'll set your own personal limits. But overall, you will be very much on top of a lot of data you might otherwise have missed.

RSS forever!!!