

# ORGANIZED WEB SURFING AND SOCIAL NEWS SITES

Delicious, RSS, Digg, and Reddit

## Great title...

- What is this you speak of?
  - Customize the news you would like to read.
    - Web surfing is an important part of business... believe it or not.
  - Social websites are a great source for information
    - You can waste a lot of time on them as well

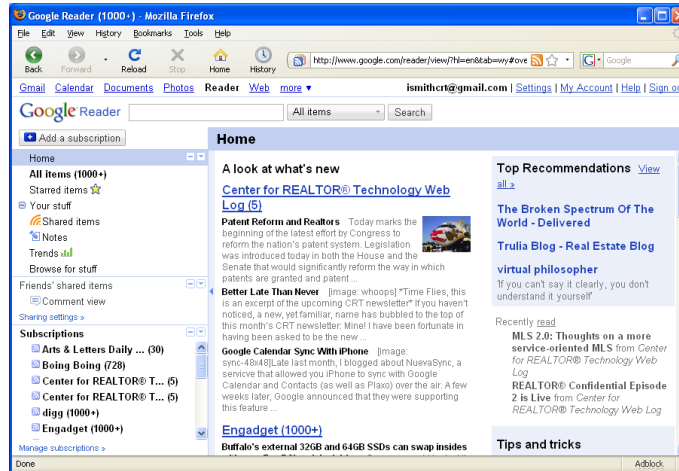
## OK, I get it, now what are these things?

- RSS
- Delicious
- Digg
- Reddit

## RSS – Really Simple Syndication

- A family of Web Feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format
  - A **web feed** (or **news feed**) is a data format used for providing users with frequently updated content. Content distributors *syndicate* a web feed, thereby allowing users to *subscribe* to it.

# RSS Reader



## List of RSS Related Sites

□ <http://mashable.com/2007/06/11/rss-toolbox/>

## Social bookmarking

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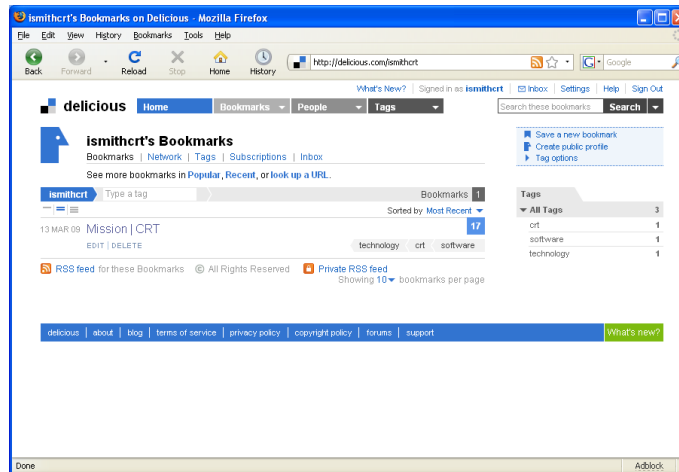
- **Social bookmarking** is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata, typically in the form of tags that collectively and/or collaboratively become a folksonomy- also called *social tagging*.

## List Social Bookmarking Sites

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- <http://www.blogmarketingtactics.com/social-bookmarking/social-bookmarking-top-links.html>

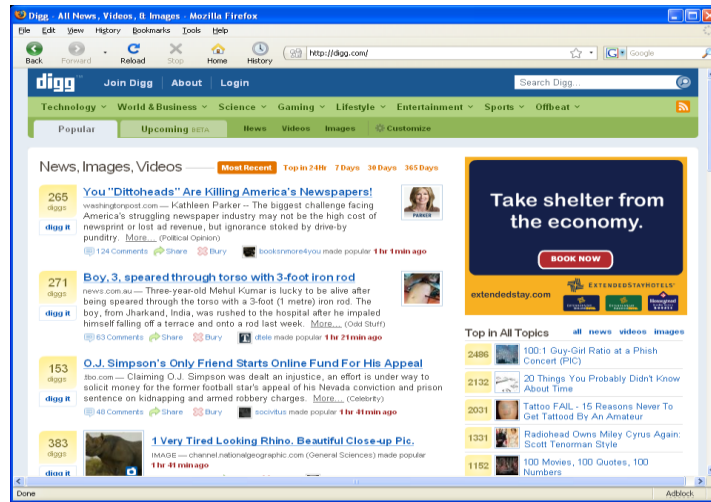
# Delicious – social bookmarking



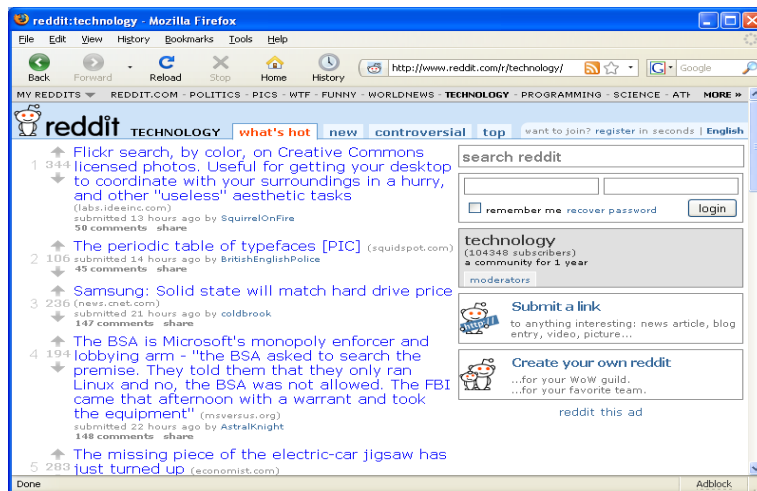
## Social News Websites

- Social News websites are communities which allow its users to submit news stories, articles and media (*videos/pictures*) and share them with other users or the general public. Some of these articles will be given more visibility, depending on various factors such as the number of user votes for each item.

# Digg



# Reddit



## List of Social News Sites

- <http://www.doshdosh.com/list-of-social-media-news-websites/>

## Just Google it!

- <http://imgtfy.com/>

# Why is this important again?

## □ A few reasons

- Like reading the business section of the newspaper keeping up with news on the web is the new business paradigm
- Find content for websites and blogs
- Learn how to interact socially on the internet