



RSS for research and media monitoring

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Why monitor the media?

- ▶ track success in campaigns, awareness
- ▶ discover opportunities to be heard
- ▶ research allies, opponents, stakeholders, influencers
- ▶ find new outlets
- ▶ surface, address problems
- ▶ monitor reputation

So why aren't we doing it?

- ▶ lots of expense, effort
- ▶ PR agencies, clipping services
- ▶ only large/rich organizations

...but that's changing

- ▶ two big factors
 - ▶ social media (Web 2.0)
 - ▶ cool search tech

Social media

- ▶ track buzz, sleeper issues
- ▶ build relationships
- ▶ communicate with small high-commitment segments
- ▶ **RSS** → track blogs **and** traditional media

RSS in five minutes or less

- ▶ “really simple syndication” (or whatever)
- ▶ a tagged text file
- ▶ sums up a web page... esp. one with entries
- ▶ machine readable



How RSS works

- ▶ a site (e.g. a blog, news site) adds entries
- ▶ those entries are also added to the RSS feed
- ▶ your software (newsreader, aggregator) keeps reading that feed...
- ▶ ...and telling you what's new
- ▶ great for reading blogs

To use RSS...

- ▶ ...you need software that reads it
- ▶ on your computer...
- ▶ or in a web page

The screenshot shows a web browser window displaying a RSS feed page. The left sidebar, titled "Bloglines", lists various feeds with their respective counts: Technorati (8), BC Blogs (129), Canadian Blogs (71), U.S. Politics (666), Neat Ideas (468), Non-profit tech (850), The Next Web (2394), Vancouver Web 2.0 (539), Open-Source Everything (747), Damn Useful (162), Gettin' Geeky (763), Politics gets wired (497), 2005/06 NDP Campaign Blogs (13), Labour blogging (78), PR (790), Speechwriting (747), Comedy (565), Bloglines | News, Amigas and Amigos, and Need to Know (92). The main content area shows a search bar and a list of feeds. The selected feed is "Technorati Search for: www.robcottingham.ca", which has 1 subscriber and was updated on Wed, Feb 21 2007 9:33 PM. The feed item is titled "Vast Left Wing Conspiracy: 'youtube'" and includes a snippet of text: "... miller, pension, union, video, youtube ...". Below the feed item, there are options to "Email This", "Clip/Blog This", and "Keep New". A "Hotkeys" section provides navigation shortcuts: j - next article, k - previous article, m - collapse/expand left pane, s - next sub, f - next folder, A - read all, n - toggle keep new, o - open article, O - open article in background, r - refresh left pane. At the bottom, there are links for "Home | About | Help | Languages | Services | Privacy Policy | Terms of Service | Contact Us | We're Hiring!" and "Partner Sites: Citysearch | CollegeHumor | Pronto | LiveDaily | Ballard Designs | Alste's | Sally Foster | Expedia | Hotels | Hotwire".

Cool search tools

▶ News

- ▶ Google News
- ▶ Yahoo! News
- ▶ Microsoft Live

▶ Blogs

- ▶ Technorati
- ▶ Google Blog Search
- ▶ Yahoo News

▶ Other

- ▶ Google Video
- ▶ Wikipedia

Your media monitoring nerve centre


- ▶ **Needed:**

- ▶ a Bloglines account
- ▶ could also use Google Reader or any other aggregator
- ▶ ...or even Internet Explorer 7, Firefox or Safari

What they miss:

- ▶ small-market publications
- ▶ offline media
- ▶ niche media
- ▶ unsearchable audio/video
- ▶ blogs with no RSS

What else you can monitor

- ▶ bookmarks (del.icio.us)
- ▶ events (eventful.com, upcoming.org)
- ▶ photos (Flickr)
-  anything with the symbol in your address bar

Thank you!
Now ask me stuff.

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