
Introduction to Information Systems

Fourth Edition

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Chapter 9

Web 2.0 and Social Networks



The image shows a screenshot of a web browser displaying the NPR website. The browser's address bar shows the URL: `http://www.npr.org/templates/story/story.php?storyId=5519821&ft=1&f=RSS`. The browser's toolbar includes a Wizz RSS 2.1.2 aggregator. A search window titled "Feed Search" is open, showing the search results for "http://www.npr.org/". The search results list "1 found" under "RSS Feeds", with "NPR News" selected. The browser's RSS library on the left side of the page shows "NPR News" selected, and its headlines are displayed in the main content area. Three yellow text boxes with blue borders provide instructions: the top box points to the RSS toolbar and search function; the middle box points to the "NPR News" feed in the search results; the bottom box points to the "NPR News" feed in the browser's RSS library.

Browser with RSS toolbar aggregator plug-in.

Search function determines if the Web site offers a RSS feed.

Drag the available RSS feed into the browser's RSS library/channel tree to activate it.

When a RSS feed in the tree is selected, headlines from its Web site are displayed along with a brief summary.

Figure 9.1
Courtesy of NPR. Used with permission.

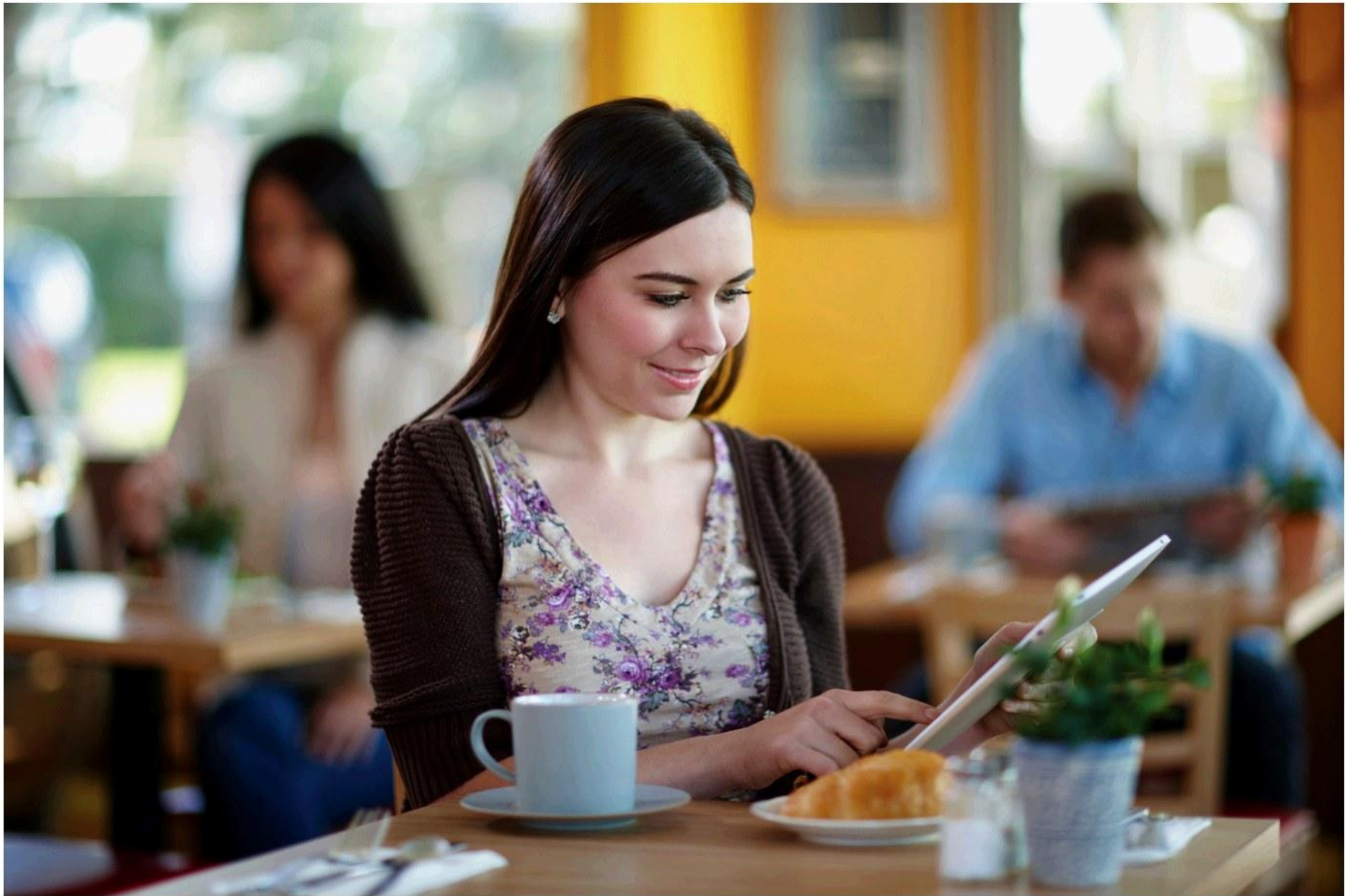


Figure 9.2
Fancy/Image



Figure 9.3
Scott Maxwell/LuMaxArt/Shutterstock