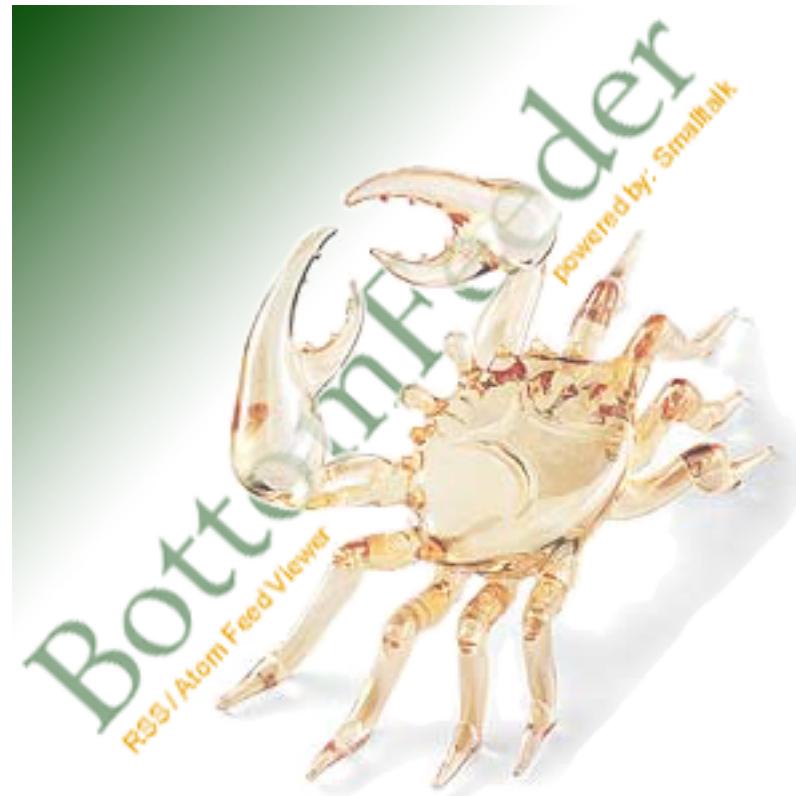


Blogs and RSS – Trawling the Internet for Meaning



Agenda



- What's a Blog?
- What's RSS?
- Why is any of this interesting?



What's a Blog?



Smalltalk Tidbits, Industry Rants - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Mail Print Mailbox Favorites

Address <http://www.cincomsmalltalk.com/blog/blogView> Go Links

Google Search Web PageRank 2374 blocked AutoFill Options Norton AntiVirus

Powered by Cincom Smalltalk

Smalltalk Tidbits, Industry Rants

James Robertson

Disclaimer: Opinions expressed here are not necessarily those of Cincom or its management
[show comments](#) | [email author](#)

An Evening with Ivar Jacobson ot2004

March 29, 2004 13:17:46 EDT

I came in late on this talk - I had to drive to Maidenhead for the afternoon, and just got in after about 20 minutes of the even was done. So here I am - and he's talking about AOP (Aspect Oriented Programming). He sees it as the next step up from OOP - not as big a step - OO from C (etc) was a much bigger step. He sees AOP as a great way to separate concerns, and sees a direct correlation with Use Cases.

Question - While RUP is not the same as Objectory (a side question), what got lost/changed? Objectory 3.8 became the Rational process 4.0 (and then evolved forward from there). Anything lost? A few technology things that he had to accept, never happy with the complexity of architecture in RUP. Analysis was diluted in RUP - partly because it's hard to support via tools (ed - nothing to sell :)) - so they ended up shortcutting there. Scrapped analysis because it did not fit in Rose (modeling had been supported in Objectory). There are actually still Objectory users (people do like Smalltalk tools :)).

Objectory looked at the system as a set of models. A lot of things changed in the Rational tools (into view concepts). We identify models, so renaming the concepts was a little overkill. Does not like the term "Executable Architecture". The architecture should remain stable, while models

Cincom Smalltalk Community Blogs

POSTS XML

Recent
 March, 2004
 February, 2004
 January, 2004
 December, 2003
 Archives

SEARCH

Archives:
 Title Body

Go

FEEDSTER

Feedster:

Go

CATEGORIES

analysts
 blog
 books
 BottomFeeder
 browsers
 cincom

Done Internet

Blogs



- Blogs are
 - Personal Publishing
 - Getting to be very influential
 - Infoworld (technology)
 - Scoble (MS Evangelist)
 - InstaPundit, Andrew Sullivan (politics)
 - Etc

What's a Blog?



- I started to notice blogs about 2 years ago

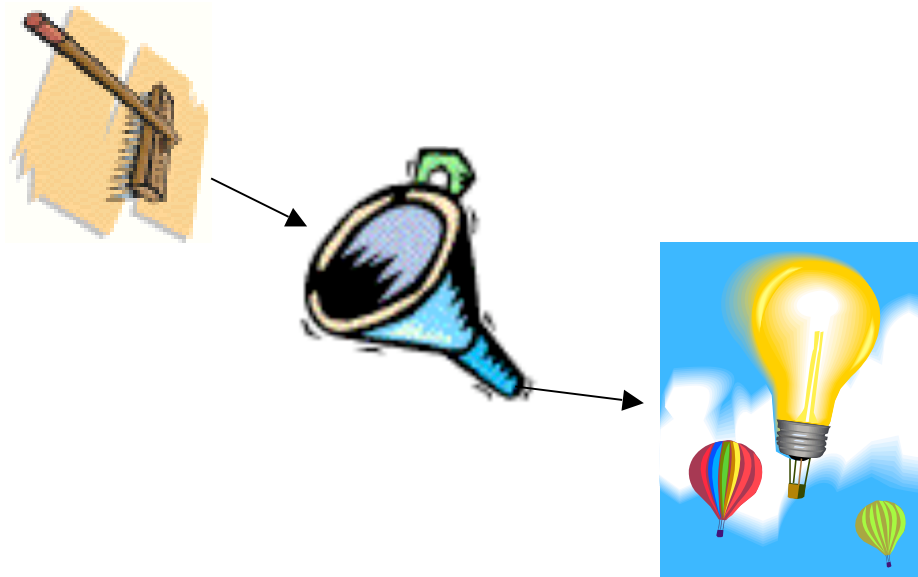


What's a Blog



- My first thought was
 - How hard could it be?
 - So I set out to implement my own blogging tools
 - This turned out to involve a lot more than I thought

What's a Blog



An Ad-hoc editorial page

What's a Blog



- At first, I had no idea how this would work



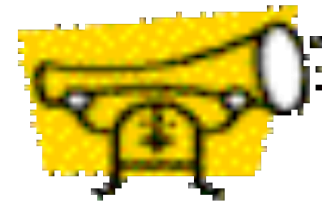
Searching for Readers



Interest



- The first few months, readership was light



XML

RSS Came up. What?

Interest



- RSS
- <http://backend.userland.com/rss>
- It turns out that Syndication is very important

XML

RDF

RSS 2.0

RSS and Aggregation



RSS



- RSS is an XML format
 - A channel
 - Items in a channel
 - Title
 - Link
 - Description

RSS Channel



- `<channel>`
 - `<title>Cincom Smalltalk Blog - Smalltalk with Rants</title>`
 - `<link>http://www.cincomsmalltalk.com/blog/blogView</link>`
 - `<description>Cincom Product Manager</description>`
 - `<webMaster>jrobertson@cincom.com</webMaster>`
 - `<lastBuildDate>Mon, 09 Jun 2003 20:21:27 EDT</lastBuildDate>`
- `</channel>`

RSS Item

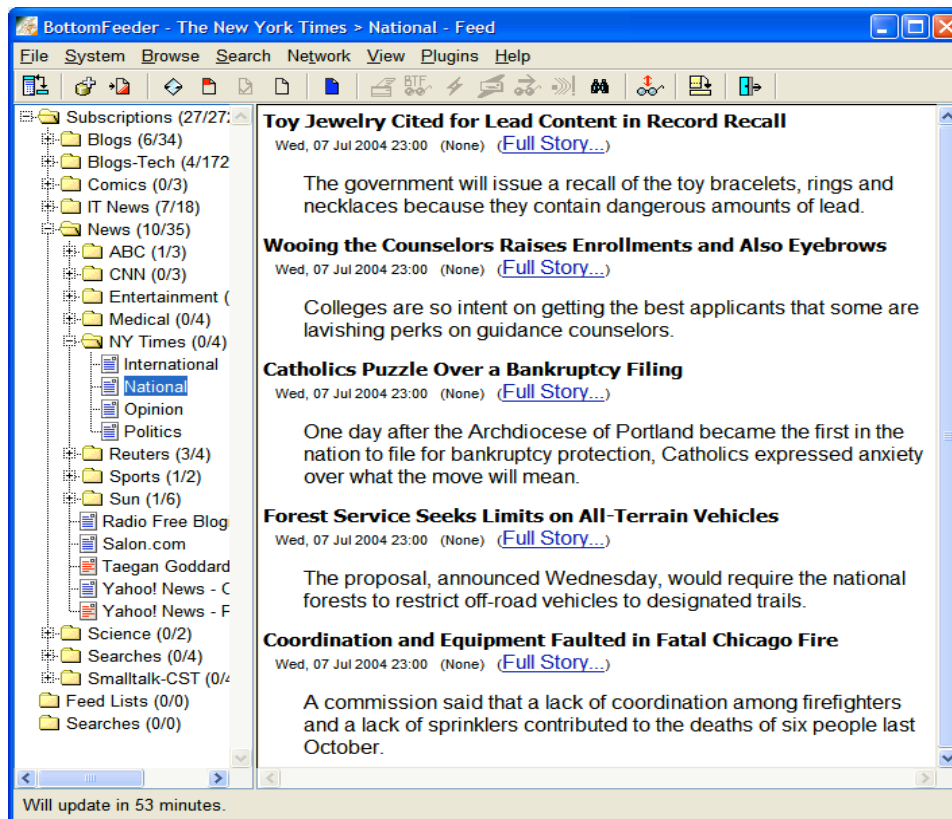


- `<item>`
 - `<title>Another Smalltalk?</title>`
 - `<link>http://www.cincomsmalltalk.com/blog/blogView?showComments=true&entry=3232634632</link>`
 - `<description>Alan Knight's comment here led me to ambrai.com - not a lot of details, but it looks like a native Macintosh Smalltalk is busy being born!</description>`
 - `<category>smalltalk</category>`
 - `<pubDate>Mon, 09 Jun 2003 18:03:52 EDT</pubDate>`
- `</item>`

RSS



- The format is a rich, extensible way to convey a headline service



RSS



- So I added an RSS Feed
- Traffic went up!
- Still had no idea what it was good for



Aggregators



BottomFeeder



The screenshot shows the BottomFeeder application window titled "BottomFeeder - Smalltalk Tidbits, Industry Rants - Feed". The window has a menu bar (File, System, Browse, Search, Network, View, Plugins, Help) and a toolbar with various icons. On the left is a tree view of subscriptions, including folders for "Blogs (0/33)", "Blogs-Tech (0/146)", "Aggregators (0/...)", "Agile (0/7)", "CST (0/15)", "Development (0/...)", "Dot-Net (0/6)", "General (0/21)", "Java (0/4)", "Lisp (0/1)", "Managing (0/15)", "Microsoft (0/9)", "Oracle (0/2)", and "RSS (0/15)". The "CST (0/15)" folder is expanded, showing a list of individual feeds.

Date	Item Title	Item Category
18-02-04 8:36 AM	Intel announces 64-bit processor to compete with AMD	itNews
18-02-04 12:45 AM	Smalltalk in the News	smalltalk
17-02-04 10:01 PM	Mad as... you know the rest	managem
17-02-04 9:22 PM	Camp Smalltalk in Portland	events
16-02-04 10:55 PM	The way back machine	smalltalk
17-02-04 4:58 PM	CST Powered RSS	cincom
17-02-04 4:28 PM	Welcome a new cst blogger	cst
17-02-04 11:24 AM	iTunes RSS Feeds	music
17-02-04 8:30 AM	Mars Rover Blog	news
17-02-04 8:26 AM	Adding Scripting to an application	developme
16-02-04 9:31 PM	Btf update	BottomFe
16-02-04 7:59 PM	Some good observations	developme

The selected item, "Smalltalk in the News", is displayed in the main content area. The text reads: "India's [Linux for You](#) magazine spotlighted Smalltalk in the January edition. I can't get a link to that month; their archives seem to be confused. Here's a quote from the article:

If one peers around the Smalltalk classes written entirely in Smalltalk, you would notice the strong Unix base that carries through. For instance, in the sockets code you have a complete re-implementation of the BSD sockets, and process creation is the very familiar fork calls with the simplest threaded call implementation. This makes the language a lot more familiar for the Linux user.

Being platform independent, nearly all dialects of Smalltalk support Linux. The major ones include:

- **VisualWorks:** Currently the most aggressive Smalltalk platform. It is

At the bottom of the window, a status bar indicates "BottomFeeder is now Offline" and a progress indicator shows "0%".

Aggregators



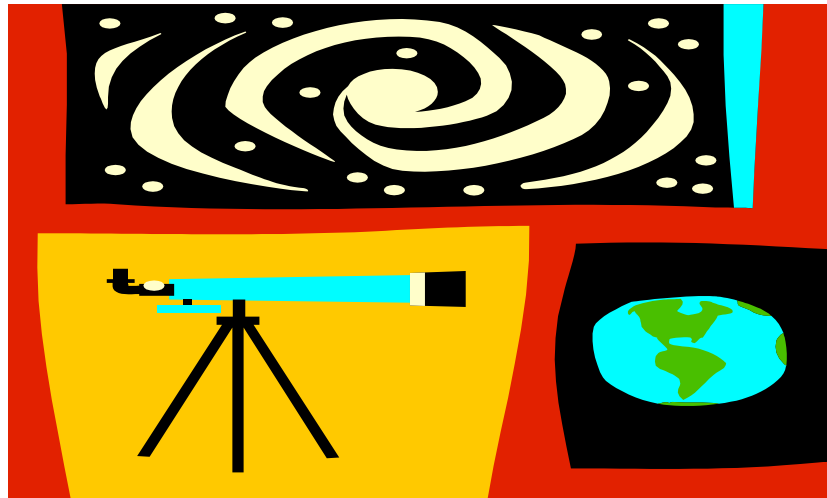
- There are tons of them
- <http://www.hebig.org/blogs/archives/main/000877.php>

Aggregators



- Working on BottomFeeder drove the blog, and vice-versa
- As we added features to BottomFeeder, I added features to the blog

Why Should You Care?



What's it Good For



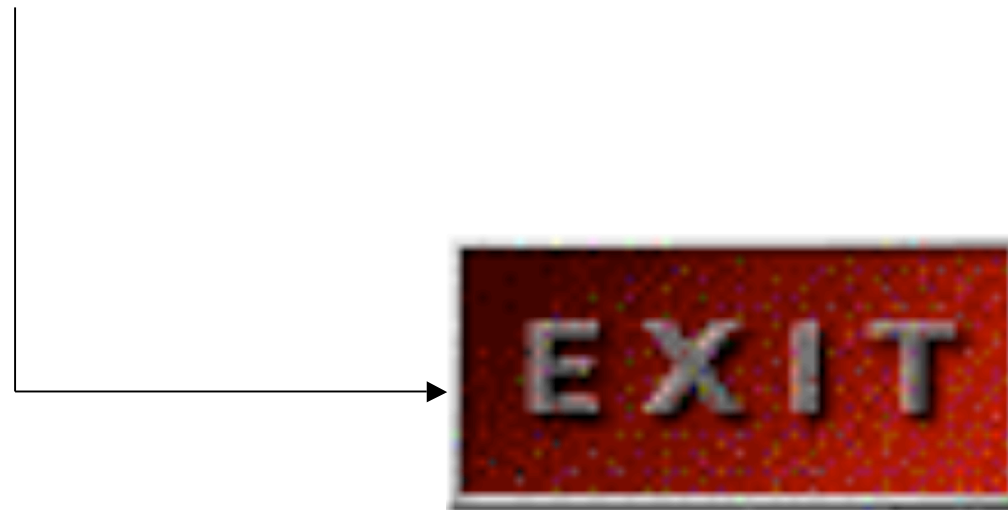
- You Control the Vertical



What's it Good For?



- An opt-in audience



What's it Good For?



- We use it extensively at Cincom
 - PR feed
 - Feeds for our Bug reporting
 - Feeds for our Wikis
 - Feeds for our Version control tool
 - There's support for this for CVS as well

Product Managers



- Publicize your product
 - Tech features
 - What problem it solves
 - Who should want it
 - MS does a lot of this – 400+ Softies are blogging now
 - We do a lot for Cincom Smalltalk – there are 14 bloggers for CST at <http://www.cincomsmalltalk.com/userblogs>

Technical Leads



- What the product does
- How it does it
- Gain 'tech cred'

Marketers



- What does your company **do**?
 - Connect with actual people



Summary



Summary



- So what's all this being used for
 - Publicity
 - Project Management
 - Marketing
 - Community Building
 - Communication

Contact Info



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 - Jrobertson@cincom.com
- BottomFeeder
 - <http://www.cincomsmalltalk.com/BottomFeeder>
- Blog
 - <http://www.cincomsmalltalk.com/CincomSmalltalkWiki/CSTBlogModule>