**RSS Feed **

Most people are interested in many websites whose content changes frequently. Examples of such websites are news sites, community and religious organization information pages, product information pages, medical websites, and weblogs. Repeatedly checking each website to see if there is any new content can be very tedious.

Email notification was used very widely as a solution for this, which will intimate the regular/ registered users of a website regarding the up-dation of the web content. Unfortunately, when we receive email notifications from multiple websites the email inbox will get disorganized and can get overwhelming. Also, the mails can often mistaken for spam.

RSS which stands for **Really Simple Syndication** or **Rich Site Summary** is a web-based mechanism to easily distribute such frequently updated contents on website to a wide number of people. RSS is a better way to be notified of new and changed content. Notifications of changes to multiple websites are handled easily, and the results are presented in a well-organized way.

**How does RSS work?**

The RSS system consists of two components: 1. **RSS Feed 2. RSS Reader**

**RSS Feed:** The website owners maintain a list of notifications on their websites in a standard way. This list of notifications is called **RSS Feed**. Producing an RSS feed is very simple and hundreds of thousands of websites now provide this feature, including major news organizations like the New York Times, the BBC, and Reuters, as well as many weblogs.

**RSS Reader:** People who are interested in finding out the latest headlines or changes on their interested websites have to install a small software application on their computers called **RSS Reader or Aggregator.**  These RSS Readers can automatically access the RSS feeds of websites users subscribe and get the updated information. The benefits of RSS system include the following.

1. Saves Time

RSS feeds save time. RSS subscribers can quickly scan RSS feeds, without having to visit each and every website. Subscribers can then click on any items they are interested in, to get additional information.

1. Timely

RSS feeds are timely. They will automatically update themselves any time new information is posted, so the information your subscribers receive via their RSS reader or news aggregator is timely.

3. Spam Free

RSS is free of spam. Subscribers don't have to worry about wading through huge amounts of spam in an attempt to get to the information they are actually interested in.

5. Unsubscribing Is Easy

It is also easy to unsubscribe from an RSS feed. If they do not like information contained in an RSS feed, they can simply remove the RSS feed from their RSS reader or news aggregator in order to unsubscribe.

 9. Increases Productivity

 RSS increases productivity, allowing people to quickly scan new posts and headlines, and only clicking through and spending time on the items of interest.