

newsworthy trends

Make The Most Of Your Internet Time

(NAPSA)—According to a recent survey, four in five Internet users say e-mail and the World Wide Web are an indispensable part of their day-to-day lives. Americans spend more than 300,000 hours online every week, searching for information and moving from site to site.

With the sheer enormity of content available on the Internet, it is becoming increasingly more difficult for users to sift through the clutter and find the information that is important to them. That's why more and more Americans are using personalized, timesaving tools online to help them cope with information overload.

One of the most popular management tools is a technology that delivers up-to-date web content from Internet users' favorite sites and aggregates it in one place, such as a personalized webpage like My Yahoo! (<http://my.yahoo.com>). The technology, called "feeds" or Real Simple Syndication (RSS), allows consumers to go to one location where they can view content from different websites, without having to visit each individual site.

RSS feeds are similar to personal assistants who help people get things done more efficiently—having various feeds displayed on one webpage is like getting someone's favorite sections from multiple newspapers and magazines compiled and personally delivered each day. For example, consumers who regularly visit websites for sports scores, world news and stock updates can sign up for feeds from each of those specific sites, and get the information from all of them delivered directly to their personalized webpage. In addition, many popular blogs, retail and other commercial sites offer RSS feeds for other useful personalized web content.

Below are just some of the millions of popular websites with useful RSS feeds:

News

- The New York Times Online—Stay connected to up-to-the-minute news and business information, exclusive technology information, sports coverage, arts and leisure features, and book and film reviews.
- The Wall Street Journal Online—Your source for the day's big news in the business and investment community.

Entertainment

- E! Online—A one-stop source for the news, gossip and photos in the world of entertainment and celebrities.
- Style.com—Whether you're a fashionista or just want to look like one, Style.com offers criticisms and reviews of fashion shows, trend reports, beauty and shopping features.

Quirky Feeds

- Smoking Gun—The Smoking Gun delivers cool, confidential, quirky information that can't be found elsewhere on the Web.
- Awful Plastic Surgery—Wondering which celebs have gone under the knife? This site reveals the good, the bad and the ugly of celebrity plastic surgery.

More

- Homework Help—When students have questions and need help, they can now receive guidance instantly on the web. You don't have to drive to costly tutoring or learning centers—it's all done from the personal comfort of home!
- Gizmodo—Gadget freaks will appreciate their daily dose from this digerati blog.
- ESPN.com—The "Worldwide Leader in Sports" delivers news, scores, columns, statistics and more.