

## Yahoo! News

Whether you're a dedicated newshound, need to track a recent story on a particular topic, or just want to keep up on what's happening, Yahoo! News is a good place to start. Yahoo! has offered news since early in its history and now has one of the best news sites on the Web. Yahoo! News is not only fresh, extensive, and searchable, but beautifully integrated into other Yahoo! offerings such as My Yahoo! and Yahoo! Financial.

The strength of Yahoo! News is focused in three areas: the News home page with the day's headlines, the news search engine, and the news alert service. Each of these includes a variety of features, which we'll talk about in this chapter.

### YAHOO!'S NEWS SOURCES

Yahoo! draws its news from more than 7,000 sources in 35 languages. This includes both news providers with which Yahoo! has licensing agreements and Web sources that it has identified and crawls on a constant basis. Yahoo! News sources include Reuters, the Associated Press (AP), Agence France-Presse (AFP), National Public Radio (NPR), *USA Today*, USNEWS.com, Canadian Press, Dow Jones, *Forbes*, *Financial Times*, *BusinessWeek Online*, *Investor's Business Daily*, and approximately 20 other providers. Also included are news sources from 45 U.S. cities. Different sources provide the content for various Yahoo! News categories. For example, Reuters, AP, and AFP provide the majority of main News

page items, while E!Online only delivers content to the Entertainment category. News from the other 7,000 or so sources goes into the news database and is searchable, but does not appear on the News home page. The links to “Full Coverage” in the Yahoo! news pages refer to these 7,000 additional sources.

News from Reuters and the AP remains in Yahoo!’s News database for two weeks. News from other sources is typically retained for a month. This varies somewhat depending on the source; some stories may remain for as little as seven days. In general, don’t expect to find news in Yahoo! that’s older than a month. For a list of Yahoo! News sources, check [help.yahoo.com/help/us/news/news-03.html](http://help.yahoo.com/help/us/news/news-03.html).

## YAHOO! NEWS HOME PAGE

Its “front page” presentation of headlines makes Yahoo! a popular choice for quickly checking on what’s happening in the world (see Figure 5.1). Yahoo!’s News home page features a major headline in each of these categories: Top Stories, Business, World, Entertainment, Technology, Politics, Science, Health, Oddly Enough, and Op-Ed. Each category includes the headline, which is linked to the complete article, the source, how long ago the story appeared (in minutes and hours), and the lead paragraph. If the article includes a photo, you’ll see a thumbnail image. Some stories include a link to video footage. A “Full Coverage” link leads to additional articles in that section. You can also look at all stories in a category by source (e.g., Reuters).

Yahoo!’s News Directory, which appears on the left side of the News home page, lets you quickly browse any of the topical news sections, as well as comics, weather, and audio and video clips. Click on any category to get headlines and links to subcategories. If you click on World, for example, the resulting page not only displays international news stories but a list of geographic subdivisions under World on the directory side of the page. Click on Europe, Middle East, or Canada to get news stories about those regions.



Figure 5.1 Yahoo! News Home Page (news.yahoo.com)

Beneath the News Directory are sections labeled Slideshows, Snapshots, Comics, Full Coverage, Resources, Services, News via RSS, and Audio/Video. Each of these provides more detailed access to Yahoo!’s news content and deserves a closer look:

- **Slideshows** – Click on Photo Highlight Slideshow for a display of featured photographs. The Gallery and Slideshow links lead to collections of photos on various themes, and photos on current news topics presented in slideshow format.
- **Snapshots** – The photos here are from a Yahoo! partner, such as USA Today, and link to additional images and features.
- **Comics** – Get your daily chuckle here from the day’s featured cartoon, then click on More Comics for, you guessed it, more. There’s a good chance you’ll find your favorite comic strip here, since Yahoo! provides access to 40-plus well-known comics. Editorial cartoons get their own page,

with current and recent contributions from 18 political cartoonists.

- **Full Coverage** – This section offers links to in-depth coverage of leading news stories, including relevant articles from all 7,000 sources that the Yahoo! search engine crawls. When you click on a story from one of the “crawled” sources, you go to that publication’s own site rather than to a Yahoo! page. Regional, national, and international publications offer an additional wealth of stories, multimedia, archives, and other features, all presented with the style, perspective, and emphasis of that particular newspaper or other source.
- **Resources** – This miscellaneous collection includes News Web Sites (a link to the News and Media category of the Yahoo! Directory), News by Region (a link to the By Region subcategory of News and Media), What’s New (in Yahoo!’s News offerings), News Message Boards (discussed later in this chapter), Corrections (aggregated corrections to stories from AP and Reuters), Today in History (from the AP feature by that name), Obituaries, and a site map for Yahoo! News.
- **Services** – From here you can set up and review your news and weather alerts. (See the section on Alerts later in this chapter.)
- **News via RSS** – This option lets you set up RSS feeds on your My Yahoo! page for various Yahoo! News categories and subcategories. RSS is discussed further later in this chapter.
- **Audio/Video** – This section features audio and video clips from selected sources, including Reuters, NPR, and AP. For a complete list of current clips, click Audio/Video in the News Directory further up the page.

## **News Story Pages**

Click on a headline on the main News page to get the full text of any story (see Figure 5.2). As you read, you sometimes find a pair

of “news - Web sites” links next to a term in the text, especially the name of a person, company, or organization. Click on “news” to run a news search on that term, and on “Web sites” to search Yahoo!’s Web database. Articles might include a photo, links to a slideshow of pictures, or a video related to the story.



Figure 5.2 Yahoo! News Article Page

Take time to explore news story pages; you’ll find a number of other useful features. The Yahoo! News Directory on the left side of the page shows the subdivisions of the category from which the current article came. For example, when you click on a headline from the Technology category, the subcategories for that category—Internet, Personal Technology, Communications, and several others—appear. You can browse the contents of these subcategories and make a mental note of areas that interest you. In the future you can go directly to these areas to keep up on the news you need to

know. You also have the option, on this page, of adding that category to your My Yahoo! page (see Chapter 3).

If an article is about a publicly held company, a Related Quotes box appears on the page, showing stock prices (a few minutes delayed) for public companies mentioned in the story and for related companies as well. Click on a company's stock symbol to get more detailed information.

At the end of the article, Yahoo! may display links to related Web sites, as well as options for printing a "clean" copy, e-mailing the article to yourself or someone else, or discussing the topic in a Yahoo! group. Ratings links allow you to rate the story and see the average rating that others have assigned. A News Resources section links you to the Yahoo! News providers for the current category or subcategory. Click to see other stories in the category from that news provider.

News story pages also offer links to Full Coverage stories, which may include background and related news and features, opinions and editorials, and relevant Web sites. Clicking on articles in the Full Coverage section may take you out of Yahoo! News and to the site where the article originated.

## **Personalizing the News Page**

The News home page features a "personalize" option that lets you specify the topical categories you want to see whenever you visit the page. In each category, you can choose to see either three or five headlines, with lead paragraphs if you want. You can also specify the order in which the categories appear on your page. For the weather section, you can select the cities worldwide for which you want to see weather conditions and forecasts. For that final decorator touch, you can also choose from one of seven color schemes. You must have a Yahoo! account and be signed in order to personalize the News page. Keep in mind that you can personalize your news even more extensively on your My Yahoo! page (see Chapter 4).

## SEARCHING THE NEWS

You can search for stories on a specific topic from Yahoo!’s main page, Yahoo! Search ([search.yahoo.com](http://search.yahoo.com)), the Yahoo! News home page ([news.yahoo.com](http://news.yahoo.com)) or Advanced News Search page, or from the Yahoo! Companion toolbar. Whichever you use, you’re covering not just the major Yahoo! News providers such as Reuters, NPR, and the AP, but also the 7,000 additional sites that Yahoo! crawls, including news sources from more than 35 countries.

You can also search the news using one of the “shortcuts” described in Chapter 2. Enter the word news followed by your term and you’ll typically get a results page with three headlines on the topic, links to more headlines and “Full Coverage” of that topic, and links to the relevant categories in Yahoo!’s news directory.

When you search from the News home page, a pull-down window allows you to choose All News, Yahoo! News Only, News Photos, or Audio/Video. “All News” retrieves items from Yahoo! News providers and Yahoo!’s 7,000 crawled Web sites. “Yahoo! News Only” gets results from Reuters and Yahoo!’s other main news providers.

If you enter multiple terms in the search box, Yahoo! ANDs them together, meaning that the search engine will look for information in which *all* of your words occur. You can use an OR between terms to get stories in which either (or any) term appears. You can also use quotation marks to specify a phrase, and a minus sign in front of a term to exclude stories containing that term, for example `mummy OR mummies egypt -movie`. See Chapter 2 for more about searching with AND and OR.

### **Advanced News Search Page**

The Advanced Search page offers many extra options and enables you to do more precise and flexible searching (see Figure 5.3). In addition to using Boolean by use of the menus you can search by headline, URL, date, source name, location, category, or language,

**YAHOO! News** 
[Yahoo!](#) - [Search Home](#) - [Help](#)

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Advanced News Search

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You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search.

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**Show results with**

all of these words	<input type="text"/>	any part of the article
the exact phrase	<input type="text"/>	any part of the article
any of these words	<input type="text"/>	any part of the article
none of these words	<input type="text"/>	any part of the article

Tip: Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

**Sorted By**

**Published**  last thirty days   
 Published between   and

Tip: You can search within a certain time period or specify your own date or range of dates

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**Source**

Tip: You can search for news from a specific provider, e.g. "New York Times".

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**Location**

Tip: You can search for news from newspapers from a specific region or country, e.g. "Canada" or "California".

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**Categories** Search only for pages within:

all categories

or

one or more of the following categories (select as many as you want)

<input type="checkbox"/> Top Stories	<input type="checkbox"/> Health	<input type="checkbox"/> Science
<input type="checkbox"/> World	<input type="checkbox"/> Local	<input type="checkbox"/> Sports
<input type="checkbox"/> Politics	<input type="checkbox"/> Oddly Enough	<input type="checkbox"/> Technology
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Community	<input type="checkbox"/> Elections
<input type="checkbox"/> Business	<input type="checkbox"/> Commentary	<input type="checkbox"/> Finance
<input type="checkbox"/> Crimes and trials		

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**Language** Search only for pages written in:

English (default)

or

one or more of the following languages (select as many as you want)

<input type="checkbox"/> Arabic	<input type="checkbox"/> French	<input type="checkbox"/> Norwegian
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> German	<input type="checkbox"/> Polish
<input type="checkbox"/> Catalan	<input type="checkbox"/> Greek	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Romanian
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Russian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Serbian
<input type="checkbox"/> Czech	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Danish	<input type="checkbox"/> Italian	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Dutch	<input type="checkbox"/> Japanese	<input type="checkbox"/> Spanish
<input type="checkbox"/> English	<input type="checkbox"/> Korean	<input type="checkbox"/> Swedish
<input type="checkbox"/> Estonian	<input type="checkbox"/> Latvian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Finnish	<input type="checkbox"/> Lithuanian	

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**Number of Results** Display  per page.

*Figure 5.3 Yahoo! Advanced News Search Page*

and sort results by relevance or by date. You can also specify whether you want to see 10, 15, 20, 30, 40, or 100 items per results page. To get to the Advanced News Search page from Yahoo!'s home page, click News or In the News, then click Advanced Search. From the News home page (news.yahoo.com) or a news results page, just click on Advanced News Search.

Let's look at what you can do on the Advanced News Search page:

- **Show Results With** – Using the appropriate boxes at the top of the News search page, you can specify that “all of these words,” “the exact phrase,” “any of these words,” or “none of these words” appear in your search results. If you do a search on the News home search page, you can click Advanced News Search on the first results page, and Yahoo! will transfer your query into the appropriate search boxes. You can then add some of the additional criteria that the Advanced News Search page offers. For instance, a pull-down window adjacent to those search boxes lets you limit your retrieval to any part of the article, the headline, or the URL.
- **Headlines and URL Searching** – Searching by headline gets you very precise results, but you may miss some highly relevant items that don't happen to have your search terms in the headline. Searching by URL lets you limit your search to a particular Web site, such as www.nytimes.com. In this case, you can only search by URL for “crawled” sources, since results from official Yahoo! News providers, such as Reuters or the *Chicago Tribune*, are delivered in the form of a Yahoo! page and have a Yahoo! URL. To limit to a particular news provider, try entering its name in the source box further down on the page. That will work whether you're looking for a Yahoo! News provider or a crawled source.
- **Sorted By** – By default, Yahoo! sorts search results by relevance. This window allows you to sort by date instead, an option that can be especially useful for very recent or rapidly breaking events.

- **Published** – The first radio button lets you narrow your results to items published in the last hour, day, week, two weeks, or 30 days. With the second radio button, you can be even more specific and limit to a given range of dates.
- **Source** – This is probably the best way to indicate that you only want articles from a particular news source. You can enter just a portion of the name, for example, “chicago,” but if you’re interested in the *Chicago Tribune*, put in the complete name, without quotation marks. Surprisingly, if you use quotation marks in this situation, you’ll probably get results that are not from the news source you were after.
- **Location** – Specify a country, or a U.S. state or city, for news from—not about—that location.
- **Categories** – You can limit your search to one or more of Yahoo!’s 16 news categories, or let it default to “all.”
- **Languages** – This option lets you restrict your search results to one or more of 35 listed languages, including English. For the main (U.S.) version of Yahoo!, the default is English.
- **Number of Results** – Here you can indicate how many items you want to see on each results page—10, 15, 20, 30, 40, or 100. More items per page take a little longer to load on a slow connection, but you can browse results more efficiently.

## News Search Results Pages

For each matching record, Yahoo! shows the title of the article, linked to the full text, the source or publisher, a date and time stamp, and up to 40 words or so of the lead paragraph. However, the results pages consist of more than just a list of matching records (see Figure 5.4).

In the News Results section above your results listing, Yahoo! displays a recap of your search, with the total number of items found. Adjacent to that is a link to sort the results by date (latest first) instead of the default relevance ranking. Yahoo! offers “Also



Figure 5.4 News Search Results

try” suggestions for refining your results based on searches that others have done. For example, a search on “blackberry” might show:

*Also try:* rim blackberry, blackberry ban, blackberry patent

If you ran your search from the Advanced News Search page, the additional criteria you applied will appear under the search box. If, for example, you restricted your search to the World news category, to items from the last week, and to French-language items, you’d see the following line:

Show: World | from: last week | from: all sources | from: all locations | in French

Click on any of the specifications, such as *French*, and you’ll go back to the place on the Advanced search page where you imposed that restriction. This feature makes it very easy to recall what you did in an Advanced search and to modify it if necessary. This line also appears at the bottom of results pages.

Near the search box you'll also find the standard Yahoo! options for running your search in the Web, Images, Directory, Yellow Pages, or Products databases. The search box and alternate database links also appear at the bottom of the page. Note that Directory refers to Yahoo!'s general Web directory, not the News directory; the same is true of the Images option. See Chapter 2 for more about Yahoo!'s searchable databases.

However, Yahoo! automatically includes news photos and other multimedia when you run a news search. Depending on your search, the right side of the page may display up to three related photos from a Yahoo! news provider such as Reuters, AP, or AFP. Click on any image for a larger version and perhaps a slideshow of related images. A "More Image results for..." link leads to other news images that match your search. If you're primarily searching for images, you'll like this news images results page, which provides a description of each image and links to related news articles. Links to any audio/video results appear below the "More Image..." link. The speaker and TV symbols indicate an audio or a video clip, respectively.

## **Searching for News Images**

As mentioned, Yahoo! retrieves related images automatically when you do a news search and displays up to three on your results page. Alternatively, you can look for photos starting on the Yahoo! News home page, by clicking on the News Photo link in the News Directory and then browsing through subcategories.

You can also search directly for news images without doing a subject search first. On the Yahoo! News home page, select News Photos in the window next to the search box, then enter your search terms. The image search results page displays images with brief descriptions, plus links to news stories, and audio and video clips. Click on a photo to see a larger version. The resulting page also has options for e-mailing, printing, and rating the image.

If you're searching for images, don't overlook the Slideshow links that appear throughout Yahoo! News. You can browse by broad

category, such as Top Stories, World, Sports, Entertainment, Lifestyle, Science, Politics, Business, or Technology, or select from the currently most popular slideshows. You can move easily from photo to photo in the slideshow you choose by clicking on Start, Next, and Previous. The “multi-photos” option allows you to view several images at once. This can be very helpful, especially if you’re looking for a particular picture, since some slideshows consist of more than 200 images.

## **Searching for News Audio and Video**

Like news photos, audio and video results are integrated into your basic Yahoo! news searches. You can also get to these multimedia resources by clicking on the Audio/Video link in the directory section of the News home page, or by searching from the News home page and selecting Audio/Video from the pull-down window. Yahoo! News’ audio and video content remains available for about two weeks, and is supplied by AP, Reuters, NPR, and washingtonpost.com. (Remember that the Full Coverage sources provide access to a lot more multimedia.)

If you want to browse through the Yahoo! News audio and video collection, click Audio/Video on the News home page to get to the main audio/video page. From there you can browse by topic category or provider. Items are listed in date order, most recent first. At the bottom of these pages is a window that allows you to search audio/video by a specific date.

## **IMPORTANT YAHOO! NEWS FEATURES**

### **News Alerts**

News alerts notify you automatically when new information is published on a topic of your choice. You can get your alerts via e-mail, Yahoo! Messenger, or your mobile device. News alerts in general are one of the most undervalued and underused offerings on the Internet. Just a very few years ago, many corporations and other organizations

paid tens of thousands of dollars per year for the kind of alerting services that Yahoo! and others now provide for free. Every serious Yahoo! user should give Yahoo!'s alerts a try. (This doesn't necessarily mean that you should cancel news alerts you might be running, for a fee, on commercial online services. Those services might provide access to sources that Yahoo! doesn't cover.)

You must have a Yahoo! account in order to use alerts. (If you don't have a Yahoo! account by now, I have failed.) If you do not yet have an account, you'll be led through the sign-up process as you begin to set up an alert.

To create an alert, use the News Alerts link under Services on the News home page, or on any news search results page. The first is more powerful because it gives you more options; the latter is easier because it involves fewer steps. Yahoo! allows a maximum of 30 alerts per account. This limit covers all types of Yahoo! Alerts, including News, Auction, Weather, and Stock. All News Alerts provide an e-mail delivery option, among others. You can specify any account you want for e-mail delivery; it doesn't have to be a Yahoo! e-mail address. E-mail alerts include a link in each message that allows you to cancel the alert.

Clicking the News Alerts link on the News home page brings up your own Alerts page. Here you can set up three kinds of alerts: Keyword News, Daily News Digest, and Breaking News. Your Alerts page lists any alerts you currently have running, and lets you modify or delete your alerts.

Keyword News alerts deliver results based on an ongoing search for one or more terms you specify (see Figure 5.5). When setting up a keyword alert, enter your search terms in the "Include" box, enter any "NOT" words in the "Do not include" box, and specify the delivery method (e-mail, Yahoo! Messenger, or mobile device). Under e-mail, click Change Delivery Options if you prefer plain text formatting rather than HTML, or if you'd rather get immediate delivery of individual items as Yahoo! receives them, as opposed to the default "Once Daily." If you select mobile delivery, you specify

the device type and your daily message limit, as well as registering the device itself with Yahoo!.

Be a bit careful when creating your alert, since terms are automatically ANDed. If you want an alert on either Munich or München, you'll need to set up two alerts. (Actually, you'll have to set up the second one as "Muenchen," since that's how Yahoo! deals with umlauts.) You can use quotation marks to indicate a phrase search.

Every time you do a News search, you'll see a News Alert button for setting up a keyword alert on the topic.

Daily News Digests deliver news from the Yahoo! News categories of your choice, including Front Page, Top Stories, and Most Popular, as well as topical categories such as Business and Technology. To set up a Daily News Digest, you simply select your category or categories, and specify delivery via e-mail or mobile device. Again, you'll have to supply Yahoo! with information about the latter, if you haven't done so previously. You can opt to receive



Figure 5.5 Setting Up a Keyword Alert

e-mail in plain text or HTML format, and specify the time of day you want to receive it.

Breaking News is the broadest of the alert options. To set up a Breaking News Alert, you choose either AP or Reuters and the delivery method—e-mail, mobile device, or Yahoo! Messenger. Delivery is immediate, as stories break. See Table 5.1 for a comparison of news alerts.

## **Yahoo! Weather**

Yahoo! Weather is discussed in some detail in Chapter 9, Other Seriously Useful Yahoo! Stuff, but needs to be mentioned here as well because it's so highly integrated with Yahoo! News. The first time you visit the Weather section of the Yahoo! News home page, you'll see a Select Your City link that allows you to customize your weather reports and forecasts. For U.S. cities, the choices can be *very* local. In Maryland, for example, you can choose from more than 400 cities, towns, and villages. In the rest of the world, you might not be able to get as focused, but most countries offer dozens, sometimes hundreds, of weather locations from which to choose.

The Yahoo! News page lets you choose weather for just one city. If you want a quick view of the weather in several selected locations, use the Weather section of your My Yahoo! page. But the main Yahoo! Weather page ([weather.yahoo.com](http://weather.yahoo.com)) is where you can satisfy all of your weather needs and urges. The information on this page is provided by the Weather Channel. You can also get there via the Weather link in the Yahoo! News page Directory. The News page also offers Weather Alerts, along with News Alerts, in the Services section. With this, you can request daily forecasts, at a time of your choosing, for up to four cities via e-mail or mobile device.

## **News Message Boards**

The Yahoo! News Message Boards enable anyone with a Yahoo! account to comment on specific news articles from Yahoo!'s News

**Table 5.1** Comparing Yahoo! Alert Options

	You select:	Coverage	Delivery Method	Frequency
Keyword News	Keywords	Yahoo! News providers	E-mail, mobile device, or Yahoo! Messenger	Once per day or immediately
Daily News Digest	News categories	Yahoo! News providers	E-mail or mobile service	Once per day
Breaking News	AP or Reuters	AP or Reuters	E-mail, mobile device, or Yahoo! Messenger	Immediately

providers. You can get to the discussions by clicking on the News Message Boards link in the Resources section of the Yahoo! News pages, or on the Post/Read Messages link below a Yahoo! News story.

Clicking on the former will take you to the main Yahoo! News Message Boards page. To find the discussion of a particular story, browse the directory of message board discussions and click on the story you want to discuss. The Search box on the Yahoo! News Message Boards page leads you directly to individual stories, from which you can get to discussions via the Post/Read messages link.

The message board for a particular story displays a list of the messages that have been posted. Click on a message title to get the complete text. You can navigate the News message boards quite easily using the navigation links—Previous, Next, First, Last, Post New Message, etc. If you use message boards frequently, you may grow to appreciate, even love, the “Ignore this User” option.

Yahoo! News Message Boards are just one component of the Yahoo! Message Boards collection. For a more detailed discussion of Yahoo!’s Message Boards, see Chapter 6, Yahoo!: The Great Communicator.

**News Via My Yahoo!**

There are many ways to get to the news through Yahoo! and many ways for that news to get to you. The Yahoo! News page is an obvious starting place, and Yahoo! Alerts are a good way to monitor the news that

matters to you. My Yahoo!, to which Chapter 3 is devoted, is another excellent way to keep up with the news. With My Yahoo!, you can view headlines from news sources that you have chosen whenever you go to My Yahoo!. Click on the Add Content link on your My Yahoo! page and then choose from 200,000 sources (most of that number comprised of Weblogs and other RSS feeds) and place those modules on your My Yahoo! page; stories from the sources you choose are then automatically fed to you so you can see headlines or summaries, and then go from there directly to the source. See Chapter 3 for more details. If you have made My Yahoo! the home or “start” page for your browser, you’ll see current headlines, tailored to your interests, every time you go online.

### **Yahoo! RSS Feeds**

Depending on whom you ask, RSS stands for “Really Simple Syndication” or “Rich Site Summary,” or both. Whichever meaning is the “true” one, they mean essentially the same thing. RSS is a format by which news providers, however loosely you define that term, can easily syndicate, or distribute, their content. RSS utilizes XML, which is a cousin (on its mother’s side) of HTML, the language in which most Web sites are written. Using RSS, Yahoo! gathers headlines from a broad range of sources and creates links to the stories. Yahoo! uses RSS to syndicate its own content to others, and also takes advantage of the same technology to gather headlines from news publishers and make them available within My Yahoo!. RSS extends the range of My Yahoo! news sources tremendously. An ever-increasing number of the 7,000 sites that Yahoo! now crawls provide their content through RSS. Yahoo! has been aggressively pursuing those news providers in order to pass those news feeds on to you.

It is easy to take advantage of RSS by using My Yahoo! As a matter of fact, you may take good advantage of it without even noticing that the news you are getting is provided by means of RSS. With My Yahoo!, 200,000 RSS feeds are available for you to choose from. Up to 100 of them can be placed as modules on a My Yahoo! page. For details, see Chapter 3.

In addition to using My Yahoo! to locate RSS sources of interest, you may have noticed that some stories you find in various places on the Web, even outside of Yahoo!, have an “Add to My Yahoo!” button next to them. When you find such a story you can just click the button and the source will be added to your My Yahoo! page.

If you run across a site that indicates it has an RSS feed, by a little orange “XML” or “RSS” button, but does not have the Add to My Yahoo! button, you can still add it to your My Yahoo! page. Click on the XML button on the site you found. Ignore the page of code that comes up, but go up to your browser’s address bar and copy the URL. Then go to My Yahoo! and click on the Add Content button. To the right of the Search box (in the “Find” section of the Add Content page) you will see a link for “Add RSS by URL.” Click on that and copy the URL you found into the URL entry box on that page. Yahoo! will ask if you really want to add it. Say yes by clicking the Add button. When you go to My Yahoo!, you will have that source on your page.

## **News on the Companion Toolbar**

Wait! Here’s one more way of easily getting to Yahoo! News sources. If you’ve installed the Yahoo! Companion Tool Bar (discussed in Chapter 1), you may already have a News button. If not, you can click on the Toolbar Setting icon (the pencil), then on Add/Edit Buttons, and finally choose the News button. With that button on the Toolbar, you can either click and go directly to the Yahoo! News home page, or click on the arrow next to the button and choose one of the Top Stories or news categories in the pull-down window. Regardless of where you are on the Web, the News button on the Yahoo! Companion Toolbar puts you just a click or two away from what’s happening in the world.

## **International Coverage**

At the beginning of this chapter it was mentioned that Yahoo! News comes in 35 different languages. This in itself indicates that

Yahoo!'s News is much more international in scope than many news sites. In the "Searching the News" section of this chapter you saw that you can use the Advanced News Search page to limit your retrieval to any of those languages. Yahoo! offers one more approach to non-English and/or non-U.S. materials—its 22 country-specific "local" versions. Most country versions of Yahoo! have a News home page equivalent to the main Yahoo! News page we've been discussing here. The stories in those local versions are usually more relevant to the particular region than those on the main Yahoo!.

## THE BEST PLACE FOR NEWS

Yahoo! delivers news through many channels—My Yahoo!, Yahoo! Financial, Yahoo! Sports, and others. This chapter focuses primarily on the biggest, most searchable, and most concentrated collection of news content and resources, the Yahoo! News home page. Depending on your news needs, this may be the place to start. Or perhaps you'll find other routes, such as My Yahoo! and the Yahoo! Companion Toolbar, more convenient for your purposes. You may find that specialized locations, such as Yahoo! Financial, are best for the news you need. Use what works for you, but remain aware of the richness of Yahoo!'s news offerings and the variety of ways you can get to them.