



# Podcasting: The Good, the Bad, and the Ugly

*Chris Norton*

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## **Podcasting: The Good, the Bad, and the Ugly** Chris Norton

The release of the iPod encouraged people to share their music with others. They then realized that they could create, upload, and download information other than music. Some iPod users reverse engineered the device and loaded various types of firmware or operating system software. Other users decided that they would share sound files to be played on the iPod, since the technology for distributing such files already existed. RSS feeds provide a way to generate machine-readable files, which could then share data between servers and users. Many blogs used RSS to keep their readers up to date on blog posts. Some visionary podcasters realized that they could enclose links to sound files inside the RSS feed and download these files to a computer.

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