

Web 2.0, Social Programming, and Mashups (What is in for me!)

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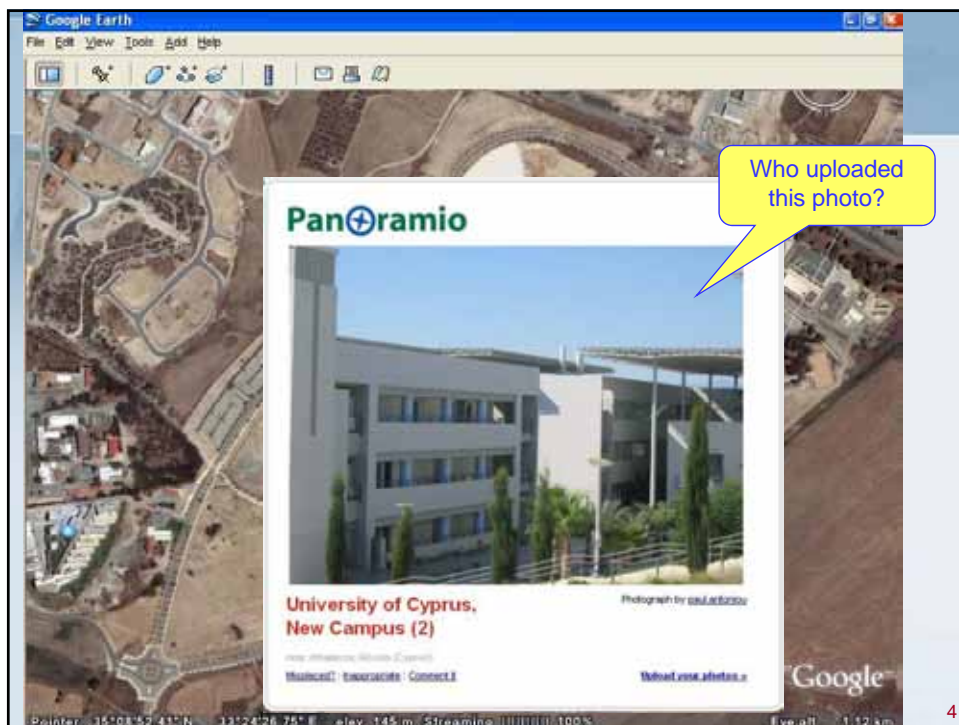
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Social Community, Collaboration, Sharing



Back to the future...



Outline

- What is Web 2.0? What is social Web?
- Web 1.0 vs. Web 2.0?
- How can I make my website web 2.0?
 - RSS, Atom
 - Mashups
 - Programmable web
- How can I build a mashup?

What is Web 2.0?

I cannot define it, let's see some **examples..**

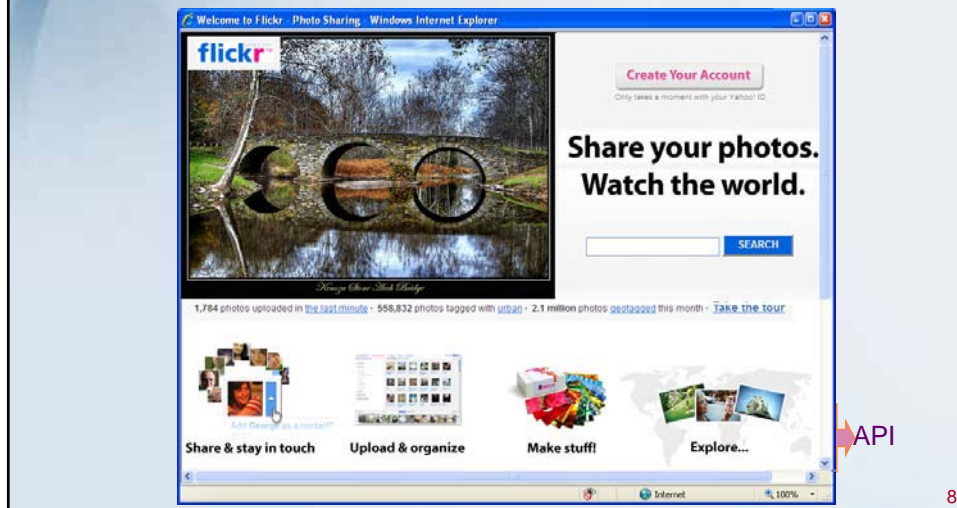
Wikipedia edited in real-time by anyone

(9.1 million articles in 252 languages) written collaboratively by volunteers around the world. <Top 10 visited sites on the net>



A social network for sharing photos

Users can work together to collaborate on photo projects and use each others' tags to find new photos. (60 millions photos/week)



Upload, View, and Share Videos (and tags...)

The screenshot shows a YouTube video player for a video titled 'Syrtaki' by the channel 'armostis'. The video is a sample of how to dance syrtaki. The page includes a video player, a description, and a list of tags. The tags are: Syrtaki, Greek, Dance, Zorba, University of Cyprus, Department of Culture, and Syrtaki. The video has 19,163 views and a rating of 4.5 stars. The 'Comments & Responses' section is visible below the video player. The 'Community' tab is highlighted in the top navigation bar. The 'API' label is present on the right side of the page.

YouTube - Syrtaki - Windows Internet Explorer

From: **armostis**
Joined: 10 months ago
Videos: 12

About This Video
This is a sample of how we dance syrtaki (from "Celebrity Rhythms" show, University of Cyprus, 2006) (new)
Added January 20, 2007
Category: Entertainment
Tags: Syrtaki, Greek, Dance, Zorba, University of Cyprus, Department of Culture, Syrtaki

Rate: ★★★★★
Views: 19,163
Comments: 14
Favorited: 65 times
Honors: 0
Links: 0

Comments & Responses
Post a video response
Post a text comment

Pages: 1 2 ... Old

ba1792 (1 week ago)

More From: armostis

Related Videos

- Zorba Syrtaki
02:01 From: EleniStathou
Views: 2,732
- Syrtaki - Culture Festival-Panathenian
Week April 2007
02:27 From: EleniStathou
Views: 5,438
- Syrtaki, Greek dance
02:28 From: gnosomom
Views: 8,245
- Zambetas - Siko Horosio Syrtaki

API

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e-Buy and e-Sell

Millions of items are listed, bought, sold, and discussed daily.

The screenshot shows an eBay listing for a 'Brand New in Box UNLOCKED Qtek 9100 PDA/MDA Phone'. The item is listed by a seller named 'sportcomm' with a feedback score of 1010. The price is US \$469.95. The listing includes a photo of the phone, a description, and a 'Meet the seller' section. The 'API' label is present on the right side of the page.

Brand New in Box UNLOCKED Qtek 9100 PDA/MDA Phone - eBay Item 280169480309 and time Dec. 02-07 - Winds...

Sign in or register

Categories Motors Express Stores

Brand New in Box UNLOCKED Qtek 9100 PDA/MDA Phone
*** Trusted POWERSELLER, Satisfaction Guaranteed ***
Item number: 280169480309

7 Buy Now price: US \$469.95 Buy It Now >

Get Fast As soon as November 27 (conditions)
Up to \$25 back w. eBay MasterCard Details

Shipping costs: Calculate
Ships to: Worldwide
Item location: United States, United States

You can also: Watch This Item
Get mobile or IM alerts | Email to a friend

Meet the seller
Seller: sportcomm (1010) ★
Feedback: 99.5% Positive
Member: since Oct-13-01 in United States
See detailed feedback
Ask seller a question
Add to Favorite Sellers
View seller's other items: Store | List
Visit seller's Store: SPORTCOMM

Buy safely

API

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We know this! What is social?



amazon.com

Sign in to get personalized recommendations. New customer? Start here.

Shop All Departments Search Books

Information Modeling and Relational Databases: From Conceptual Analysis to Logical Design (The Morgan Kaufmann Series in Data Management Systems) (Paperback)

By Elam Elam (Author) "Do you remember the news flashes back in September 1989 when NASA's Mars Climate Orbiter was lost in space?" (page)

List Price: \$73.95
Price: \$73.95 & this item ships for FREE with Super Saver Shipping. Details

Upgrade this book for \$14.79 more, and you can read, search, and annotate every page online. See details

Availability: In Stock
To ensure delivery by December 24, choose FREE Super Saver Shipping. Read more about holiday shipping. Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Monday, November 26? Order it in the next 38 hour and 38 minutes, and choose One-Day Shipping at checkout. See details

20 used & new available from \$44.50

API

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Upcoming.org

A social event calendar website, uses iCalender, supports an open API for the submission of event descriptions.



upcoming.org

Search or join now Help?

Home Events Places Friends Groups Popular Add New Event

My Events My Scrapbook My Friends' Events

Brussel <change my location>
Brussel Hoodstad / Vlaams Brabant / Belgium

Find events (What? (e.g. jazz, US, Latin) When? (Brussel, Vlaams Brabant) GO

This week on Upcoming

Wed
Sonny Rollins
Bizar
Vic Chesnutt - Loney, Dear
Annoette Belgique

Fri
The New Pornographers @ Botanique
Botanique, Rotonde

Mon
Biketrains
Botanique, Rotonde

Tue
The Cat Empire @ AB
AB club
2nd Annual Mobile Reference Designs
Courtyard Marriott Hotel Brussels
See all

Make Upcoming smarter
Know something going on in Brussel that we don't? Add it to Upcoming to share it with the world.

See more events nearby:
Brussel Hoodstad 9 events
Antwerp 3 events
Antwerp 3 events
Leuven 2 events
Dour 2 events
Namur 2 events

November 2007

5 M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Show me events:
This weekend
Next 7 days
Next 30 days
Everything

Recent Photos from Flickr

World Press Photo

API

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Blog (Your Own Journal)

Commentary, news, personal diaries... + comments/discussions
(+106 million blogs, as of 2007)



API

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Personal Blogs

journalists,
scientists,
employees,

everybody



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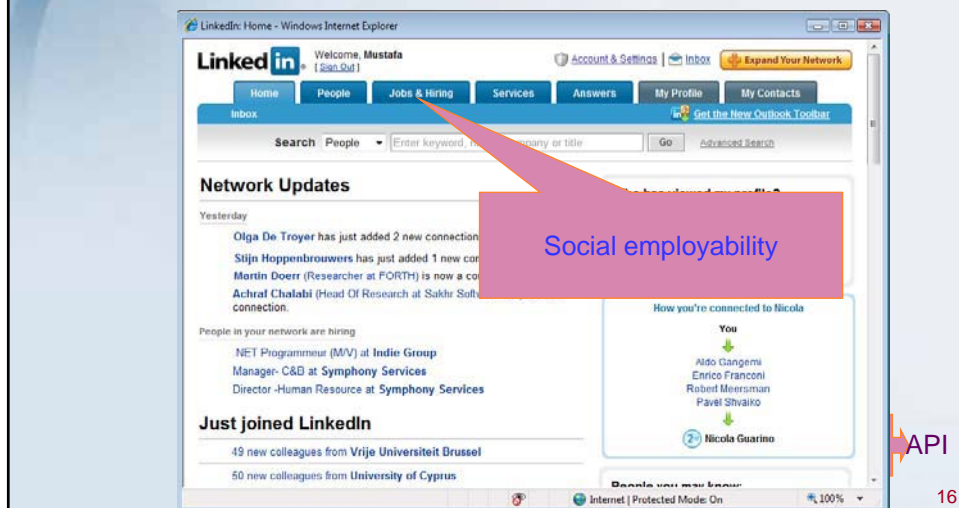
Corporate Blogs



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Business/Professional Networking

16 million registered users



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Social Networking

Find your friends, socialize, group, share/organize events, and more...(55 million active members)



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Looking for a Dating?!

A big business (now, 2nd largest segment of "paid content")
\$500 million subscription fees in 2005 in the US (20M users/year?).



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What is Web 2.0?

Web 1.0	Web 2.0
html, xml, cgi, php, portal, xform...	Blog, Wiki, folksonomy, RSS, Atom, Mashup ...
Read	Read/Contribute
Page	Post/Record
Static	Live
"Client server"	"Web Service"
Dogmatic	Democratic
	Social aspects
	Community/collaboration
	Content sharing
	Users are its driving force
very creative

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What is in it for me?

→ "Me", as a user?

I will join networks, learn, share, contribute...

→ "Me", as a programmers?

Ideas?

Let's see some of the Web 2.0 Technologies
(to make your site web 2.0)

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Web 2.0 Technologies

Content syndication

How can you deliver recent news to your users without forcing them to visit your website? → RSS, Atom

Mashups

How can you remix free content and make a new website?

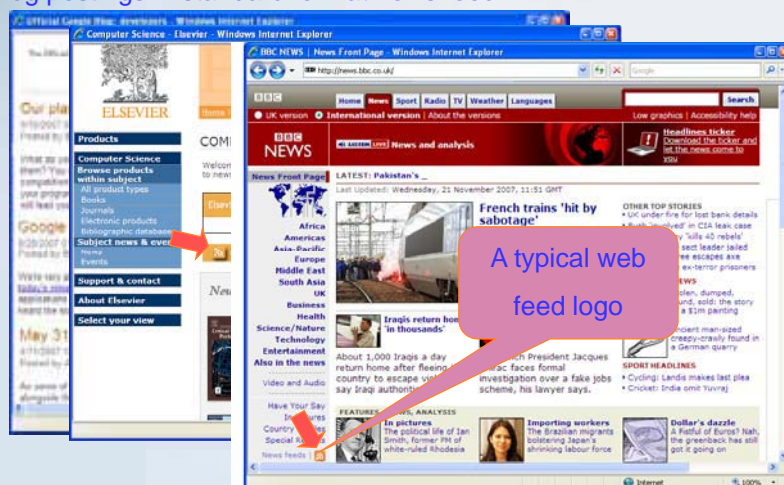
Web APIs (programmable web)

How can make use of the free content inside my website?

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Content Syndication

Millions of online publishers including newspapers, commercial web sites and blogs now publish their latest news headlines, product offers or blog postings in standard format news feed.



Content Syndication



Browsers can read these feeds, syndicate, and save them as "Favorites"



Content Syndication



The two main families of web syndication formats are RSS and Atom.



Content Syndication



RSS (Really Simple Syndication)

- An RSS document is an XML (/sometimes RDF) document.
- An RSS document, (called a "feed"/"channel," contains a summary of content or the full text.
- People are updated automatically.
- RSS content can be read using "RSS readers," "feed reader" or an "aggregator."

Atom

Same as RSS, but elements are typed, + some other features.

See <http://en.wikipedia.org/wiki/Atom>

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Content Syndication



Feed Aggregator

A client software or a Web application which aggregates syndicated web content such as news headlines, blogs, podcasts, and vlogs in a single location for easy viewing.

For example:

- Akregator (KDE/Linux)
- Apple Mail (Mac OS)
- Attensa Feed Readers (cross-platform)
- BlogBridge (cross-platform)
- Feedview, a Firefox extension (cross-platform)
- FeedDemon (Windows)
- FeedGhost (Windows)
- Hubdog (Windows Mobile)
- Juice (cross-platform)
- Liferea (Linux)
- Mozilla Thunderbird (cross-platform)
- Microsoft Outlook 2007 (Windows)
- Internet Explorer 7 (Windows)
- ...
- Google Reader
- Google News
- Netvibes
- Newshutch
- NewsIsFree
-

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Mashups / Programmable Web

(The Puzzle of APIs)



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Mashups

- A new breed of web applications.
- Combines data from more than one source into a single integrated tool.
- Creating a new and distinct web service that was not originally provided by either source.
- Content is typically sourced via an API* or a RSS Feed

Let's see some **examples..**

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Mashups (Example)

Ask500People.com

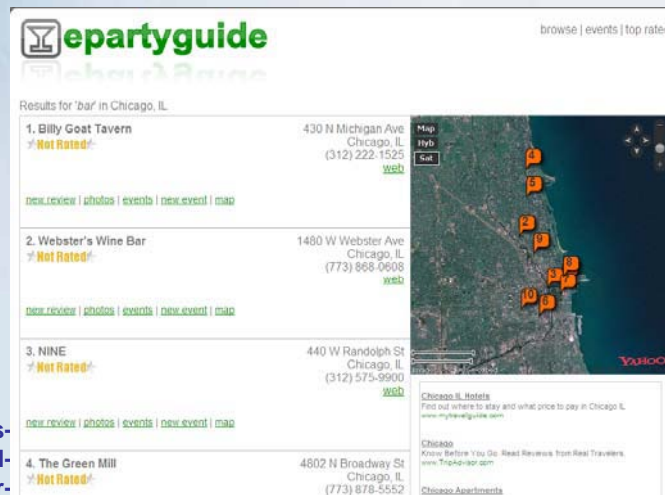
Real-time mashup of votes from around the world



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Mashups (Example)

ePartyGuide.com



Yahoo! Maps-
Yahoo! Local-
Flickr-

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Mashups (Example)

Download and view any maps on your mobile.

Google-
Yahoo-
MSVEarth-



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Mashups (Example)

Combines Google maps with real-estate databases

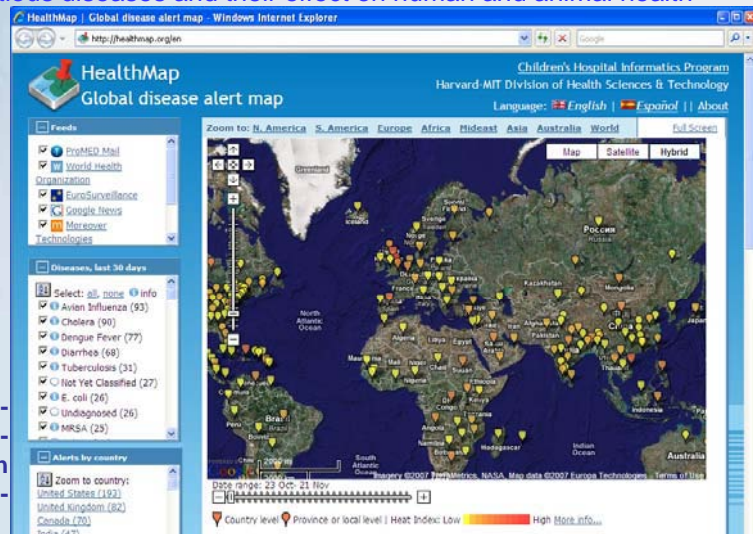
Google Maps-
Real-estate-



Mashups (Example)

A unified and comprehensive view of the current global state of infectious diseases and their effect on human and animal health

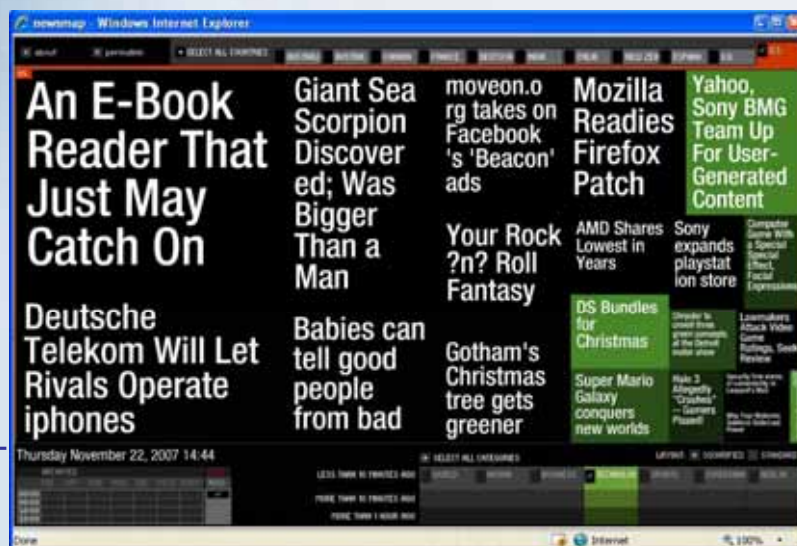
Google News-
ProMED-
World Health
Organization-



Mashups (Example)

Google news visualized intelligently

Google News-



Mashups (Example)

A visually rich application that combines the *Amazon API* to show the relationship between movies, bands, actors, etc.

The screenshot shows a web browser window at <http://www.liveplasma.com/>. The page features a search bar with the text "war" and a sidebar with navigation links for "Artist / Band", "Movie", "Director", and "Actor". The main content area displays a network graph of movie and music items related to the search term "war". Items include "The American Civil War: A Union Divided", "The Last Days of the Civil War", "Civil War Minutes - Confederate DVD Box Set", "Civil War Journal - The Conflict Begins", "Civil War Combat: America's Bloodiest Battles", "Blue Vs. Gray - Killing Fields", "The Blue and the Gray", "Wicked Spring", and "Sly and The Family Stone". The graph uses green and yellow nodes and connecting lines to represent relationships between these items.

Amazon API-
YouTube-
Others-

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Mashups (Example)

Visualize the most important incoming links for any URL.

Google Search-
Yahoo Search-

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Mashups (Example)

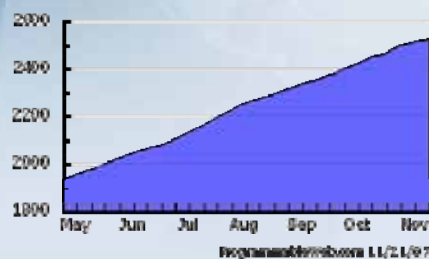
Plan what movies to watch with your friends

Ruby on Rails-
Amazon ECS-
YouTube-
Yahoo BBAuth-

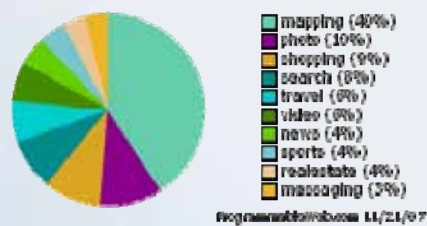


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Time Line

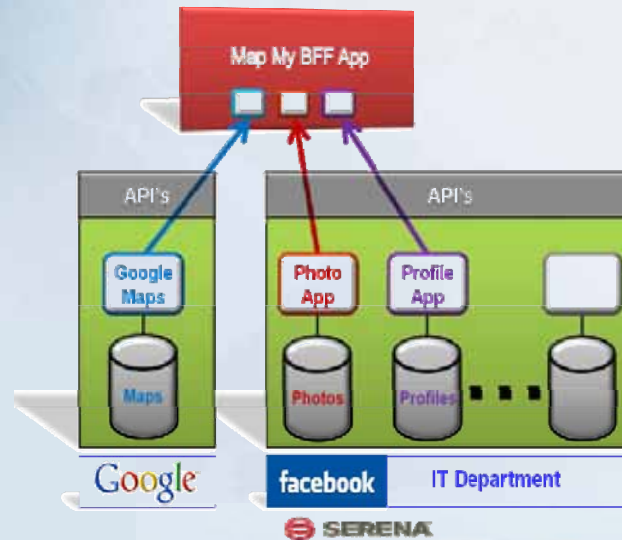


Top Mashup Tags



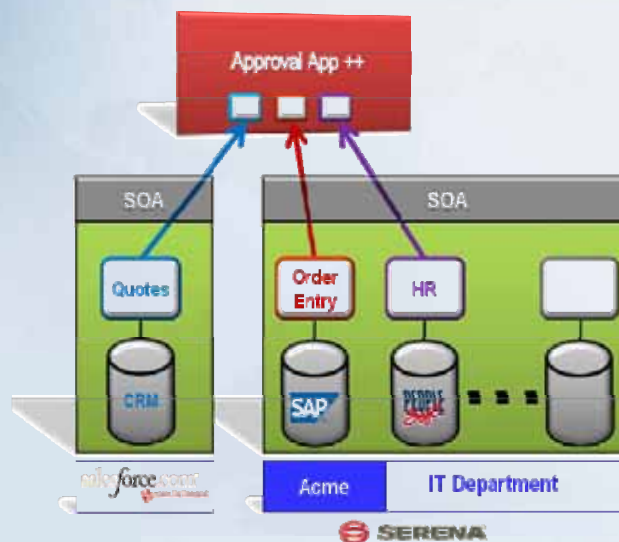
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Be Innovative... (The Puzzle of APIs)



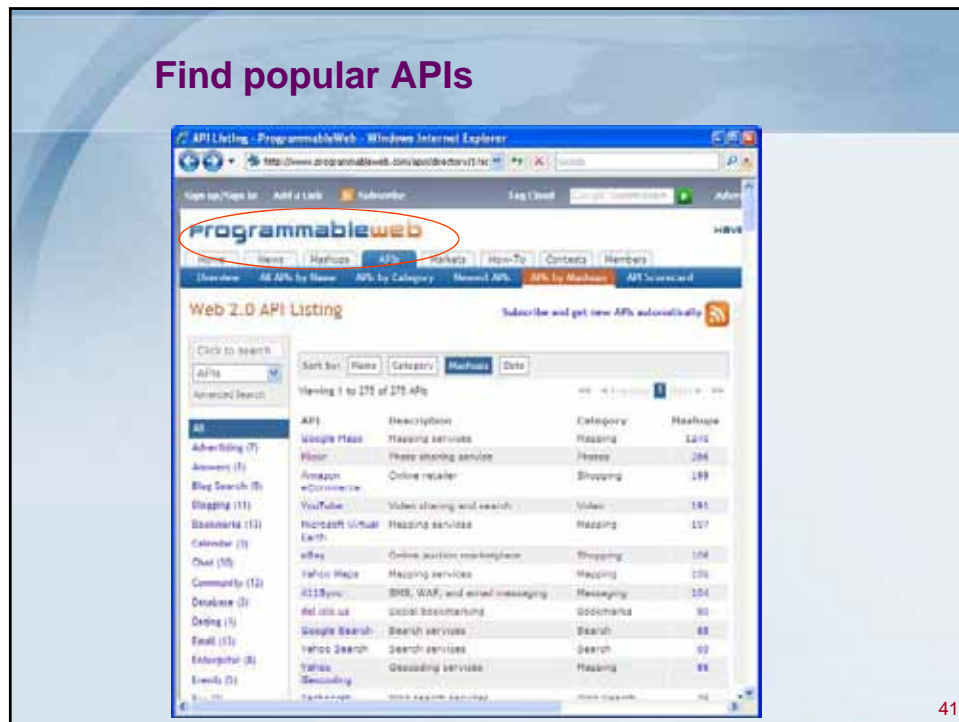
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Be Innovative... (The Puzzle of APIs)



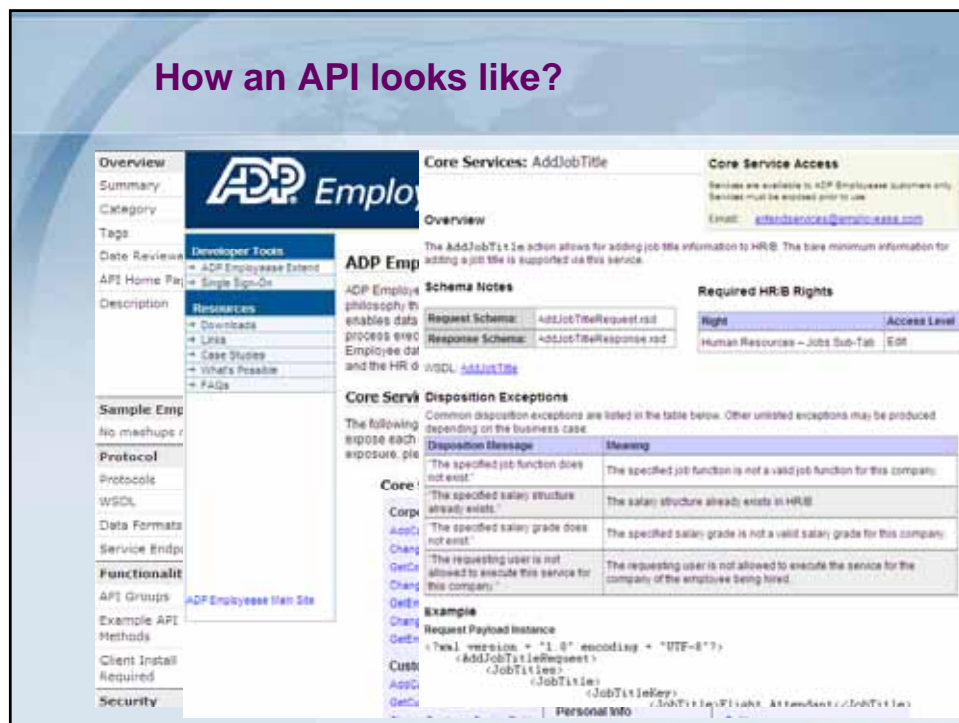
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Find popular APIs



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How an API looks like?



Watch, Google Base Coming!



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Find popular APIs here



Also, How-To start a mashup

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Opportunity to compete



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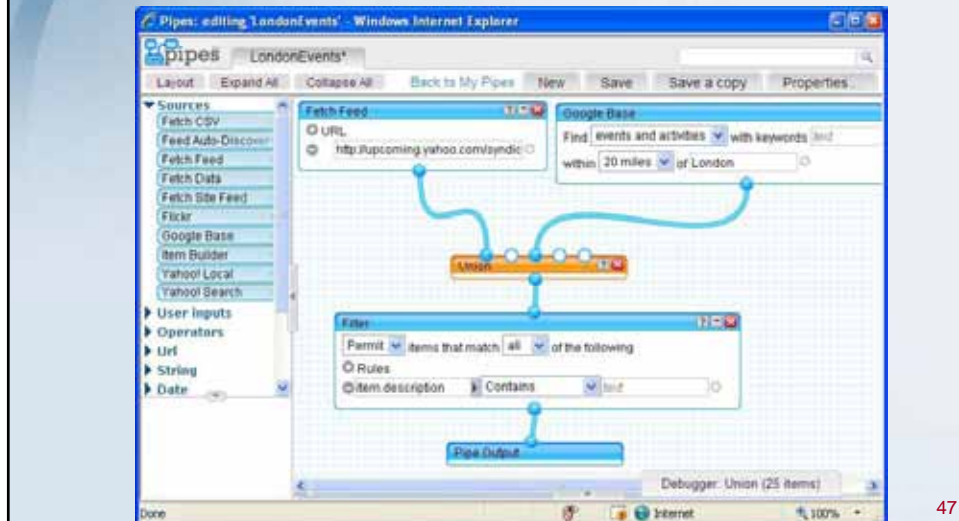
How Can I build a mashup?



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Yahoo Mashup Editor

Demo



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What is in it for me?

- "Me", as a user?
I will join networks, learn, share, contribute...
- "Me", as a programmers?
Support RSS, APIs, Mashup...
- "Me", as a businessman?
($API_x + API_y = \text{Money}$)
... Be innovative to know x and y ;-)
→ See the "Mashup Market"

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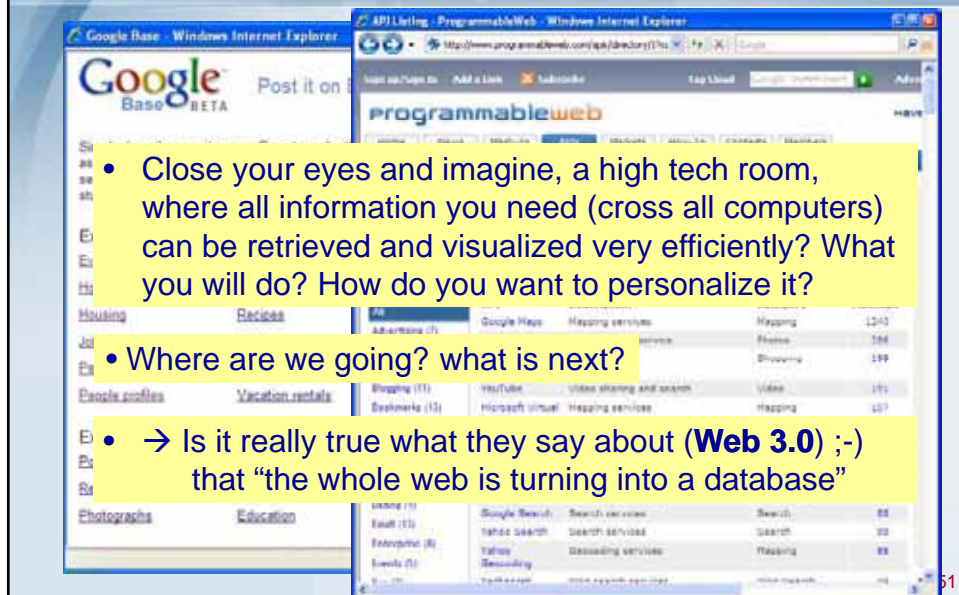
Where can I read more about Mashups?



What is

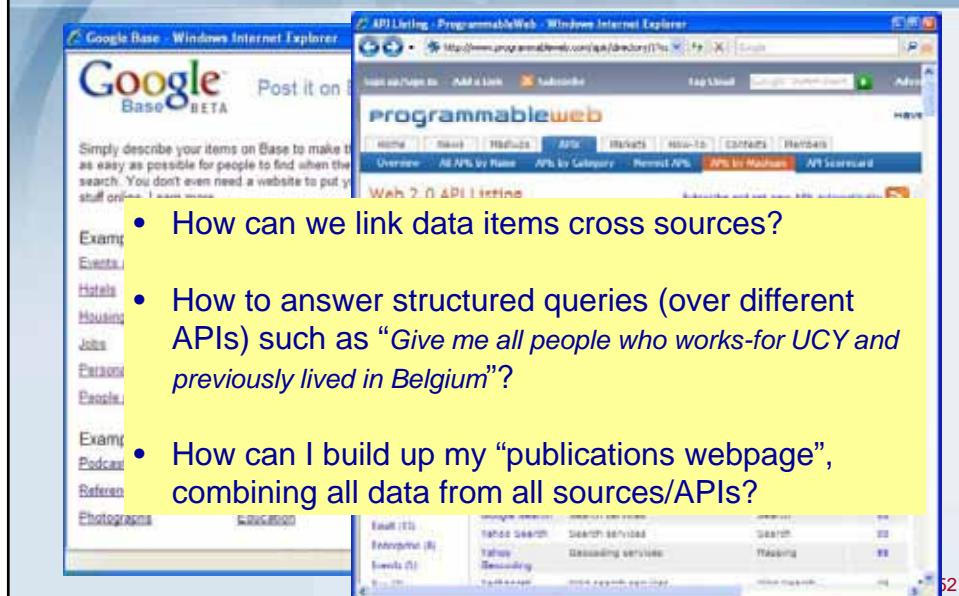
- “Me”, as a user?
I will join networks, learn, share, contribute...
- “Me”, as a programmers?
Support RSS, APIs, Mashup...
- “Me”, as a businessman?
($API_X + API_Y = \text{Money}$)... See the “Mashup Market”
- “Me”, as a researcher?
Prepare yourself for an open discussion.
Let see some observations...

The API phenomena is great!



- Close your eyes and imagine, a high tech room, where all information you need (cross all computers) can be retrieved and visualized very efficiently? What you will do? How do you want to personalize it?
- Where are we going? what is next?
- → Is it really true what they say about (**Web 3.0**) ;-)
that “the whole web is turning into a database”

What is the problem is the API phenomena



- How can we link data items cross sources?
- How to answer structured queries (over different APIs) such as “Give me all people who works-for UCY and previously lived in Belgium”?
- How can I build up my “publications webpage”, combining all data from all sources/APIs?

Can RDF and SPARQL help Web 2.0/3.0?



- Feeds are published in RDF.
- SPARQL is used to query and combine RDF documents
- Does this technology really solve the problem?
- If so what are the challenges? (((Let's discuss)))

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Thank You

Download slides
<http://www.cs.ucy.ac.cy/~mjarrar>

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