

Mashups & Web 2.0

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Forest and the Trees

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Web 2.0

- **User created content**
- **Availability and re-use of online data**
 - **Public Apis, scraping**
 - **Users, elite**

User Created Content

- **People want to look at their own data in different and non-traditional ways**
- **The technology that allow users to enter their own content is similar to technology that exposes that data**
- **Content is much fun to play with (e.g., news vs. pictures of dogs (dressed as Darth Vader))**

User Created Content

Examples

- **MySpace, Facebook, LinkedIn**
- **Flickr, Smug Mug, Picassa**
- **Yelp, ChowHound**
- **EBay**
- **Amazon**
- **NYTimes**
- **Patients Like Me**

Mashups

- **New applications using multiple (or single) data sources**
- **New interfaces for available data**

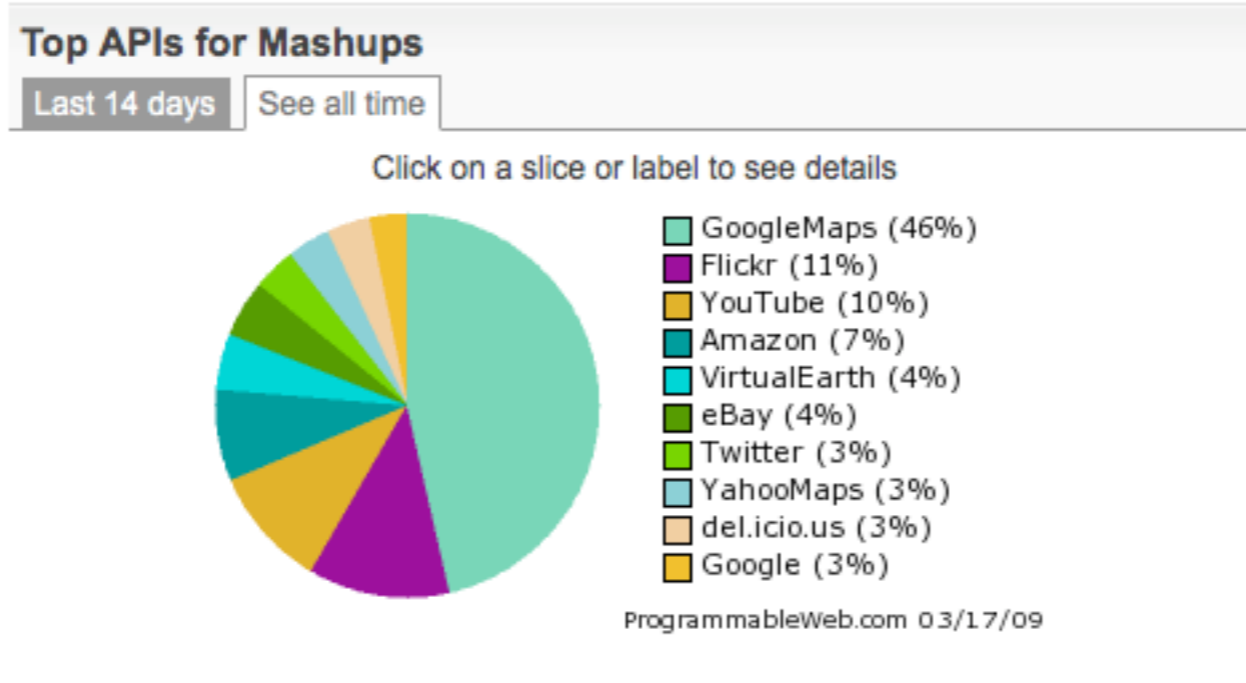
API examples

- **Maps**
- **Photos**
- **EBay**
- **Amazon**
- **Salesforce**
- **News**
- **VOIP**
- **Translation**
- **Politics**
- **Social Issues**
- **Weather**

Scrapping

- **PHP**
 - **Security sandbox issues w/ Flash**
- **Dapper**

Popular APIs



Why create a mashup?

- **Portfolio**
- **Learn**
- **Examples**

Why Create a Mashup?

Cash money

- **Enterprise Mashups**
 - **Maps**
 - **Salesforce API 1.75 billion API calls/month**
 - **Industry related news**
- **Prizes**
 - **Programmable web**
- **Probably not ads - license issues**

Why Create a Mashup?

Answer questions

- **See things in a new way, answer questions**
 - **See lots of data in one place**
 - **See data in multiple ways**

Mashup history

show online

- <http://www.housingmaps.com/>
- <http://marumushi.com/apps/newsmap/newsmap.cfm>
- <http://labs.digg.com/arc/>
- <http://moritz.stefaner.eu/projects/elastic-lists/NYT/>
- http://www.nytimes.com/interactive/2009/02/02/sports/20090202_superbowl_twitter.html
- http://media.sunlightfoundation.com/viz/sector_contributions.html
- <http://www.liveplasma.com/>
- http://www.airtightinteractive.com/projects/related_tag_browser/app/
- <http://www.tagtree.net/>
- <http://www.forestandthetrees.com/election2008/>
- <http://www.forestandthetrees.com/electionCenter2008/#>
- <http://www.programmableweb.com/apis>

Why Flex?

- **Best for dashboard type apps**
- **Many already created libraries**
 - **Flickr, JSON, Webservice classes**
- **RPCs are easy to use**

Why not Flex?

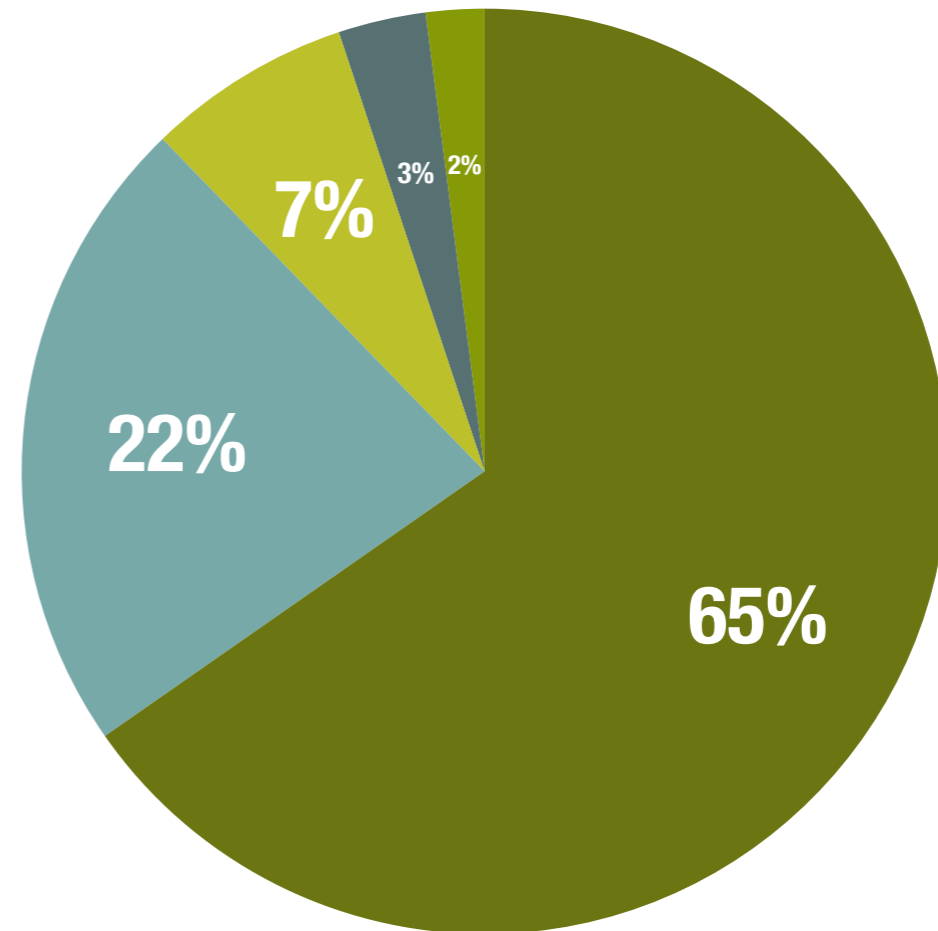
- **Plenty of other tools and libraries**
- **Only kind of open source**
- **Security sandbox - need to set up a php page**
- **Asynchronous**
- **Bookmarking**

Anatomy of an API call

- **API URL:** <http://someApi.company.com/>
- **An API-Key**
- **API version**
- **The method to call. Usually a directory in the URL.**
 - <http://someApi.company.com/translate>
- **Parameters. Passed as URL query parameters**
 - <http://ajax.googleapis.com/ajax/services/language/translate?v=1.0&q=hello%20world&langpair=en%7Cit&API-KEY=myAPIKEY>

Feed types

- **Also csv**
- **WSDL**



What do you get back?

- **XML**
- **JSON**
- **CSV**
- **Text**
- **XLS?**

How does Flex consume the data?

- **RESTful services**

- `HTTPService id="myHttpService" url="{myServiceURL}" resultFormat="e4x" />`

- **Web Services**

- `<mx:WebService id="myWS" wsdl="http://example.com/quote.asmx?wsdl"><mx:operation name="GetSomeData" resultFormat="e4x" /></mx:WebService>`

How difficult?

- **Poor documentation**
- **May need to create a library**
- **Need connectivity**
- **Troubleshooting**
- **Could change (mostly in the past)**

Tips

- **Make sure you have the data**
- **Test the API, but, then immediately set up a framework**
- **Test on-line early for sandbox issues**

Mashup Resources

- **Programmable Web**
- **Tour de Flex**
- **Yahoo! Developer Network Home**
- **Google code - flickr, facebook**
- **<http://www.flashchemist.com/?p=123>**
- **holaflex.com - Oscar Cortes - this presentation blatantly steals from his mashup presentation at FlexCamp Boston December 2008**
- **forestandthetrees (my blog)**

End

- **show**
 - **flickr example (<http://www.forestandthetrees.com/2007/11/09/flex-and-flickr/>)**
 - **map + politics example (will post soon)**
 - **mashup video? (<http://www.youtube.com/watch?v=3zJqihkLcGc>)**