

# Social Networking Mashups



ENTRANCE

Combining Identities, Personas and Relationships



# What's a Mashup?

- Take any two (or more) things and combine them, creating something new.
- Music, movies, web apps, and now... identities and your existing relationships!



# Three Types of Social Networking Mashups

- Identity
- Relationships
- Content



# Identity and Persona

- Who are you? Can I verify that it's *really* you?
- What are you willing to tell me about yourself?
- Who are you pretending to be?



# Sources of Identity

- OpenID
- e-mail
- instant messaging services
- other social networks



# Sources of Persona

- OpenID profile exchange
- self-description
- anything else? It looks like there's an opportunity here for someone!



# What's OpenID?

- A way to assert ownership over an URL.
- Light distributed authentication
- A jumping off point for mashups and data discovery!
- (also really easy to implement support for)



# The Two Sides of the OpenID Coin

- Identity Providers
  - Prove the assertion of ownership
  - Hold the user's password and authentication credentials
- Relying Parties
  - Request verification of ownership (you).



# The Big Identity Providers

- AOL
- LiveJournal
- Technorati
- Vidoop
- Wordpress.com
- Yahoo!
- See: <http://wiki.openid.net/OpenIDServers>



# Social Networks Accepting OpenID

- Plaxo
- Dopplr
- Jyte
- Mixx
- ficlets



# Some OpenID Login Forms







[Home](#) [Sign up](#) [Everybody's Claims](#)

[Sign in with OpenID](#) [Help](#)

[Go](#)

**Sign in with OpenID** [What is OpenID?](#)



[Sign in](#)

**Examples:**

`http://you.myopenid.com/  
http://username.livejournal.com/  
http://openid.aol.com/AIMscreenname  
http://first.last.name/  
=example.iname`

Don't have an OpenID? [Sign up](#) to get one now.

[help](#) - [feedback](#) - [blog](#) - [spy](#) - [random claim](#) - [api](#) - [terms of service](#) - [janrain](#)

# Jyte: Only OpenID





[Sign In](#) | [Blog](#) | [Help](#)

[home](#)

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### Sign In Using Your AIM Screenname

If you're an AIM user, you can sign in to Ficlets using your AIM account.

[SIGN IN NOW](#)

Don't have an AIM account? Get a free one [here](#).

### Sign In Using Your OpenID

Your OpenID:

[Login](#)

Ex: <http://your-username.livejournal.com/>,  
<http://your-username.myopenid.com/>

### What's OpenID?

With [OpenID](#), you put in an URL (example: <http://openid.aol.com/your-aol-screenname>) and click "Login". We'll redirect you to your identity provider where you'll let them know whether or not you want to share any info with us.

### An Important Note, Just for You

Ficlets is currently in "draft" (that's our fancy literary term for "beta"). By signing in, you're accepting the fact that some stuff might not work so well and things might go wrong. We

# Ficlets: AIM and OpenID





[Help](#) | [Sign](#)

[POPULAR](#) [NEWS](#) [BUSINESS](#) [ENTERTAINMENT](#) [SPORTS](#) [INTERESTS](#) [HEALTH](#) [TECH](#) [SCIENCE](#) [FUN](#) [LOCAL](#)

## Login to Mixx

Standard

 OpenID

 OpenID URL

☐ Stay logged in

Login



## Not a Mixxer?

Join the fun at Mixx! Registered users of Mixx can submit great content, vote for their favorite mixx it up by adding comments and making friends.

[Get Into It!](#)

# Mixxx: Internal and OpenID



# Why OpenID?

- Your users don't have to remember yet another password
- They already know their URL and it's not "private" data.
- Easy to use, light authentication
- Gives you a jumping off point for user data.



# OpenID Best Practices

- It's OK to have your own login and password, just give people the option.
- Let them provide multiple OpenID's.
- Don't force people to sign up with your login and password before setting up their OpenID.



# Relationships

An aerial night view of a city street. The street is illuminated by streetlights, and several cars are visible. A prominent feature is a series of bright blue neon light trails that form a series of vertical lines across the middle of the frame, suggesting a digital or futuristic theme. The word "Relationships" is overlaid in white text in the center.



- Who do you already know?
- Better yet, who do you already know that's already here?
- How can you make it easier for people to connect to folks they already know?
- How can you let them bring their network with them to your service?



# Sources of Relationship Data





- Address Books
- IM Buddy Lists
- Other social networks' friends lists
- microformats



# People Doing This Well

- Dopplr
- Twitter
- Facebook



Invite	Invite via other networks
   	<p data-bbox="653 547 1018 584">Gmail contact import</p> <p data-bbox="653 635 2126 727">Enter your email login and password below and we will tell you which of your contacts are on Dopplr.</p> <p data-bbox="653 772 1967 864">We won't store your login or password, or send email to anyone without your permission.</p> <p data-bbox="653 909 2079 1001"><i>Unfortunately this only works if you use a gmail.com or googlemail.com address. We are unable to import contacts from Google Apps hosted domain accounts.</i></p> <div data-bbox="757 1058 2239 1160"><p data-bbox="757 1058 954 1089">Gmail address</p><input data-bbox="979 1058 2239 1099" type="text"/><p data-bbox="817 1120 954 1150">Password</p><input data-bbox="979 1120 2239 1160" type="password"/></div> <p data-bbox="1007 1218 1317 1248">Check Gmail contacts</p>

Check Gmail contacts






# Dopplr: gmail



# Problems with Address Books

- You have to ask for their password - usually a big no-no
- The address book is usually very large and may not be the most relevant source of data.
- You have to also store e-mail addresses (you usually want to anyway, but maybe not)



Invite	Invite via other networks
	Twitter contact import
	Give us a username of a Twitter user and we will tell you if any of their contacts
	Dopplr.
	We won't send messages to anyone without your permission.
	
	Twitter user <input type="text"/>
	<input type="button" value="Check Twitter"/>

Dopplr:Twitter










Invite

Invite via other networks

Twitter contact import

The following travellers are listed as contacts in Twitter.

 <div><div>James Craig</div><div>San Francisco</div></div>	<a href="#">Share trips</a>	 <div><div>Chris Griego</div><div>Dallas</div></div>
 <div><div>Steve Ivy</div><div>Gilbert</div></div>	<a href="#">Share trips</a>	 <div><div>Drew McLellan</div><div>Maidenhead</div></div>
 <div><div>Lisa McMillan</div><div>Barrie</div></div>	<a href="#">Share trips</a>	 <div><div>Shawn Medero</div><div>Philadelphia</div></div>
 <div><div>Dan Rubin</div><div>Fort Lauderdale</div></div>	<a href="#">Share trips</a>	

# Dopplr: Twitter Step 2



# Why Twitter's Cool

- No need to ask for a **password**!
- Twitter contacts are **public**, and are marked up with microformats so they're easy to parse.
- These are **high-value contacts**, because you signed up to get frequent status updates from them.



# Buddy Lists

- Not too many sites have implemented buddy list import, but it's something to look at.
- AIM/AOL, Yahoo and Google (jabber) all have very good APIs for accessing buddy information.
- These are usually higher value than address book, because they're people they talk to in real-time.



An aerial photograph of a city skyline, likely New York City, viewed from a high altitude. The city is partially obscured by a thick layer of white and grey clouds that fill the middle ground. In the background, a large body of water, possibly the Hudson River or New York Harbor, is visible, reflecting the golden light of the setting or rising sun. The sky is filled with dramatic, dark clouds, with the sun's rays breaking through near the horizon, creating a strong backlighting effect. The overall mood is atmospheric and somewhat somber due to the heavy cloud cover.

# Content



- Feeds are **everywhere!!** Almost every social network and social content site (flickr, for example) provide feeds of user data.
- Provide content relevant to that user without you having to worry about them creating it on *your* site.



# Encouraging Mashups

- A good way to get your social network noticed is to provide ways for people to get in easily, and get their data out easily.
- Let users control how their data is used - support multiple content licenses with **Creative Commons.**



# Mashup Ingredients

- Well-documented API's based on existing schemas and best practices (JSON).
- Feeds for everything!
- Publicly scrapable pages filled with **microformats!**
- Easy authentication (openid) and discoverability.



# Why Feeds?

- Can easily power network extenders like:
  - facebook apps, widgets, gadgets and homepage modules
- Provide a service to your users to keep up with their own content and their friends
- Give you exposure on sites like Tumblr, Soup.io and AOL's Buddy Feed.



# Piggy-Backing

- Once you have feeds and/or an API...
  - You can piggy-back on existing networks by mashing your data up with theirs.
  - Widgets/gadgets should give users a *useful* introduction to your service.
  - See Dopplr or Ma.gnolia's Facebook apps, for example



# Remixes With a Twist

- Give users something interesting or beautiful to do with their existing content. (see Tumblr or Soup.io)
- Show them their data in a way they've never seen it before. (See fd's flickr toys or picnic)



# It's a Mindphoon!

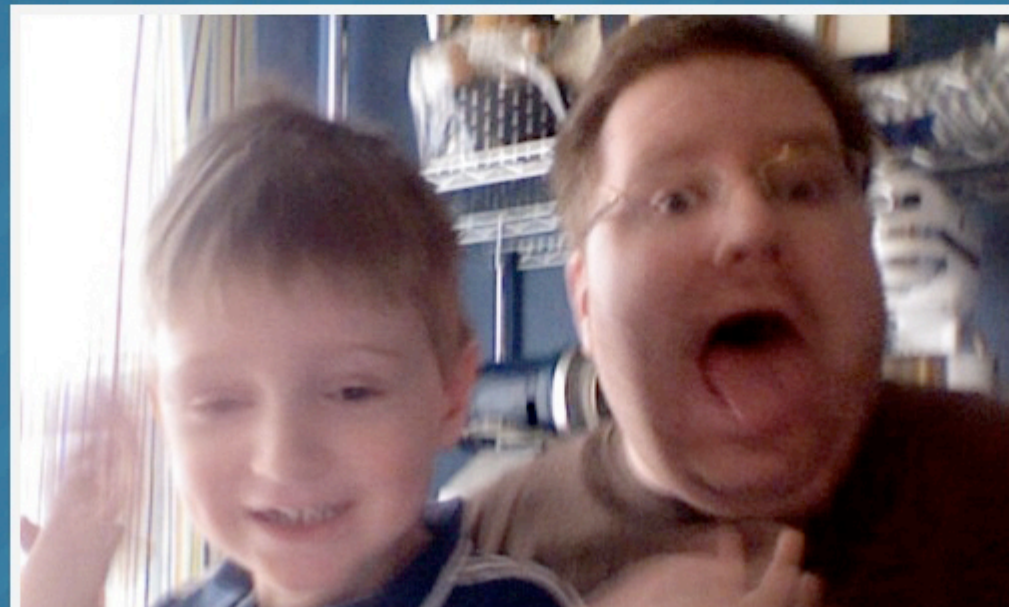
MON JAN 28

**Five terrible fake *Sylvester Stallone* franchise revivals**

*Yes, I'm still playing. I'm almost always playing with something.*

**Geekiest punchline ever... well, since the last xkcd.**

SUN JAN 27



# Tumbler



# Conclusion

- To grow your network, let people mashup their existing identities, relationships and data
- To be a “good citizen” open your data for mashups!
- Build your user base by piggy-backing on existing networks



# Questions?

- Contact info:
  - e-mail: [lawver@gmail.com](mailto:lawver@gmail.com)
  - twitter: kplawver
  - AIM: kplawver
  - blog: <http://lawver.net>



An aerial night photograph of a city street. The pavement is wet and reflects the various lights from buildings and street lamps. In the foreground, a modern building with large glass windows is visible, with some interior lights glowing. The street is mostly empty, with a few cars visible in the distance. The overall scene is dark, with the primary light sources being the city's artificial lighting.

# References

URLs to all the stuff mentioned in this presentation



# Identity Providers:

- OpenID: <http://openid.net>
- AOL: <http://dev.aol.com/topic/openid>
- LiveJournal: <http://livejournal.com/openid/>
- Technorati: <http://technorati.com/weblog/2006/10/144.html>
- Vidoop: <http://vidoop.com/>
- Wordpress.com: <http://faq.wordpress.com/2007/03/06/what-is-openid/>
- Yahoo!: <http://developer.yahoo.com/openid>



# Site Accepting OpenID

- Plaxo: <http://plaxo.com>
- Dopplr: <http://dopplr.com>
- Jyte: <http://jyte.com>
- Mixx: <http://www.mixx.com>
- ficlets: <http://ficlets.com>



# API's and Data Sources

- OpenID: <http://openid.net>
  - has links to most identity providers, libraries and tutorials
- Twitter: <http://twitter.com>
- AOL OpenAIM: <http://dev.aol.com/api/openaim>
- Yahoo BBAuth: <http://developer.yahoo.com/auth/>
- Jabber details (gtalk): <http://www.jabber.org/>
  - There are libraries for most programming languages
- JSON: <http://json.org>



# Network Extenders

- Facebook Apps: <http://developers.facebook.com>
- Tumblr: <http://tumblr.com>
- Soup.io: <http://soup.io>
- AOL's Buddy Feed: <http://settings.aim.com>
- Google Homepage Modules: <http://code.google.com/apis/gadgets>



# Remixes

- Tumblr: <http://tumblr.com>
- Soup.io: <http://soup.io>
- fd's flickr toys: <http://bighugelabs.com/flickr/>
- picnik: <http://www.picnik.com/>
- Creative Commons: <http://creativecommons.org>