Social Networking Mashups

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

Jyte: Only OpenID

Ficlets: AIM and OpenID

Mixx: 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

- 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

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)

Dopplr: Twitter

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.

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 picnik)
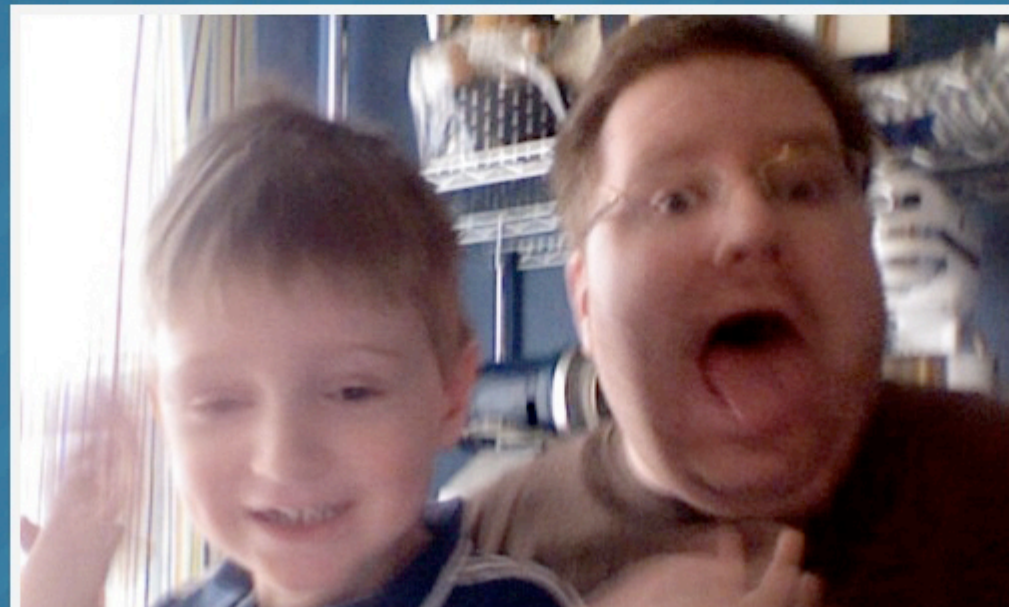
Tumbler

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:
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  - twitter: kplawver
  - AIM: kplawver
  - blog: http://lawver.net

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