
Sticking between: mashup in libraries

Bonaria Biancu

**Dall'XML all'elaborazione di conoscenza: approcci
professionali e uso sociale della rete**

**Seminario AIDA
Roma - 30 marzo 2007**

Sticking between: mashups in libraries

You don't have to have your own data to make money off of data access. Right now, there's revenue to be had in acting as a one-stop shop for mashup developers, essentially **sticking yourself right between data providers and data consumers.**

(Anne Zelenka, GigaOM)

Mashup: the largest developer ecosystem

- A **mixture of content** or elements. (...) a Web site that **combines content and/or scripts** from multiple sources.
 - Set up as a competition, the first "**Mashup Camp**" was sponsored by **Adobe, AOL, Sun, Microsoft, Google, Yahoo!** and others. It was hosted at the Computer History Museum in Mountain View, California in February 2006.
 - The winning mashup was **PodBop**, which combined a **concert event locator** site with **MP3 samples** of the upcoming bands. Second place went to **ChicagoCrime**, which showed **crime locations** in Chicago by mashing up the crime data with **Google Maps**.
(**TechWeb**)
-

Mashup: the **do it yourself** web

- Web application hybrid ([Wikipedia](#))
 - (informal definition) Extracting or creating apps and services out of information others provide
 - Web services built upon data exchange
 - It starts from (and build upon) **valuable data**
 - There's money to be made in mashups – it's not just geeky stuff (see [Business Week](#) and [Tech Beat](#) entries)
-

Building a business model

- [eBay](#): **no need to charge for APIs** because we make money in other ways when other people use them. We're not as nimble as we were before, no big company is - so **it's important that we allow others to use our APIs to make money** and build the business in the direction they want it go. ([Mashup Camp](#))
 - See also the LibraryThing Mashup Agreement at the end of [this page](#)
-

Mashup in web 2.0

- O'Reilly “What is web 2.0?”
 - Web as Platform
 - Rich user experience
 - Data is the next Intel inside
 - Support lightweight programming models
 - Design for "hackability" and remixability
 - Cooperate, don't control
 - Trusting users as co-developers
-

Web Services

□ **Sourcing data**

- API (application programming interface): functions and procedures for accessing data – must be open!
- RSS
 - An alternative is scraping ([with style](#))

□ **Web protocols**

- SOAP
 - REST
 - SRU(REST-like), SRW (SRU+SOAP), CQL (from [Library of Congress](#))
 - JSON/XML-RPC
-

Underlying Technologies

- Languages and techniques involved in **requesting data** and **formatting** results
 - Web services technologies (XML, DOM, RSS, ATOM, Javascript, PHP, Java, Perl, Python, Ruby on Rails, AJAX etc.)
 - Abstract model for **mashup**
 - $\text{data}[\text{source } 1] + \text{data}[\text{source } 2] + \text{data}[\text{source } n] = \text{more data in new valuable ways}$
-

Mashup Architecture

- ❑ API/Content Providers
- ❑ Mashup site
- ❑ Client's browser

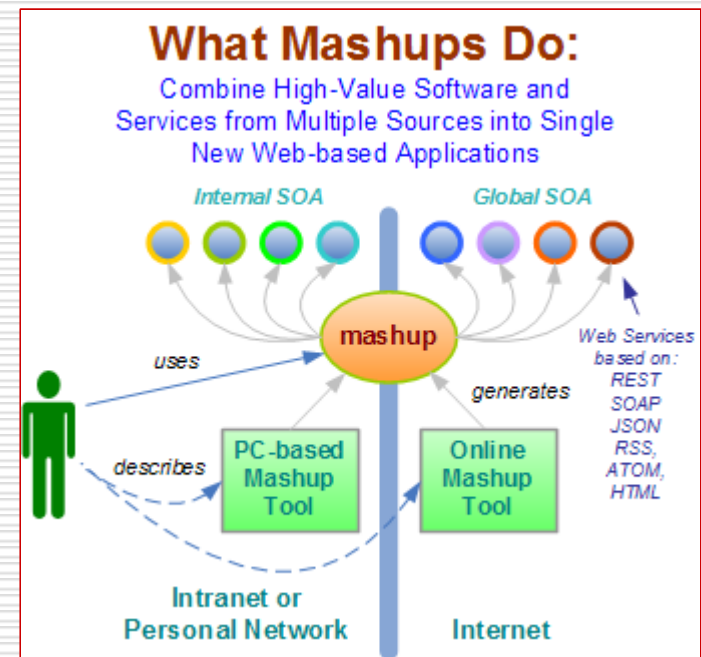


image by [Dion Hinchcliffe](#)

Mashup Cycle

(data feeding)

Information (website, wiki, feed
RSS etc.)


Programming Interface

Request

Processing

Result (output format)

Data sourced from one external source

[ISBNdb.com](#) | [Categories](#) | [Subjects](#) | [Authors](#) | [Publishers](#) | [Account](#) 

Keywords or ISBN [Search](#)

[News](#)
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ISBNdb.com, remote data access introduction

Delivering on the original promise of the ISBNdb.com project we allow free remote access to the vast collection of data on the site via a program interface. The interface is suitable for inclusion of data into other websites or standalone applications.

The remote access API allows your application to send a specially formatted query to the server and get a standard response formatted as an XML message. Please see [the ISBN database remote access API description](#) for more details.


Project News: [XML](#)

- [Perl API wrapper package](#)
- [API updates](#)
- [Historical prices](#)
- [Google Co-Op Integration](#)
- [API for MARC records](#)
- [...more...](#)

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- [Risk and return in](#)

Statistics (03/17/2007):

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[Change Password](#)
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API Description: Request & Response

Communication Concepts

The ISBNdb.com remote access API uses sessionless client-server architecture in much the same way as do most websites.

[Printable](#)

Statistics (03/17/2007):

The response is an XML formatted message similar in essence to this example:

```
<?xml version="1.0" encoding="UTF-8"?>
<ISBNdb server_time="2005-02-25T23:03:41">
  <BookList total_results="1" page_size="10" page_number="1" shown_results="1">
    <BookData book_id="somebook" isbn="0123456789">
      <Title>Interesting Book</Title>
      <TitleLong>Interesting Book: Read it or else..</TitleLong>
      <AuthorsText>John Doe</AuthorsText>
      <PublisherText>Acme Publishing</PublisherText>
    </BookData>
  </BookList>
</ISBNdb>
```

Unless otherwise mentioned, examples and descriptions below are using this access protocol as the only one publically available at the moment.

Smart ways to make valuable mashups (i.e. mashups from multiple sources)

Big players:

- Google ([AJAX Search API](#), [Froogle](#), [Google Maps!](#))
 - Amazon web services: [Historical pricing](#) (fee)
[Amazon Product Feed](#) (free)
 - eBay
 - Yahoo
 - Flickr
 - Del.icio.us
 - YouTube
 - ...
-

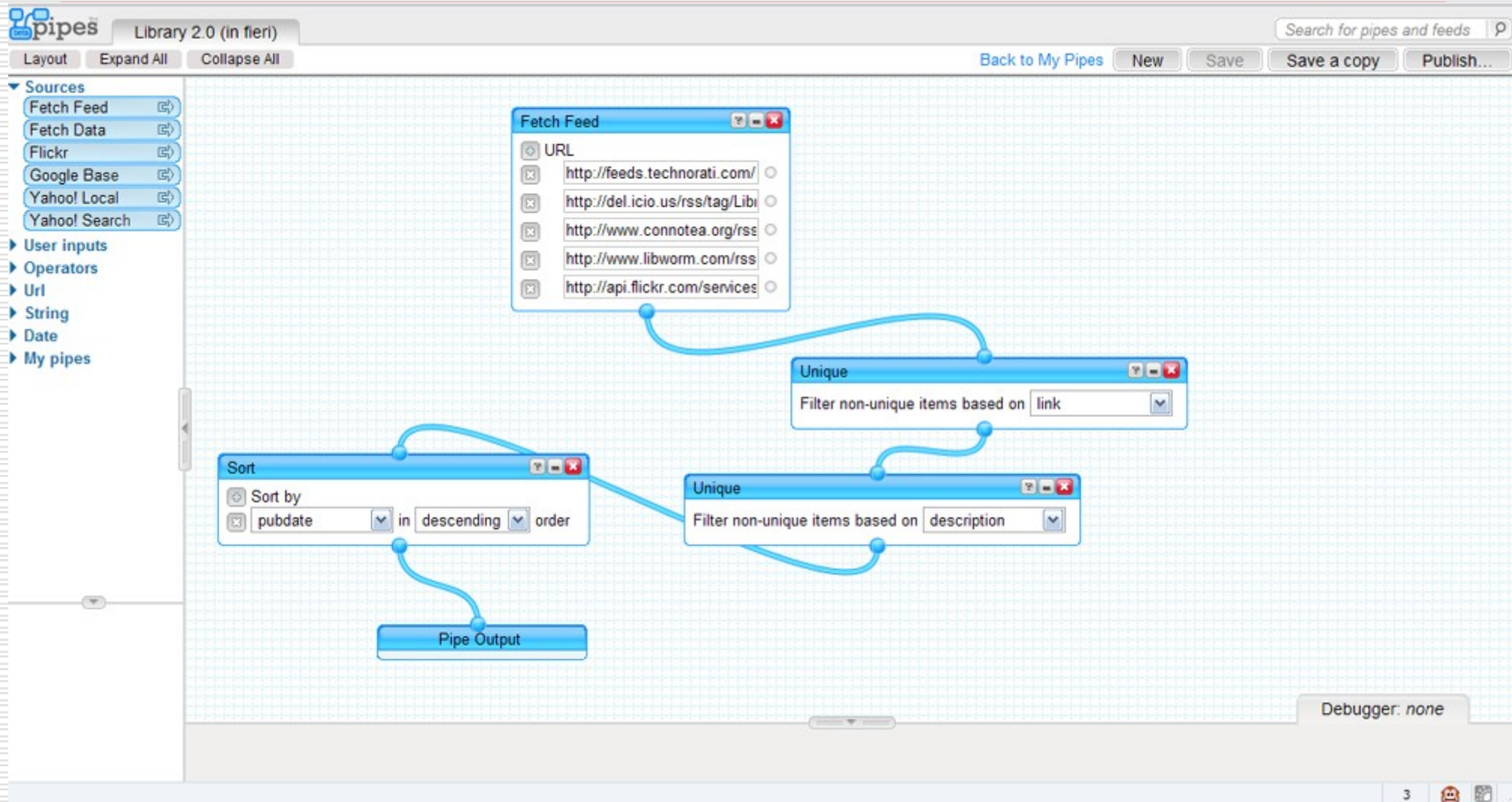
References

- ❑ [Programmable Web](#): 1,683 mashups and 4.57 per day; tags, APIs, descriptions, ratings, guides
 - ❑ [WebMashup](#) – directory for APIs and mashups
 - ❑ [MashupFeed](#) – feeds for most popular mashups, API and tag clouds from ProgrammableWeb
 - ❑ [Mashup Camp](#) - unconference for mashup developers
 - ❑ [Strike Iron](#): where you can sell or buy applications
-

Development tools

- [Pipes](#) – drag&drop modules for building mashups (try [Library 2.0](#))
 - [OpenKapow](#) - create, deploy, share and re-use web services
 - [QEDWiki](#) - the IBM wiki-based mashup-maker
 - [Proto](#) - desktop application for creating mashups within a visual building environment
 - [CogHead](#) - web-based business applications
 - [Dabble](#) - making database for creating, managing and exploring data on the web
 - [DataMashups.com](#) - personalized portals, integration of SOA, web services, web widgets, and web applications
 - [RSSBus](#) - dynamic RSS feeds from databases, spreadsheets, and directories
 - ...
-

Pipes – How is made



Pipes - Front-end

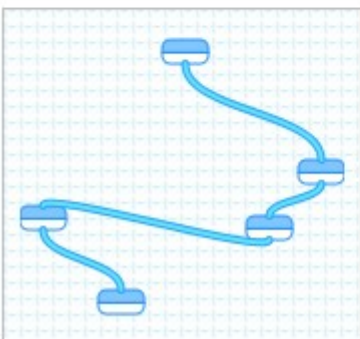
you're logged in as [bonaria.biancu](#) (logout)



[home](#)
[my pipes](#)
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[create pipe](#)
[discuss](#)
[documentation](#)

[Pipes is Hiring!](#)

how this pipe was made



[view/edit pipe](#)

Library 2.0 (in fieri)

[Run this Pipe](#)

[Clone](#)

[Edit](#)

[Delete](#)

[Re-publish](#)



the geek librarian

Pipe Preview

[Dave Pattern 3](#)

Richard Wallis posted a photo:

[Andy Latham, Talis 4](#)

Richard Wallis posted a photo:

[Anthony Brewerton 2](#)

Richard Wallis posted a photo:

[Tim Hodson 3](#)

Richard Wallis posted a photo:

[Tim Hodson 2](#)

Richard Wallis posted a photo:

[Les Watson 1](#)

Richard Wallis posted a photo:

[Anthony Brewerton 4](#)

Richard Wallis posted a photo:

[Anthony Brewerton 1](#)

Richard Wallis posted a photo:

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[MY YAHOO!](#)

[Add to Google](#)

[SUB BLOGLINES](#)

[Rojo SUBSCRIBE](#)

[netvibes](#)

[newsgator](#)

[MY AOL](#)

[Get results by Email or Phone](#)

[Get as JSON](#)



Mashups for...

- Mapping
 - Video and photo
 - Search and shopping
 - News
 - ...
 - and libraries/librarians?
-

LIS Mashups - 1

- [Talis Competition](#): information from libraries to life outside the walled gardens
 - [Froogle](#), [BooksPrice](#), [BookBurro](#) and [Book Finder 4 You](#): books (and) prices finders
 - Books(Amazon)-related mashups
 - [LibraryThing](#)
 - [MAB](#)
 - [TOCRoSS](#) – journals T.o.C. into library catalogue via RSS+ONIX
-

LIS Mashups - 2

- [Authoratory](#) - contact information, professional interests and social connections of scientists via Pubmed
 - [Journal Junkie](#) - abstract summaries from the highest impact medical journals available as downloadable audio
 - [LibWorm](#) - librarians RSS engine with over 1500 RSS feeds tagged and categorized
 - [ECS and Connotea](#) – tag and related items from Connotea to annotate records
 - [xISBN](#) – database *frbrized* made by OCLC where ISBN are grouped (for any ISBN you get a group of related ISBN)
 - [BookJetty](#) – Search Amazon books with Singapore National Library Board (NLB) + bookmark “wanted”-“reading”-“read”, feeds, popular books, tags, social networking etc.
-

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Look For:

Search *Amazon* books with *Singapore National Library Board (NLB)* catalogue information.

09 Feb 2007: Issues related to bookmarking Amazon UK books are not resolved. Yay!!

24 Jan 2007: BookJetty featured in *Lianhe Zaobao*.

10 Jan 2007: Introducing shoutboxes and send message features.

29 Dec 2006: For the new sign-ups, please remember to check your junk mail folder if you can't find the account activation email.

27 Dec 2006: [Earthquake](#) in Taiwan causing slow Internet access in Singapore. At times BookJetty response time may be a pain in the ass. Please bear with it for a while till the issue resolved. My condolences to the victims of the earthquake.

FEATURED BOOKS (tag 'loveit')



RECENTLY ADDED BOOKS



TOP SEARCHES this week . [today](#) . [this month](#)

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enterprise java beans financial intelligence
five people you meet in heaven geronimo stilton guide to the project
management body of knowledge guzheng heaven is so real insider trading
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witmer joel henry john sloman john thomas dygdon kingmaker l johnson lanny
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scheinfeld rubv susan cooper

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[cognition](#)
[communication](#)

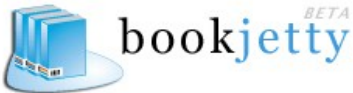
SHOUTBOX [All](#) . [Feed](#)

 : Looking at the book covers of ur fantasy books, very tempting....P

 : Can't say much about Fantasy, not into it, but for my reading portfolio, quite happy with wat I found in NLB.

BookJetty – Falling Leaves

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Falling Leaves: The Memoir of an Unwanted Chinese Daughter

by Adeline Yen Mah

ISBN: 0767903579

Publisher: Broadway (1999-04-06)

Paperback: 304 pages

Sales Rank: 5151

Avg from 328 reviews.

Buy New: \$14.99

Used & New: from \$11.99

Amazon.com

Snow White's stepmother looks like a pussycat compared to the monster under the bed in mainland China and--after the 1949 revolution--Hong Kong is a gruesome chronicle of a beautiful, cruel second wife. Chinese proverbs scattered throughout the text pit the author against her stepmother's subservience. Had she not escaped to America, where she experienced a fulfilling life, it would have been unbearable; instead, it's grimly fascinating: *Falling Leaves* is an Asian *Mommies*.

Book Description

Born in 1937 in a port city a thousand miles north of Shanghai, Adeline Yen Mah was the youngest child of an affluent Chinese family who enjoyed rare privileges during a time of political and cultural upheaval. But wealth and position could not shield Adeline from a childhood of appalling emotional abuse at the hands of a cruel and manipulative Eurasian stepmother. Determined to survive through her enduring faith in family unity, Adeline struggled for independence as she moved from Hong Kong to England and eventually to the United States to become a physician and writer.

A compelling, painful, and ultimately triumphant story of a girl's journey into adulthood, Adeline's story is a testament to the most basic of human needs: acceptance, love, and understanding. With a powerful voice that speaks of the harsh realities of growing up female in a family and society that kept girls in emotional chains, **Falling Leaves** is a work of heartfelt intimacy and a rare authentic portrait of twentieth-century China.

Falling Leaves: The Memoir of an Unwanted Chinese Daughter

[Print](#)

Daughter

English 305.420951 MAH

Not On Loan

Library	Date
Woodlands Regional Library	28-03-07

Trace Placed

Library	Date
Sengkang Community Library	25-11-06

In Transit for Reservation

Library	Date
Ang Mo Kio Community Library	20-03-07

In Transit

Library	Date
Sengkang Community Library	28-03-07

Reserved

Library	Date
Yishun Community Library	26-03-07

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WANTED (none)

READING (none)

READ (1 person)



SHOUTBOX

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Be the first to shout.

LIS Mashups - OPAC

- [Summa](#) - meta-opac searches MARC records from library catalogs, reviews and book covers from Amazon, titles&authors informations from database, CD covers, Googlezon-like features etc. with modular design that lets build&replace
 - [WPOPAC](#) – permalinks, comments to records, feeds, abstracts and reviews from Amazon, related items, record tags for del.icio.us., search refinements, alternate search, Technorati tags, results from Wikipedia...
 - [NCSU Catalog Availability Service](#) – API, SRU and AJAX for searching xISBN and providing items availability
-

Don't force the user

What if, instead of only being in a catalog, (...) **data were split into smaller components** and embedded in the user's browser and email programs? By **disaggregating the information** within its system the library can deliver just what is needed to a user, **provide connection into mashups**, and can live in the space of the user instead of forcing the user to come to the space of the library
(Participatory Networks)

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[Preferences](#)
[Language Tools](#)

My Requests [edit](#) [x](#)

Material on-hold @ AADL

[Water for elephants](#)
Cancel date: 08-18-2007

[The Devil wears Prada](#)
Cancel date: 08-18-2007

[The world is flat : a brief history of the twenty-first century](#)
Cancel date: 08-18-2007

My Library's Newest Items [edit](#) [x](#)

New Books @ AADL

[The producer : John Hammond and the soul of American music](#)
Prial, Dunstan, 1963-

[War and peace \[study guide\]](#)
Tolstoy, Leo, graf, 1828-1910

[Huckleberry Finn \[study guide\]](#)
Twain, Mark, 1835-1910

Weather [edit](#) [x](#)

[Ann Arbor, MI](#)
71°F
Overcast
Wind: N at 0 mph
Humidity: 78%

Today	Sat	Sun
		
82° 63°	78° 62°	78° 56°

My Check-outs [edit](#) [x](#)

Material checked-out @ AADL

[Harriet, the spy \[sound recording\]](#)
Due: 09-14-2006

[The witches \[sound recording\]](#)
Due: 09-14-2006

[Geronimo Stilton. Books 1-3 \[sound recording\]](#)
Due: 09-14-2006

My Library's Most Popular Items [edit](#) [x](#)

AADL Top 10 Books

- [The memory keeper's daughter](#)
Edwards, Kim, 1958-
- [Twelve sharp](#)
Evanovich, Janet
- [The Devil wears Prada](#)
Weisberger, Lauren, 1977-

Top Stories [edit](#) [x](#)

[Ramsey family says arrest brings long-sought relief](#)
Marshalltown Times Republican - [all 4586 related »](#)

[NSA ordered to stop wiretap programme](#)
MSN Money - [all 1081 related »](#)

[Southern Lebanese greet national forces](#)
CNN International - [all 2445 related »](#)

Movies [edit](#) [x](#)

Showtimes for 48103 »

[Snakes on a Plane](#) 1hr 46min - Rated R
☆☆☆☆ 2 reviews

[Talladega Nights: The Ballad of Ricky Bobby](#) 1hr 50min - Rated PG-13
★★★★☆ 22 reviews

[Accepted](#) 1hr 30min - Rated PG-13
★★★★☆ 4 reviews

Slashdot [edit](#) [x](#)

[The FBI Software Upgrade That Wasn't](#)

[Dell to use AMD Chips in Desktop PCs](#)

[Fedora Project Leader Max Szevack Responds](#)

Dictionary.com Word of the Day [edit](#) [x](#)

[adumbrate](#): to outline; also, to foreshadow; also, to suggest; also, to shade.

[fortuitous](#): happening by chance.

LIS Mashups - Future

□ Beyond OpenUrl

- [Umlaut](#) and [LibX](#): client-side bridging bibliographic data and identifiers with web information and library resources (OpenUrl)
 - Microformats: [COinS](#), [unAPI](#)... It's up to the user choose information sources, services, providers
 - Something like... a (really semantic) [Blue Organizer](#) for libraries
-

LibX at Virginia Tech Systems

http://laurel.lib.vt.edu:2082/search/i?SEARCH=0300097174

VT Library Bar Keyword Search Addison Clear All

The Waning of the Renaissance, 1550-1640 Virginia Tech Test System /All Locati...

Save Marked Records Save All On Page

Mark		Medium	Year
<input type="checkbox"/>	0300088663 (cloth : alk. paper) : The invention of peace : reflections on war and international order / Michael Howard. CB481 .H68 2000 ; Newman Library:AVAILABLE	BOOK	2000
<input type="checkbox"/>	0300088701 (v. 36) : Archives E302 .F82 1959 ; Newman Library:AVAILABLE	BOOK	1959 -
<input type="checkbox"/>	0300-0893 : Biomedicine = Biomédicine R11 .B57 ; Request from Storage:AVAILABLE	BOOK	1973 - 1981

Your entry **0300097174** would be here

<input type="checkbox"/>	0300100779 (v. 37) : Archives E302 .F82 1959 ; Newman Library:AVAILABLE	BOOK	1959 -
	The hand of James M. G		
	1950 / Robert		
	constructed abstract art in England neglected avant-garde / Alastair		

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Select All
Search Web for "0300097174"
View Selection Source
Web Developer
Add Selection to Search as...
Search Addison for ISBN 0300097174
Search for ISBNs Related to 0300097174
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Search IMDb.com
Search Amazon.com

Notice the second menu item.
"Search for ISBNs Related to..."

It uses OCLC's xISBN service to find other ISBNs under which the same book might have been published.

Let's try it.

Back Next

... what about YOU?

- ❑ Mashups from OPAC ([APIs from outside](#) for building services out of the data), databases, e-journals
 - ❑ OPAC: Amazon - Google Maps - Connotea - Feeds - Openurl - whatever?
 - ❑ Geolocation of libraries, services, books, users etc. (G. Maps, Flickr, Frapp'r)
 - ❑ Integration in VLEs
 - ❑ Library's website: chat with Meebo, feeds from Feedraider, videos from YouTube, photos from Flickr or BubbleShare, podcasting from LibSyn, results from Customised Search Engines, tag clouds for subjects
 - ❑ Do a [PatREST](#) for your OPAC!
 - ❑ ...
 - ❑ Try! (RSS is the key)
-

NING

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Your Life Work: The Librarian

Blog Posts

Directory di sperimentazioni L2 in Italia

Sulla scorta della discussione avviata in Aib-Cur e delle sollecitazioni di Brunella Longo in particolare a rendere note le sperimentazioni di biblioteca 2.0 in Italia, vorrei lanciare un censimento pubblico, da ospitare su questa piattaforma ed anche sul mio blog, magari in una pagina dedicata, di iniziative italiane di L2.

Vorrei creare una sorta di directory di quanto finora è stato realizzato e di quanto è in corso d'opera nel nostro...

[Continue Reading...](#)

Posted by [me](#) on March 16th, 2007 at 4:35pm — No Comments ([Add](#))

Bloggable Stelling

Questa mattina ho assistito al seminario CENFOR sul web 2.0: è stato un bell'assaggio di Stelling :-) Federico Meschini ha presentato una panoramica del

...

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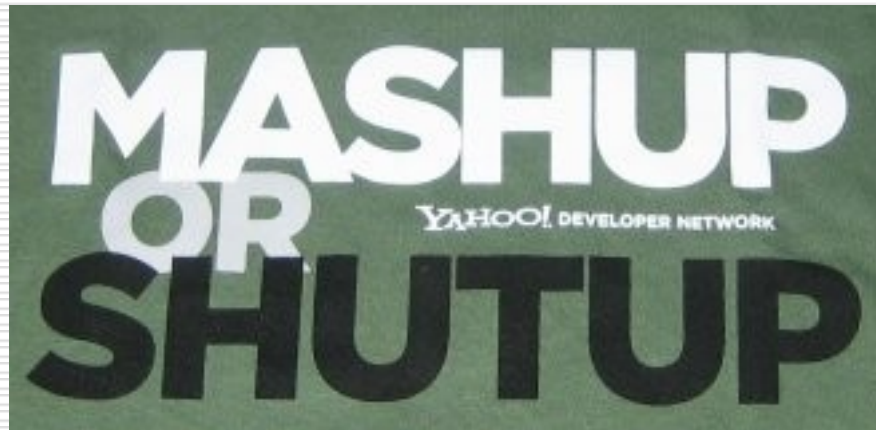
Posted by [me](#) on March 15th, 2007 at 7:25pm — Comments ([Add](#))

Fem BarCamp

Il mio amico Phaully mi informa di un evento cui devo partecipare: il FemCamp. Trattasi di un barcamp declinato al femminile, dove le **geek italiane** potranno ritrovarsi e scambiare idee, pratiche, pensieri etc. Il barcamp, infatti, non contempla passività, non è come semplicemente e piattamente assistere ad un convegno, ma implica partecipazione:

email **forum** **tag** **chat** **networking** **RSS**

Questions?



<http://del.icio.us/bonaria/mashup>

Bonaria Biancu -- aka The Geek Librarian
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blog: <http://bonariabiancu.wordpress.com>

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