Sticking between: mashup in libraries

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

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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 2.0 meme map

Picture by Markus Angermeier

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 techinques 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**
  - data[source 1] + data[source 2] + data[source n] = **more** data in **new valuable** ways

Mashup Architecture

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

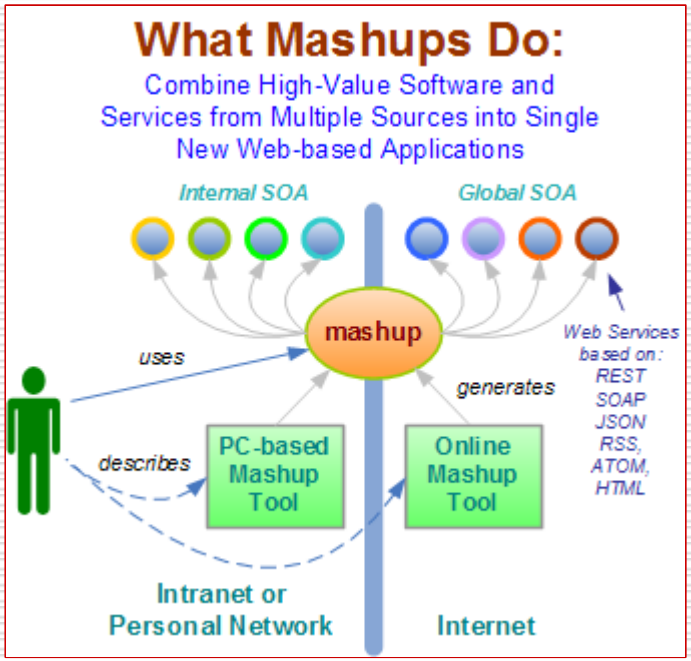


image by Dion Hinchcliffe

Mashup Cycle

(data feeding)

Information (website, wiki, feed RSS etc.)

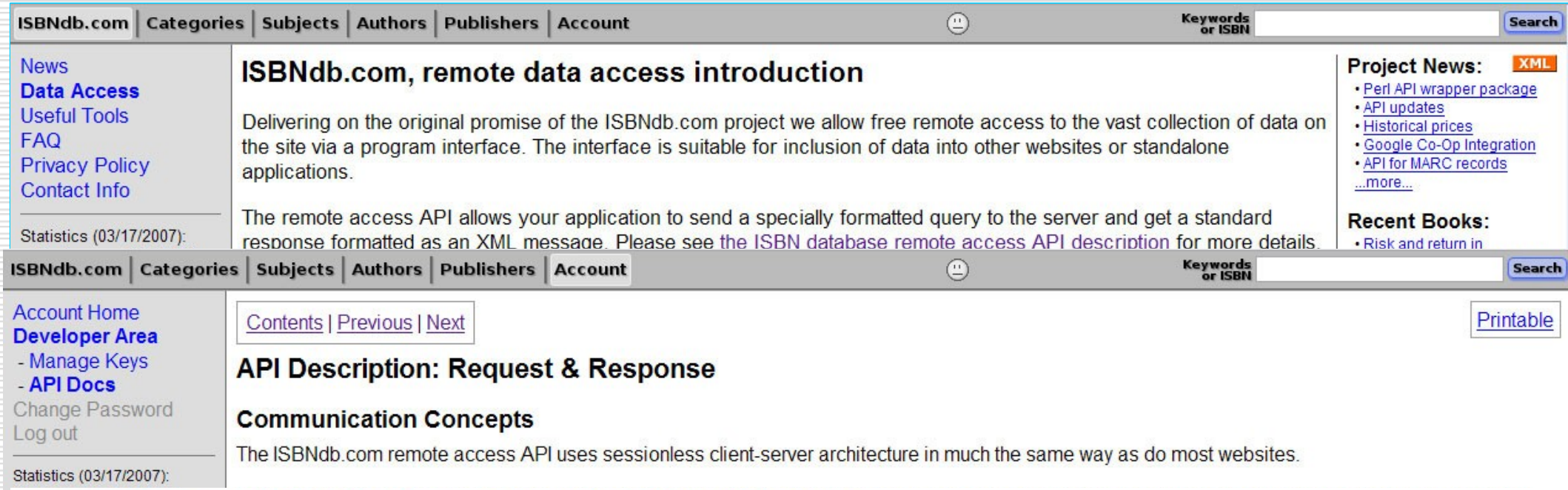
Programming Interface

Request

Processing

Result (output format)

Data sourced from **one** esternal source



The response is an XML formatted message similar in essense 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
- ...

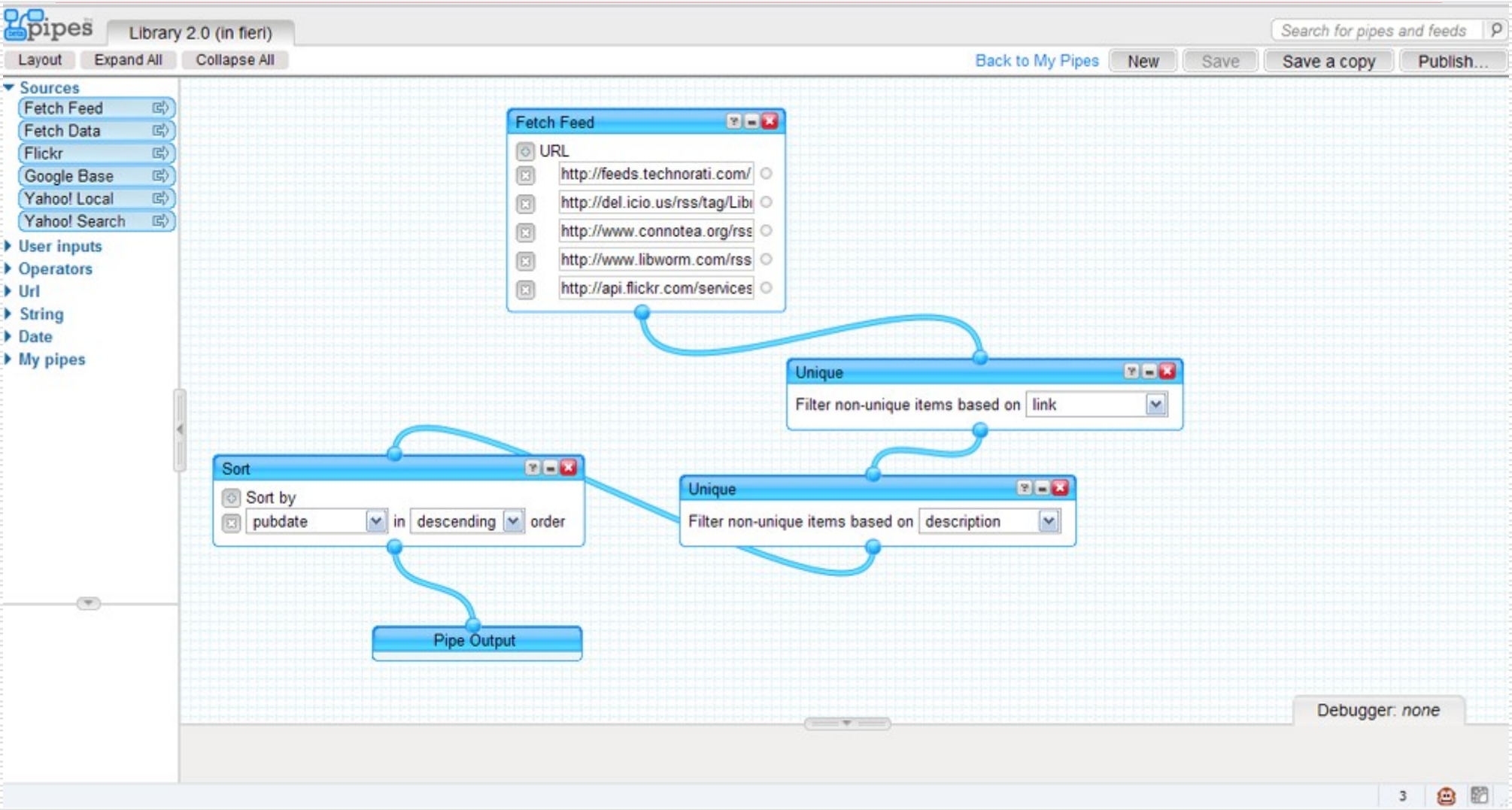
References

- 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

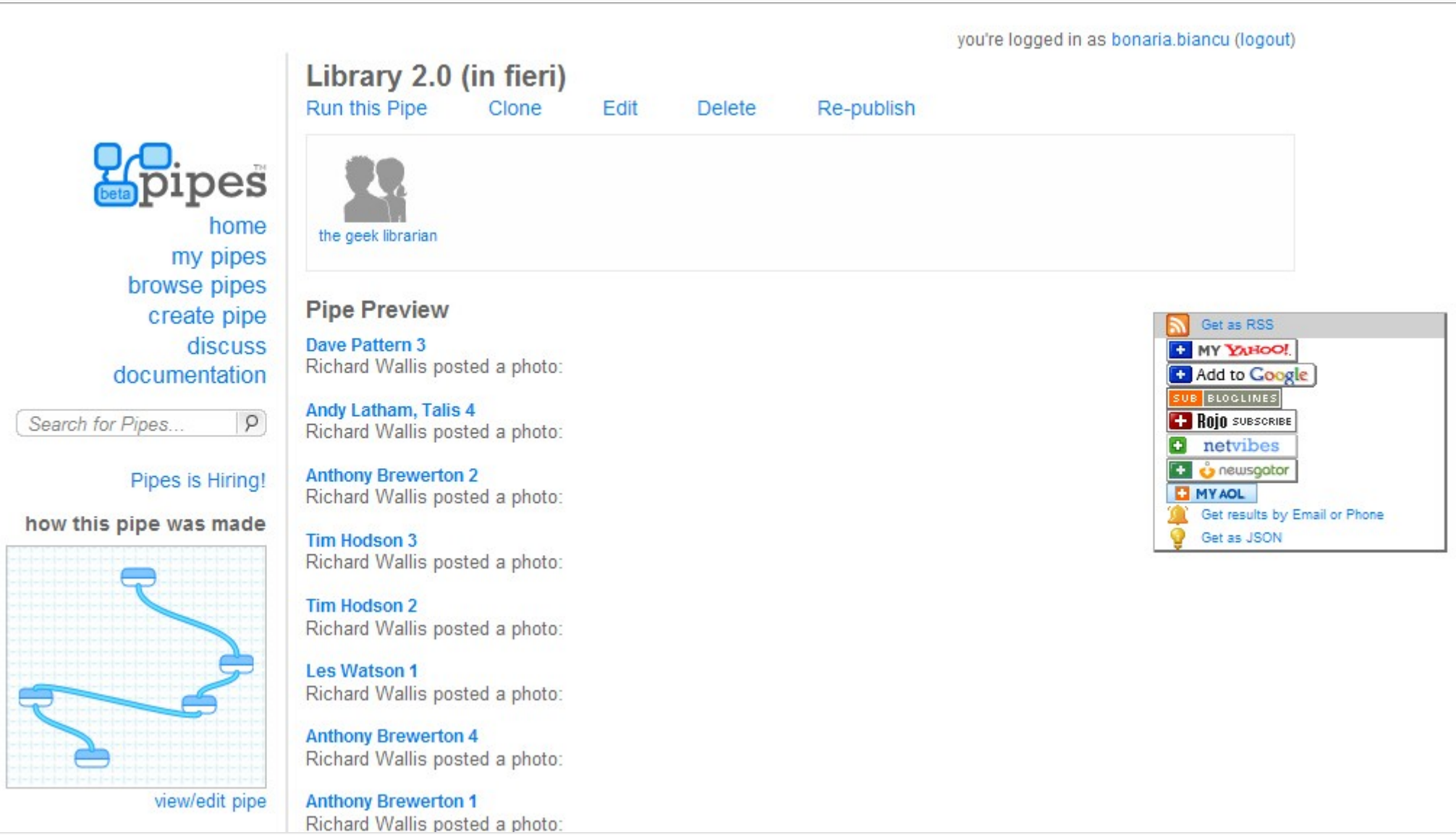
Development tools

- 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 adn 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



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.

BookJetty – Home Page

BookJetty – Falling Leaves

About | Tips | FAQ | Feedback | Blog | Forum | Widgets NEW

bookjetty BETA

Home | My Books | Popular | Recent

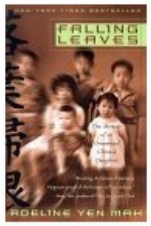
Login | Sign Up

In association with amazon.com

Recent shouts

Look For: Search by Keywords | Search | Amazon US

« Back to search result



Falling Leaves: The Memoir of an Unwa

by Adeline Yen Mah

ISBN: 0767903579
Publisher: Broadway (1999-04-06)
Paperback: 304 pages
Sales Rank: 5151
Avg ★★★★☆ from 328 reviews.

Buy New: $14.
Used & New: fr

Amazon.com

Snow White's stepmother looks like a pussycat compared to the monster unde
mainland China and--after the 1949 revolution--Hong Kong is a gruesome chron
beautiful, cruel second wife. Chinese proverbs scattered throughout the text pit
subservience. Had she not escaped to America, where she experienced a fulfill
unbearable; instead, it's grimly fascinating: *Falling Leaves* is an Asian *Mommie*

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

English 305.420951 MAH

Not On Loan	
Woodlands Regional Library	28-03-07
Trace Placed	
Sengkang Community Library	25-11-06
In Transit for Reservation	
Ang Mo Kio Community Library	20-03-07
In Transit	
Sengkang Community Library	28-03-07
Reserved	
Yishun Community Library	26-03-07

NATIONAL LIBRARY

English 305.420951 MAH
Not On Loan: 1 **Total**: 5

Check all editions (19)

BOOKMARK

WANTED . READING . READ

WANTED (none)
READING (none)
READ (1 person)

SHOUTBOX All . Feed

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)

Go go Google

Google

Web Images Video[New!] News Maps more »

Google Search I'm Feeling Lucky

Advanced Search
Preferences
Language Tools

My Requests

edit

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

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

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

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

AADL Top 10 Books

1) The memory keeper's daughter
Edwards, Kim, 1958-

2) Twelve sharp
Evanovich, Janet

3) The Devil wears Prada
Weisberger, Lauren, 1977-

Top Stories

edit

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

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

The FBI Software Upgrade That Wasn't

Dell to use AMD Chips in Desktop PCs

Fedora Project Leader Max Spevack Responds

Dictionary.com Word of the Day

edit

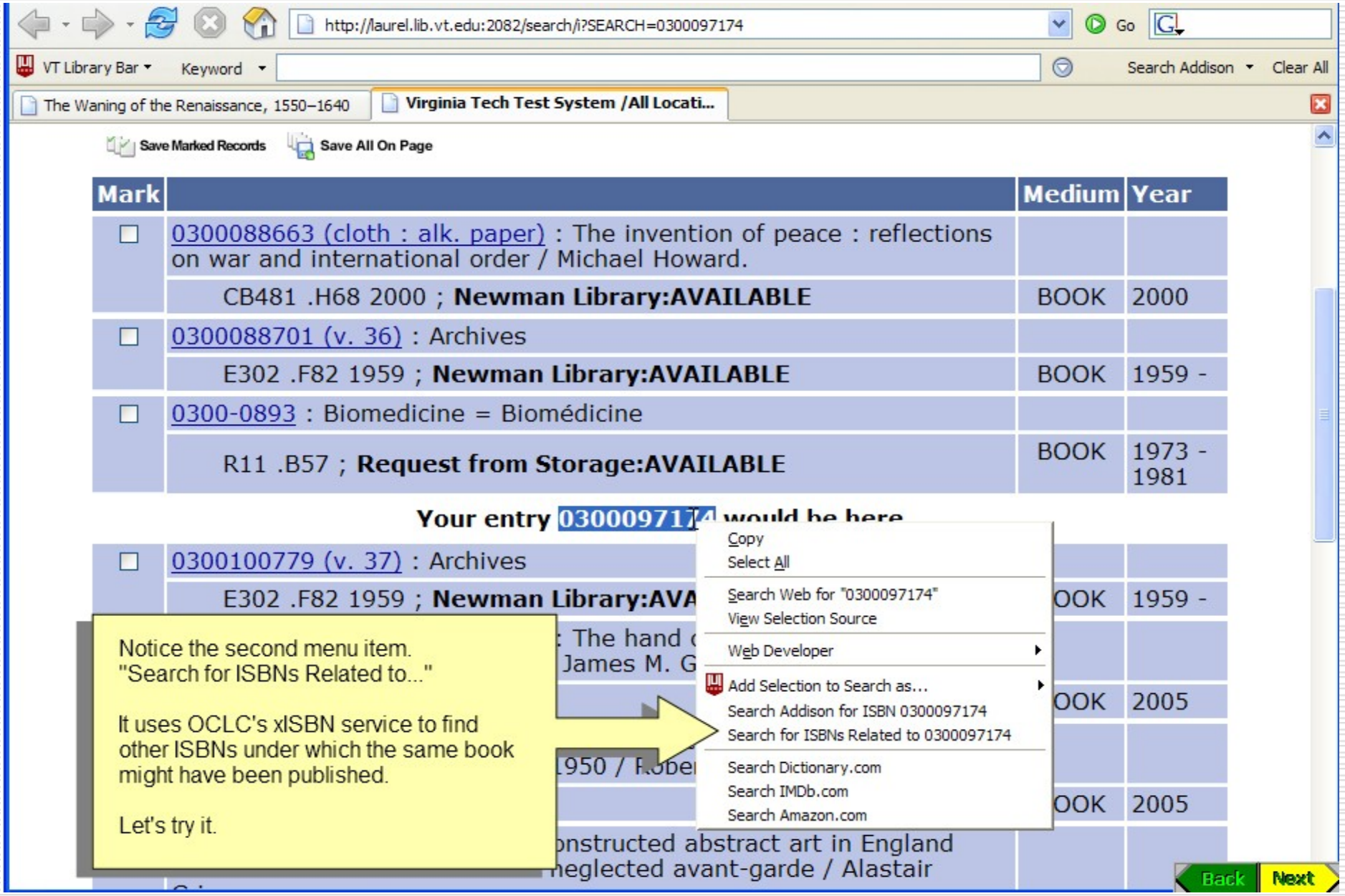
adumbrate: to outline; also, to foreshadow; also, to suggest; also, to shade.

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



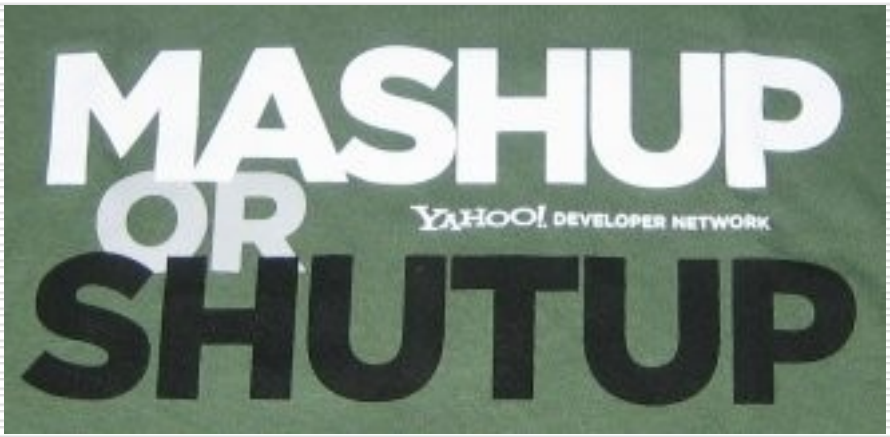
... what about you?

- 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, Frappr)
- 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

library 2.0
Biblioteche e bibliotecari italiani per il 2.0
Main
My Page
Members
Videos
Photos
Forum
Invite
Manage
Photos
Edit
Biblioteca 2.0
4/13
View embed code
Add Photos
View Photos
Your Biblioteca 2.0 Box
Edit
Biblioteche e bibliotecari italiani per il 2.0
Videos
Edit
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 Stelline
Questa mattina ho assistito al seminario CENFOR sul web 2.0: è stato un bell'assaggio di Stelline :-) Federico Meschini ha presentato una panoramica del
...
Continue Reading...
Posted by me on March 15th, 2007 at 7:25pm — Comments (Add)
Fem BarCamp
Il mio amico Phauly 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:
Edit
Change My Profile Photo
Email & Privacy Settings
Manage Your Network »
email
forum
tag
chat
networking
RSS

Questions?



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