facebook
Keep me logged in
Forgot your password?
Login
Facebook helps you connect and share with the people in your life.
Sign Up
It's free and anyone can join
First Name:
Last Name:
Your Email:
New Password:
I am:
Select Sex:
Birthday:
Month:
Day:
Year:
Why do I need to provide this?
Sign Up
Create a Page for a celebrity, band or business.
English (US) Español Português (Brasil) Français (France) Deutsch Italiano
Facebook © 2009 English (US)
About Advertising Developers Careers Terms Blog Widgets Find Friends Privacy Mobile Help
FACEBOOK
Reducing work productivity one status update at a time.
MUFFSLAP.COM

CS1517: Web Technology

Social Networking, Embedding Content, and Testing

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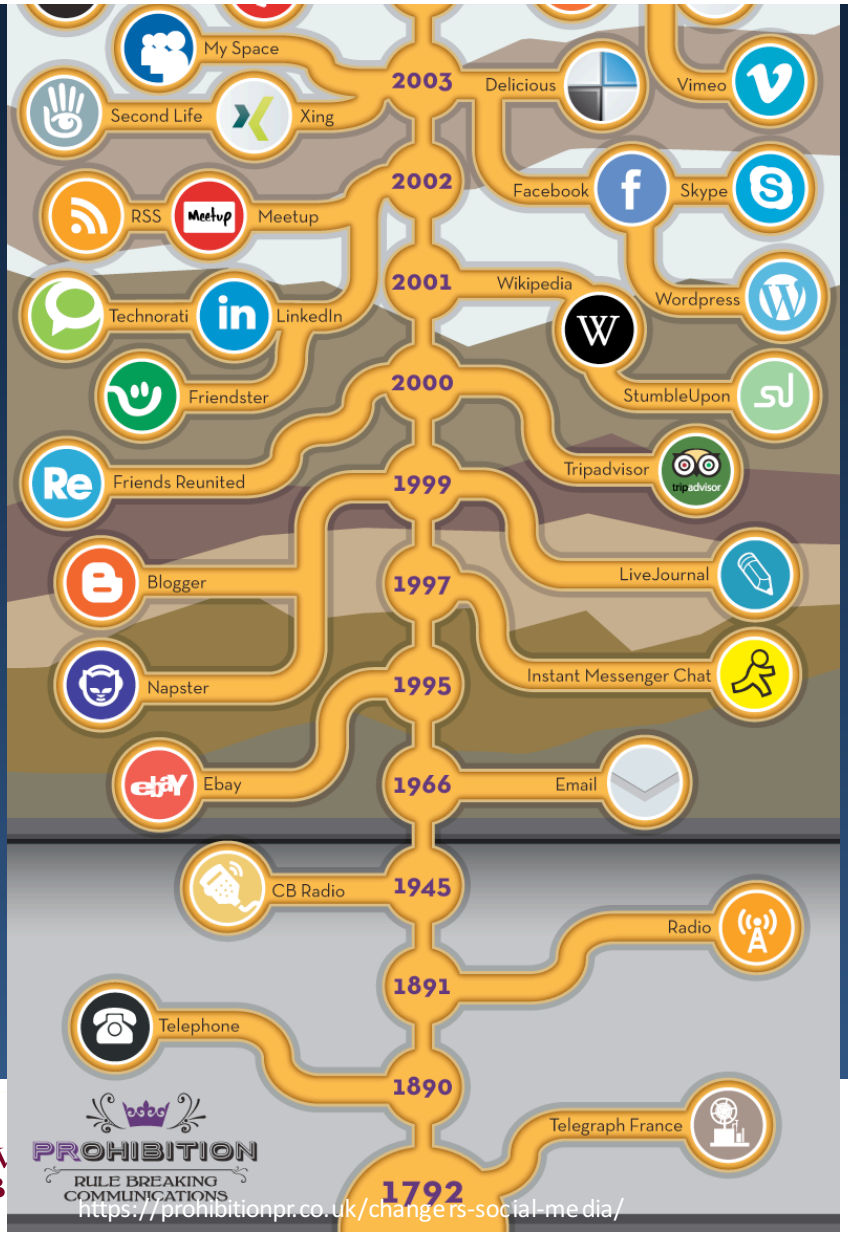
A lecture on <favourite social media platform>?
Finally something I know about…

What we'll cover

- Social Networking
- Embedding Content
- Web Development Life Cycle


My Space
Second Life
Xing
RSS
Meetup
Technorati
LinkedIn
Friendster
Friends Reunited
Blogger
Napster
Ebay
CB Radio
Telephone
Telegraph France
Radio
Email
Instant Messenger Chat
LiveJournal
Tripadvisor
StumbleUpon
Wordpress
Wikipedia
Facebook
Skype
Delicious
Vimeo
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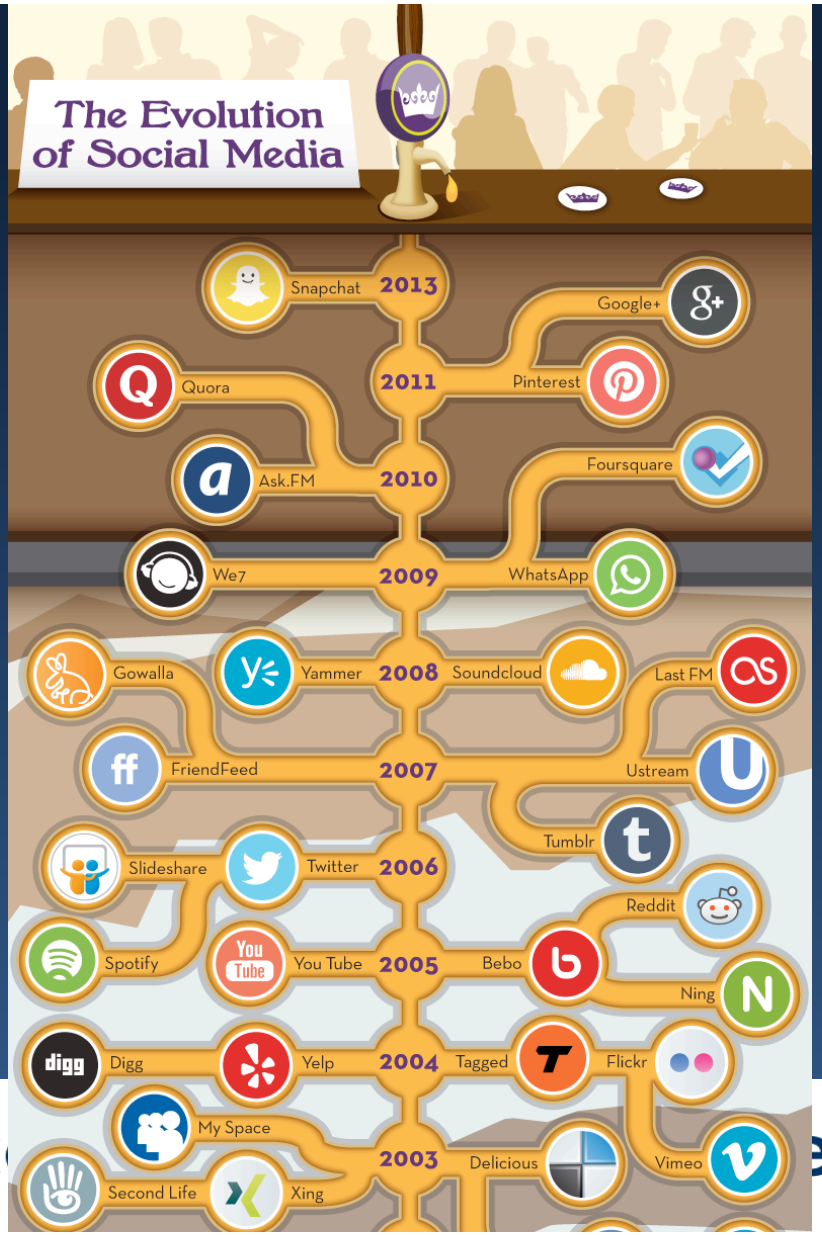
PROHIBITION
RULE BREAKING COMMUNICATIONS
https://prohibitionpr.co.uk/changers-social-media/


The Evolution of Social Media
Snapchat
Google+
Quora
Pinterest
Ask.FM
Foursquare
We7
WhatsApp
Gowalla
Yammer
Soundcloud
Last FM
FriendFeed
Ustream
Tumblr
Slideshare
Twitter
Reddit
Spotify
You Tube
Bebo
Ning
Digg
Yelp
Tagged
Flickr
My Space
Second Life
Xing
Delicious
Vimeo
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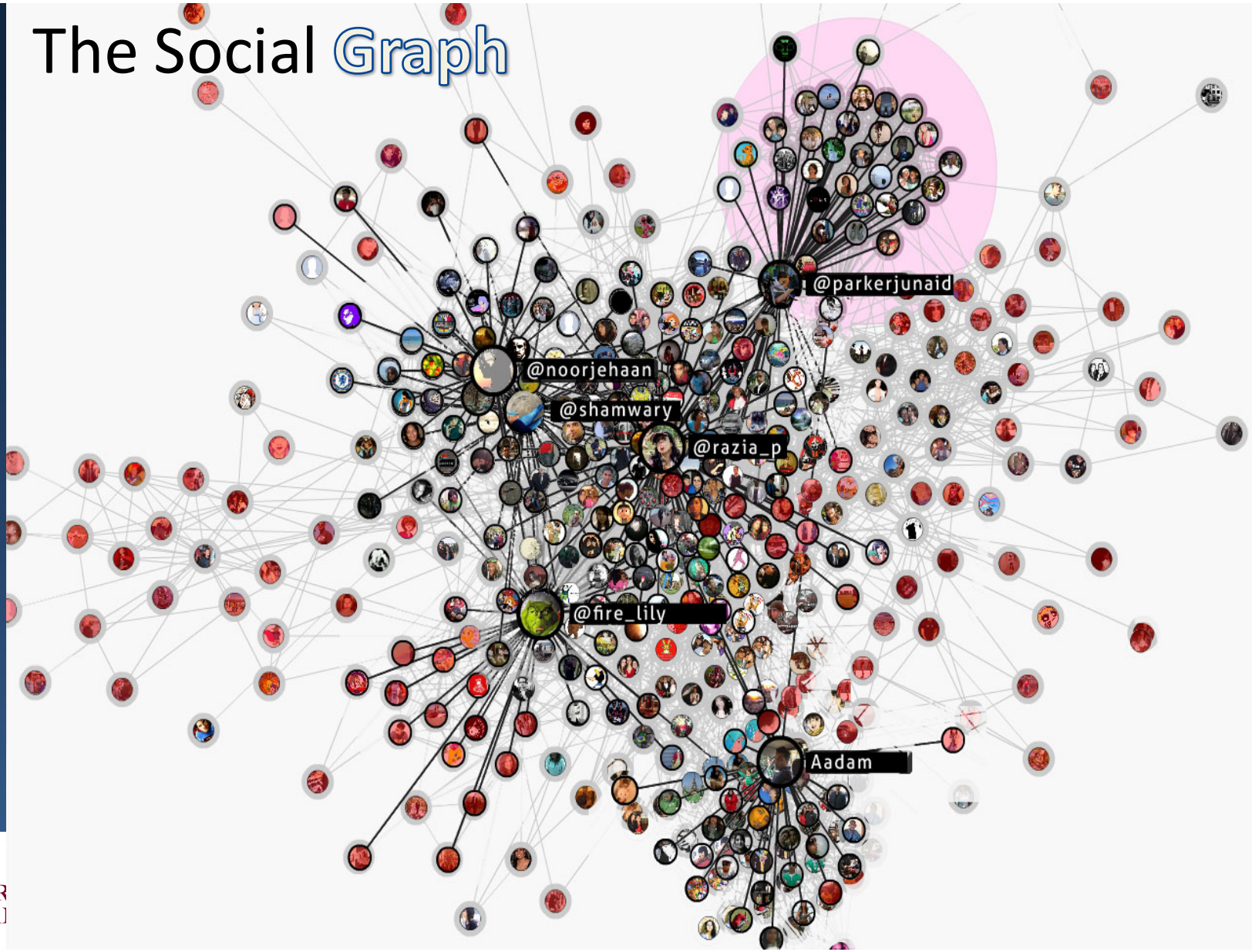
The Social Graph



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The Social Graph Problem

Multiple graphs across multiple websites/networks.

- Our membership on Facebook has very little to do with our membership on Twitter.

As a result, our social graph on each website is not a true representation, only a one-sided view of ourselves.

There have been several attempts to solve this problem by providing one login to many accounts e.g. OpenID.

Blogging

- A single or group authored listing of short to medium-length essays, opinions or commentaries.
- Provide opportunities to reply to the author via comments.
- Used by companies to release news and communicate with their community.
- Micro-blogging has become incredibly popular – i.e. Twitter.

Tagging

A common Internet meme is to “tag” information with relevant keywords or phrases that have personal meaning.

Tag clouds

- illustrate how an entire community has described a resource.
- Font size indicates frequency of tag usage
- Collective Intelligence

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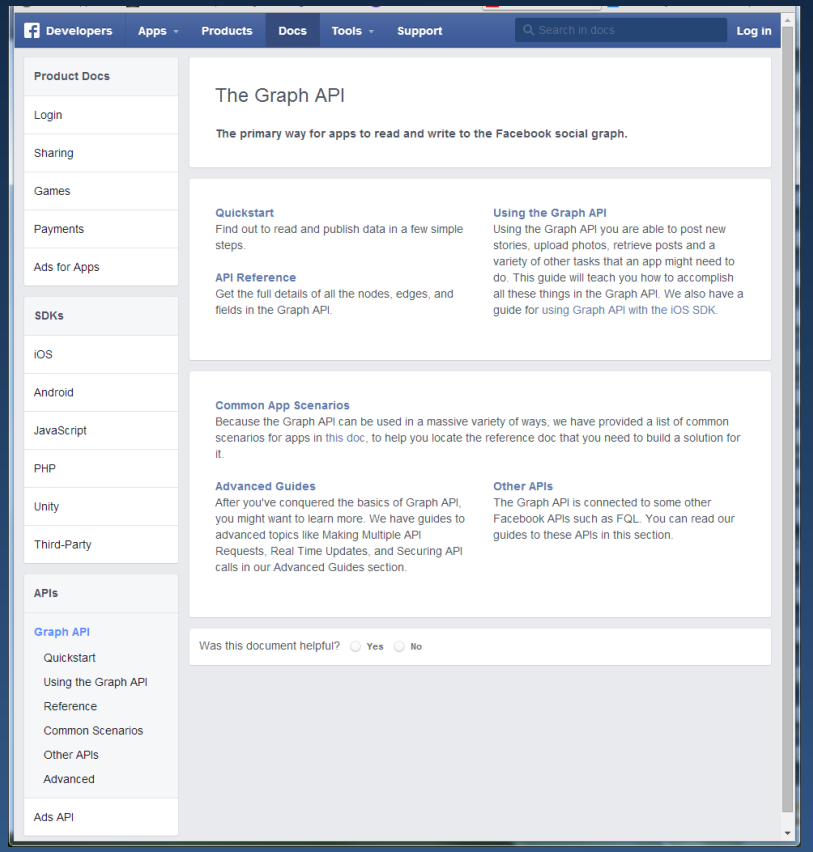
Application Programming Interface (APIs)

- A service which acts as an interface between different software systems.
- Allows third-party developers to write applications which interact with each other, without exposing core programming code.
- Calling functions within an API usually returns data that can be used elsewhere.
- Offered by many Social Networking sites.



Modern Social Network Design

Simple minimalist layouts

- No flashy layouts or extreme colours.
- Appealing to the “mass market”

Core set of APIs.

Mobile-accessible.

Privacy over data.

Users own their own content.

Privacy in Social Networks

Information spreads faster in a social network than in real life.

- Data is easily copied, storable and searchable.

Social Networks profit from user data.

- Targeted advertising based on profile information.

Users have very little control over their own data.

- More importantly, little control over their online identity.

Cyberbullying

“willful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices”

Cyberbullying Research Centre

Cyberstalking

Trolling

Which of these is not a type of social network activity?

1. Blogging
2. Singing
3. Commenting
4. Tagging

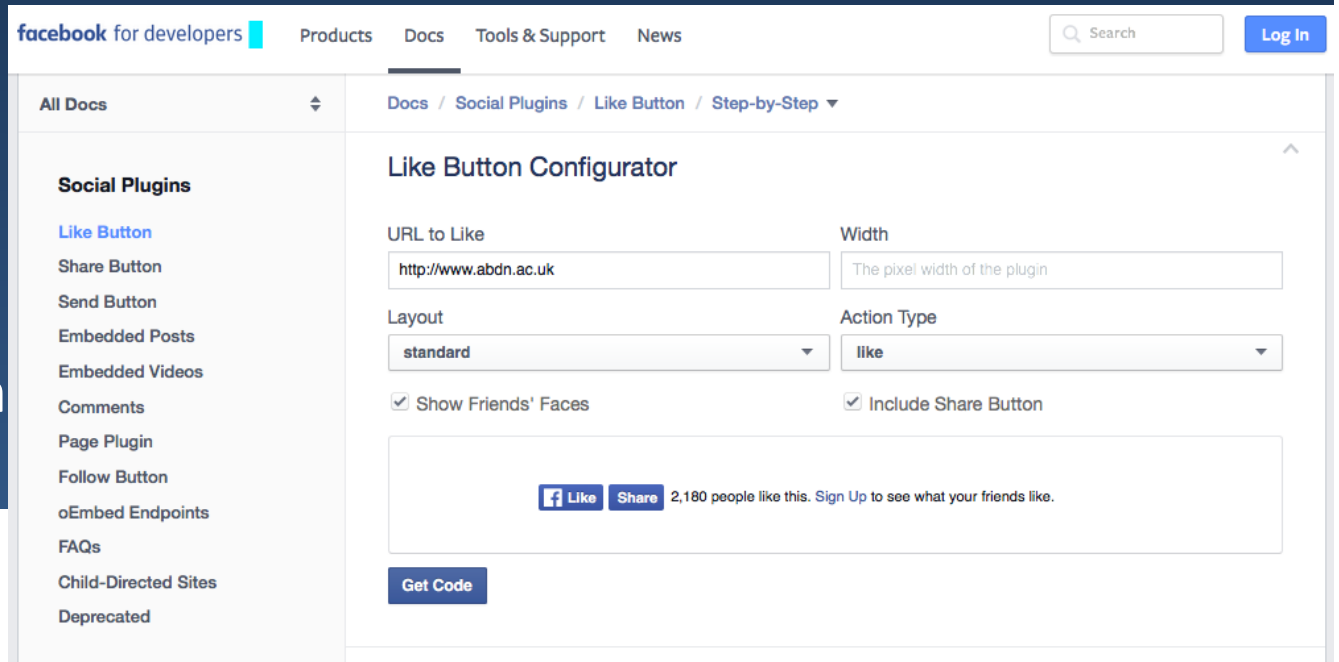
Embedding Content

Facebook Buttons

"Liking" or "Share' external content appears in your (and your friends) News Feed.

https://developers.facebook.com/docs/plugins

* May break page validation



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Open Graph Protocol

- *Open Graph* tags are <meta> tags that you add to the <head> of your website to describe the entity your page represents, whether it's a band, restaurant, blog, etc.
- `<meta property="og:tag name" content="tag value"/>`
- If you use Open Graph tags, the following are supplied:
  - `og:title` – The title of the entity
  - `og:type` – The type of entity
  - `og:image` – The URL to an image that represents the entity
  - `og:url` – The permanent URL of the page
  - `og:descrption` – Description of the entity
  - `og:site_name` – A human-readable name e.g. "IMDb"
- http://ogp.me/

Open Graph and Facebook Like

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
    <head>
        <meta property="og:title" content= "Computing Science" />
        <meta property="og:site_name" content= ”Computing Science at University of
Aberdeen" />
        <meta property="og:type" content=“website" />
        <title>Computing Science</title>
    </head>
    <body>
        …
    </body>
</html>
```

Google +1 button

- Lets visitors publically recommends an item on Google Search and share it on Google+
- https://developers.google.com/+/web/+1button/?hl=en

Google +1 Customisation

- Determine what people see when page is shared
- Update the <html> tag

```
<html itemscope itemtype="http://schema.org/Product">
```

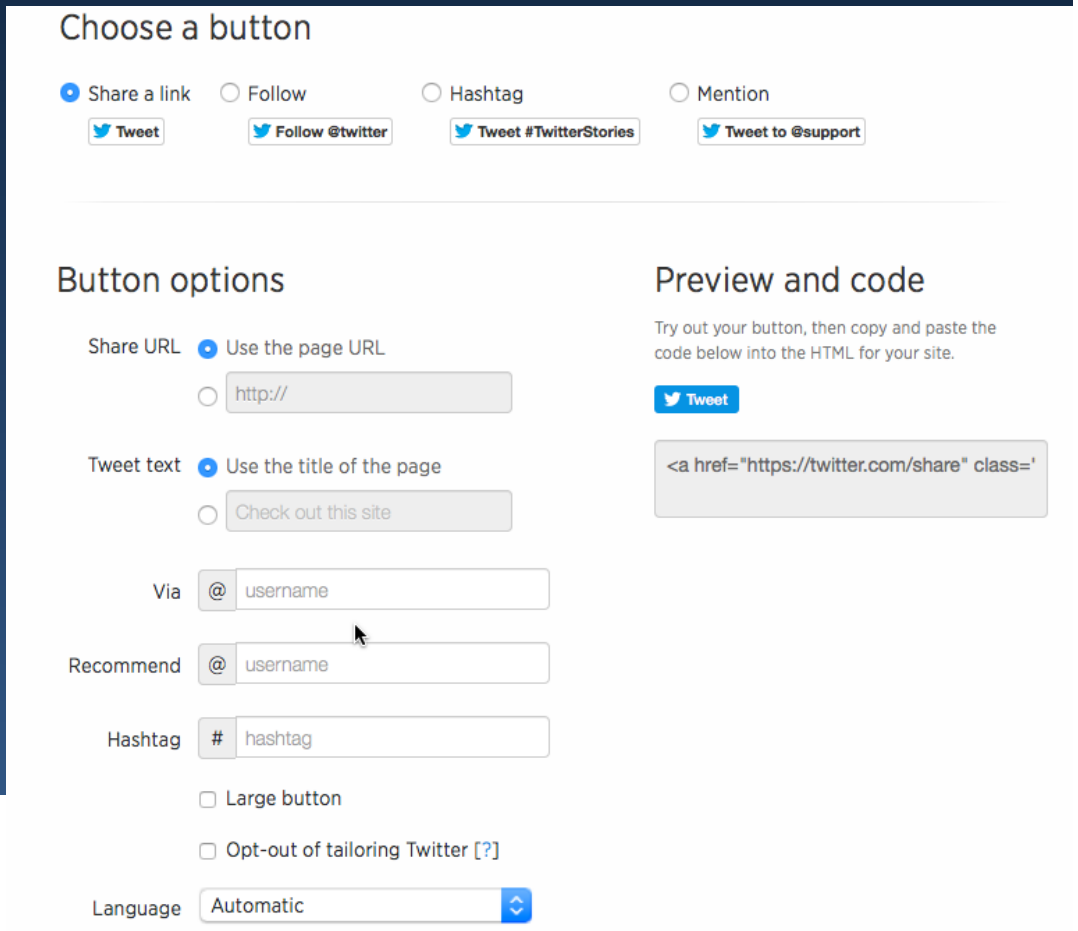
Type can be: Action, CreativeWork, Event, Organization, Person, Place, or more – lookup the URL

- Schema.org microdata:

```
<h1 itemprop="name”>Cat lead</h1>
<img itemprop="image" src=”lead.png" />
<p itemprop="description”>Lead to prevent your cat from wondering off.</p>
```

Twitter Buttons

- https://twitter.com/about/resources/buttons
- Tool to share, follow, hashtag, mention



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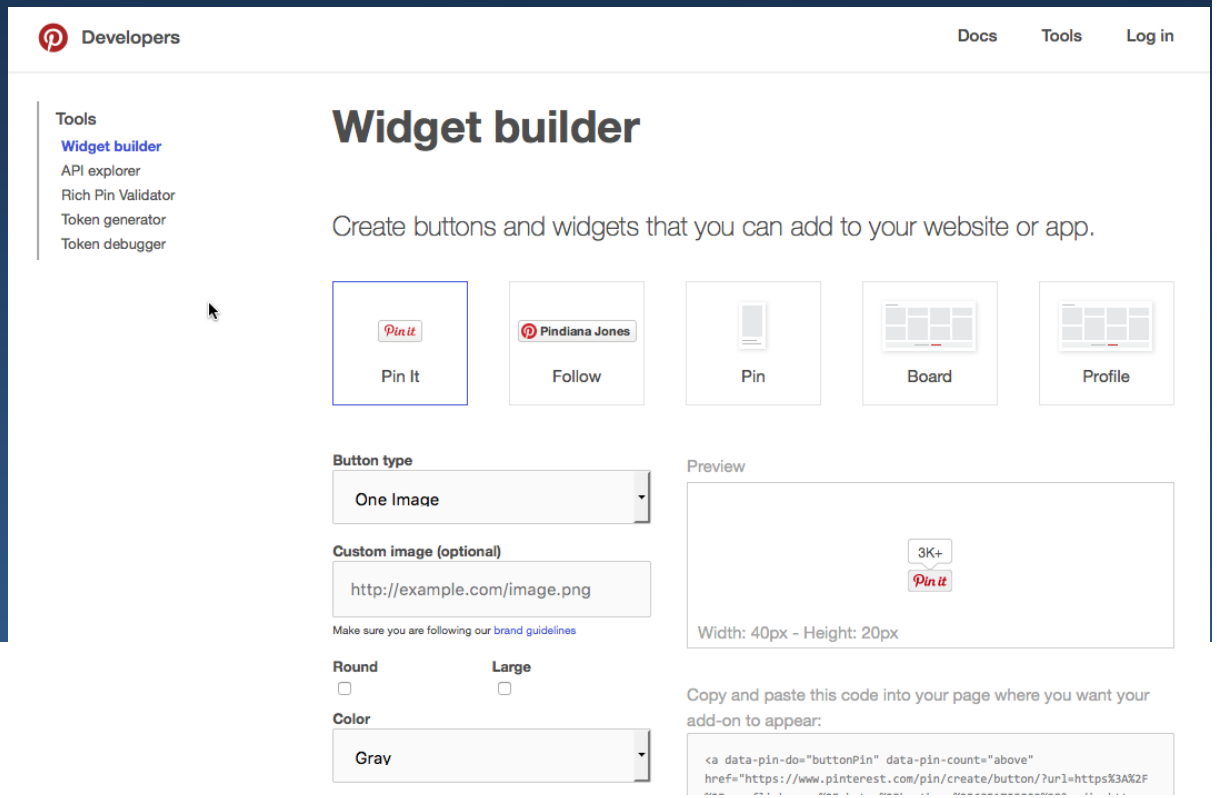
Pinterest button

- https://business.pinterest.com/en-gb/widget-builder#do_pin_it_button



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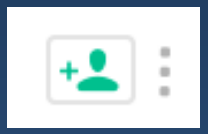
YouTube

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/9cQgQIMlwWw"
frameborder="0" allowfullscreen></iframe>
```

- Simply click “share” then “Embed” under any video on YouTube.
- Choose what size you want the video to appear as
- Copy and paste the code given into your webpage.

Vine

<iframe src="https://vine.co/v/MetKBVll55h/embed/simple" width="600" height="600" frameborder="0"></iframe><script src="https://platform.vine.co/static/scripts/embed.js"></script>

- Click 
- Then embed and copy the code

Web Development Life Cycle

Assess

Plan

Develop

Test

Deploy

Maintain

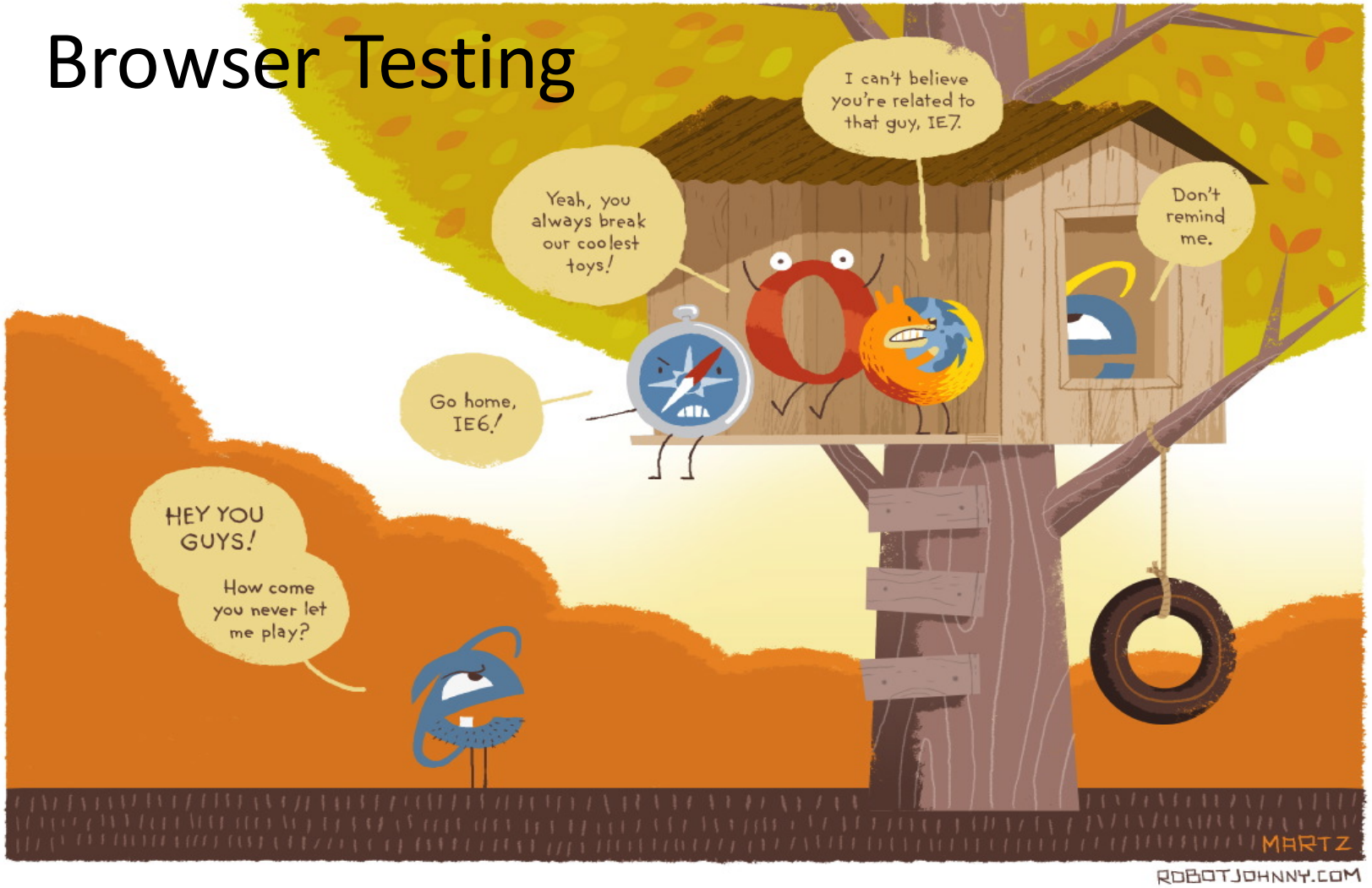
Usability Testing

5 components:

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction

Content Testing

Browser Testing



Overview

Covered

- Social Networking
  - The Social Graph
  - Blogging
  - Tagging
  - APIs
  - Design of Social Networks
  - Privacy
- Embedding Content
  - Facebook
  - Google+
  - Twitter
  - YouTube

Practical

- Assessment

References

- http://privacyinsocialnetworksites.wordpress.com/
- http://www.danah.org/papers/talks/2010/WWW2010.html