

Mashups

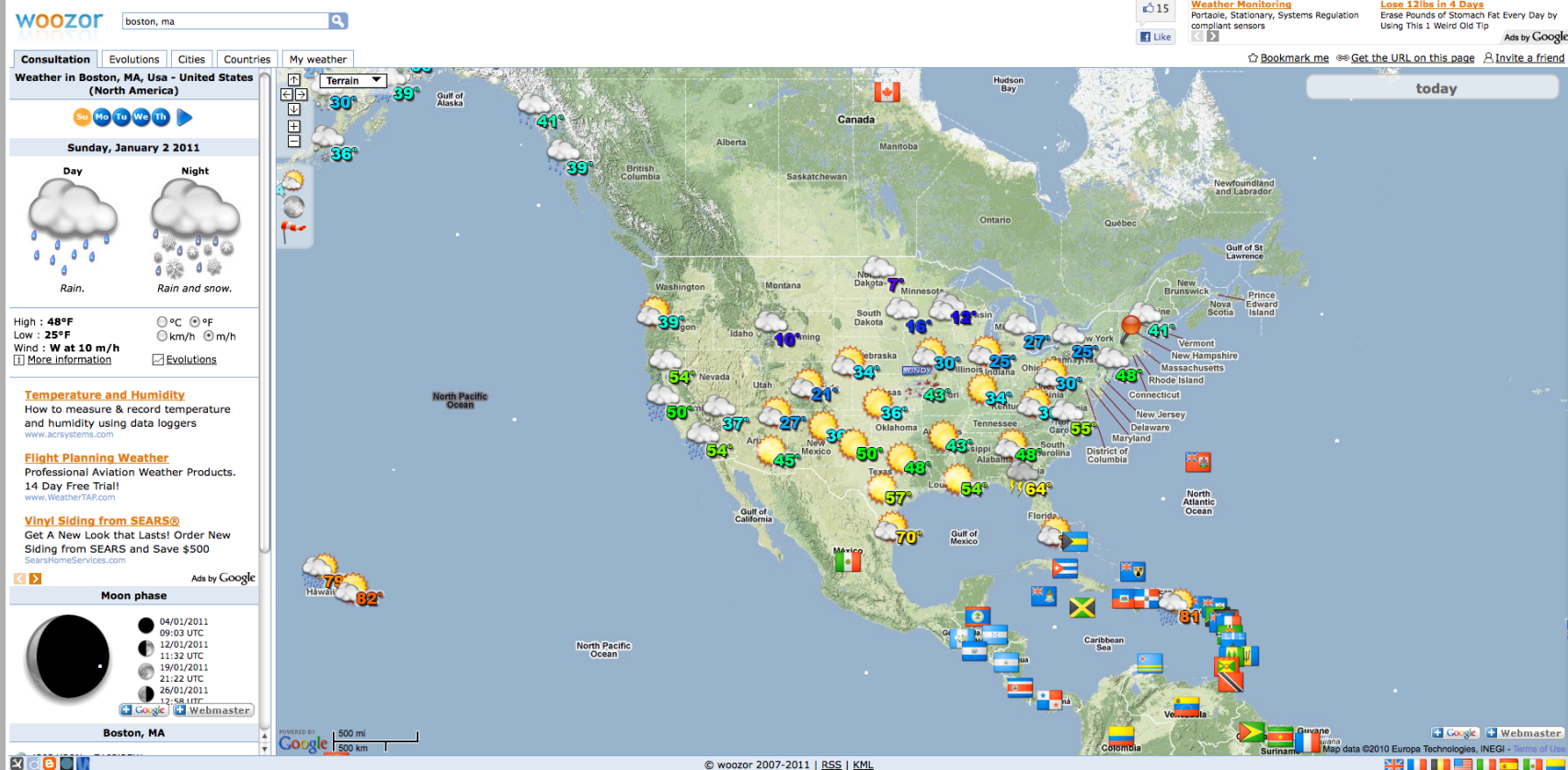
Joseph Laurendi

- To follow around, you need PHP running on a server.
- Aptana Studio is the easiest way to quickly get something up locally with the least pain.

Getting PHP Setup

- A *mashup* is a website that leverages the data and utilities from other websites in an innovative way.
- A *mashup* can
 - Create new functionality.
 - Combine functionality from multiple websites.
 - Improve the user experience in some way.
 - Etc.

What is a mashup?



Woozor (Google Maps + Weather)



[twopular](#) | [trend](#) | [tag](#) | [compare](#) | [history](#) | [retweeted](#) | [labs](#) | [blog](#) | [about](#) | [contact](#)

trends on [twitter](#) aggregator

trends on [twitter](#) right now

[Tweet](#)

[#2011rules](#) [#famousandfearless](#) [#girlrespect](#) [Law & Order](#) [Marcela Temer](#)
[Chase Daniel](#) [Famous & Fearless](#) [Randy Edsall](#) [Tirúa](#) [Green-Ellis](#)

more sustainable trends: [Sacred Earth Trust](#)

[2 hours](#) [8 hours](#) [day](#) [week](#) [month](#) [ever since](#)

trends on [twitter](#) in the last two hours

#2011rules 2.00 t G V	Randy Edsall 1.35 t G V	#politicianfilms 0.10 t G V
#girlrespect 2.00 t G V	TEAMAMOSCONRADO 1.10 t G V	#famousandfearless 0.05 t G V
Marcela Temer 2.00 t G V	Law & Order 1.05 t G V	Chase Daniel 0.05 t G V
Half-Blood Prince 1.55 t G V	Fridge Thought 0.40 t G V	Famous & Fearless 0.05 t G V
iJever 1.55 t G V	Stuani 0.40 t G V	Green-Ellis 0.05 t G V
#sattc 1.45 t G V	Jonnie 0.30 t G V	Tirúa 0.05 t G V
Brunell 1.45 t G V	Archers 0.25 t G V	

hottest trend tags right now

[Albus Dumbledore](#) [American football](#) [Big East Conference](#) [Brian Kozlowski Award](#) [Broadcasting](#) [Buses](#) [College football](#) [Connecticut Huskies](#) [Fiction](#) [Harry Potter](#) [Harry Potter and the Deathly Hallows](#)
[Harry Potter and the Half-Blood Prince](#) [Harry Potter universe](#) [Health_Medical_Pharma](#) [Hogwarts](#) [Human Interest](#) [Law & Order](#) [Law & Order: Special Victims Unit](#) [Law_Crime](#) [Literature](#) [Lord Voldemort](#) [Mariska Hargitay](#)
[Mark Brunell](#) [Maryland Terrapins](#) [Mass media](#) [National Football League](#) [NBC Universal](#) [Nigel](#) [Ralph Friedgen](#) [Randy Edsall](#) [Sandie Shaw](#) [Schlager](#) [Series](#) [Severus Snape](#) [Sports](#) [Sports in the United States](#) [Television](#)
[The Archers](#) [UConn Huskies football](#) [University of Connecticut](#)

(more about twopular's [trend tagging experiment](#))

The elephant feels unloved and left alone by his creator these days. Please [contact him](#) if you want to become his friend or adopt him.

related confusion: [delicious](#) most popular aggregator



Twopular (Twitter Aggregator)

Two different ways to mash it up.

API vs Scraping

Read the fine print!

Legal Issues

- Google Maps
- Facebook
- Twitter
- LinkedIn
- Flickr
- YouTube
- Twilio

Popular API's

- Tedious
- Unreliable
- Prone to breaking
- Unclear legality

Cons of Scraping

- Getting an API key takes time
- Reliance on a third-party
- Unclear timeline for bugfixes, etc.

Cons of API's

- www.webmashup.com - Plenty of examples as well as a listing of available API's.
- www.programmableweb.com - Similar to above.

Resources

Now it's time for a demo!

Demo

Create a site:

- Facebook login and integration.
- Indeed.com integration to search job listings.

Idea: search indeed.com for job openings at companies your friends work at.

Demo - Goal

Integrating 3rd parties requires parsing through tutorials and APIs:

<http://developers.facebook.com/>

The Facebook API offers:

- Login
- Plugins
- Full Integration (Graph API)

Facebook API

- Using Facebook for login:
 - Makes it very easy for users
 - Makes securing login much easier
 - Depends on the situation
 - Requires registering your site
- Registering:
 - <http://developers.facebook.com/setup/>
 - Need to enter URL – for testing using Aptana use <http://127.0.0.1:8000/> or whatever your local URL is.
- SDK's supported: Android, C#, iPhone, JavaScript, PHP, and Python.
<http://developers.facebook.com/opensource/>
- Then try running example1.php in Aptana with your app key and secret inserted.
- Notice the access_token returned – important for getting more information from Facebook.

Facebook API - Login

- If all you want to use Facebook for is logging in, you're basically done.
- Just store the uid Facebook returns in your database.
- And check on every page that the user is correctly logged in.

Facebook API - Login

- Facebook has a couple of easy-to-use plugins (Like Button, Comments, Activity Feed, etc.)
- Let's try the Like button:
<http://developers.facebook.com/docs/reference/plugins/like>

Facebook API – Plugins

- Integrating more fully with Facebook requires using the Graph API.
- Need users to login (see previous slides).
- Specify permissions.
 - `<fb:login-button perms=" friends_work_history"></fb:login-button>`
 - List of permissions:
<http://developers.facebook.com/docs/authentication/permissions>
- From there, we can use the PHP SDK as seen in the demo.

Facebook API – Graph API

- Just displaying a video is pretty easy.
- Demo.

YouTube API

- Not enough time to integrate Facebook results for the demo.
- No examples on their website.
- Luckily it's not a very complex API.

Indeed.com API