

OpenSocial

a standard for the social web



JAOO
conference
- for Developers by Developers



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9 september 2008

Agenda

- OpenSocial introduction
- How to build OpenSocial applications
- Hosting social applications
- Social applications monetization
- OpenSocial containers
- Becoming an OpenSocial container
- Google Friend Connect
- Summary



OpenSocial Introduction

Patrick Chanezon

Making the web better
by making it social

What does social mean?

What does Social mean?



Eliette what do you do with your friends?



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TALKING

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LAUGHING

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WE
READ
TOGETHER!

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WE
DO PROJECTS
TOGETHER.

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Raoul: a social object for Charlotte (3 year old)





Jaiku's Jyri Engeström's 5 rules for social networks: social objects

1. What is your object?
2. What are your verbs?
3. How can people share the objects?
4. What is the gift in the invitation?
5. Are you charging the publishers or the spectators?

<http://tinyurl.com/yus8gw>



How do we socialize objects
online
without having to create yet
another social network?

OpenSocial

A common API for social applications
across multiple web sites

The Trouble with Developing Social Apps



Which site do I build my app for?

Let's work on that...



Using OpenSocial, I can build apps for all of these sites!

What's offered by OpenSocial?

- Activities

- What are people up to on the web

- People/Profile Info

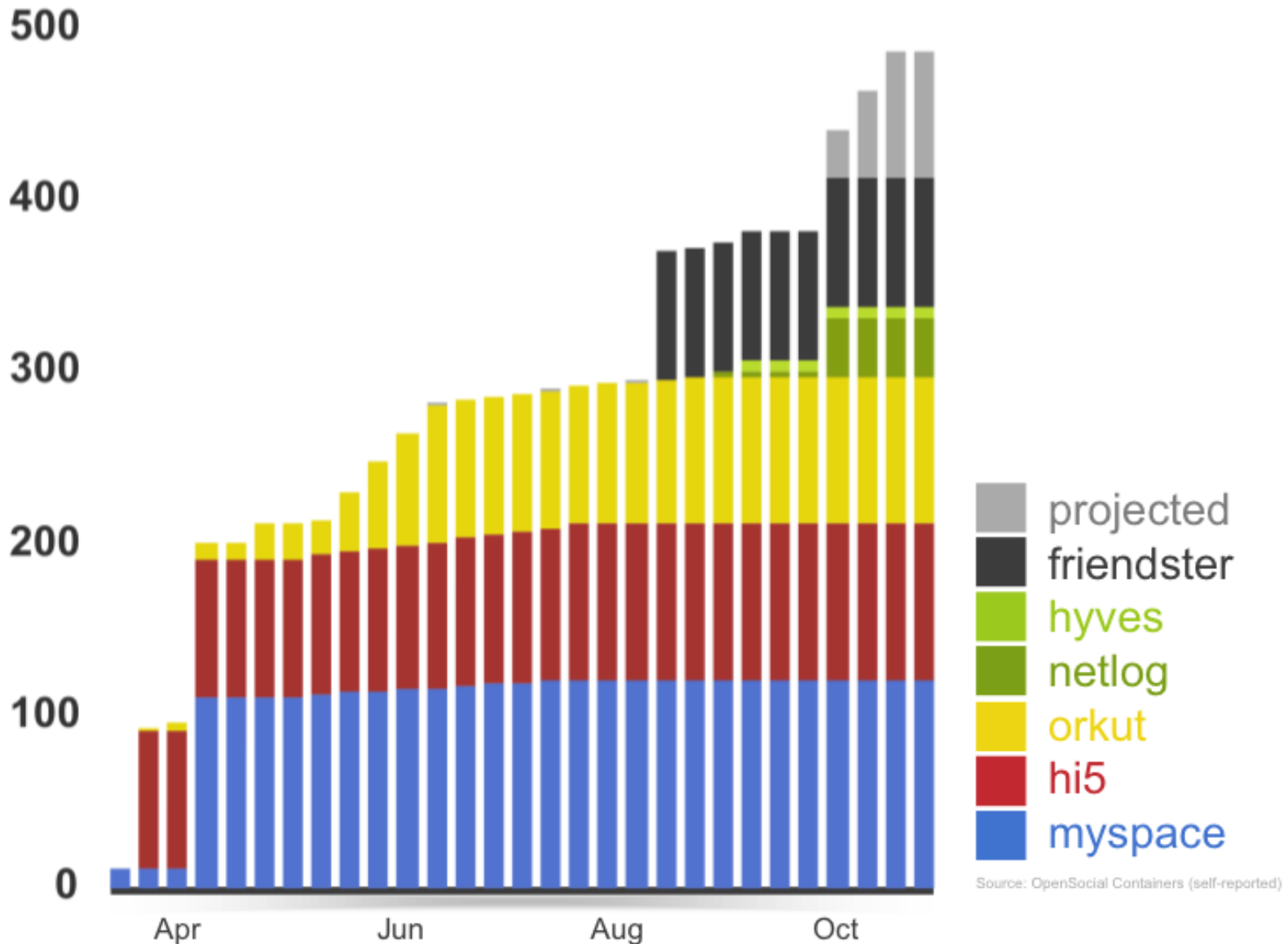
- Who do I know, etc.

- Persistent datastore

- Handles key/value pairs

OpenSocial

User-Reach Growth (M)



Today: 375 Million User Reach

Where is OpenSocial live today?

Live to Users:

- MySpace
- orkut
- Hi5
- Freebar
- Friendster
- Webon from Lycos
- IDtail
- YiQi
- Netlog - **New!**
- Hyves - **New!**

Live Developer Sandboxes:

- iGoogle
- imeem
- CityIN
- Tianya
- Ning
- Plaxo Pulse
- Mail.ru

Individual Developer Links:

<http://code.google.com/apis/opensocial/gettingstared.html>

OpenSocial “Containers”



What's in OpenSocial?

- JavaScript API - Now
- REST Protocol - New
- Templates - Prototype in Shindig

OpenSocial's JavaScript API

- OpenSocial JS API
- Gadget JS API
- Gadget XML schema

- OpenSocial v0.7 is live
- OpenSocial v0.8 is being deployed now

- Specs and release notes: <http://opensocial.org>

OpenSocial's REST Protocol

- Access social data without JavaScript
- Works on 3rd party websites / phones / etc
- Uses OAuth to allow secure access
- Open source client libraries in development
 - Java, PHP, Python, <your fav language here>
- Being deployed with OpenSocial v0.8
- Spec's available at <http://opensocial.org>

OpenSocial Templates

- Writing JavaScript is hard
- Writing templates is easy
- Templates also give
 - Consistent UI across containers
 - Easy way to localize
 - More interesting content options when inlining into container (activities, profile views)
 - Ability to serve millions of dynamic pages per day without a server

Design principles

Create a template language that is:

- Simple
 - Easy markup for creating UI and binding data
- Fast
 - Supports server-side optimizations
- Extensible
 - Standard reusable controls (buttons, lists, links, etc.)
- Everywhere
 - Only need to include a single JavaScript file

Concepts:

- Markup
 - A set of standard tags and behaviors that provide developers with a simple, declarative language for assembling apps.
- Templating
 - A set of standard elements implemented by containers.
 - A method for taking structured data and rendering UI elements in an arbitrary markup.
- Data Pipelining
 - A method for grabbing OpenSocial and third-party data declaratively (or in script) and joining it to templates.

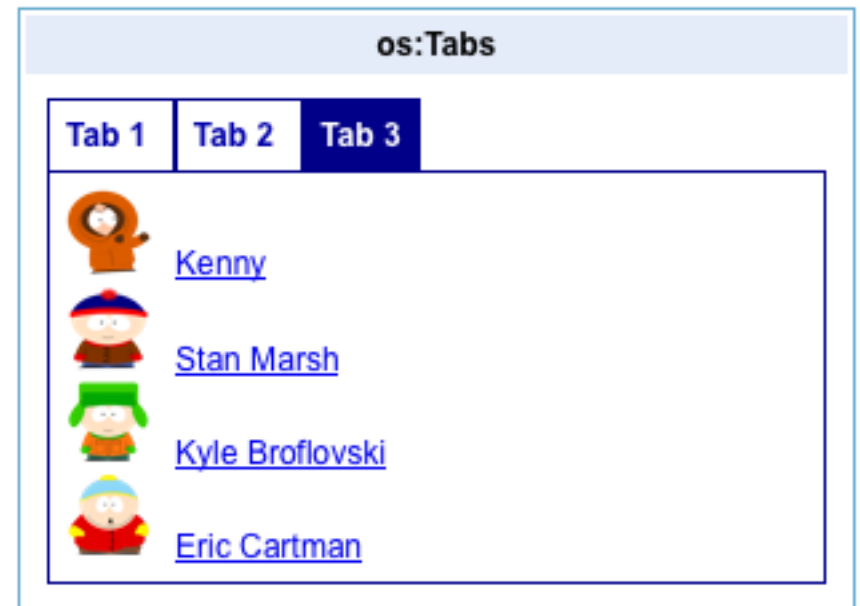
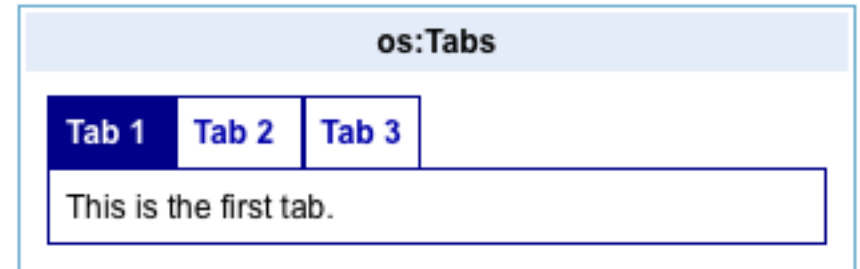
Example: os:Image

`<os:Image key="http://..."/>`



Example: os:Tabs, os:ShowPerson

```
<os:Tabs name="tabGroup">
  <tab>
    <title>Tab 1</title>
    <body>This is the first tab.</body>
  </tab>
  ...
  <tab>
    <title>Tab 3</title>
    <body>
      <os:ShowPerson person="{Viewer}"/>
      <div repeat="ViewerFriends">
        <os:ShowPerson person="{${this}"/>
      </div>
    </body>
  </tab>
</os:Tabs>
```



Example: Friends list (no templates)

```
<Content type="html">
  <!-- UI placeholders -->
  <h3 id="title"></h3>
  <div id="friends"></div>

  <script>
    // Generate UI
    function onLoadFriends(data) {
      var viewer = data.get('viewer').getData();
      document.getElementById('title').innerHTML =
        viewer.getDisplayName() + '\'s friends';

      var viewerFriends = data.get('viewerFriends').getData();
      html = new Array();
      html.push('<ul>');
      var i = 0;
      viewerFriends.each(function(person) {
        var className = (i & 1) ? 'highlight' : '';
        html.push('<li class="' + className + '>' +
          person.getDisplayName() + '</li>');
        ++i;
      });
      html.push('</ul>');
      document.getElementById('friends').innerHTML = html.join('');
    }

    // Fetch data
    function loadFriends() {
      var req = opensocial.newDataRequest();
      req.add(req.newFetchPersonRequest('VIEWER', 'viewer'));
      req.add(req.newFetchPeopleRequest('VIEWER_FRIENDS', 'viewerFriends'));
      req.send(onLoadFriends);
    }

    gadgets.util.registerOnLoadHandler(loadFriends);
  </script>
</Content>
```



Rich Miller
male, committed
Brooklyn

Friends

Home > Rich Miller > Friends

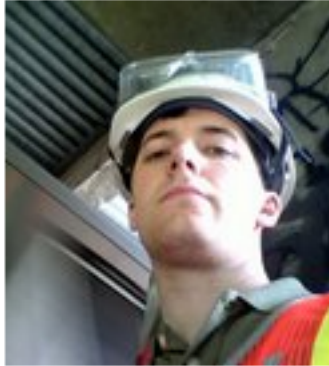
Rich Miller's friends

- Jane Smith
- Don Harrison
- Lisa Jones

Example: Friends list (with templates)

```
<Content type="html">
  <!-- Generate UI -->
  <script type="text/os-template" requireData="Viewer, Friends">
    <h3>${Viewer.displayName}'s friends</h3>
    <ul repeat="Friends">
      <li if="Index & 1 eq 0">${displayName}</li>
      <li if="Index & 1" class="highlight">${displayName}</li>
    </ul>
  </script>

  <!-- Fetch data -->
  <script type="text/os-data">
    <os:PersonRequest key="Viewer" id="VIEWER"/>
    <os:PeopleRequest key="Friends" group="VIEWER_FRIENDS"/>
  </script>
</Content>
```



Rich Miller
male, committed
Brooklyn

Friends

Home > Rich Miller > Friends

Rich Miller's friends

- Jane Smith
- Don Harrison
- Lisa Jones

Template Status

- High-level specification complete:
 - <http://wiki.opensocial-templates.org>
- Prototype implementation available:
 - <http://ostemplates-demo.appspot.com>
- **GET INVOLVED!** Tag feedback/suggestions appreciated:
 - <http://tech.groups.yahoo.com/group/os-templates/>
- Code for templates is in Shindig: patches welcome:-)

OpenSocial is what you make it.

- OpenSocial is an open source project.
- The spec is controlled by the community.
- Anyone can contribute and have a voice.
- <http://groups.google.com/group/opensocial/>
 - “OpenSocial and Gadgets spec” subgroup
- OpenSocial Foundation
 - Get involved to nominate and elect board reps
 - <http://www.opensocial.org/opensocial-foundation/>

A note on compliance

- OpenSocial is designed for many sites
- Building an app:
 - Technology
 - Policy
- OpenSocial Compliance Tests
 - <http://code.google.com/p/opensocial-resources/wiki/ComplianceTests>

OpenSocial Compliance test in orkut

ask friends

Apps edit

- TypeRacer
- PhotoBuzz
- Music iLike
- more »
- add apps

lists

messages

updates

settings

spam

Expand	Activity Test Suite	Passed	Failed	Warnings	Unverified	Total
		5	0	12	0	17

Expand	AppData Test Suite	Passed	Failed	Warnings	Unverified	Total
		6	5	0	9	20

Expand	Environment Test Suite	Passed	Failed	Warnings	Unverified	Total
		11	0	0	0	11

Expand	gadgets.io.* TestSuite	Passed	Failed	Warnings	Unverified	Total
		10	0	0	0	10

Expand	gadget.Prefs Test Suite	Passed	Failed	Warnings	Unverified	Total
		15	0	2	0	17

Expand	gadgets.util.* Test Suite	Passed	Failed	Warnings	Unverified	Total
		11	0	0	1	12

Collapse	MakeRequest Test Suite	Passed	Failed	Warnings	Unverified	Total
		9	0	0	0	9

Failures :: 0

Expand all sub results Re run suite

[MKRT001] [P2]:: makeRequest() - html, default: PASS [1059 ms]

Collapse Run Again

Description> Tests if the makeRequest() can fetch an html file from remote content .

[MKRT001.0] makeRequest() - html, default: PASS (got '')

[MKRT001.1] dataResponse not null: PASS (got [{"text":"sample","errors":[],"data":"sample"}])

[MKRT001.2] dataResponse.data not null: PASS (got 'sample')

[MKRT001.3] dataResponse.text not null: PASS (got 'sample')

[MKRT001.4] Result is of ContentType TEXT: PASS (got 'true')

[MKRT001.5] response.data: PASS (got 'sample')

[MKRT001.6] response.text: PASS (got 'sample')

[MKRT002] [P2]:: makeRequest() - xml, default: PASS [1064 ms]

Expand Run Again

[MKRT014] [P2]:: makeRequest() - xml - DOM contentType: PASS [1073 ms]

OpenSocial Compliance Matrix

<http://opensocial-compliance.appspot.com>

Submit results Show: All tests P0 tests View: Full Summary >		Compliance Gadget			
P2	opensocial.DataRequest.newFetchPersonAppDataRequest(opensocial.DataRequest.PersonId.VIEWER, "")	Pass	Pass	Failed	Failed
P2	Batch Requests - mixed person and appdata requests(viewer != owner)	Pass	Pass	Pass	Pass
	25 tests	17 tests 3 tests 5 tests	19 tests 1 test 5 tests	7 tests 13 tests 5 tests	14 tests 6 tests 5 tests

Priority	Environment Test Suite	hi5.com	friendster.com	myspace.com	google.com/ig
P0	Environment.supportsField(ACTIVITY_MEDIA_ITEM)	Pass	Pass	Pass	Pass
P0	Environment and Views	Failed	Pass	Pass	Failed
P0	Environment.supportsField(PERSON)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(ORGANIZATION)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(ADDRESS)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(PHONE)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(URL)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(EMAIL)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(NAME)	Pass	Pass	Pass	Pass
P0	Environment.supportsField(ACTIVITY)	Pass	Pass	Pass	Pass
P2	Environment.supportsField(PERSON) - Empty fields	Pass	Pass	Pass	Pass
	11 tests	10 tests 1 test	11 tests	11 tests	10 tests 1 test

Priority	gadgets.io.* TestSuite	hi5.com	friendster.com	myspace.com	google.com/ig
P0	gadgets.io.encodeValues(String) - With a String object.	Pass	Pass	Pass	Pass
P0	gadgets.io.encodeValues({...}) - With a simple map.	Pass	Pass	Pass	Pass
P0	gadgets.io.encodeValues({...}) - With reserved characters.	Pass	Pass	Pass	Pass
P0	gadgets.io.encodeValues({...}) - Map with 118N values.	Pass	Pass	Pass	Pass
P0	gadgets.io.encodeValues({...}) - With unsafe characters.	Pass	Pass	Pass	Pass
P0	gadgets.io.getProxyUri(String) - With a String object.	Failed	Pass	Failed	Failed
P0	gadgets.io.getProxyUri(String) - With valid URL.	Failed	Pass	Failed	Failed
P2	gadgets.io.encodeValues(undefined) - With undefined parameter.	Pass	Pass	Pass	Pass
P2	gadgets.io.encodeValues(null) - With null parameter.	Pass	Pass	Pass	Pass
P2	gadgets.io.encodeValues() - With no parameters.	Pass	Pass	Pass	Pass
	10 tests	8 tests 2 tests	10 tests	8 tests 2 tests	8 tests 2 tests

Priority	gadget.Prefs Test Suite	hi5.com	friendster.com	myspace.com	google.com/ig
P0	gadget.Prefs - getFloat()	Failed	Pass	Failed	Pass
P0	gadget.Prefs - getInt()	Failed	Pass	Failed	Pass
P0	gadget.Prefs - getArray(key)	Failed	Pass	Failed	Pass
P0	gadget.Prefs - prefs.set - set string with pipe as array	Pass	Pass	Failed	Pass

Other comments

- Portable Contacts Alignment
- Caja for JavaScript security

A standard for everyone

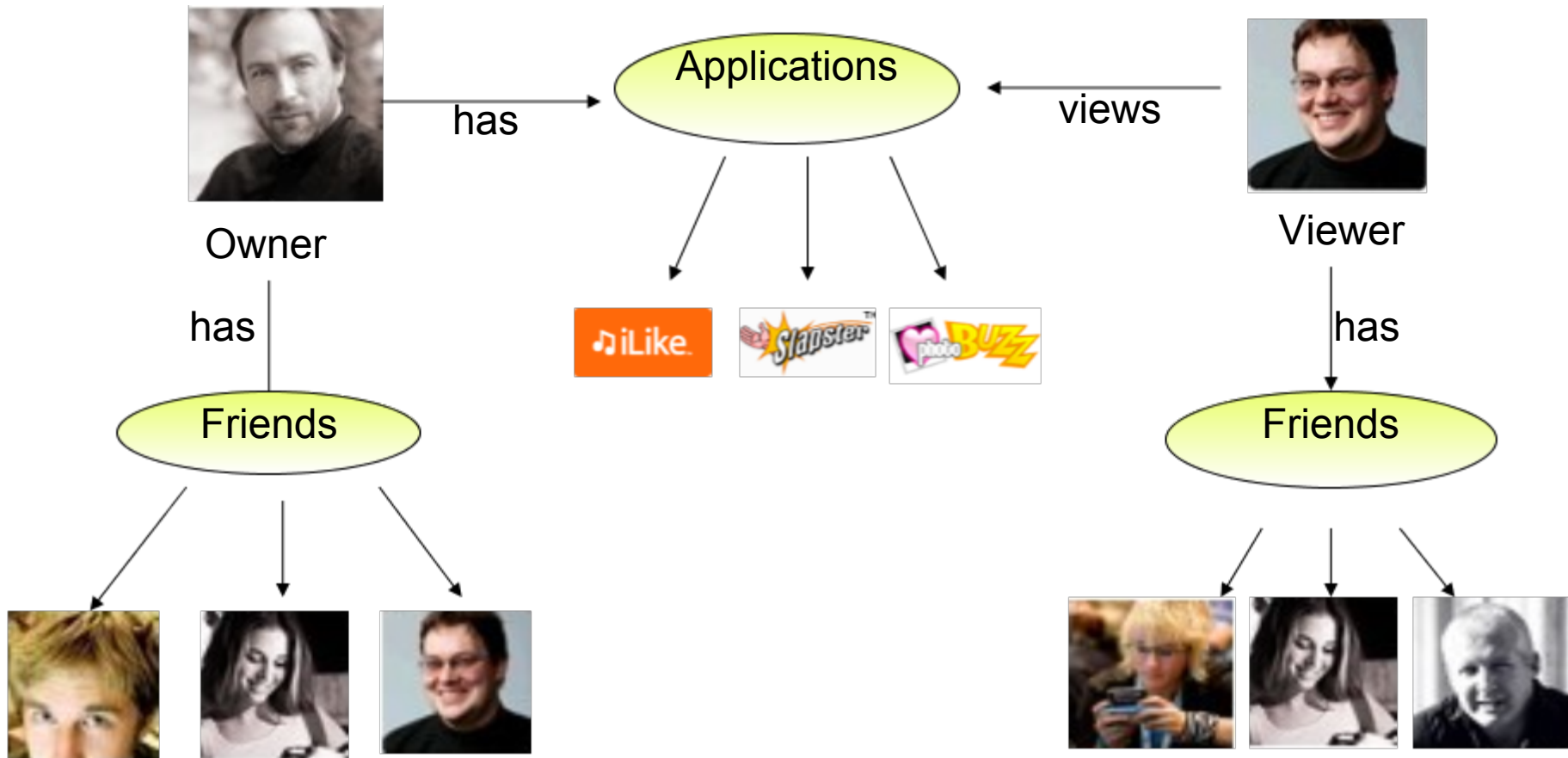


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How To Build OpenSocial Applications

Owner and Viewer Relationship



Understanding the Gadget XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<Module>
  <ModulePrefs title="Hello World!">
    <Require feature="opensocial-0.7" />
  </ModulePrefs>
  <Content type="html">
    <![CDATA[
      <script>
        function init(){
          alert("hello world");
        }
        gadgets.util.registerOnLoadHandler(init);
      </script>
    ]]>
  </Content>
</Module>
```

Module node defines the gadget.

ModulePrefs define characteristics of the gadget, such as title, author, etc.

Require nodes should be added for all desired features

Define your gadget html within **Content** node



Retrieve Friend Information

```
function getFriendData() {  
    var req = opensocial.newDataRequest();  
    req.add(req.newFetchPersonRequest(VIEWER), 'viewer');  
    req.add(req.newFetchPeopleRequest(VIEWER_FRIENDS),  
'viewerFriends');  
    req.send(onLoadFriends);  
}
```

Place an asynchronous call to the container.

Create a new data request object and add the desired sub-requests.

```
function onLoadFriends(response) {  
    var viewer = response.get('viewer').getData();  
    var viewerFriends = response.get('viewerFriends').getData();  
    ///More code  
}
```

Handle the returned data in callback



Persisting Data

```
function populateMyAppData() {  
var req = opensocial.newDataRequest();  
var data1 = Math.random() * 5;  
var data2 = Math.random() * 100;  
  
req.add(req.newUpdatePersonAppDataRequest(  
"VIEWER", "AppField1", data1));  
req.add(req.newUpdatePersonAppDataRequest(  
"VIEWER", "AppField2", data2));  
req.send(requestMyData);  
}
```

Use a **newUpdatePersonAppDataRequest()** to update data.



Fetching persisted data

```
function requestMyData() {  
var req = opensocial.newDataRequest();  
var fields = ["AppField1", "AppField2"];
```

```
req.add(req.newFetchRequest(  
opensocial.DataRequest.PersonId.VIEWER), "viewer");  
req.add(req.newFetchPersonAppDataRequest("VIEWER",  
fields), "viewer_data");  
req.send(handleReturnedData);  
}
```

```
function handleReturnedData(data) {  
var mydata = data.get("viewer_data");  
var viewer = data.get("viewer");  
me = viewer.getData();  
var appField1 = mydata[me.getId()]["AppField1"];  
  ///More code  
}
```

Use a **newFetchPersonAppDataRequest()** to fetch data.

AppData is returned as a 2-level Map, with **person id** as the first key and **propertyname** as the next key



Posting an Activity

```
function postActivity(text) {  
    var params = {};  
    params[opensocial.Activity.Field.TITLE] =  
    var activity = opensocial.newActivity(para  
    opensocial.requestCreateActivity(activity,  
    opensocial.CreateActivityPriority.HIGH,  
    callback);  
}  
  
postActivity("This is a sample activity,  
created at " + new Date().toString())
```

requestCreateActivity is a request, a specific container may choose to ignore it.



Resources For Application Developers

Specification

<http://opensocial.org/>

<http://groups.google.com/group/opensocial-and-gadgets-spec>

Code Samples and Tools

<http://code.google.com/opensocial>

<http://code.google.com/p/opensocial-resources/>

Sandboxes

<http://developer.myspace.com/>

<http://www.hi5networks.com/developer/>

<http://opensocial.ning.com/>

<http://code.google.com/apis/orkut/>

<http://code.google.com/apis/igoogle/>

<http://en.netlog.com/go/developer/opensocial>



Hosting social apps

Patrick Chanezon

Hosting OpenSocial apps

In addition to using the provided persistence API...

- Establish a "home" site where gadget can phone home to retrieve, post data
- Can host home site on your own, or use services:
 - Amazon EC2
 - Joyent
 - Google AppEngine
- Zembly: is the world's first cloud-based development environment for social apps. Full OpenSocial support

Google AppEngine and OpenSocial



- Create an App Engine app as your backend!
 - Use `makeRequest()` to call back to your AppEngine server
 - Utilize AppEngine's datastore
- New OpenSocial Apps are coming online
 - BuddyPoke,
- Checkout Lane Liabraaten's OpenSocial-AppEngine integration article
 - <http://code.google.com/apis/opensocial/articles/appengine.html>
- Google IO Code Lab about OpenSocial Apps in the Cloud



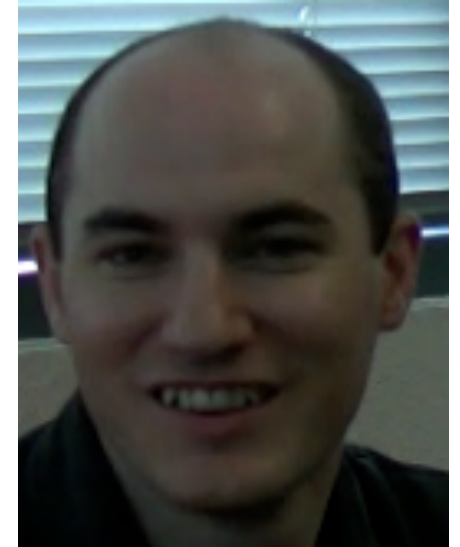
Social Apps monetization

Patrick Chanezon

OpenSocial Monetization

- Ads from Ad Networks
 - AdSense, RightMedia
 - BuddyPoke, Rate My Friend
- Brand/Private Label App
 - [Sony Ericsson MTV Roadies](#) app on orkut
- Sell virtual or real goods
- Free -> Freemium
- Referrals
- Virtual currency

Success Story: Buddy Poke



- #1 OpenSocial app on orkut
- 8M installs for orkut, hi5, MySpace
- \$1-2 CPM
- #1 App for App Engine w/ millions daily PV

Success Story: PhotoBuzz

PhotoBuzz











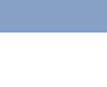



Home > shawn shen > PhotoBuzz


Buzz Now | Received | History | Invite | GAMES

1. Select an animation

All | **Say Hello** | Soccer | Cricket | MTV Next >

 Say hello	 Send love to	 Power Punch	 Give a heart attack
 Frog Kiss	 Flying Hearts	 Bawl at	 Rain shower
 Wave at	 Make silly face at	 Musical bang	
 Sexy lady			

Preview Close x



ActOnME Inc. Next

Next >



- 6M+ installs on hi5 and orkut
- CPM \$1-3, especially good on orkut
- 4M buzzes per day
- Small team of 4 people, profitable



Container specifics

Container Specific Extensions

MySpace

- photo albums
- videos

hi5

- status
- presence
- photo albums

Netlog

- credits api extension
- translation tool for free

Imeem

- music metadata api

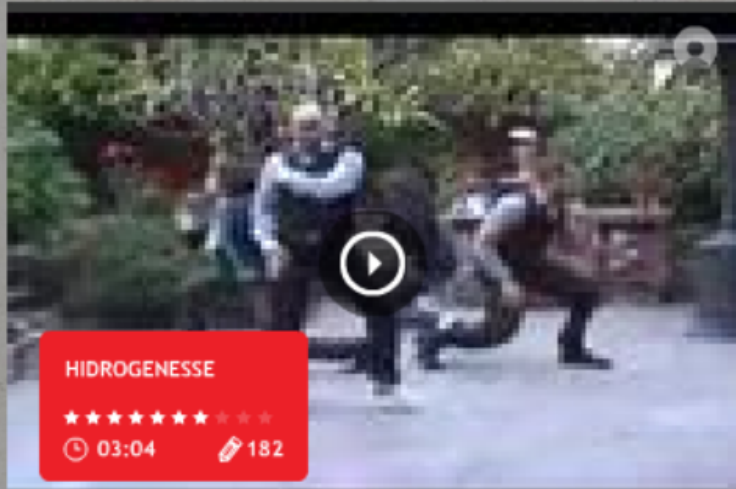


Diave

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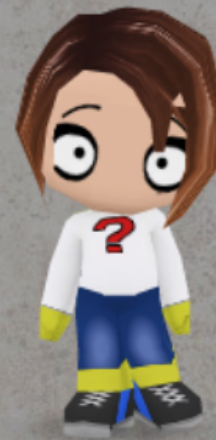


HIDROGENESSE

★★★★★
03:04 182

Buddypoke

[toque](#) | [estado de ánimo](#) | [aspecto](#)



Lunes 22 Septiembre, 2008

Diave se siente demasiado estimulado

privado

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[Comparte](#)

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Ads by Google

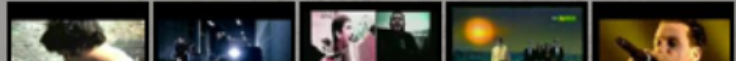
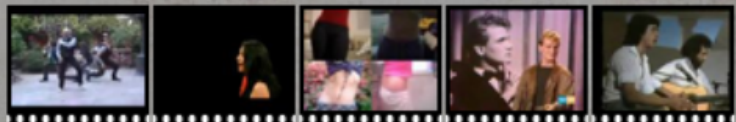
[Fotos La Laguna](#)

Information, photos de La Laguna Une web exhaustive, facile d'accès

www.webteneriffr.com

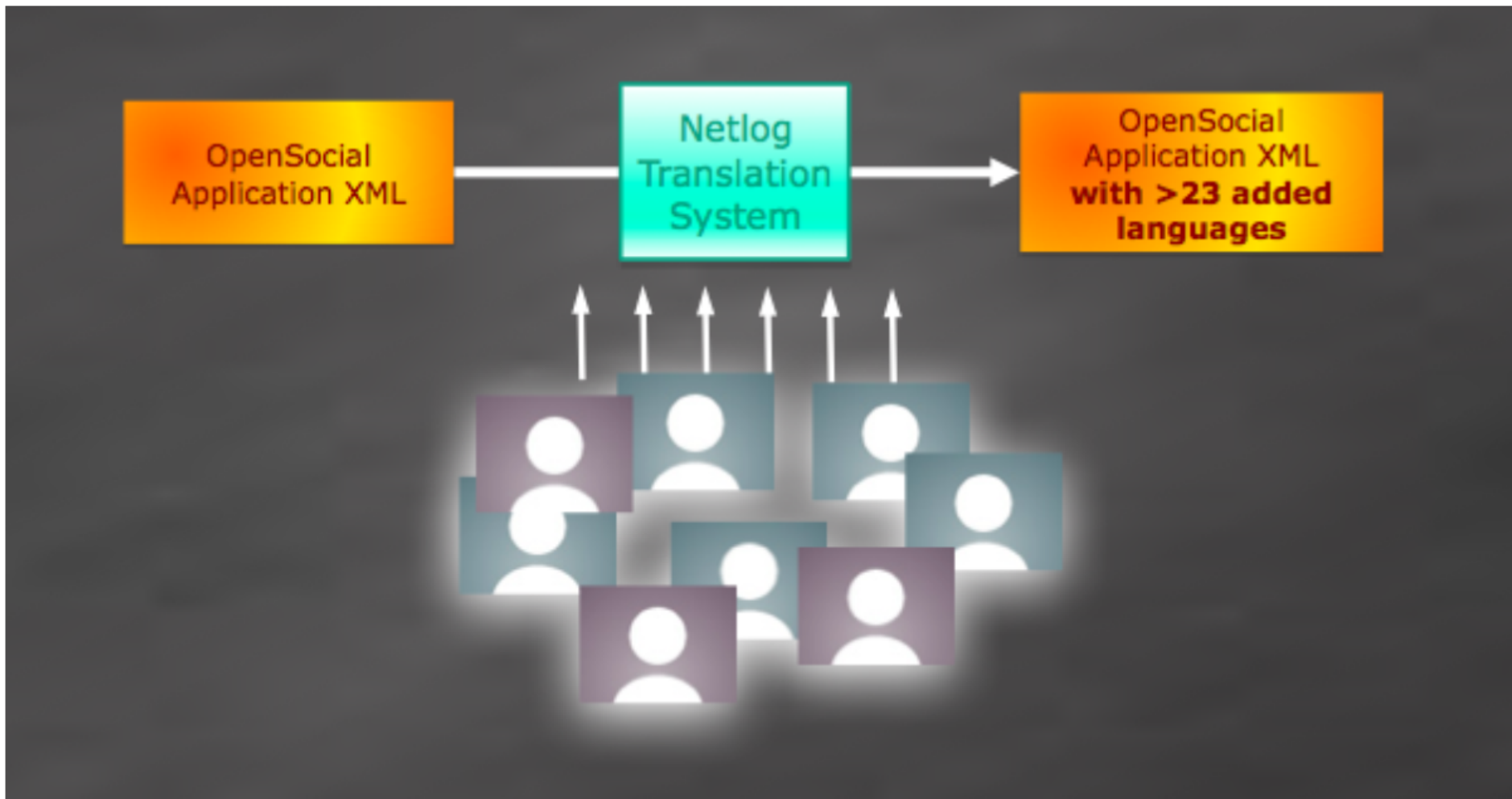
Vídeos 11

[manejar](#)



Seamless translation

NETLOG



Localisation is important!

- Translations are automatically injected

```
<Locale messages="http://example.com/hello/ALL_ALL.xml" />  
<Locale lang="en" messages="http://example.com/hello/en_ALL.xml" />  
<Locale lang="pt" messages="http://example.com/hello/pt_ALL.xml" />
```

- Translation tool for Netlog translators

Translate Buddypoke

Original	Translation
Test Message en_	Test Bericht nl_
Express yourself! Hug, kiss, tickle, or punch your friends with your own personalized 3D avatar.	Uit jezelf! Knuffel, kietel, of sla je vrienden met je gepersonaliseerde 3D avatar.
Express yourself! Hug, kiss, tickle, or punch your friends with your own personalized 3D avatar.	Uit jezelf! Knuffel, kietel, of sla je vrienden met je gepersonaliseerde 3D avatar.
BuddyPoke your friends with super cool, personalized 3D avatars!	BuddyPoke je vrienden met super coole, gepersonaliseerde 3D avatars!
Test Message en_	Test Bericht nl_

Monetization



What's in it for you?

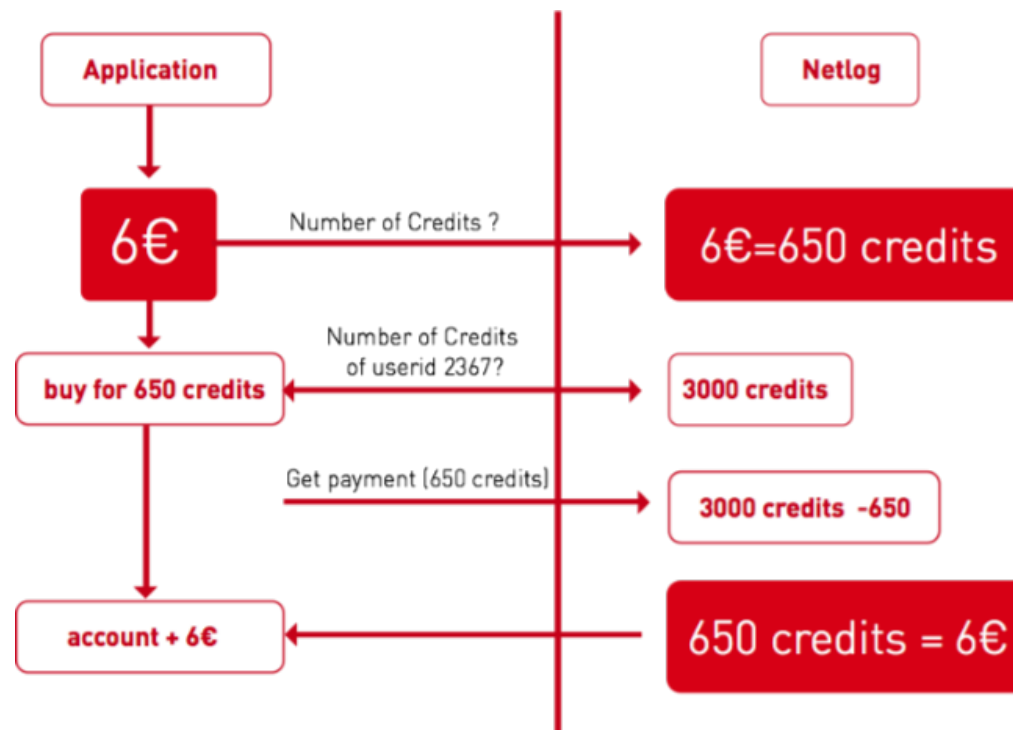
NETLOG

- Branding, co-branding, sponsorships
- 100% revenue from vertical rectangle or skyscraper on your application page
- **Credit economy** with Netlog OpenSocial extension

- **Virtual Currency**

- **Use Cases**

- *charge credits for app installation*
- *charge credits for certain features*
- *charge credits for buying items*
- *charge credits for...*



Questions?

NETLOG

- Developer pages:
 - <http://es.netlog.com/go/developer/>
- OpenSocial sandbox:
 - <http://es.netlog.com/go/developer/opensocial/sandbox=1>

The screenshot shows the Netlog Developer Pages website. At the top, there is a navigation bar with the Netlog logo and the text "DEVELOPER PAGES". To the right of the logo, there are several icons representing different features or tools. Further right, there is a user profile section for "Folke" who is "online", with a link to "(afmelden)". Below the navigation bar, there is a search bar with the text "Zoeken". The main content area is divided into several sections:

- Overview**: A horizontal menu with links to "Blog", "OpenSocial", "Documentation", "Downloads", "Group", and "Contact".
- OpenSocial**: A section with a person icon and the text "Netlog is now supporting OpenSocial. Want to get started writing [applications](#) for the Netlog platform?".
- Documentation**: A section with a document icon and the text "Full documentation and tutorials on the Netlog Opensocial implementation and extension; as well as info about writing Flash applications for Netlog, the custom Netlog REST API and syndicated RSS & iCal feeds."
- Downloads**: A section with a download icon and the text "Download one of our available client libraries, sample applications or toolkits for a.o. PHP, ActionScript and CSS."
- Group**: A section with a group icon.
- Developer Blog**: A section with an RSS icon and the text "RSS Feed". It contains a list of blog posts:
 - [Skin Development for Netlog](#)
 - [Welcome to the Netlog Developer blog!](#)
 - [New RSS and iCal feeds available](#)
 - [Technological Edge](#)
 - [Introducing the technical team at Netlog](#)
- About**: A section with the text "These are the Netlog Developer Pages, with information for the larger Netlog Developer community. (only available in English)".



Viadeo
Ariel Messias

viadeo

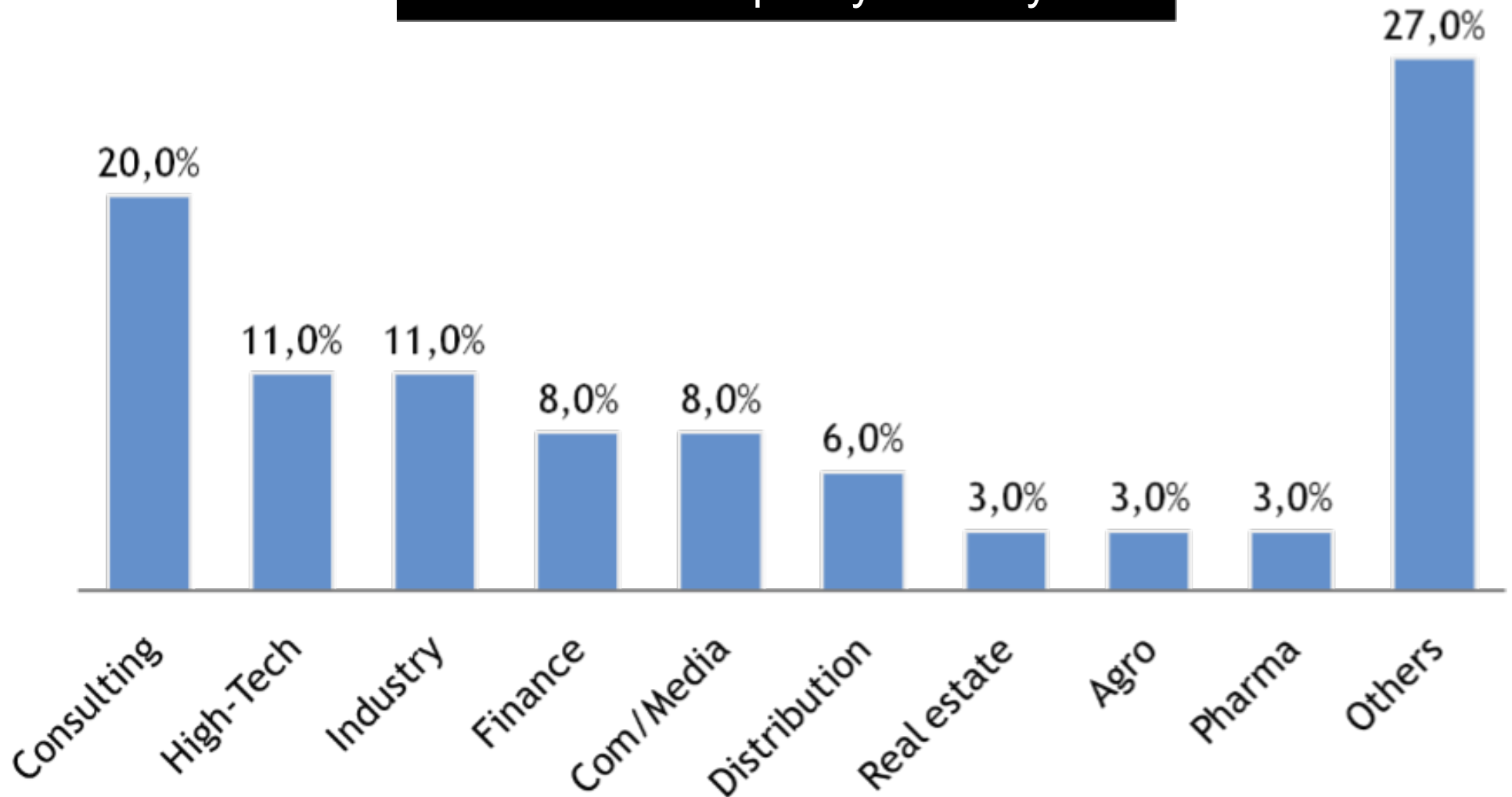
Social Network
Business Tool
Career Management

Benefits Viadeo can offer to developers

- 8 languages (European + China)
- Professional oriented
- Distribution of Members among all the Industries
- Mainly “A Level” profiles
- Members with High Revenues => Strong capabilities of monetization

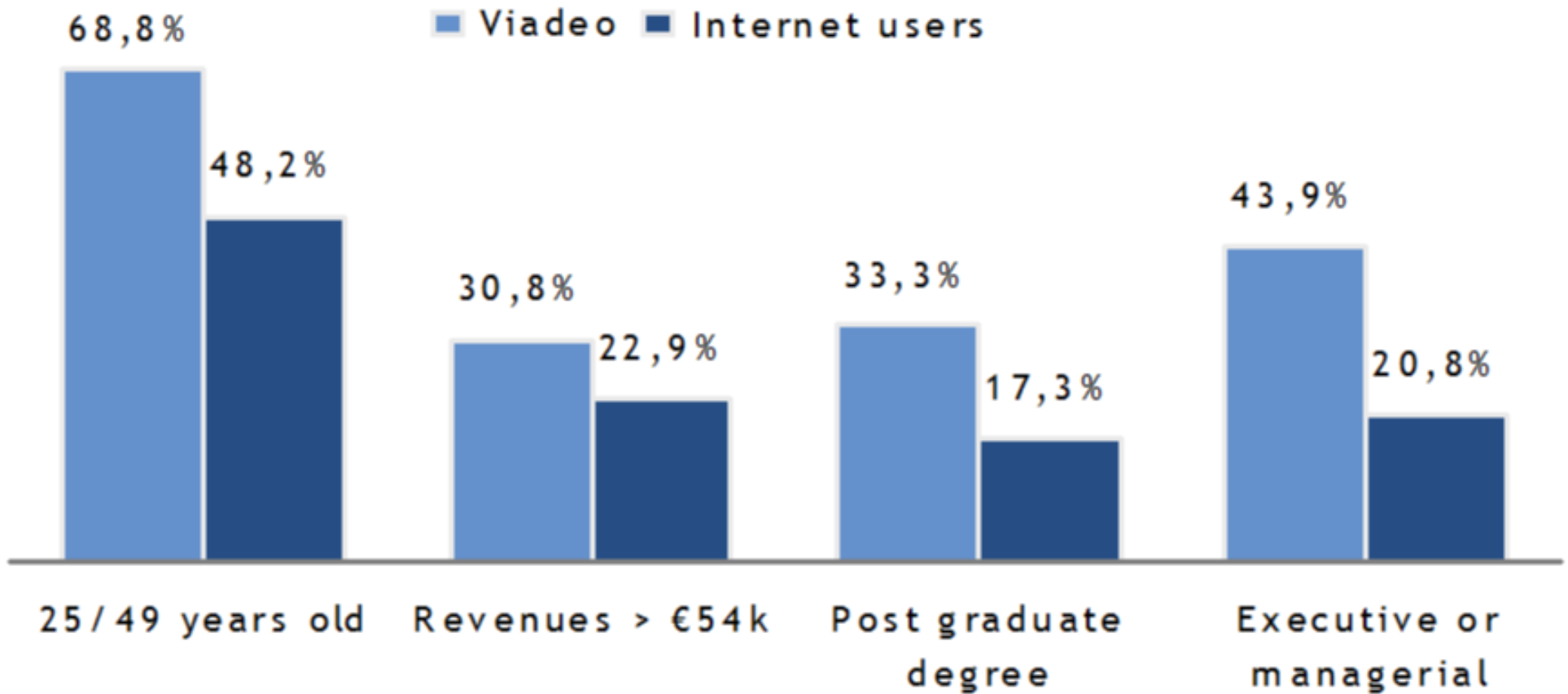
Vertical Apps ?

Members split by industry



“A Level” priority targets ?

High qualification of Viadeo's members



Apps for Professional Social Network...

Helping to :

- Find Customers / Partners / Suppliers
- Organize Meetings/Events
- Share information and expertise

But also ...

- Get headhunted...
- ...and recruit
- Etc...

Sandbox Presentation – Create a Dev. Account

The screenshot shows the Viadeo OpenSocial developer account creation page. At the top, the Viadeo logo is on the left, and navigation links for 'Inicio', 'Búsqueda', 'Empleo', 'Mi perfil', 'Contactos', 'Grupos', 'Expertos', 'Eventos', 'Clasificados', and 'OpenSocial' are in the center. On the right, there are links for '1 mensaje no leído', 'Equipo Viadeo España y Portugal', 'Invitar a Viadeo', 'Promover mi perfil', 'Servicios Premium', 'Preferencias', 'Idiomas', 'Salir', and 'Ayuda'. Below the navigation bar, there is a 'Viadeo OpenSocial' header with a search icon and links to 'Viadeo OpenSocial Forum' and 'Contact us'. The main content area features a blue banner with the text 'Please, first create your Viadeo OpenSocial developer account ...' and a sub-banner stating 'Millions of Viadeo members could soon be using your OpenSocial compatible apps !'. A 'Welcome' section follows, explaining that developers can now create Viadeo applications under the OpenSocial standard, reaching millions of members. It highlights a 'genuine business benefit' and includes a prominent orange button labeled 'Create my developer account ...'. Further text describes the testing process in a dedicated sandbox and the availability of the best applications to all Viadeo members. A note states that applications developed in OpenSocial are immediately compatible with other sites adopting the standard. The page concludes with a suggestion to register to the Viadeo OpenSocial Forum for the latest news. On the left side, there is a sidebar with a 'Viadeo OpenSocial' section containing links for 'Welcome', 'Create your account', 'Viadeo OpenSocial Forum', and 'Contact us', and an 'Open Social' section with links for 'API : Developer's Guide', 'Documentation', 'FAQ', and 'Official Forum'. At the bottom left, a small tagline reads 'The web is better when it's social'.

viadeo

1 mensaje no leído. | Equipo Viadeo España y Portugal | Invitar a Viadeo | Preferencias | Salir | Promover mi perfil | Servicios Premium | Idiomas | Ayuda

Inicio | Búsqueda | Empleo | Mi perfil | Contactos | Grupos | Expertos | Eventos | Clasificados | **OpenSocial**

Applications | SandBox

Viadeo OpenSocial | Viadeo OpenSocial Forum | Contact us

Please, first create your Viadeo OpenSocial developer account ...

Millions of Viadeo members could soon be using your OpenSocial compatible apps !

Welcome

Developers, from now on you can create **Viadeo applications** developed under the **OpenSocial standard**. You will be able to reach millions of members around the world and benefit from the virality of the Viadeo platform.

Develop applications with a **genuine business benefit** to best connect with our global audience of senior decision makers.

Create my developer account ...

Immediately after creating your developer account, you will be able to test your application and those of other developers in your dedicated sandbox.

After beta testing, the best applications will be made available to all Viadeo members. They will be able to install their chosen applications and share them with their contacts.

Applications developed in OpenSocial are immediately compatible with all other sites adopting this standard.

We suggest you to register to the [Viadeo OpenSocial Forum](#) to be updated with the latest news

Viadeo OpenSocial
Welcome
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API : Developer's Guide
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Official Forum

The web is better when it's social



Becoming an OpenSocial Container

Becoming an OpenSocial Container

- Question:
 - How do you become an OpenSocial container?
- Answer:
 - The Apache incubator project “Shindig” serves this purpose!

What is Shindig ?

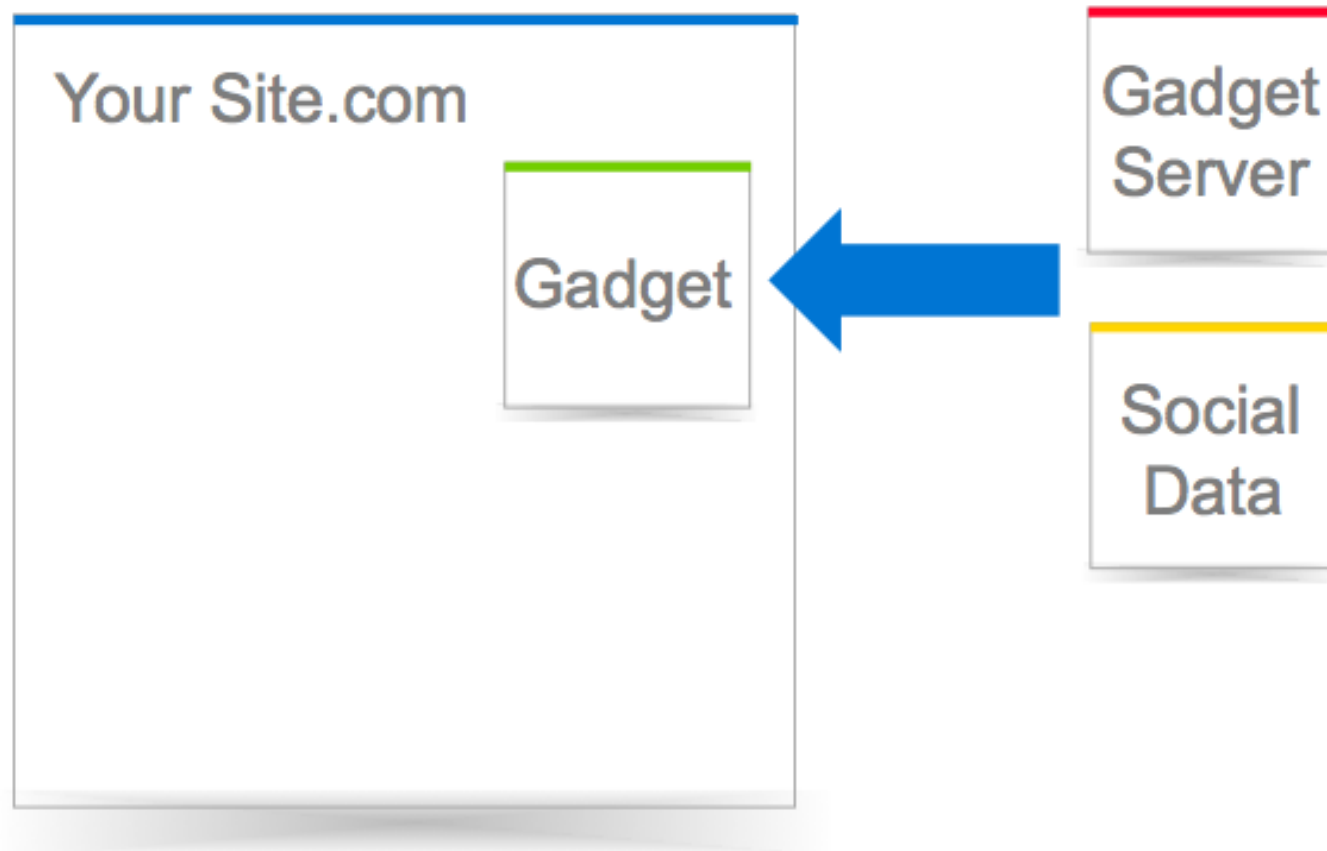
- Open source reference implementation of OpenSocial & Gadgets specification
- An Apache Software Incubator project
- Available in Java & PHP
- <http://incubator.apache.org/shindig>

It's Goal:

“Shindig's goal is to allow new sites to start hosting social apps in under an hour's worth of work”

Introduction to Shindig Architecture

- Gadget Server
- Social Data Server
- Gadget Container JavaScript



Gadget Server



Social Server



People



Friends



Activities

Persistent Data

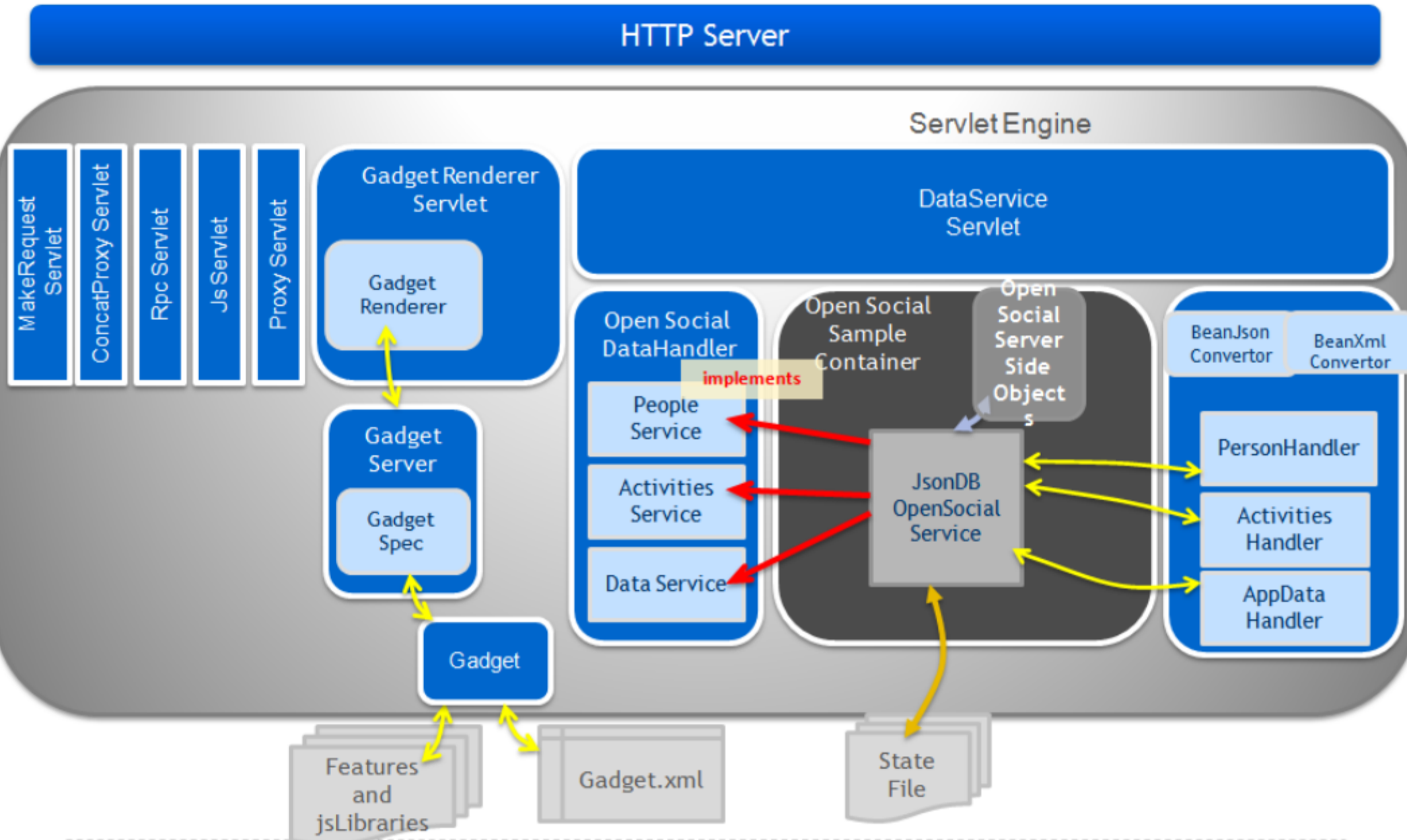
```
key = val  
key = val  
key = val  
key = val
```


Social Server - RESTful API

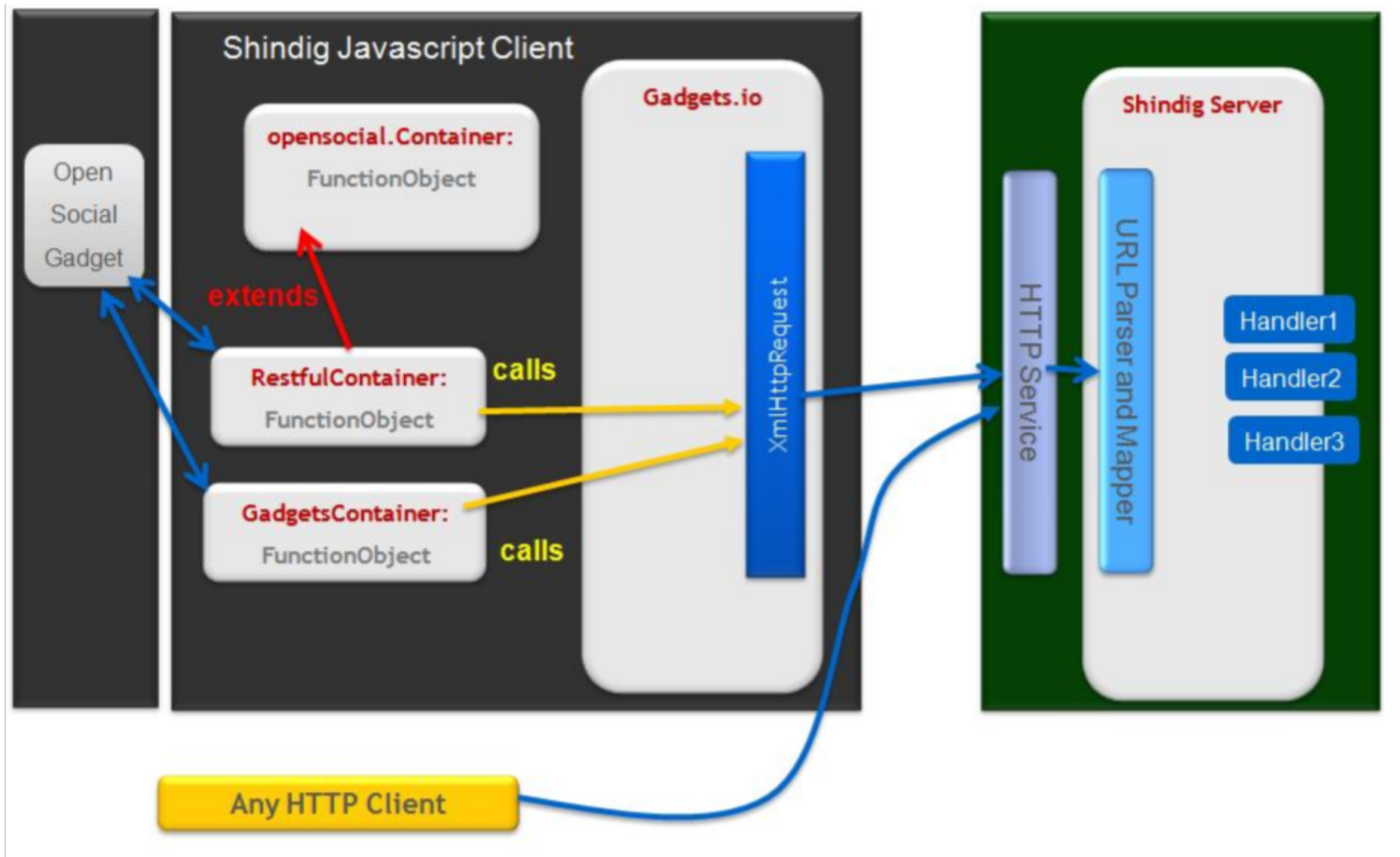
- Preview available on
 - iGoogle
 - Orkut
 - Hi5
- New development models
 - Server to server & Mobile!
- Try it out:
`curl http://localhost:8080/social/rest/people/john.doe/@all`



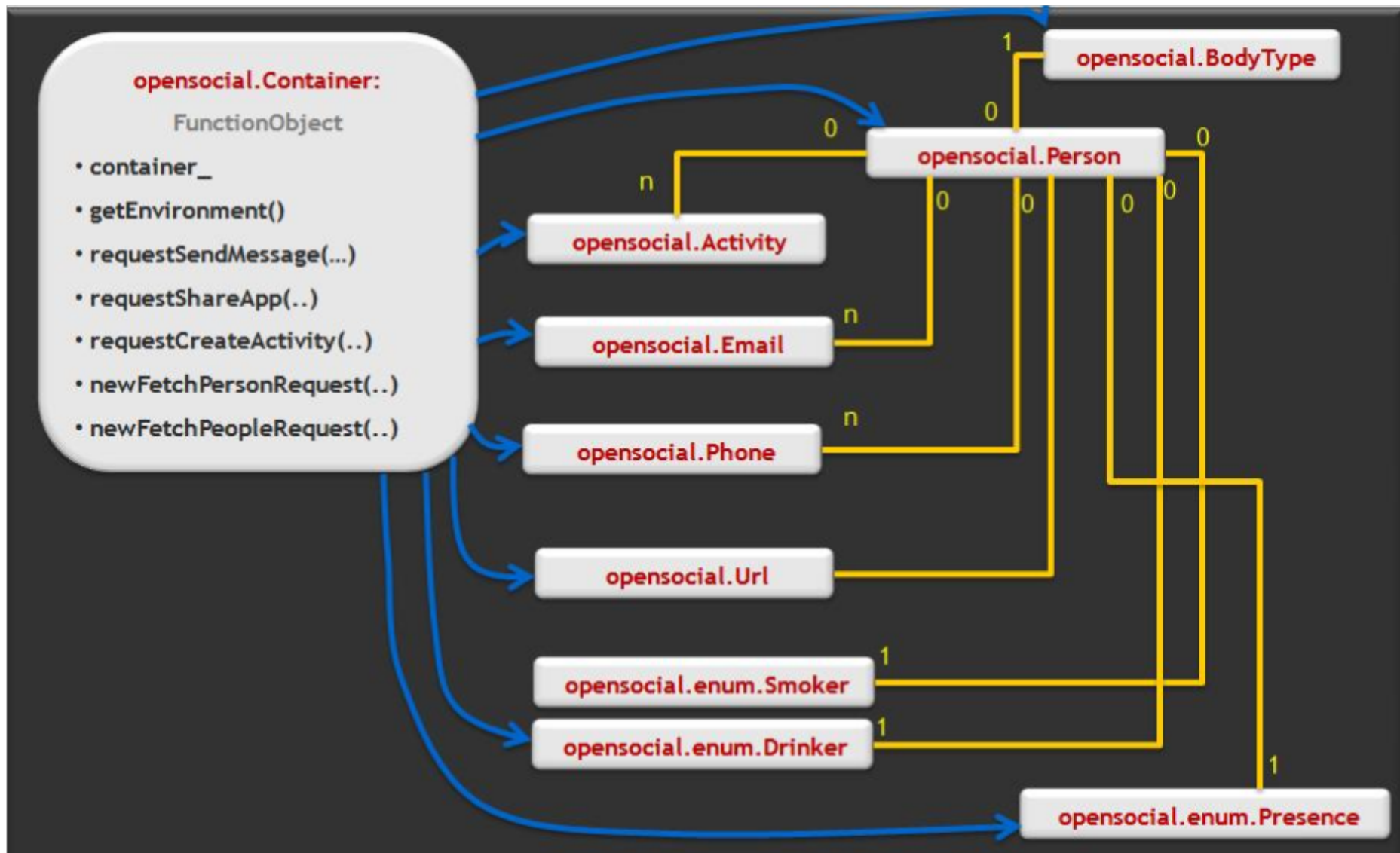
Shindig Server Side (Java) Architecture



Shindig Client Side Libraries



Opensocial – JS Library



Implementing Shindig - Data sources

- Integrate with your own data sources
 - People Service
 - Activities Service
 - App Data Service

```
class MyPeopleService implements PeopleService {
```

```
...
```

```
}
```

```
class MyAppDataService implements AppDataService {
```

```
...
```

```
}
```

```
class MyActivitiesService implements ActivitiesService {
```

```
...
```

```
}
```

Implementing Shindig - PHP

- Implement functions

```
function getActivities($ids)
{
    $activities = array();
    $res = mysqli_query($this->db, "SELECT...");
    while ($row = @mysqli_fetch_array($res, MYSQLI_ASSOC)) {
        $activity = new Activity($row['activityId'],
            $row['personId']);
        $activity->setStreamTitle($row['activityStream']);
        $activity->setTitle($row['activityTitle']);
        $activity->setBody($row['activityBody']);
        $activity->setPostedTime($row['created']);
        $activities[] = $activity;
    }
    return $activities;
}
```

Implementing Shindig - Java

Code at http://chrisschalk.com/shindig_docs/io/shindig-io.html

```
import org.apache.shindig.social.opensocial.ActivitiesService;

public class SQLActivitiesService implements ActivitiesService {

    private SQLDataLayer sqlLayer;

    @Inject
    public SQLActivitiesService(SQLDataLayer sqlLayer) {
        this.sqlLayer = sqlLayer;
    }
}
```

Implementing Shindig - Java

```
public ResponseItem<List<Activity>> getActivities(List<String> ids,
    SecurityToken token) {

    Map<String, List<Activity>> allActivities = sqlLayer.getActivities();

    List<Activity> activities = new ArrayList<Activity>();

    for (String id : ids) {
        List<Activity> personActivities = allActivities.get(id);
        if (personActivities != null) {
            activities.addAll(personActivities);
        }
    }
    return new ResponseItem<List<Activity>>(activities);
}
```


Implementing - Make it a platform

- Add UI Elements
 - App Gallery
 - App Canvas
 - App Invites
 - Notification Browser
- Developer Resources
 - Developer Console
 - Application Gallery
- Scale it Out!



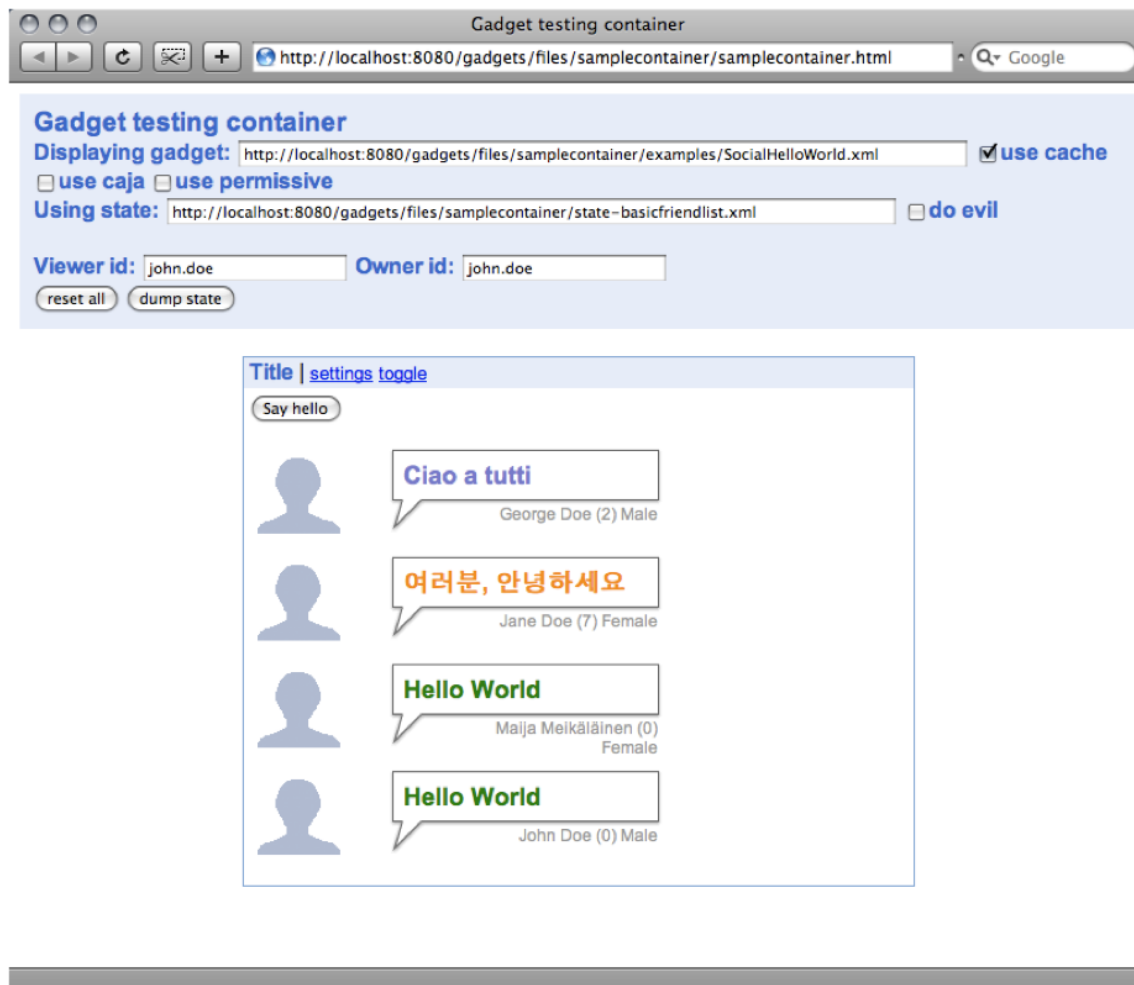
Implementing - Scale it Out!

- Prevent Concurrency issues
- Reduce Latency
- Add Caching
- Add more caching!



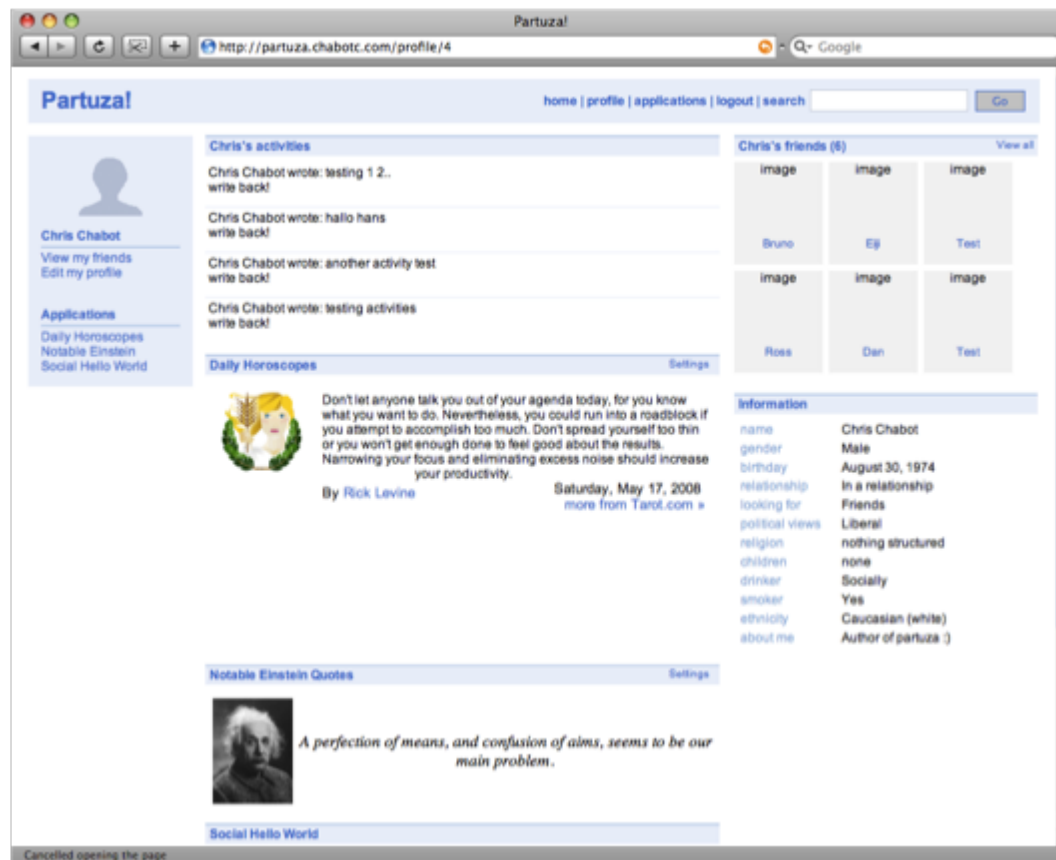
Usage Example: Sample Container

- Static html sample container
- No effort to get up and running
- No database or features



Usage Example: Partuza

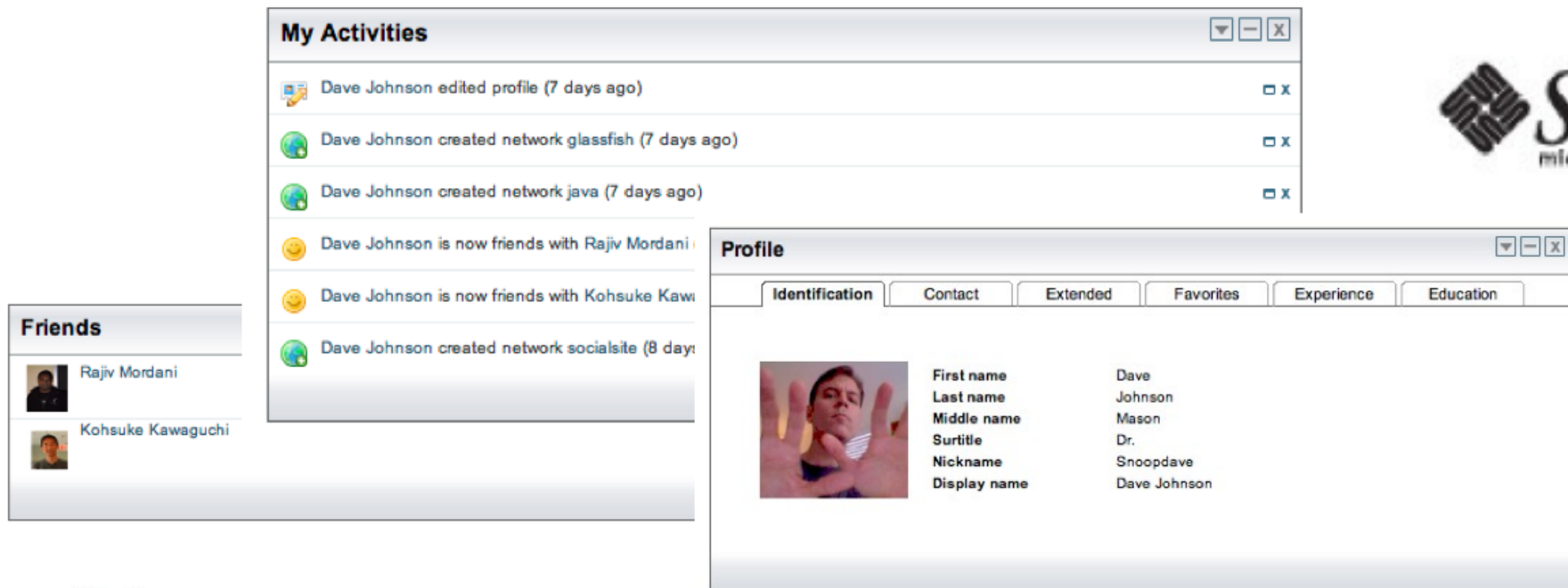
- Partuza is a Example social network site, written in PHP
- Allows for local gadget development & testing too
- Use as inspiration (or copy) for creating your own social site
- <http://code.google.com/p/partuza>



OpenSocial for intranet, portals

Sun Microsystems

- Socialsite: Shindig + gadget based UI written in Java
- Open Source <https://socialsite.dev.java.net/>



The screenshot displays a user interface with three main components:

- My Activities:** A window listing recent actions:
 - Dave Johnson edited profile (7 days ago)
 - Dave Johnson created network glassfish (7 days ago)
 - Dave Johnson created network java (7 days ago)
 - Dave Johnson is now friends with Rajiv Mordani
 - Dave Johnson is now friends with Kohsuke Kawaguchi
 - Dave Johnson created network socialsite (8 days ago)
- Friends:** A list of friends with profile pictures:
 - Rajiv Mordani
 - Kohsuke Kawaguchi
- Profile:** A window showing user details for Dave Johnson:
 - Identification:** First name: Dave, Last name: Johnson, Middle name: Mason, Surtitle: Dr., Nickname: Snoopdave, Display name: Dave Johnson
 - Contact:**
 - Extended:**
 - Favorites:**
 - Experience:**
 - Education:**

The Sun Microsystems logo is visible in the top right corner.

Upcoming from Impetus

- Zest: Shindig + Drupal (PHP)
- Zeal: Shindig + Liferay (Java)

Summary

- Become an OpenSocial Container
 - Get Shindig (PHP or Java)
 - Look at examples & documentation
 - Implement Services
 - Add UI
 - Scale it out
- Resources & Links:
 - <http://www.chabotc.com/gdd/>



What is Friend Connect?

Allows any site to become an OpenSocial container by simply copying a few snippets of code into your site



<http://www.google.com/friendconnect/>



Google Friend Connect



Google Friend Connect





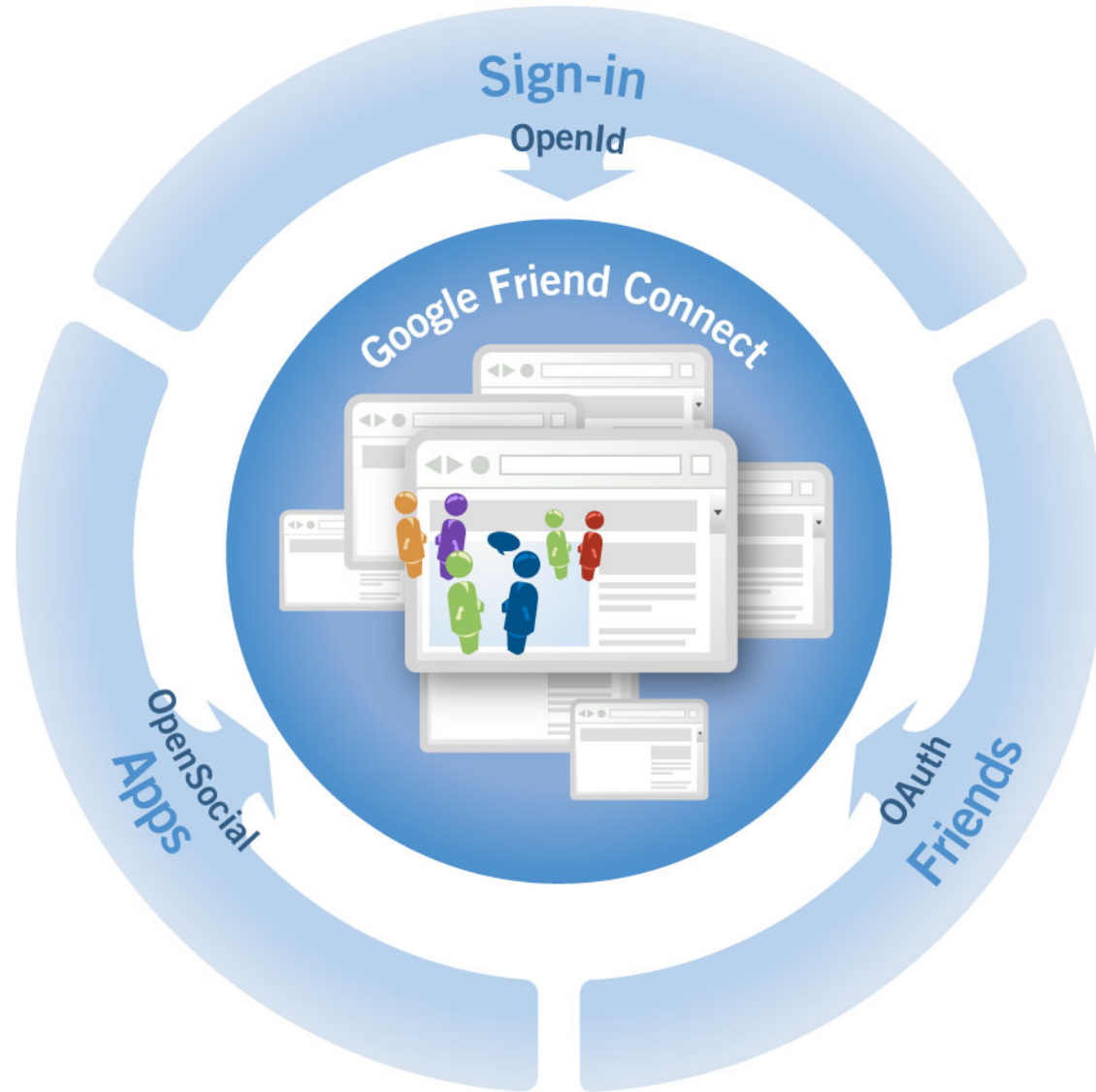












Friend Connect gives ...

- Users

- ... more ways to do more things with my friends

- Site owners

- ... more (and more engaged) traffic for my site

- App developers

- ... more reach for my apps

and ... make it easy

Learn more
code.google.com



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