

Standard Social Sharing and Aggregation on the Go

Dan Scott, Laurentian University
October 14, 2010

Why me?

- In the current online sense of “social”, I'm anti-social:
 - I **killed** my mostly inactive Facebook account
 - Just over **300 posts on Twitter**
 - Over **800 posts on identi.ca** - but that's more like a small club of free-as-in-freedom enthusiasts
 - Mostly passive LinkedIn account
- And there are social OPACs right now

For supporting social features in a user-friendly way, see these people:

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The Girl Who Kicked the Hornet's Nest

Larsson, Stieg (Book - 2010)

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Lisbeth Salander - the heart of Larsson's two previous novels - lies in critical condition, a bullet wound to her head, in the intensive care unit of a Swedish city hospital. She's fighting for her life in more ways than one: if and when she recovers, she'll be taken back to Stockholm to stand trial

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The girl who kicked the hornet's nest

Author: [Stieg Larsson](#); [Reg Keeland](#)

Rating:

☆☆☆☆☆ (not yet rated)

0 with reviews - [Be the first.](#)

stand trial for three murders. With the help of her friend, journalist Mikael Blomkvist, she will not only have to prove her innocence, but also identify and denounce those in authority who have allowed the vulnerable, like herself, to suffer abuse and violence. And, on her own, she will plot revenge-against the man who tried to kill her, [Read more...](#)

Rating:

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Find a copy in the library

Enter your location: n3a2c6

Find libraries

... and others with social features

- Koha 3.x (tags, comments, public lists)
- VuFind (tags, comments, favourites(?))
- Blacklight (tags, lists(?))
- Scriblio (tags, comments)

But we need to bust out of our library, or coax people into the library, or both

Fun with ZeroConfMetaOpenSearch Code4lib 2007, Dan Chudnov

ZeroMetaOpenHuh?!?

Make the library work like *iTunes*



The Georgia Center

“...man is a social being, and formed by nature to associate... But it is evident that it is better to pass our time with friends and good men, than with strangers and anybody indiscriminately. The happy man, therefore, wants friends.”

Happy people have friends!

- Making and keeping friends requires sharing something about yourself
 - Many online services for XXX offer the ability to share info about your XXX activities naturally
 - Many libraries don't currently offer the ability to share info about your library activities naturally

We can be friendlier than utilities...

Arlington Public Library

Central Library

Items are due on the date listed below. A fine is charged for each day, including Sunday and Holidays, for each item that is overdue.

www.arlingtonva.us/lib

6 items checked out

Item	Title	Due
202032372432	Sunrise alley	10/6/2008
202028169251	A summer to remember	10/6/2008
202032951750	Blood brothers /	10/6/2008
202032738634	Pirate freedom	10/6/2008
202032460702	Definitely dead /	10/6/2008
202028121648	The bartered bride	10/6/2008

15/2008

2:28:56 PM

Consolidated Statement Summary / Sommaire des factures

Balance Forward | Solde reporté \$177.41



Payments and Adjustments | Paiements reçus et ajustements

Payment received / Paiement reçu

Sub Total | Total partiel: \$177.41 CR



Electricity | Electricité

Service from/service de May 5, 2010 to/à June 22, 2010 (48 days/jours)

Sub Total | Total partiel: \$147.53



Water/Waste Water | L'eau/L'eau usée

Service from/service de April 21, 2010 to/à June 22, 2010 (62 days/jours)

Sub Total | Total partiel: \$104.63

GST | TPR # R865937593 \$7.38

Total Amount Due | Montant dû \$259.54

...without being poseurs



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Sign up for Facebook to connect with Justin Bieber.



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[Justin Bieber + Others](#) [Just Justin Bieber](#) [Just Others](#)

 **Justin Bieber** Just 3 Days
<http://amzn.to/dxxh24>

 **Amazon.com: Justin Bieber: First Step 2 Forever (9780062039743); Justin Bieber: Books**
amzn.to
Amazon.com: Justin Bieber: First Step 2 Forever (9780062039743): Justin Bieber: Books

 20 hours ago · [Comment](#) · [Like](#)

 Parinita Choudhary, Natalee Gang, Ahad Najeeb and 47,767 others like this.

 [View all 6,785 comments](#)

 **Justin Bieber** MTV EUROPE its coming! <http://bit.ly/dBI0kj>

 **Your Favourite Artist at the 2010 EMAs**
bit.ly

www.BIEBERFEVER.com
www.justinbiebermusic.com

Twitter @JustinBieber

We have friends all around the world

- When libraries do offer a natural means of sharing something about yourself, many do it in a very centralized fashion
- When I write a witty review about J.M. Barrie's *Peter Pan*, my friends in Vancouver don't want to have to check my library's OPAC in Sudbury to find out about it

Friends are interested in your life

- In a mechanical sense, life is a sequence of interacting with things and our reactions to those interactions
 - Dan posts: “I finished reading *Through the Looking Glass* to Amber last night. It was awesome!”
 - Cindy: “ZOMG! She's growing up so fast!”
 - Eric: (finds *Through the Looking Glass* and adds it to his reading list)
 - Keith: “That's one weird book.”

Libraries as social misfits

We have some great user interfaces for social information in catalogs now...

But we've created more damned silos.

If you're not sharing, you're not social.

PLAY NICE!

SOPAC - AADL

Community Reviews

Rating:  (6 votes - [Login](#) to add yours)

okay, fine, it lived up to the hype

submitted by [manz](#) on [August 21, 2010, 10:18 am](#)

As a mega fan of Nordic fiction, I avoided this trilogy because it was so popular. But I was curious... out of ALL the MANY books and authors to come out of Swedish translation (and Iceland, Norway, etc.), why is this one so popular among the masses? So I read it, and yes it is different than other Swedish crime fiction, and yes, I did enjoy the LONG books in this series.

It was for sure a fitting end to the trilogy. While I'm sad that the adventures of Lisbeth and Blomkvist won't continue in print form, I'm glad it doesn't have a chance to be too watered down like some neverending series can end up. (As of this writing, that is. I won't mention the unfinished partial future books sitting on the late Stieg Larsson's laptop.)

Stieg Larsson's last and best effort

submitted by [clmcdl](#) on [July 10, 2010, 2:01 pm](#)

A satisfying conclusion to Larsson's trilogy. Very clever in his plot twists, combining compelling characters with a fast paced plot - you'll want to keep reading once you start, so plan accordingly. Read it and join the rest of the world in mourning the untimely and tragically premature loss of this author.

Nonreview

submitted by [jaegerla](#) on [June 10, 2010, 12:13 pm](#)

I'm afraid of writing any kind of review for fear of ruining the ending. Let's just say it was a good finish to the trilogy.

[Login](#) to write a review

SOPAC - Darien

The screenshot shows a web browser window with two tabs titled "The Girl Who Kicked ...". The address bar displays the URL www.darienlibrary.org/catalog/record/1296374. The page header includes navigation links: "Log in", "Support the Library", "Contact Us", and "About". A menu bar contains "My Account", "Catalog", "Events", "Services", "Research", "Kids", "Teens", and "Community". A search bar is present with the text "Search here..." and a dropdown menu set to "catalog: everything".

Community Reviews

Quirky

submitted by [Adult Summer Reading 2010](#) on September 16, 2010, 3:35 pm

The last of the trilogy by Larsson with a quirky central character, crimes, secrets and a unique brand of morality. A bit dense in parts but stick with it - lots of unexpected twists and turns!

Too intricate a plot. The author goes on too many tangents that involve Elisabeth and Mikael. The first one was excellent, the second did not live up to expectations and neither did this one. Better to have left it alone after the second one.

Will there be a fourth????????????

submitted by [yamuna](#) on July 9, 2010, 11:13 am

When I finished reading the second I thought that it could not get better than this. But apparently it can - the third was phenomenal. It is a shame that the world has lost novelist Larsson. I am sure Larsson will be remembered for years to come. It should be noted that the storyline in all the three novels are nothing new to the detective mystery genre but Larsson's way of plotting is very fresh and mind blowing. I wish and hope that Clooney and Page play Mikael and Lisbeth respectively if the movie version ever comes out.

[Login](#) to write a review of your own.

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[Login](#) to write a review of your own.

Darien Library, 1441 Post Road, Darien, Connecticut 06878, 5410-703, 655-1734

Why me, again?

- Evergreen, currently, is not very social
 - Public bookbags, but the only way to share the links is by cutting and pasting
 - I want to help Evergreen make friends
- Goal:
 - Take current standards for social sharing
 - Implement as part of Evergreen
 - See what happens and reflect on the experience
 - Hopefully someone with usability and design skills

Enter Activity Streams

- The Activity Streams specification:
 - Extends the [Atom syndication protocol](#) 
 - Provides explicit actor/verb/object/target relationships
 - Offers a standard means of syndicating social activity
 - Is being generated and consumed by real services today

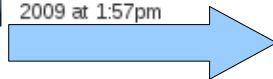


Developer Blog



Yariv Sadan

Wednesday, August 5,
2009 at 1:57pm



Streamlining the Open Stream APIs

We launched the [Open Stream API](#) in April to give developers access to a core Facebook experience, and the ability to publish to users' streams. The Open Stream API supports [several different publishing methods](#) as well as the Atom-based [Activity Streams](#) framework for reading the stream.

Today, we are announcing updates to the Open API Stream, including:

- **Simpler JavaScript methods for publishing:** Use the new `stream.publish` method in JavaScript to publish stories from your website or application.
- **Facebook Pages support:** Access the stream for Facebook Pages without a session and publish to the stream on behalf of a Page.
- **Attribution:** The name of your application will appear in the stream for stories published with the Open Stream API, allowing for greater visibility for applications in stream stories.

New JavaScript Methods for Publishing

With the launch of the Open Stream API, we created [stream.publish](#), a method to simplify publishing into a user's stream, and replacing the previous versions that relied on Feed templates. To publish stories using this method server-side, a user must first grant the `publish_stream` [permission](#) to your application to publish on the user's behalf. You don't need any other permissions or approvals to use this method.

Now, we've created a [JavaScript version of stream.publish](#) (also available via [FBJS](#) as `Facebook.streamPublish`) which



Navigation

- Main Page
- Onsite Apps
- MySpaceID Offsite
- Share on MySpace
- Real Time Stream

Learn More

- MySpace SDKs
- Guides & Tutorials
- Developer Analytics
- OpenSocial
- Communication Channels
- MySpaceID Javascript Library (JSL)

RESTful APIs

- Overview
- Activities
- Albums
- App Data
- Groups
- Media Items

[page](#) [discussion](#) [view source](#) [history](#)

Standards for Activity Streams

[Content](#) > [MySpaceID](#)

[Content](#) > [Open Standard Specs](#) > [ActivityStreams](#)

This document explains how to consume the Activity Stream of an end user. An activity stream is very important for driving behavior as it contains the latest trends and details about what users in your social graph are doing: updating photos, adding music to their profile, hosting events, making new friends, etc. The information available via this api is very rich. It is in fact, the same information we use to build the MySpace Home page and the MySpace Profile pages.

Contents [\[hide\]](#)

- 1 [Personal Activities](#)
- 2 [Friend Activities](#)
- 3 [Activities Stream Semantic Format](#)
 - 3.1 [Atom Entry Format for Activities](#)

Personal Activities

Articles in this Series:

- **Standards for Activity Streams**
- [Activity Stream: Applications](#)
- [Activity Stream: Events](#)
- [Activity Stream: Music](#)
- [Activity Stream: Notes](#)
- [Activity Stream: People](#)
- [Activity Stream: Photos](#)
- [Activity Stream: Public](#)
- [Activity Stream: Queries](#)
- [Activity Stream: Videos](#)



Windows Live for Developers

Windows Live and Activity Streams

AUG
25 | 20
10



by Rob Dolin

15



Did you know that Microsoft's Windows Live has been actively embracing the emerging [Activity Streams](#) open standard?

About a month ago, I traveled to Portland, Oregon, USA to participate in a "Federated Social Web Summit" organized the day before [OSCON](#) by [Evan Prodromou](#) and the team from [Status.net](#). We spent the morning with each participant demo'ing their project or protocol for about five minutes. **Below is my attempt to re-format my presentation as a blog entry.**

Syndication

[RSS for Posts](#)

[Atom](#)

[RSS for Comments](#)

Recent Posts

[New research supports business impact of "Connecting"](#)

by [Angus Logan](#) | on Sep 21, 2010

[Windows Live and Activity Streams](#)

Google code Search
labs e.g. "ajax apis" or "open source"

Google Buzz API ([Labs](#))



What is Google Buzz?

[Google Buzz](#) is a new way to share updates, photos, videos and more, and start conversations about the things you find interesting.

How do I start?

- Join the conversation at buzz.google.com
- [Share your Buzz updates](#)
- [Connect sites to Buzz](#)

Connect to Buzz

[Connect sites to Buzz](#) with:

- Atom/RSS
- MediaRSS
- PubSubHubbub
- Social Graph API



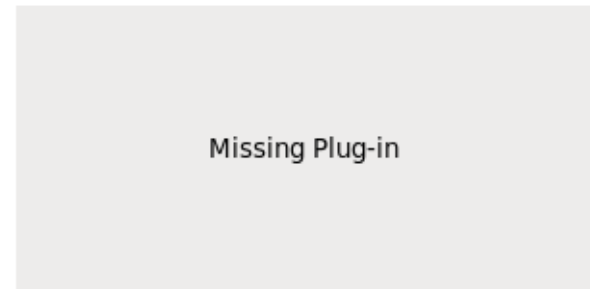
Share Buzz updates **New!**

[Full read/write support](#) with:

- Activity Streams
- AtomPub
- OAuth
- PubSubHubbub
- JSON

Featured Video

Introducing Google Buzz:



We want your feedback

Google Buzz is the latest way to make the web more universally social. But we're just getting started and need your feedback.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Enter Activity Streams

- The Activity
 - Extends
 - Provides relations
 - Offers a activity
 - Is being today



at

y social

eal services

Activity Stream: example

```
1 <?xml version="1.0"?>
2 <feed xmlns="http://www.w3.org/2005/Atom" xmlns:activity="http://activitystrea.ms/spec/1.0/"
  xmlns:poco="http://portablecontacts.net/spec/1.0">
3   <id>tag:localhost,2010-10-10:/opac/social/user/2.atom</id>
4   <updated>2010-10-10T14:03:41Z</updated>
5   <link rel="alternate" type="text/html" href="http://localhost/opac/social/user/2"/>
6   <link rel="self" type="application/atom+xml" href="http://localhost/opac/social/user/2.atom"/>
7   <title>Personal activity stream for Dan Scott</title>
8   <poco:displayName>Dan Scott</poco:displayName>
9   <author>
10    <name>Dan Scott</name>
11    <email>foo@example.com</email>
12  </author>
13  <poco:preferredUsername>dan</poco:preferredUsername>
14  <entry>
15    <title>Dan Scott reviewed Beginning Python</title>
16    <summary>Dan Scott reviewed Beginning Python</summary>
17    <content type="text/html">This &lt;b>rocks</b></content>
18    <id>tag:localhost,2010-10-10:/opac/social/create/review/2</id>
19    <activity:verb>http://activitystrea.ms/schema/1.0/post</activity:verb>
20    <activity:object>
21      <activity:object-type>http://activitystrea.ms/schema/1.0/review</activity:object-type>
22      <id>tag:localhost,2010-10-10:/opac/social/review/2</id>
23      <content type="text/html">This &lt;b>rocks</b></content>
24      <link rel="alternate" type="text/html" href="http://localhost/opac/social/review/2"/>
25      <title/>
26    </activity:object>
27    <activity:target>
28      <activity:object-type>http://activitystrea.ms/schema/1.0/list</activity:object-type>
29      <id>tag:localhost,2010-10-10:/opac/social/thing/2</id>
30      <title>Beginning Python</title>
31    </activity:target>
32    <author>
33      <name>Dan Scott</name>
34      <email>foo@example.com</email>
35    </author>
36  </entry>
```

Activity Stream feed

```
1 <?xml version="1.0"?>
2 <feed xmlns="http://www.w3.org/2005/Atom"
3     xmlns:activity="http://activitystrea.ms/spec/1.0/"
4     xmlns:poco="http://portablecontacts.net/spec/1.0">
5   <id>tag:localhost,2010-10-10:/opac/social/user/2.atom</id>
6   <updated>2010-10-10T14:03:41Z</updated>
7   <link rel="alternate" type="text/html"
8     href="http://localhost/opac/social/user/2"/>
9   <link rel="self" type="application/atom+xml"
10    href="http://localhost/opac/social/user/2.atom"/>
11   <title>Personal activity stream for Dan Scott</title>
12   <poco:displayName>Dan Scott</poco:displayName>
13   <author>
14     <name>Dan Scott</name>
15     <email>foo@example.com</email>
16   </author>
17   <poco:preferredUsername>dan</poco:preferredUsername>
```

Activity Stream entry

```
1 <entry>
2   <title>Dan Scott reviewed Beginning Python</title>
3   <summary>Dan Scott reviewed Beginning Python</summary>
4   <content type="text/html">This &lt;b&gt;rocks&lt;/b&gt;</content>
5   <id>tag:localhost,2010-10-10:/opac/social/create/review/2</id>
6   <activity:verb>post</activity:verb>
7   <activity:object>
8     <activity:object-type>review</activity:object-type>
9     <id>tag:localhost,2010-10-10:/opac/social/review/2</id>
10    <content type="text/html">This &lt;b&gt;rocks&lt;/b&gt;</content>
11    <link rel="alternate" type="text/html" href="http://localhost/opac/social/review/2"/>
12    <title/>
13  </activity:object>
14  <activity:target>
15    <activity:object-type>article</activity:object-type>
16    <id>tag:localhost,2010-10-10:/opac/social/thing/2</id>
17    <title>Beginning Python</title>
18  </activity:target>
19  <published>2010-10-06T23:53:12Z</published>
20  <updated>2010-10-06T23:53:12Z</updated>
21  <poco:displayName>Dan Scott</poco:displayName>
22  <author>
23    <name>Dan Scott</name>
24    <email>foo@example.com</email>
25  </author>
26  <poco:preferredUsername>dan</poco:preferredUsername>
27 </entry>
```

VERB

OBJECT

TARGET

ACTOR

You promised us location!

- Yep, it's simple. GeoRSS-Simple, in fact.
 1. Add the GeoRSS-Simple namespace to your Activity Stream
 2. Capture the actor's location using the browser Geolocation API
 3. Use the `<georss:point>` element to encode the latitude & longitude of the location for the author, object, and target (if available / where applicable)
- GeoRSS: <http://www.georss.org/simple>
- Geolocation API: <http://dev.w3.org/geo/api/>

Okay. So what? (for users)

- Add your library account to the social graph using the XHTML Friends Network (XFN) microformat:
 1. Embed one `<link rel="me" href="my_account" />` link from your library account page to each other account you want to link up
 2. Embed a reciprocal `<link rel="me" href="lib_account" />` from each account to your library account page
- XFN: <http://gmpg.org/xfn>

Don't make your users do this...

Conversation



robconnolly Anyone know how to setup this [#xfn](#) thing to get [!buzz](#) to accept posts from [!identica??](#)

[about 8 months ago](#) from web at [Auckland, Auckland, New Zealand](#)



rpcutts [@robconnolly](#) From what I can tell it needs markup adding to the atom feed.

[about 8 months ago](#) from [Gravity](#) at [Lija, Republic of Malta](#)



vineet [@robconnolly](#) Just set your [identi.ca](#) homepage URL to your google profile. Next time Google crawls your [identi.ca](#) page, it will start working

[about 8 months ago](#) from web at [Chelsea, New York City, New York, United States](#)



Salmon swim upstream to spawn

- Syndication and aggregation have lead to fragmented conversations
- **Salmon** is a protocol for enabling comments to find their way back to the source (and spawn more conversation)
- Involves Link-based Resource Descriptor Discovery (LRDD), Extensible Resource Description (XRD), and WebFinger, along with OAuth
 - ETOOMANYACRONYMS

Representing library activities

- Activity Streams standardization process focuses on encoding existing practices
 - Ergo, focus has been on the electronic
 - “borrowing” activity and book / journal / many other objects do not exist
 - **Tag** activity is reserved for “tag people in a photo”
 - **Review** object includes **rating**, no separate **rating** object
- But there are not many existing practices to encode...

Maybe Google Books?

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

denials@gmail.com | [My library](#) | [My Account](#) | [Sign out](#)

Google books

Search Books

[Advanced Book Search](#)

The Girl Who Kicked the Hornet's Nest By Stieg Larsson



★★★★★

791 Reviews

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[Books-A-Million](#)

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[All sellers](#) »

Published by Alfred A. Knopf. [Copyright](#).

Results 1-10 of 777

loved it.

User Review ★★★★★ - svillegas - Borders -

not usually into thrillers or mystery, but these books draw me in. [Read full review](#)

Another great book in the series!

User Review ★★★★★ - Deborah Bahnatka "debs1202" - Amazon.com -

The book was excellent and it was in my hands in no time at all! Quick shipment - perfect transaction. [Read full review](#)

Perfect

User Review ★★★★★ - jovigirl214 - Amazon.com -

The book was in perfect condition. It arrived in a timely manner even though I had it shipped to an old address. It was forwarded with no problem. Perfect experience. [Read full review](#)

Not as good as the previous two

User Review ★★★☆☆ - Jessica Goette - Amazon.com -

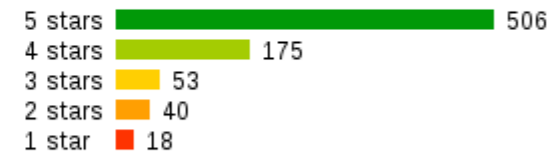
If you have read the first two books of the millenium trilogy, then you HAVE to read this book. The ending is what makes it worth while but the rest of the book DRAAAAAGS. I won't say I was ... [Read full review](#)

The Girl who Kicked the Hornet's Nest

User Review ★★★★★ - Rosemary Seiler - Amazon.com -

Outstanding series, this being the last book of the trilogy.

User ratings



Show reviews by rating

[5 stars](#) - 496

[4 stars](#) - 173

[3 stars](#) - 51

[2 stars](#) - 39

[1 star](#) - 18

[Unrated](#) - 2

[All reviews](#) - 779

Show reviews by type

[Editorial reviews](#) - 2

[User reviews](#) - 777

[All reviews](#) - 779

Show reviews by source

[Amazon.com](#) - 769

[BookJetty](#) - 1

[Bookreporter.com](#) - 1

[Borders](#) - 7

[All reviews](#) - 779

Socializing Evergreen

Starting point:

- Unwieldy URLs (but at least they're persistent)
- Unhealthy dependence on JavaScript – current smartphones can use the OPAC, but it's painful
- Atom feeds that won't validate – multiple `<id>` elements in a single `<entry>` and other sins
- Lacking basic social(ly redeeming) features:
 - Create reviews, ratings, tags/labels
 - Expose your brilliance
 - Follow other users with exceptional taste

About dan

Personal

Name Dan Scott
Email foo@example.com
Home library Example Branch 1



Circulation history

Cover	Title	Author	Date returned
	Beginning Python	Norton, Peter	2010-10-06
	Black python : Morelia boeleni		2010-10-06

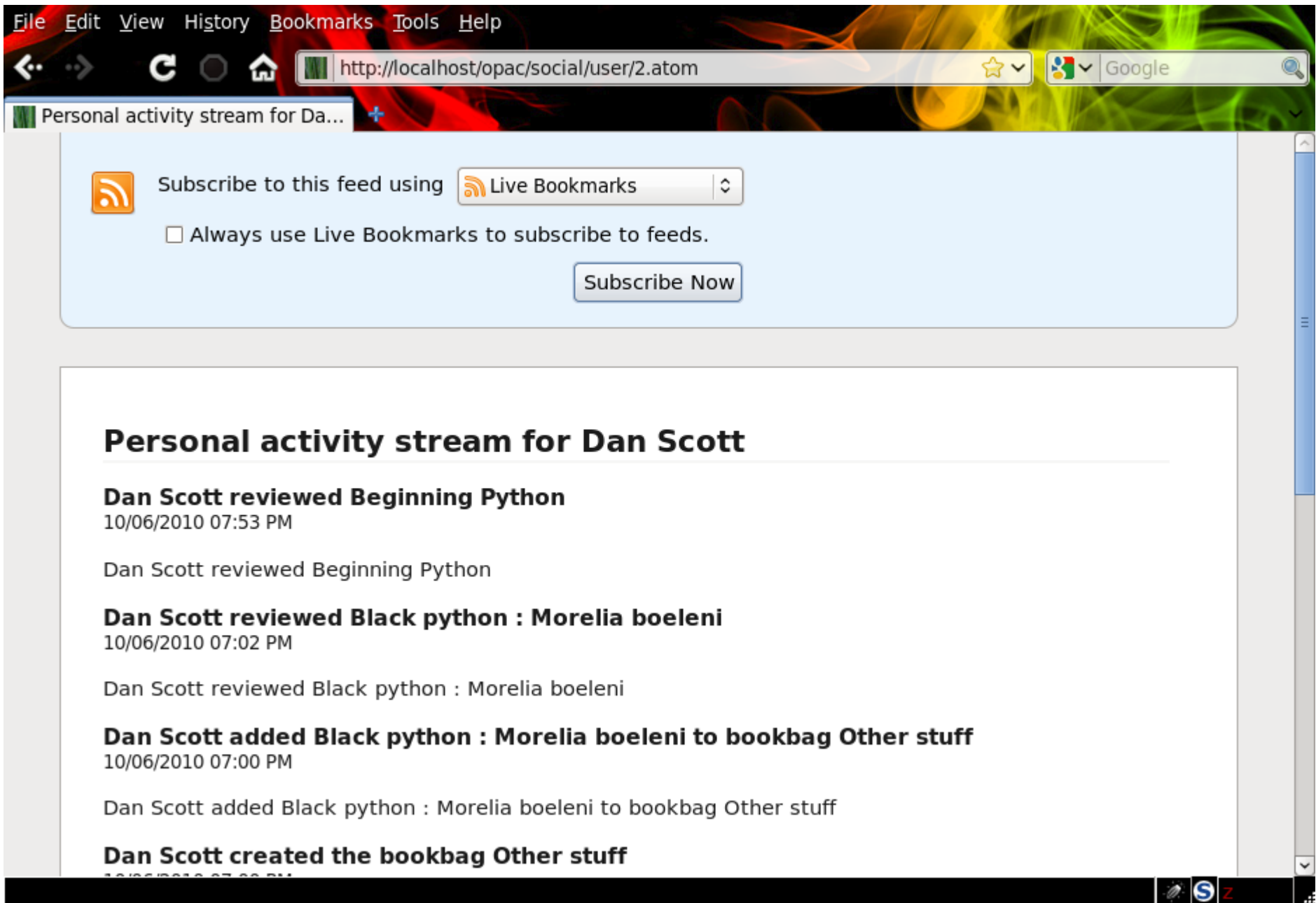
Lists

- [Hockey](#)  (2 items)
- [Other stuff](#)  (1 items)

Reviews written by this user

Cover	Title	Author	Review
	Beginning Python	Norton, Peter	This rocks
	Black python : Morelia boeleni		This rocks

Feed viewer in Firefox



The screenshot shows the Firefox browser interface. The address bar contains the URL `http://localhost/opac/social/user/2.atom`. The page title is "Personal activity stream for Da...". Below the title, there is a subscription section with an RSS icon, the text "Subscribe to this feed using", a dropdown menu set to "Live Bookmarks", a checkbox for "Always use Live Bookmarks to subscribe to feeds.", and a "Subscribe Now" button. The main content area displays a list of activity items:

- Personal activity stream for Dan Scott**
- Dan Scott reviewed Beginning Python**
10/06/2010 07:53 PM
Dan Scott reviewed Beginning Python
- Dan Scott reviewed Black python : Morelia boeleni**
10/06/2010 07:02 PM
Dan Scott reviewed Black python : Morelia boeleni
- Dan Scott added Black python : Morelia boeleni to bookbag Other stuff**
10/06/2010 07:00 PM
Dan Scott added Black python : Morelia boeleni to bookbag Other stuff
- Dan Scott created the bookbag Other stuff**
10/06/2010 07:00 PM

Socializing Evergreen

- Emerging:
 - Clean URLs for user presence and item feeds
 - Plain old HTML
 - Data models for common social features
 - Valid Atom feeds with Activity Stream extensions
- Still lots of work to do (UI, configuration, testing)– but might be ready by Evergreen 2.1 (Spring 2011)

A possible way forward

- Simple social data aggregation:
 1. Implement Activity Streams for social data.
 2. Find feeds for your items.
 3. Crawl feeds and aggregate social data.
- But wait... how do we hook up our things?
 - Everybody uses accession numbers for ID.
 - Messy. Not my mess.
 - Uhh, I mean, “great research opportunity!”

Questions