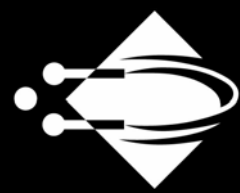


---

# Tekniske elementer i social software

Social software: Design & implementering

27. september



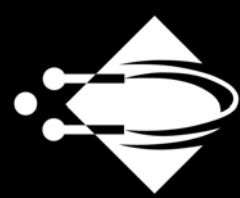
# Agenda

---

XML, RSS, Widgets, Ajax

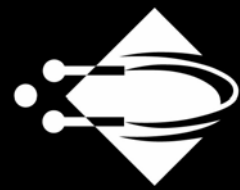
Kasper og Rasmus om API'er

Fælles diskussion om muligheder og definitioner



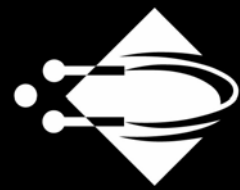
---

XML



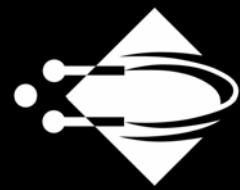
---

Extensive Markup Language



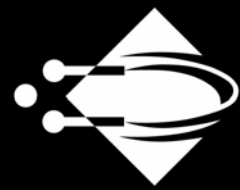
---

Standardiseret kode, der er til at forstå,  
for mennesker og for maskiner



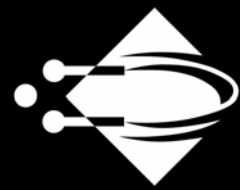
---

Struktureret data



---

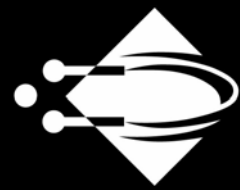
Lidt ligesom en database



---

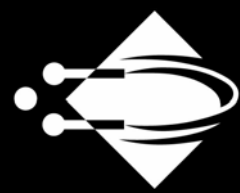
Simpelt og fleksibelt





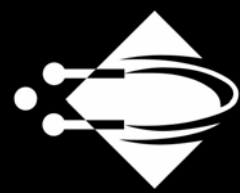
---

Gør det nemt at udveksle  
data mellem forskellige systemer



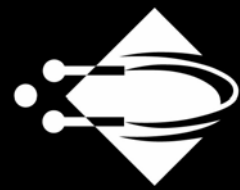
---

Og netop de data, man har brug for,  
formateret på den måde, man har brug for



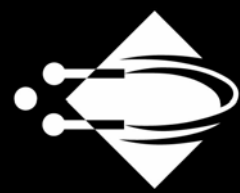
---

Ikke formateret med strukturelle elementer  
som <P>, <H1>, <B>



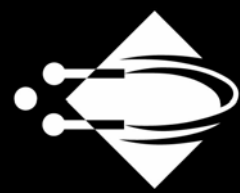
---

Men adskiller indhold fra form



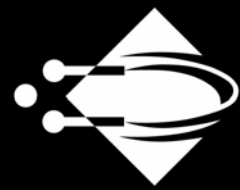
---

Man kan med andre ord ikke bare se hvilken tekst, der står og hvordan den ser ud, men også hvad den står der om



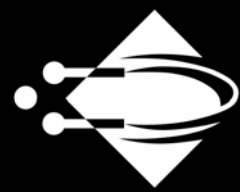
---

Man kan præsentere data på forskellige måder, i forskellige sammenhænge uden at få formen med

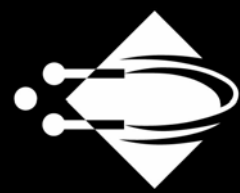


---

For eksempel...



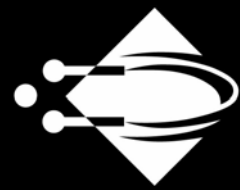




---

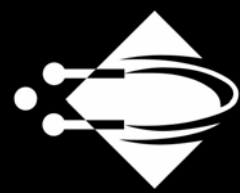
Muliggør API'er og automatiske dataudvekslinger (og dermed for eksempel mashups)

– samt mange af de andre teknologier, vi går igennem i dag



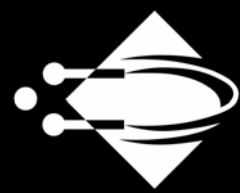
---

For eksempel: [www.flickrvision.com](http://www.flickrvision.com)



---

Og meget mere – der er virkelig mange muligheder, når computere kan forstå den tekst, de kigger på

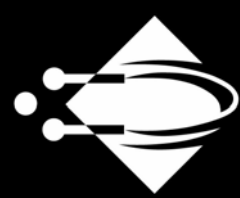


---

Mere om XML:

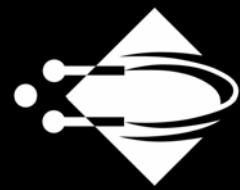
<http://www.xml.com/pub/a/w3j/s3.bosak.html>

<http://www.w3.org/XML/>



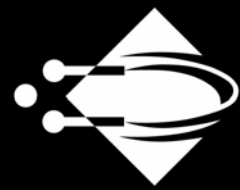
---

RSS



---

# Really Simple Syndication



---

En XML-standard



---

Simpelt format, der viser datosorteret  
indhold på standardiseret vis



```
<?xml version="1.0" encoding="UTF-8"?><!-- generator="wordpress/2.1.3" -->
```

```
<rss version="0.92">
```

```
<channel>
```

```
<title>Morten Gade</title>
```

```
<link>http://mortengade.dk</link>
```

```
<description></description>
```

```
<lastBuildDate>Wed, 12 Sep 2007 16:06:56 +0000</lastBuildDate>
```

```
<docs>http://backend.userland.com/rss092</docs>
```

```
<language>en</language>
```

```
<item>
```

```
<title>10+10 sites jeg følger med i, for at følge med i sociale medier</title>
```

```
<description>Mashable følger med i nyhederne om sociale netværkssites - og fortæller om nye spændende
```

```
Techcrunch er mere af det samme - anmeldelser af nye spændende (og uspændende) internet-sites.
```

```
Read/Write web er en blanding af omtaler af nye sites, og nogle lidt mere interessante trend-artikler.
```

```
Rev2 har også ...</description>
```

```
<link>http://mortengade.dk/2007/1010-sites-jeg-følger-med-i-for-at-følge-med-i-sociale-medier</link>
```

```
</item>
```

```
<item>
```

```
<title>Dilbert om Web 2.0</title>
```

```
<description>Netop som jeg sad og arbejdede på en undervisningsgang om definitioner på social software
```

```
<link>http://mortengade.dk/2007/dilbert-om-web-20/</link>
```

```
</item>
```

```
<item>
```

```
<title>LifeStream</title>
```

```
<description>Det er sådan et ord, man enten kan hade eller elske. Eller allerhelst begge dele på én gang.
```

```
Jeg fandt engang udtrykket via Shevys fine beskrivelse af Jaiku. Og det ...</description>
```

```
<link>http://mortengade.dk/2007/lifestream/</link>
```

```
</item>
```

```
<item>
```

```
<title>Brug nettet lidt bedre - fem nemme ting at starte med</title>
```

```
<description>
```

```
Vi starter i den nemme ende. Begynd med at flytte dine bookmarks til del.icio.us. Det giver dig mulighed for at
```

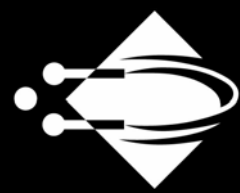
```
Benyt en RSS-læser til at følge med i nyheder, del.icio.us-links, weblogs ...</description>
```

```
<link>http://mortengade.dk/2007/brug-nettet-lidt-bedre-fem-nemme-ting-at-starte-med/</link>
```

```
</item>
```

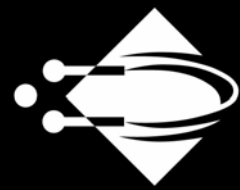
```
<item>
```

```
<title>Hvor kan jeg læse mere om social software?</title>
```



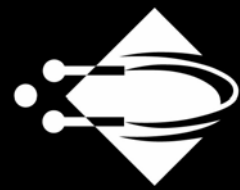
---

Udover abonnementsideen betyder det,  
at data uhyre enkelt kan remixes og  
genbruges i andre sammenhænge, end det  
oprindelig var tiltænkt



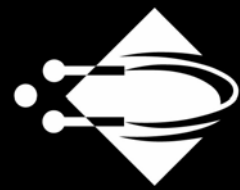
---

# Microformats



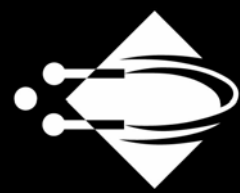
---

Beskrivelse af indhold med kode



---

Et eksempel



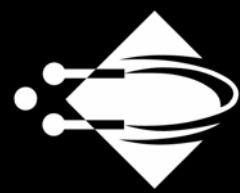
---

```
<li>
```

```
<a href="http://www.mortengade.dk">
```

```
Morten Gade</a>
```

```
</li>
```



---

Lad os gøre det forståeligt for computere,  
hvad det er for noget data



---

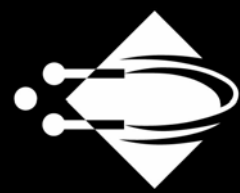
```
<li>
```

```
<a href="http://www.mortengade.dk">
```

```
Morten Gade</a>
```

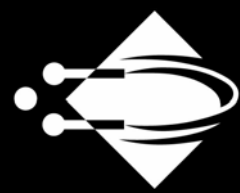
```
</li>
```





---

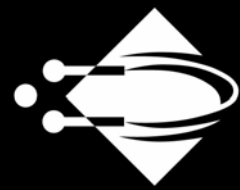
```
<li class="vcard">  
<a href="http://www.mortengade.dk"  
class="url fn">Morten Gade</a>  
</li>
```



Det her er et vCard

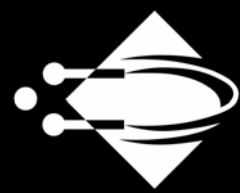
```
<li class="vcard">  
<a href="http://www.mortengade.dk"  
class="url fn">Morten Gade</a>  
</li>
```

Som indeholder en URL og et  
"functional name" = navn



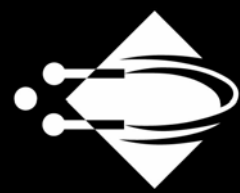
---

Hvad kan man bruge det til?



---

For eksempel adressebøger, forklare relationer mellem websites, troværdighedsmålinger, automatiske netværk mellem sites..



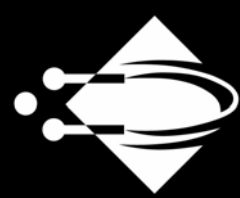
---

Mere om microformats:

[www.sitepoint.com/article/microformats-meaning-markup](http://www.sitepoint.com/article/microformats-meaning-markup)

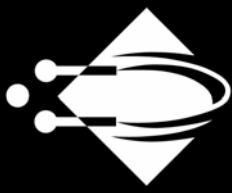
[www.microformats.org](http://www.microformats.org)

[www.microformats.dk](http://www.microformats.dk)



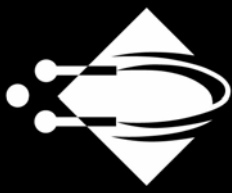
---

Ajax



---

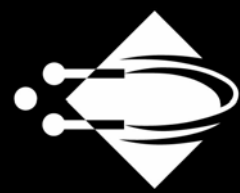
(Asynkron JavaScript & XML)



---

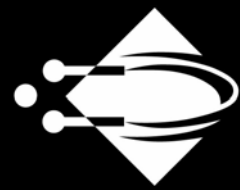
Muliggør applikationer på nettet,  
der reagerer hurtigere  
(og måske mere intuitivt?)





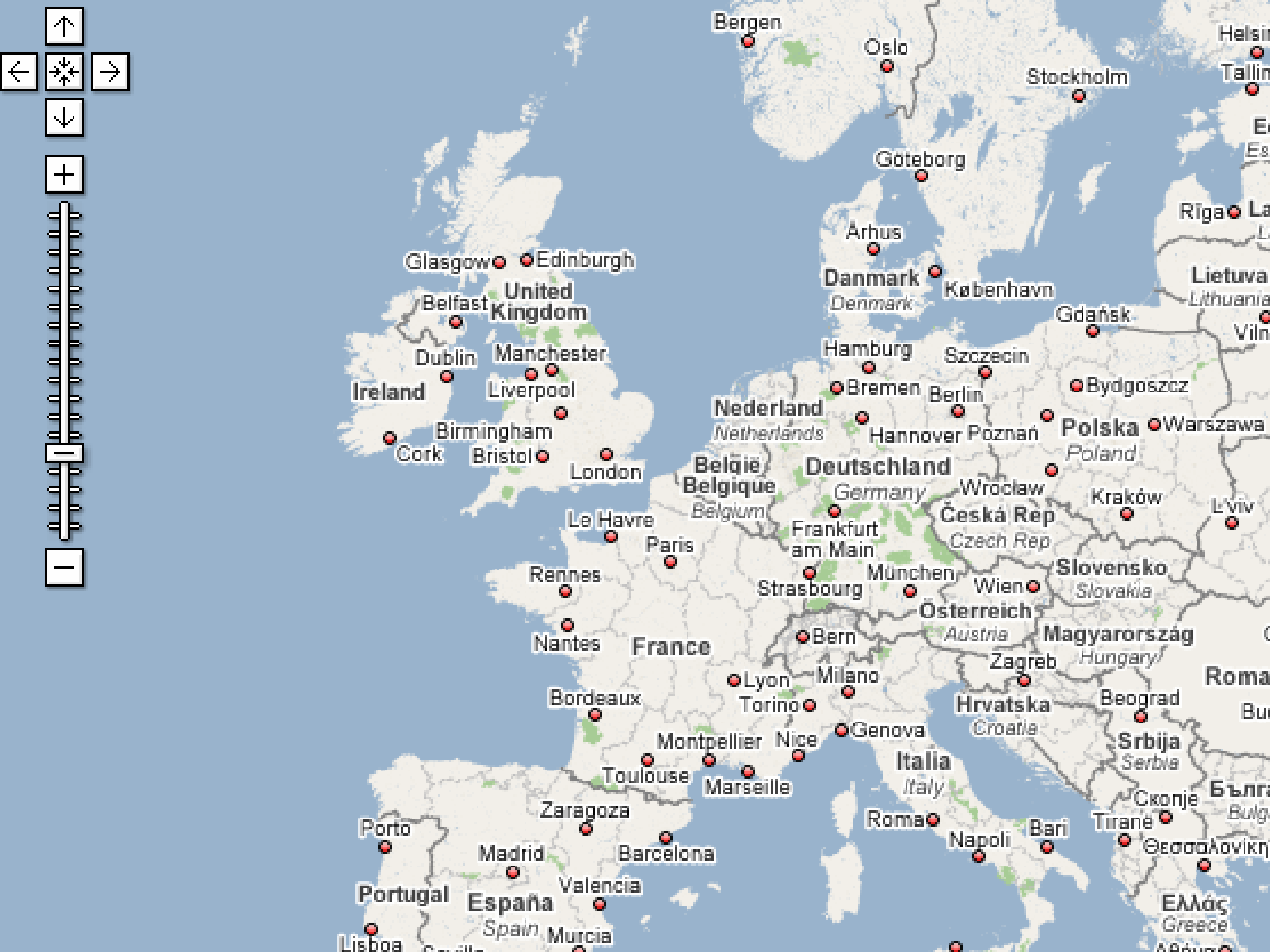
---

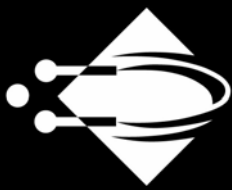
Det udligner forskellen mellem at  
lave interaktionsdesign til desktop-  
applikationer og til nettet



---

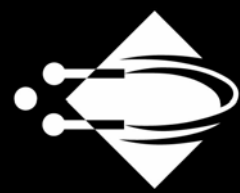
Det bedst kendte eksempel





---

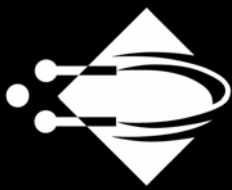
Ajax er ikke en teknologi, men en  
samling af forskellige teknologier



---

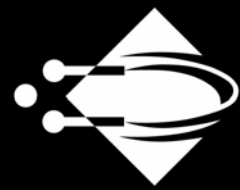
I almindelig html (osv.)  
venter man på serveren:

Hver gang man udfører en handling,  
sendes et http request



---

Ajax giver mulighed for, at interaktionen sker asynkront – i stedet for at spørge serveren hver gang, spørges en ajax-motor (der af og til selv spørger serveren, men uden brugeren skal vente)



---

Social software? Tjah!

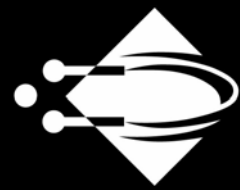


---

Mere om ajax:

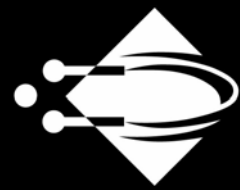
[http://www.adaptivepath.com/ideas/essays/  
archives/000385.php](http://www.adaptivepath.com/ideas/essays/archives/000385.php)





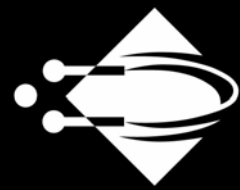
---

# Widgets



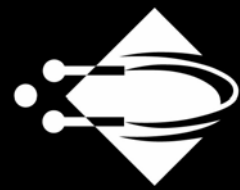
---

En stump kode, der fungerer  
inde i en html-side



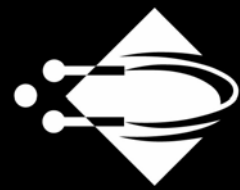
---

Med andre ord: Et utroligt simpelt mashup



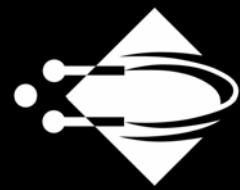
---

For eksempel i weblogs



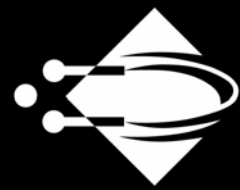
---

<http://www.lolulas.blogspot.com/>



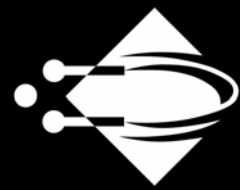
---

Eller Google Gadget Ads



---

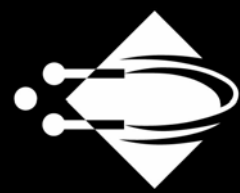
<http://www.google.com/adwords/gadgetads/>



---

Før API-snakken: Øvelser





---

Færdiggør jeres manifest  
og forbered præsentation

**Vi mødes kl. 14**

Præsentationer af manifeste for hinanden (á  
ca. 5-10 minutter pr. manifest)