Research Perspectives on Web 2.0

Mash-up Environments

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Ever heard about Mash-ups?

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Page 2
What happen in the old days ...
The VLE is dead! Long live the PLE?
No, there are new requirements
The fuel for Interoperability
... and the kerosine

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Approaches for Mashing

- **Accumulative Mash-ups**
  Information of different services are aggregated into a single interface

- **Extending Mash-ups**
  Information of different services are aggregated and extended to achieve new functionality, views, or uses

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Page 8
Techniques for Mashing

• Client side
  – Frames or iFrames
  – Flash inlays
  – Cross site scripting

• Server side
  – Only XML Data is provided by remote services
  – Services based on multiple sources
Frames or I-Frames

Pro
• Works with all sources
• Works almost always

Contra
• Little control
• No interaction between services
Frames or I-Frames

Normal content

Embedded i-frame from google calendar

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Page 11
Flash inlays

**Pro**
- Works with all sources
- Works almost always

**Contra**
- Little control
- Needs flash
Flash inlays

Normal content

Flash inlay

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Page 13
Cross-site scripting

**Pro**
- No server side components
- The client does everything
- Full control on presentation
- Interaction between different components

**Contra**
- Needs JavaScript
- Foreign sites can gain control
- Does not scale
- Depends on the client side system

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Cross-site scripting

Normal content

Script and content from delicious.com

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Page 15
More cross-site scripting

Normal content

Script from ou.nl

Multiple content from delicious.com
CELSTEC Approaches

team.sPace

ReScope

Re.Mashed
Recommendations for Mash-ups

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Page 17
What is ReScope?

- Personal tool
- Delicious tag cloud
- Mashes normal tag count with recent tag count
- Tag cloud history through notes

- Great tool for supporting reflections on your bookmarking habits

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How does ReScope work?

- Loads your tag list from delicious.com
- Load your last 20 bookmarks from delicious.com
- Merge the tags of the last 20 bookmarks with the global tag list
- With every note the tag cloud is stored with the note
- If a user clicks on a note, the old tag cloud is reloaded
- Everything runs in the user's browser; no server active components
ReScope

http://inxzteexp-005vou.nl/rescope/rescope_01.html

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Check out ReScope

http://lnx-otecexp-005v.ou.nl/rescope/

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Page 23
What is ReMashed?

- ReMashed is a Web 2.0 Mash-up environment that allows you to personalize information of a community to your preferences.

- You tell ReMashed which Web 2.0 services you use and then you are able to define which contributions of other members you like and don't like.

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How does it work?

• ReMashed uses collaborative filtering to generate recommendations.

• It works by matching together users with similar tastes (neighbors) about different Web 2.0 resources (delicious, flickr, blog feeds, slideshare).
How does it work?

Cold-Start = Tag based recommendation

Collaborative Filtering through Ratings

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How does it work?

Recommendation Engine

ReMashed Database

flickr

feed

slideshare

del.icio.us

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Page 27
How can you use it?

Register at remashed.ou.nl

Let ReMashed start mashing.

Enter your favorite Web 2.0 potatoes.

Taste your personal flavor of Web 2.0.

Let us be a community for one week.

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Page 28
How can you join?

You just have to sign up with one of the possible sources to participate.

But you will get more personalized recommendations when you register more sources.

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Page 29
Many thanks for your interest!

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