Library Mashups
Exploring new ways to deliver library data

Nicole C. Engard, Book Editor
http://mashups.web2learning.net
Outline

- Define mashups & mashup terminology
- View examples of mashups
- View library mashups
- Open Discussion/Q&A Throughout
What is a Mashup?

• A web application that combines data from more than one source into a single integrated tool

• An example is the use of data from Google Maps to add location information to real-estate data, thereby creating a new and distinct web service that was not originally provided by either source

http://trulia.com
Mashup Terminology

• Web Service
  - a technology that enables information and communication exchange between different applications

• Application Programming Interface (API)
  - a set of functions, procedures or classes for accessing a web service that allow a computer program to access and manipulate data on a web service the same way that a website interface lets the human user surf and dive into its content

More: [http://mashups.web2learning.net/glossary](http://mashups.web2learning.net/glossary)
Types of Mashups

- mapping (35%)
- photo (10%)
- shopping (9%)
- video (8%)
- search (8%)
- travel (6%)
- social (6%)
- music (5%)
- news (4%)
- messaging (4%)

ProgrammableWeb.com 03/02/10
Types of Mashups

Last 14 Days

- social (18%)
- storage (12%)
- mapping (12%)
- photo (12%)
- video (9%)
- realtime (9%)
- enterprise (9%)
- visualization (6%)
- mobile (6%)
- sports (6%)

ProgrammableWeb.com 03/02/10

www.programmableweb.com
Mashups & Libraries: Why?

- Provide better services to our patrons
- Added value to our websites and catalogs
- Promoting library services where the patrons are
- It’s a learning experience – and we never turn down learning experiences!
Mashups & Libraries: How?

- Ask vendors for APIs
- Mashup library data with popular web services
- Put your library (and your library data) out there whenever possible
- Create RSS feeds for library content
Mashup Tools
Yahoo! Pipes

- Allows you to pull in many sources of data and mash it up into one source
- Provides a simple flow chart like interface
- http://pipes.yahoo.com
Mashups for Fun & Function
Virtual Tour of NYC

- Choose from various virtual tours of NYC
- Pulls in data from Google Maps & Wikipedia
- www.virtualnyctour.com
NYC Restaurants

- Choose your restaurant in NYC based on Twitter comments
- www.schmap.com/picks/newyork
Historic DC

- DCHistoricTours is a mashup that allows tourists to create tours of D.C. All of the data is pulled from D.C.'s government data feeds and plotted on a Google map.

- [www.dchistorictours.com](http://www.dchistorictours.com)
Bike Tours in CA

- Includes maps of long distance bike rides in CA (100 miles or more) that integrates ride data with Google Maps.
- [http://map.tourofcalifornia.org](http://map.tourofcalifornia.org)
Mashups like SecretPrices can help you find the best prices on books for your library by pulling coupon and sale data together into one place.

www.secretprices.com
Fun with Images

- Mash up your Flickr (www.flickr.com) images and create badges, posters, games and so much more
- http://bighugelabs.com/flickr/
Find Me Lunch

- Need help finding someplace to go for lunch? Try Lunchbox
- Powered by Yelp ([www.yelp.com](http://www.yelp.com)) & includes reviews
- [lunchbox.allbusiness.com](http://lunchbox.allbusiness.com)
Compare Maps

- See three maps (Yahoo!, Google, Microsoft) side by side to see which one has the best map for you.
- Enter your address just once and see it on all three maps.
- [www.rockstarapps.com/samples/map-compare/](http://www.rockstarapps.com/samples/map-compare/)
Real Estate

- Trulia mashes up MLS data with a Google Map
  - www.trulia.com
- Zillow mashes up MLS data with Microsoft Maps
  - www.zillow.com
- HousingMaps mashes up Craigslist listings and Google Maps
  - www.housingmaps.com
Reading Radar takes the NY Bestseller Lists and merges it with data from Amazon.com

- **WORST CASE**
  James Patterson and Michael Ledwidge
  ⭐⭐⭐⭐
  A New York detective raising 10 children alone investigates a string of kidnappings and killings of teenagers by a villain with unusual motives.
  On the bestsellers list for 1 week.

- **THE HELP**
  Kathryn Stockett
  ⭐⭐⭐⭐
  A young white woman and two black maids in 1960s Mississippi.
  On the bestsellers list for 45 weeks.

[http://readingradar.com/](http://readingradar.com/)
New York Times

- Find more APIs at developer.nytimes.com
- Article Search
- Campaign Finance
- Community
- Congress
- Movie Reviews
- NY State Legislature
- Real Estate Times
- Newswire
- TimesPeople
- TimesTags

Create Mashups: prototype.nytimes.com/gst/apitool
Can You Hear Me Now?

- Not sure if you’ll have cell phone reception where you’re traveling?
- Searchable databases of over 133,200 cell phone tower locations registered with the FCC, and over 47,200 cell phone carrier comments submitted voluntarily from real customers
- www.cellreception.com
• See where the UK FCO has active travel advisories
• Pulls data from the Foreign & Commonwealth Office and plots it on a Google Map
• fco-advice.donotremove.co.uk
This We Know

- This We Know lets you get local and explore government data about your community.
- Enter your city or zip code and get a list of facts.
- Data from GeoNames and GovTrack.us
- [www.thisweknow.org](http://www.thisweknow.org)
Weather Bonk mashes up weather forecasts and live webcams on a Google Map

www.weatherbonk.com
Who’s Tweeting?

- Find which of your congress people are using Twitter and follow them
- [www.tweetcongress.org](http://www.tweetcongress.org)
Find More!

- You can find more popular mashups by browsing at the ProgrammableWeb
- http://www.programmableweb.com/popular
Mashups for Libraries
Map Library Locations

- Simplest mashup – location mashup
- [www.hcplc.org/hcplc/liblocales/](http://www.hcplc.org/hcplc/liblocales/)
Repository Map

- Combine data about repositories from different data providers, and mash it up on a Google Map in order to visually display information about the repositories.

- maps.repository66.org
Collections on Flickr

- Share your collection on Flickr and then bring it into your website (now it’s accessible from multiple places and re-mashable)

- [http://accessceramics.org](http://accessceramics.org)
- [http://flickr.com/commons](http://flickr.com/commons)
Pictures Mapped

- Create a map with pictures from your collection or your library/librarians

- [www.widgetbox.com/widget/mapsack-flickr-map](http://www.widgetbox.com/widget/mapsack-flickr-map)
Website Mashups

- Join any service with an RSS feed
- Blogs, Wikis, Flickr, Calendars, Bookmarks, etc
- Delicious
  - chelmsfordlibrary.org/reference/consumer.html
  - chelmsfordlibrary.org/reference/consumers.html (w/out)
- Flickr and Blog
  - www.manchester.lib.nh.us
- Drupal from YourLibrarySite.com
  - mashups.plsinfo.craftyspace.com
OPAC Mashups

- Can be harder than most others because of the proprietary nature of our systems

- What to do?
  - Work with vendors to get APIs to your data so you can re-mash it
  - Find APIs that generate JavaScript because they can easily be integrated
  - Hire an expert programmer (or developer service) to help you
WorldCat Search API

- Not free – available to members of OCLC
- www.oclc.org/worldcatapi/
- Facebook WorldCat Application
- http://apps.facebook.com/worldcat/
LibraryThing

- Tap into the data stored in LibraryThing – it’s not all just popular fiction!!

- Freely Available
  - www.librarything.com/services/

- Add LibraryThing For Libraries to your OPAC
  - Pay service: www.librarything.com/forlibraries/
Library APIs

• Some other Library APIs you can play with:
  • Open Library: http://openlibrary.org/dev/docs/api
  • NCSU Library: www.lib.ncsu.edu/dli/projects/catalogws/index.html
Ideas for the Future
Ideas from Librarians

- Mashup travel data from circulation data and various travel sources to provide patrons with better services (Janice Painter)
- Grab MARC location data to plot information on map about a specific title (David Bigwood)
- Pull data from MARC records about the campus and plot them on a map (Deirdre Wilson)
- From a contest held by the Library 2.0 Gang
Your Ideas??

Time to Share – what ideas do you have??
Mashup Tools
Play Time
We’re going to use WordPress to demo mashups - but you can follow these examples on any website!

- mashups.learninglibrarians.org/wp-admin
- user: mashups
- password: ****
Generate a Google Map

- Basic Map
  - Go to http://maps.google.com
  - Search for your library address
  - Click the ‘link’ button in the top right
  - Copy the HTML to embed the map into your site
- Can also use the Map Wizard: http://www.google.com/uds/solutions/wizards/
Delicious Link Rolls

- Go to www.delicious.com
- Log in to your account (or create an account)
- Click Settings
- Create a LinkRoll
Google Calendar

- Embed your calendar
- Go to http://calendar.google.com
- Create new calendar
- Add an event or two to the calendar
- Go to calendar settings and share the calendar
- Embed calendar in site
Flickr

- Log in to your Flickr account
- Go to http://www.flickr.com/badge.gne
- Choose your badge for embedding in your site
- Another example: www.lib.montana.edu/~jason/talks/offline/
Google Books Bar

- Go to: http://www.google.com/uds/solutions/wizards/bookbar.html
- Create a book bar for a topic of interest to you or your patrons for your site
- Another example: www.lib.montana.edu/~jason/talks/offline/
Yahoo! Pipes

- Let’s mashup a few RSS feeds to create one content source
- pipes.yahoo.com
- Learn More from Jody Condit Fagan
- www.accessmylibrary.com/coms2/summary_0286-33690750_ITM
Available Today!
Library Mashups
Exploring new ways to deliver library data
Published by Information Today, Inc., 2009

http://mashups.web2learning.net
Thank You

Nicole C. Engard
nengard@gmail.com

http://mashups.web2learning.net