Library Mashups
Exploring new ways to deliver library data

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Outline

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

http://www.flickr.com/photos/ktpupp/2987530248/
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
Types of Mashups

- mapping (34%)
- photo (10%)
- shopping (9%)
- search (8%)
- video (8%)
- social (7%)
- travel (6%)
- music (5%)
- news (4%)
- messaging (4%)

ProgrammableWeb.com 11/12/10
Types of Mashups

Last 14 Days

- mapping (22%)
- shopping (14%)
- search (14%)
- instant (12%)
- social (11%)
- education (7%)
- charity (5%)
- travel (3%)
- music (3%)
- video (3%)

www.programmableweb.com 11/12/10
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
- Create RSS feeds for library content
- Publicize your library & your content
What to Keep in Mind

- Hosting content on other web servers means if that website goes away, so too might your content.
- Connecting to other web servers might also cause your website to load slower.
- If you use other people’s content, you’re depending on them to keep the content accurate and available.
- Always read the Terms of Service of the websites you use, and abide by them.
Mashup Tools
Yahoo! Pipes

- Allows you to pull in many sources of data and mash it up into one source
- Provides a simple web-based flow chart interface
- http://pipes.yahoo.com
Dapper

- Web-based tool that allows you to pull in many sources of data and mash it up into one source
- [http://www.dapper.net/open/](http://www.dapper.net/open/)

WSO2 Mashup Server

- Desktop application
- More geared toward web developers and programmers

http://wso2.com/products/mashup-server/
Compare parking rates and locations in cities and at airports.

Google Maps & Parking data

http://dallas.bestparking.com
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
Virtual Tour of NYC

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

http://readingradar.com/
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
Musical Artist Explorer

- Pulls data from Ny Times, Best Buy, and Billboard to help you find info about your favorite musical artist

xmldocs.net/artists/
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

Source: Local Area Unemployment Statistics

www.thisweknow.org
Weather

- Weather Bonk mashes up weather forecasts and live webcams on a Google Map
- www.weatherbonk.com
Learn about Congress

- Regime shows you all you need to know about your congress person
- Pulls data from NY Times, OpenSecrets, and Sunlight Labs
- tetoncode.com/regime/
Who’s Tweeting?

- Find which of your congress people are using Twitter and follow them
- www.tweetcongress.org
Find More!

- You can find more popular mashups by browsing at the ProgrammableWeb
- [http://www.programmableweb.com/popular](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/)
Map Services

http://www.tscpl.org/bookmobile/section/bookmobile_stops/
Map Campus
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

• Pulls from:
  • roar.eprints.org
  • opendoar.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://flickr.com/commons
Pictures Mapped

- Create a map with pictures from your collection or your library/librarians
- www.widgetbox.com/widget/mapsack-flickr-map

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Website Mashups

- Join any free web service with an RSS feed or widget
- Blogs, Wikis, Flickr, Calendars, Bookmarks, etc
- Delicious
  - chelmsfordlibrary.org/reference/consumer.html
  - chelmsfordlibrary.org/reference/consumers.html (w/out)
- Delicious, Flickr, Google Books
  - chelmsfordhistory.org/resources.html
- Flickr, Calendar, Reviews and Blog
  - www.manchester.lib.nh.us
Website Mashed Up

Welcome to the Library

More Manchester Library photos at www.flickr.com

The latest news from our blog

Study: Third Of Americans Use Library Computers
I spent many years at University training to provide library services and collections online. It’s exciting to take such a traditional profession and think about how to make it accessible to a whole new generation of technophiles. It is truly... read more

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Audiobooks up for an Audi Award available
The Audie Awards are the Oscars of the Audiobook industry. The winners will be announced May 25th at the Museum of the City of New York. Listed below are some of the lucky finalists. These titles are or will be available at your library. Also chec... read more

http://www.manchester.lib.nh.us/
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
• The Social OPAC built on Drupal is a mashup of data from your library catalog, Amazon, your patrons and more

• Replaces your current OPAC

thesocialopac.net
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/
Mashup Tools Demo
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

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Thank You

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