

Google
Developer
Day 2009

State of Open Social

Patrick Chanezon, 郑韶敏 (Sha-Mayn Teh)
June 5th 2009

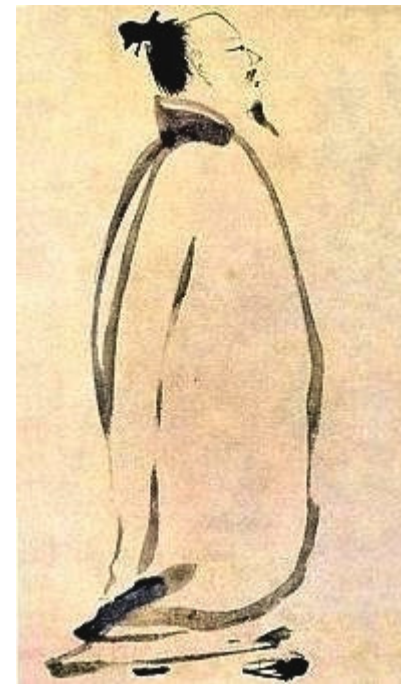
Google
Developer
Day 2009

李白 – human are social animals

月下独酌

花间一壶酒
独酌无相亲
举杯邀明月
对影成三人
月既不解饮
影徒随我身
暂伴月将影

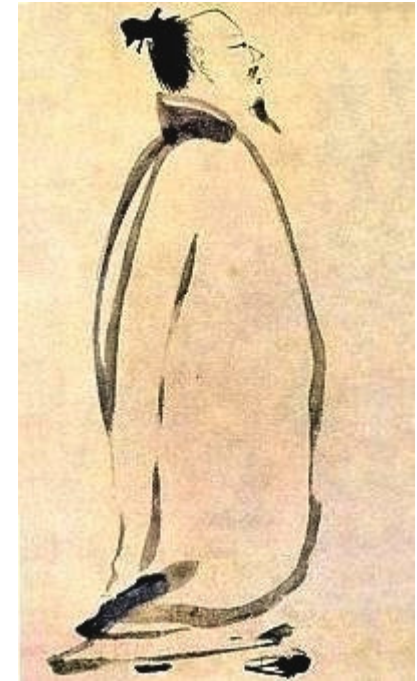
行乐须及春
我歌月徘徊
我舞影零乱
醒时同交欢
醉後各分散
永结无情游
相期邈云汉



Li Bai (in english)

With the Moon and His Shadow

With a jar of wine I sit by the flowering trees.
I drink alone, and where are my friends?
Ah, the moon above looks down on me;
I call and lift my cup to his brightness.
And see, there goes my shadow before me.
Ho! We're a party of three, I say,—
Though the poor moon can't drink,
And my shadow but dances around me,
We're all friends to-night,
The drinker, the moon and the shadow.
Let our revelry be meet for the spring time!





Making the web better

by making it social

What does social mean?

What does “social” mean?



“Eliette, what do you do with your friends?”

What does "social" mean?



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What does “social” mean?



TALKING



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What does “social” mean?



LAUGHING



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What does “social” mean?



What does “social” mean?



WE
READ
TOGETHER!



What does “social” mean?



WE
DO PROJECTS
TOGETHER.



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In 7 words ...

Web. Good.

+

Social. Good.

=

Social Web. Better!





OpenSocial





582 days



OpenSocial

it's good to be ne



working together
to
make the web better
by
making it social



We hoped ...

this would be good for users:

**more things to do,
with more people I know,
in more places**



We hoped ...

this would be good for developers:

**reach more users,
with less effort**



We hoped ...

this would be good for social networks:

**more things for
more users to do
when they visit**



We hoped ...

this would be good for the Web:

**more open standards,
to unlock more innovation**



How's our year and a half been?

- Adoption
- Community
- Spec evolution

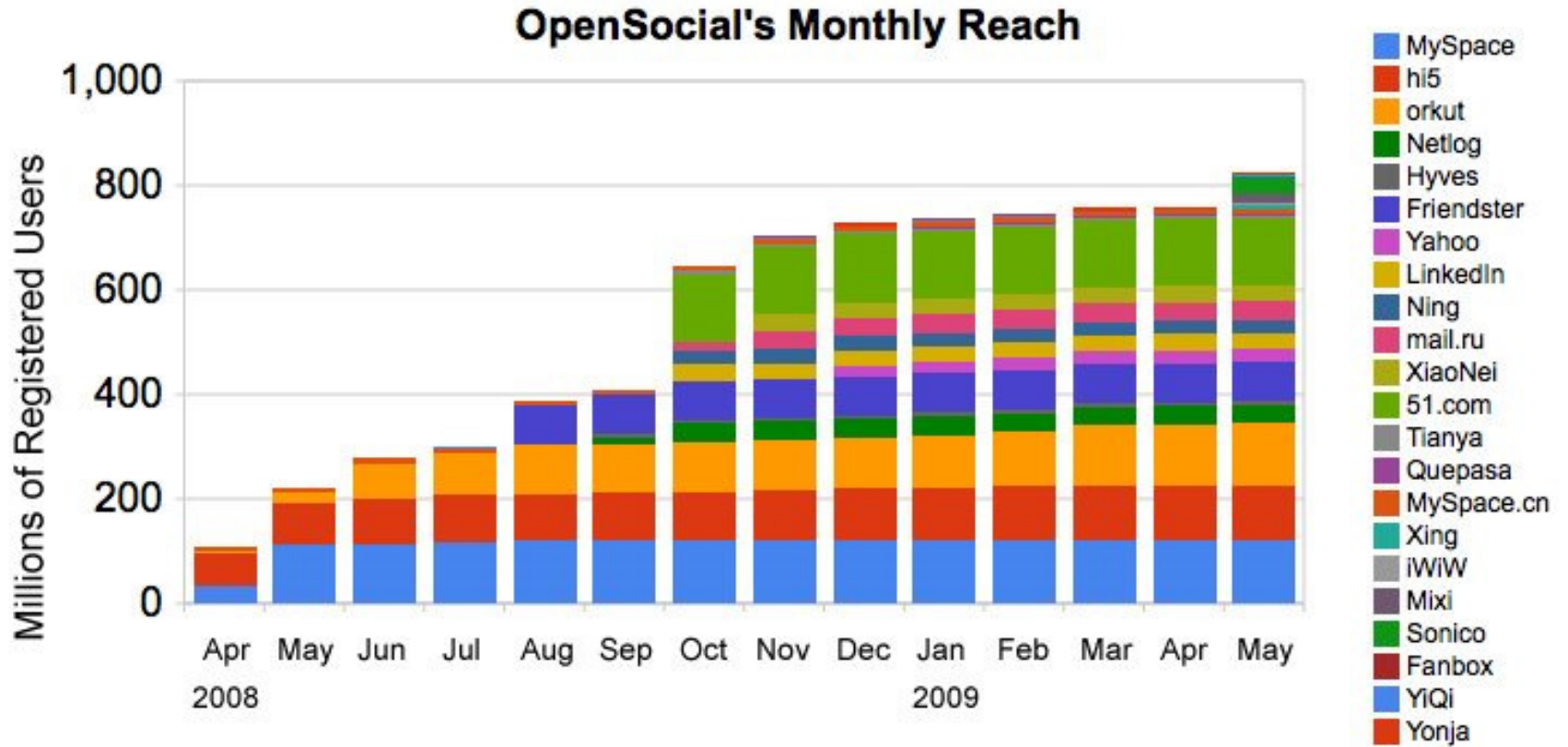


OpenSocial Adoption

- Large Reach
- Global Reach
- Growing Reach

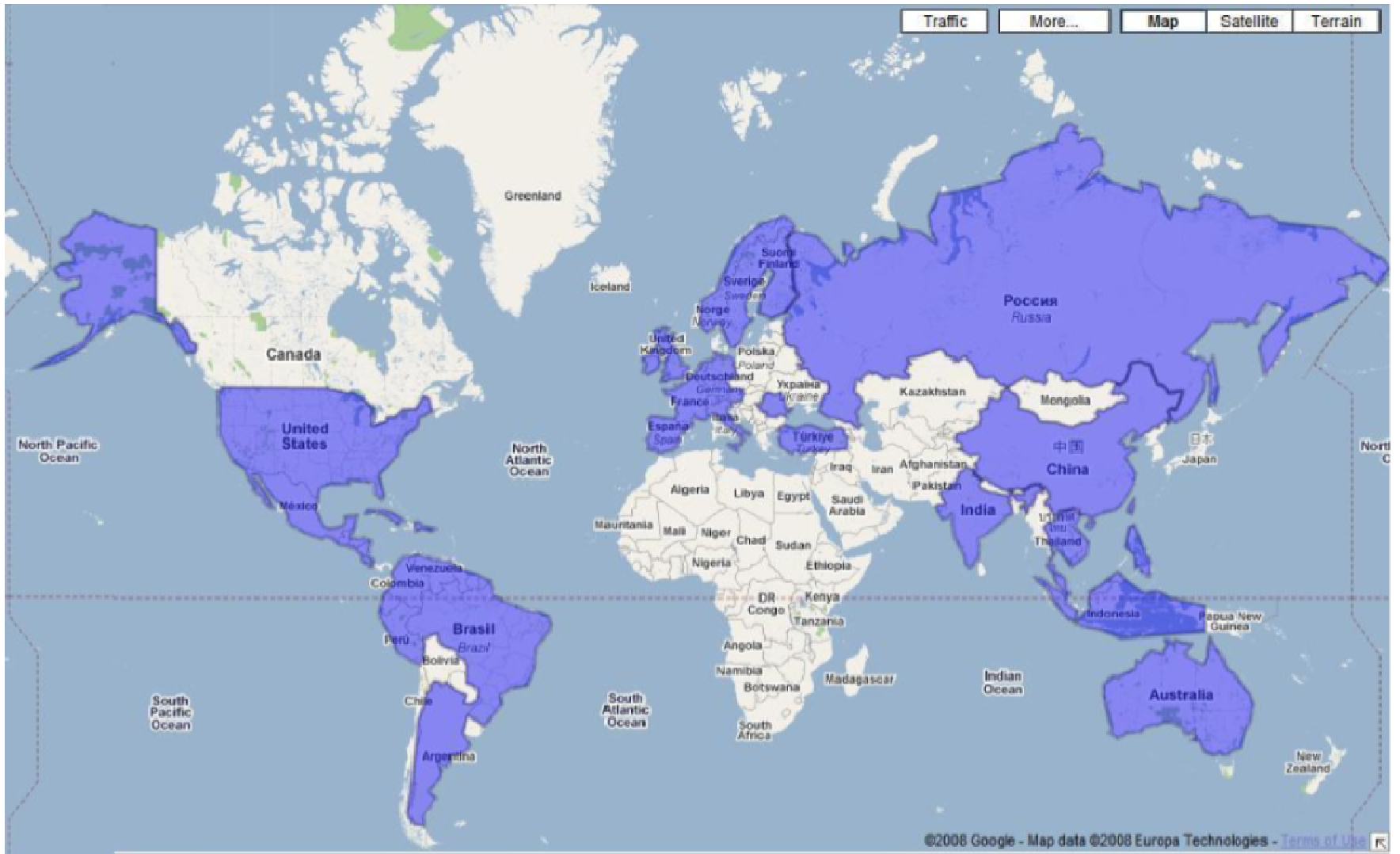


Large Reach



Over 800M in a year – and more to come!

Global Reach

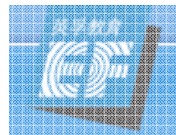
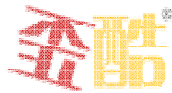
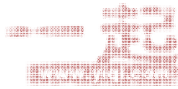


OpenSocial Supporting Products



OpenSocial in China

- Containers



- App Developers



OpenSocial China App Contest



Best Technology - NTalker

Developed by: 马力群 北京能通天下网络技术有限公司



Best User Experience – Texas Hold'em

Developed by: 张伟 深圳市东方博雅科技有限公司

德州扑克 我的主页 邀请好友 意见反馈 新手教程

邀请好友 \$1000+ GO

您每天登录游戏将获赠600游戏币,再成功邀请4个好友,每天将获得750,点此邀请

德州扑克 TEXAS HOLD'EM

new_lp 积分 保险箱 \$1,387 更新 反馈 道具箱

03月05日-登录游戏,获得600游戏币.
03月03日-首次进入游戏,获得800游戏币.

游戏 比赛 隐藏空房间 隐藏满员房间

本社区		新手场	初级场	中级场	高级场
ID	房间	小大盲注	玩家	旁观	最小携带 最多携带
667	初出茅庐189	2/4	2/5	3	40 800
743	初出茅庐211	2/4	2/9	2	40 800
479	初出茅庐161	10/20	2/9	3	200 4000
632	初出茅庐168	2/4	2/9	3	40 800
388	初出茅庐122	2/4	2/9	1	40 800
471	初出茅庐153	2/4	3/9	0	40 800
332	初出茅庐105	10/20	3/9	3	200 4000
354	初出茅庐116	10/20	3/9	1	200 4000
633	初出茅庐169	2/4	3/9	4	40 800
721	初出茅庐209	2/4	3/9	1	40 800
398	初出茅庐132	10/20	3/9	0	200 4000
747	初出茅庐215	10/20	3/9	1	200 4000
402	初出茅庐136	2/4	3/5	3	40 800

房间 本站 牌友

风标100 \$909 大厅

myp_27 \$4,081 大厅

baddm_0105 \$40 大厅

e20000 \$19 新手乐园153

jjjameime \$40 大厅

游戏帮助 刷新房间 进入房间 快速寻找座位

博雅互动 Boyaa

全国 本站 好友 积分排行 查看自己的排名

1 2 3 4 5 6 7 8

cqwuzhiwe 若没有你 cy0591 熊黄天 二少 魔紫凌 w1980 bibizhu

Most Viral – 魔法相册 (Magic Album)

Developed by: 刘勇 热酷网

The screenshot shows the user interface of the 'Magic Album' application. At the top is a blue navigation bar with the 'Myspace' logo and user information. Below this is a secondary navigation bar with links like '我的首页', '我的空间', '好友', '站内信', '我的应用', '博客', '音乐', '论坛', and '群组'. The main content area is titled '魔法相册制作预览区' (Magic Album Preview Area) and displays a 3D-style album preview with a colorful, patterned border and a central image of a girl. Below the preview is a large orange button that says '我看行! 保存' (I like it! Save). To the right of the preview is a control panel with three main steps: '1 选择图片' (Select Image), '2 选择法术' (Select Magic), and '3 选择相框' (Select Frame). Under '1 选择图片', there is a dropdown menu to select a 'MYSPACE' album and a list of image thumbnails. A button below this section says '将以上图片导入到魔法相册, 继续编辑' (Import the above images to the Magic Album, continue editing). Under '2 选择法术', there are tabs for '装饰' (Decorate), '背景' (Background), '音乐' (Music), '其他' (Other), and '套餐' (Package). Below these tabs, there is a description: '小小的点缀, 半透明的动画, 星星一眨一眨亮晶晶! HOHO~' and a classification dropdown set to '全部 浪漫'. At the bottom of this section is a grid of magic effect thumbnails, including a '清除重选' (Clear and Re-select) button and various monkey and star patterns.

Best Business Model – Knight and Princess

Developed by: 倪海宇 太能喵互动科技

公主骑士团 51风尚秀:彰显个性的时代,岂有不秀的道理 2009/02/18 [邀请](#) [群组](#)

现金:4000 生命:100/100 精力:10/10 体力:3/3 经验:0 级别:1

首页	获得经验: +1 获得现金数: \$100~150	精力: 1 弟兄: 0	GO
任务	寻找给公主想要的鲜花		
悬赏令	获得经验: +1 获得现金数: \$200~300	精力: 1 弟兄: 0	GO
庄园			
武器商	保护公主出游	精力: 3 弟兄: 0	GO
决斗场	获得经验: +3 获得现金数: \$800~1200	 X 1	
钱庄			
神殿	击败色胆包天的野蛮人	精力: 5 弟兄: 0	GO
酒馆	获得经验: +5 获得现金数: \$1400~2500	 X 1	
修道院			
骑士榜	扩展皇室的领地	精力: 7 弟兄: 1	

为荣誉而战! 不惜一切代价! 这是骑士的精神。面对猛烈的挑衅, 拔出你的剑把! ! !

Copyright © 2008 TaiNengMiao.cn

Best Overall – 原始人也疯狂 (Crazy Primitive)

Developed by:陈书艺、郭瑞超 奇矩互动



Under the hood: Usage Stats

- 315M+ App Installs
- 85M+ Canvas Page Views / Day
- 7,500+ Apps
- 20+ Containers





hi5's Adoption of OpenSocial

- 2 People, 2 Weeks = 0.5
- 4 People, 2 Music Apps, 2 Months = 0.6
- 6 People, 65 Apps, 3 Months = 0.7
- Now 2100 Apps, 0.8 Support, and working on 0.9 initiatives.



OpenSocial Community

- **It's Open. It's Social. It's up to you...**



OpenSocial Foundation

- **What it is...**
 - The OpenSocial Foundation is a non-profit corporation dedicated to the sustainable and open development of the OpenSocial initiative and related intellectual property.



- **What it is NOT...**
 - A group of people defining the spec
 - That happens on the spec list, which is open to everyone. Next slide, please...

OpenSocial Spec Process

Follow open source tenets...

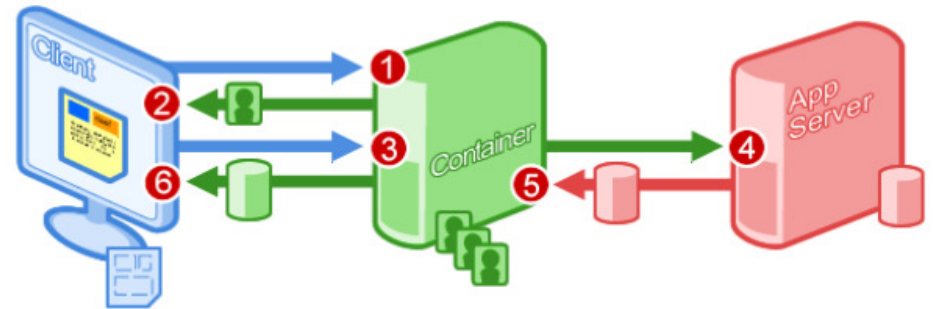
- Anyone can contribute
- Decisions are made in public
 - Individuals, not companies
 - Drive consensus

...when iterating on the spec

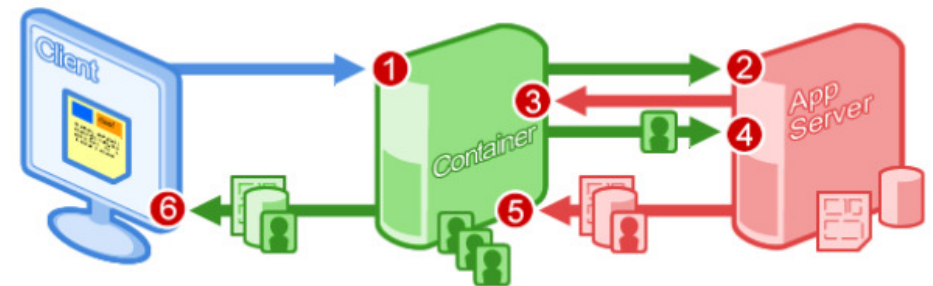
- Propose
- Discuss
 - Vote
- Draft & Implement
 - Publish

Aside: OpenSocial's Iterations

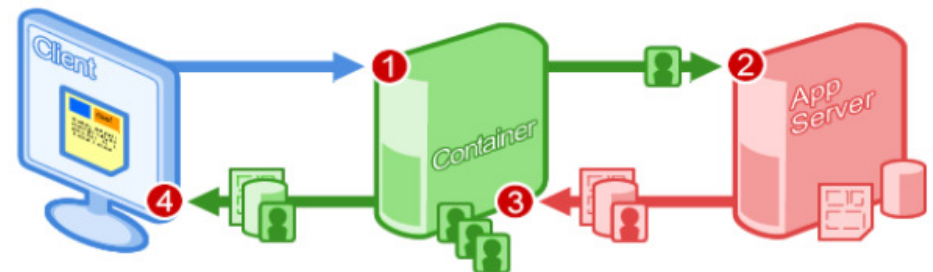
OpenSocial v0.5 - v0.7 focused on defining a **social API** for your favorite language (as long as it's **JavaScript**).



OpenSocial v0.8 enabled new client and programming models by adding **server to server protocols**.



OpenSocial v0.9 aims for **simplicity** and **speed**.



How we got here

- Version 0.5 was released in a “developer release” on Nov 1st, 2007
 - First “sandbox” was made available on Orkut
- Version 0.6 was released in December 2007
 - Initial version of Shindig server software was launched as Apache incubator project
 - Other sandboxes came live - Hi5, Ning, Plaxo ...
- Version 0.7 (production) was released in January 2008
 - MySpace, Hi5, Orkut began running 0.7

Current version 0.8.1

- Latest evolution of OpenSocial as defined by the OpenSocial development community
 - Updated JavaScript API
 - Now contains a RESTful protocol, RPC protocol
- hi5, MySpace, orkut, iGoogle now support 0.8 in either sandbox or production
- Specification:
<http://www.opensocial.org/Technical-Resources/opensocial-spec-v081>

China Containers

	Version
Xiaonei	0.8
51.Com	0.8
Tianya	0.8
MySpace.cn	0.7
Yiqi	0.7

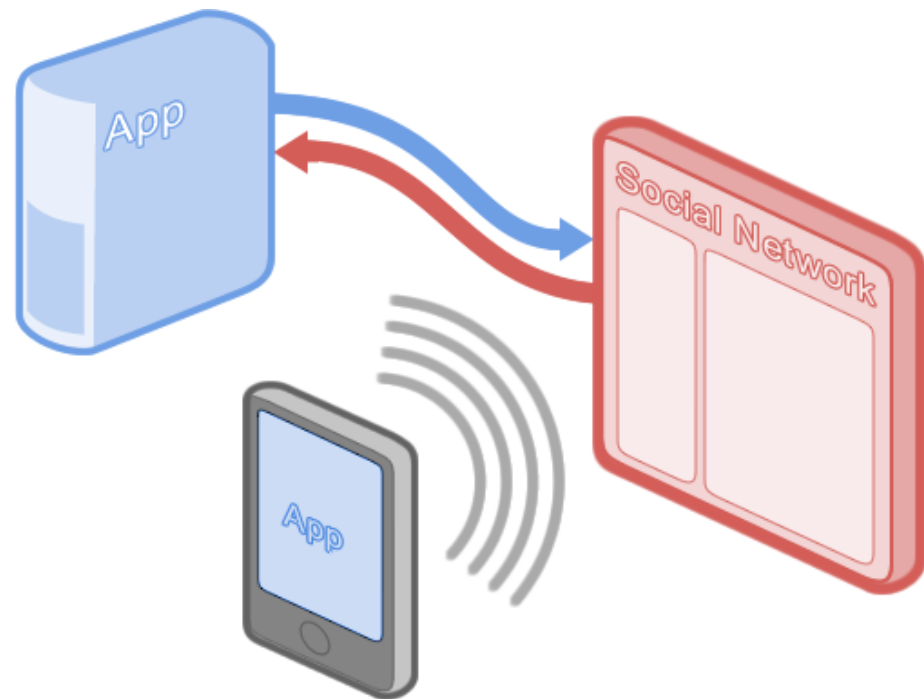
RESTful and RPC protocols

Opens new development models

- Background processing
- Mobile applications

Other use cases

- Improved security of social data
- Syndicating the social graph



Before and after 0.8.1

Before

- JavaScript-only development for apps in social networks

After

- Develop in your favorite language!
- Access social data from anywhere!

RESTful and RPC Client libraries

Client libraries for Java, Ruby, PHP, Python and ActionScript.
Help you connect to OpenSocial containers, and work with
social
data on your server.

<http://code.google.com/p/opensocial-java-client/>

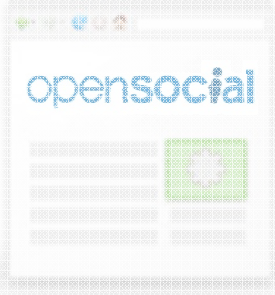
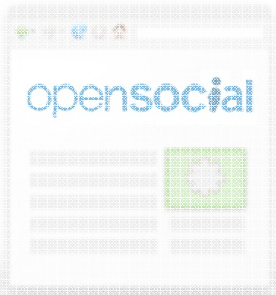
<http://code.google.com/p/opensocial-ruby-client/>

<http://code.google.com/p/opensocial-php-client/>

<http://code.google.com/p/opensocial-python-client/>

<http://code.google.com/p/opensocial-as3-client/> **New!**

Virtual Currency API



RockYou Pets on hi5

Games » All » RockYou Pets

Invite a friend!

The image shows a screenshot of the RockYou Pets game interface on the hi5 website. A modal dialog box is open, titled "Confirm your purchase". The dialog contains the following text: "You are purchasing: Rockyou Pets Gold", "Cost: 400 Coins", and "Balance: 960 Coins". At the bottom of the dialog are two buttons: "Confirm Purchase" and "Cancel Purchase". In the background, the game interface is visible, featuring a banner with various animal avatars and the text "RockYou Pets by RockYou!". Below the banner, there are buttons for "Get More Friends" and "Help", and a coin counter showing "3775" gold coins and "0" silver coins. A cartoon raccoon character is shown with a speech bubble that says "I want more coins, pwease!".

Other Talks

Designing OpenSocial Apps for Speed and Scale (Spec 0.9)
1:30-2:30pm

Hosting OpenSocial Apps
2:40-3:40pm

OpenSocial Application Development in Practice
4:10-5:10pm

FriendConnect
5:20-6:20pm

OpenSocial 0.9 – Standardized in April 2009

Goal:

- Enable a faster development experience that is both secure and efficient

Core principles:

- Enable new development models
 - Client-side and server-side processing
- Tags and templates with extensibility model
 - Make common tasks easier
 - Example tag: `<os:PeopleSelector>`

New in OpenSocial 0.9

- Standardized April 16th 2009
- New features:
 - Lightweight Javascript APIs

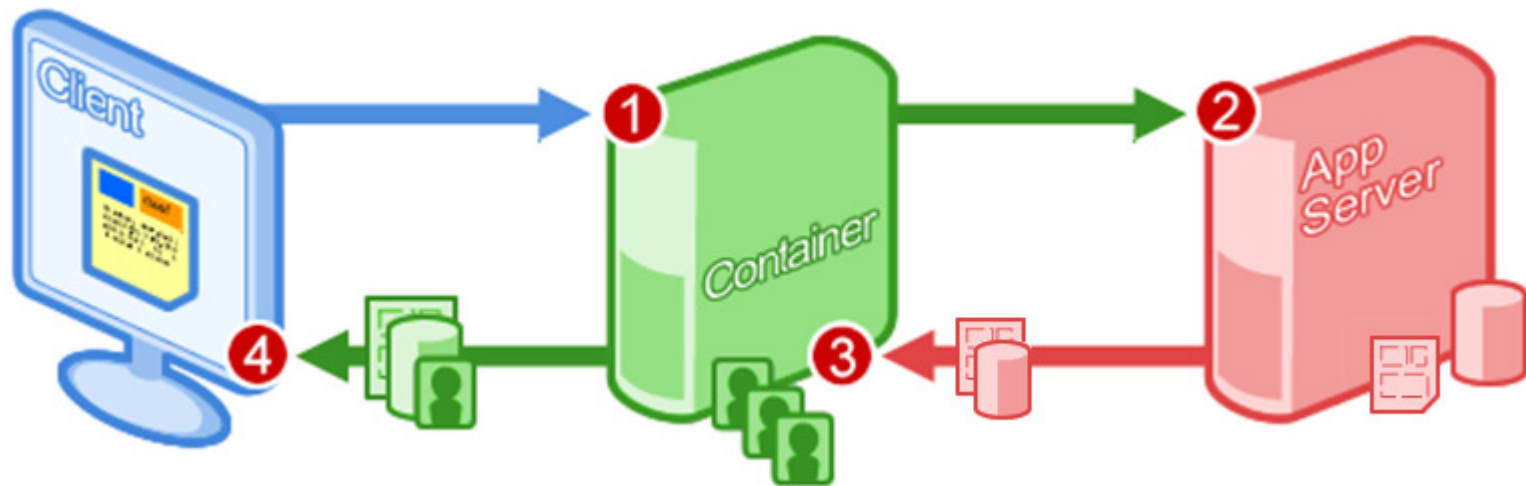
```
osapi.people.getViewer().execute(callback);
```

- Proxied Content

```
<Content view="home.about" href=http://www.example.com/about.html>
```

- Templates
 - OSML tags
 - Data pipelining
- Templates and Data pipelining Available in Orkut today

Templates



OSML tags

Printing the viewer's name

```
<script type="text/javascript">
var req = opensocial.newDataRequest();
req.add(req.newFetchRequest(
  opensocial.DataRequest.PersonId.VIEWER), "req");
req.send(function(data) {
  var name = data.get("req").getData().getDisplayNames();
  document.getElementById('dom_handle').innerHTML = name;
});
</script>
<div id="dom_handle"></div>
```

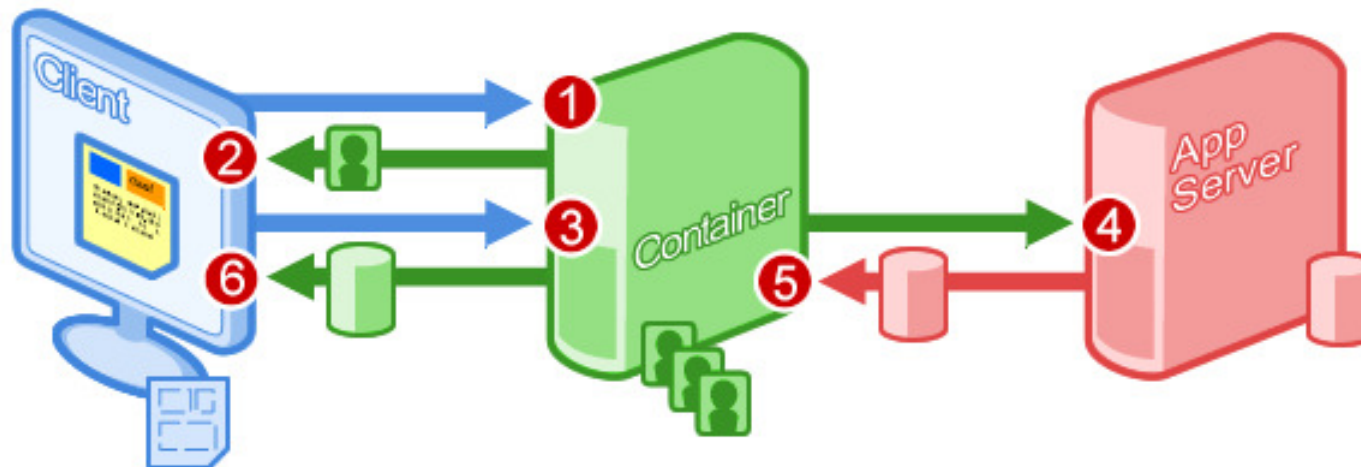


```
<os:Name person="{Viewer}"/>
```

Data Pipelining + Proxied Content

0.8 and earlier

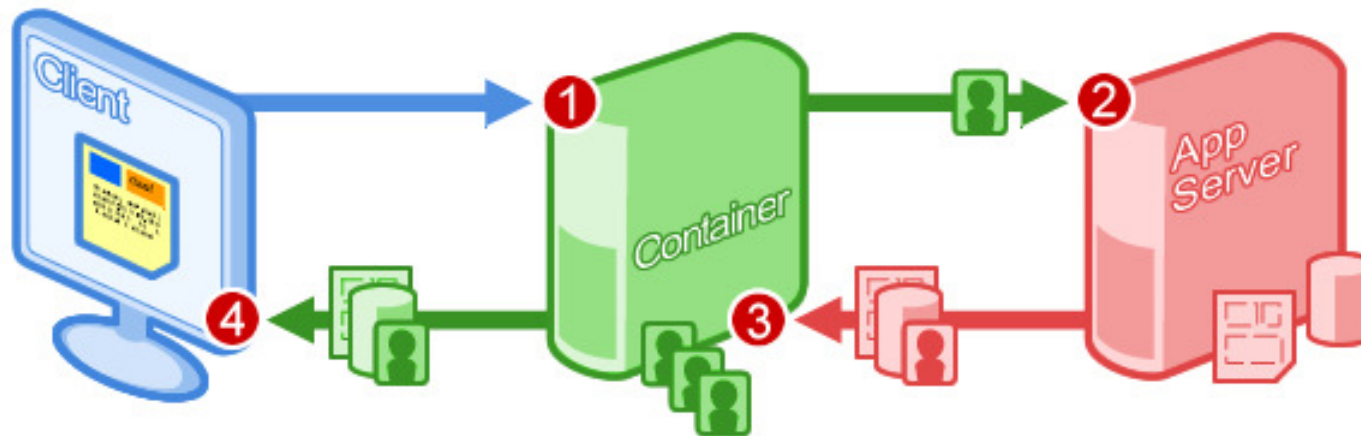
- The Naive implementation makes a lot of requests
- How can we improve on that?



Data Pipelining + Proxied Content

0.9 and beyond

- Using OpenSocial 0.9's Data-Pipelining, we can declare which social data to POST to your server
- Your server operates on the data and returns the HTML to display
- Available in iGoogle & Orkut sandboxes, coming to a container near you soon(tm)



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OpenSocial Community Resources

- OpenSocial SNS: www.opensocial.org
 - Documentation: wiki.opensocial.org
 - Container Information
 - (Editable!) JavaScript Reference
 - Articles & Tutorials
 - Central App Directory: directory.opensocial.org
- Discussion Forums
 - <http://groups.google.com/group/opensocial>
 - <http://groups.google.com/group/opensocial-china>

OpenSocial Code

- **Apache Shindig**
 - **Gadget Container JavaScript**
 - security, communication, UI layout, and extensions
 - **Gadget Server**
 - render the gadget XML into JavaScript and HTML
 - **OpenSocial Container JavaScript**
 - profiles, friends, activities, datastore
 - **OpenSocial Data Server**
 - (your code here)
- **OpenSocial Client Libraries**
 - PHP, Java, Python, Ruby, ActionScript



A New Open Stack is Emerging



MySpace
DataAvailability



Yahoo!
Y! OS



Google
FriendConnect



Plaxo
Pulse

Open ID

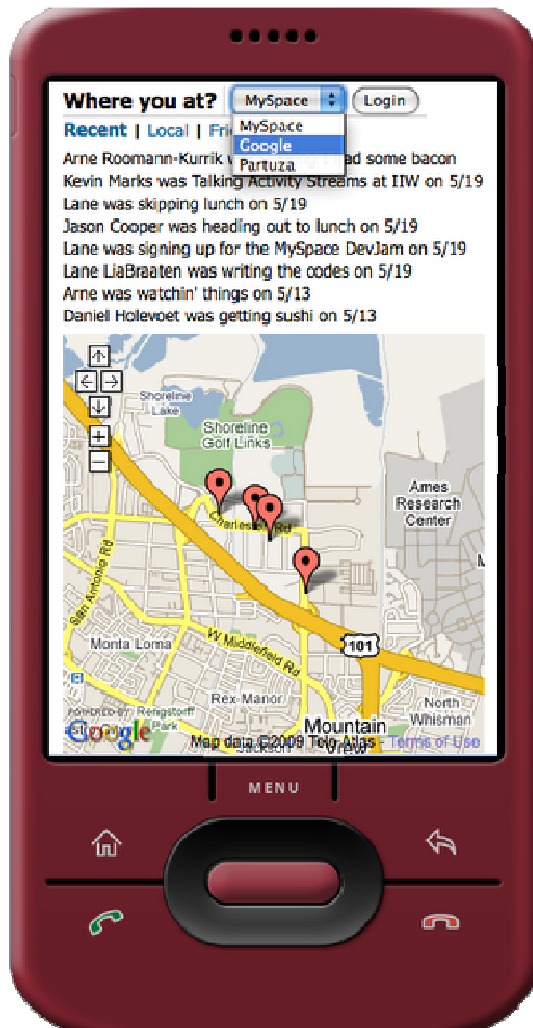
XRDS

OAuth

PortableContacts

OpenSocial

Portable Contacts



- The coolest technology without a logo
- Fully compatible with opensocial.Person API
- Pulls the user's social graph into a third-party site (with the user's permission)

Google FriendConnect



- Uses OpenSocial (gadgets, REST/RPC)
- Allows site owners to mix in social data to existing sites
- Cut and paste or
- Deep integrations

Are we there yet?

- **Technical challenges**
 - Complexity
 - Sample code
 - Consistency / inter-op
- **Community challenges**
 - Engaging with related projects
 - Communicating what's working / ready
 - Fostering widespread trust / participation



better **two**
it's good to be  me

X **X**

We hope ...

this will be even better for users:

**more things to do,
with more people I know,
in more places**

- on and off the web (mobile, ...)
- enterprise (Exo, Atlassian, ...)
- new features (real-time? payments, ...)

We hope ...

this will be even better for developers:

reach more users, with less effort

- easier to adopt and build, better interop
- integration with development tools
- more ways to make money



We hope ...

this will be even better for social networks:

more reasons for more users to visit

- more apps in the library, with more capabilities
- more integrated, faster, user experience



We hope ...

this will be even better for the Web:

more open standards, to unlock more innovation

- wide interop, based on OpenID + OAuth
+ ...
- new mashups we haven't thought of yet

Conclusion

- OpenSocial is mature and successful
 - Use 0.8 today, start playing with 0.9
- An open stack is emerging on the server: OAuth, OpenId, Portable Contacts
- 2009 will be the year of the activity stream:
 - Twitter's rise, Facebook redesign, Friendfeed
- ActivityStream workgroup to standardize the pipes



Resources

- **OpenSocial Tutorial:** <http://rurl.org/ss3>
- **OpenSocial Spec, Foundation, Reference:** <http://opensocial.org>
- **Caja:** <http://code.google.com/p/google-caja/>
- **Shindig:** <http://incubator.apache.org/shindig/>
- **Patrick's OpenSocial links:**
<http://delicious.com/chanezon/opensocial>
- **OpenSocial Templates:** <http://ostemplates-demo.appspot.com/>
- **OpenSocial Dev App:** <http://osda.appspot.com>
- **Partuza:** <http://partuza.nl>
- **OpenSocial Specification Proposals:**
<http://groups.google.com/group/opensocial-and-gadgets-spec/topics>
- **Chinese discussion group:**
<http://groups.google.com/group/opensocial-china>

More Social

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Learn More at
<http://www.opensocial.org>

Q&A

Google
Developer
Day 2009