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Bridging the Islands

Building fluid social experiences across web sites

Joseph Smarr & John Panzer (Google)

May 19



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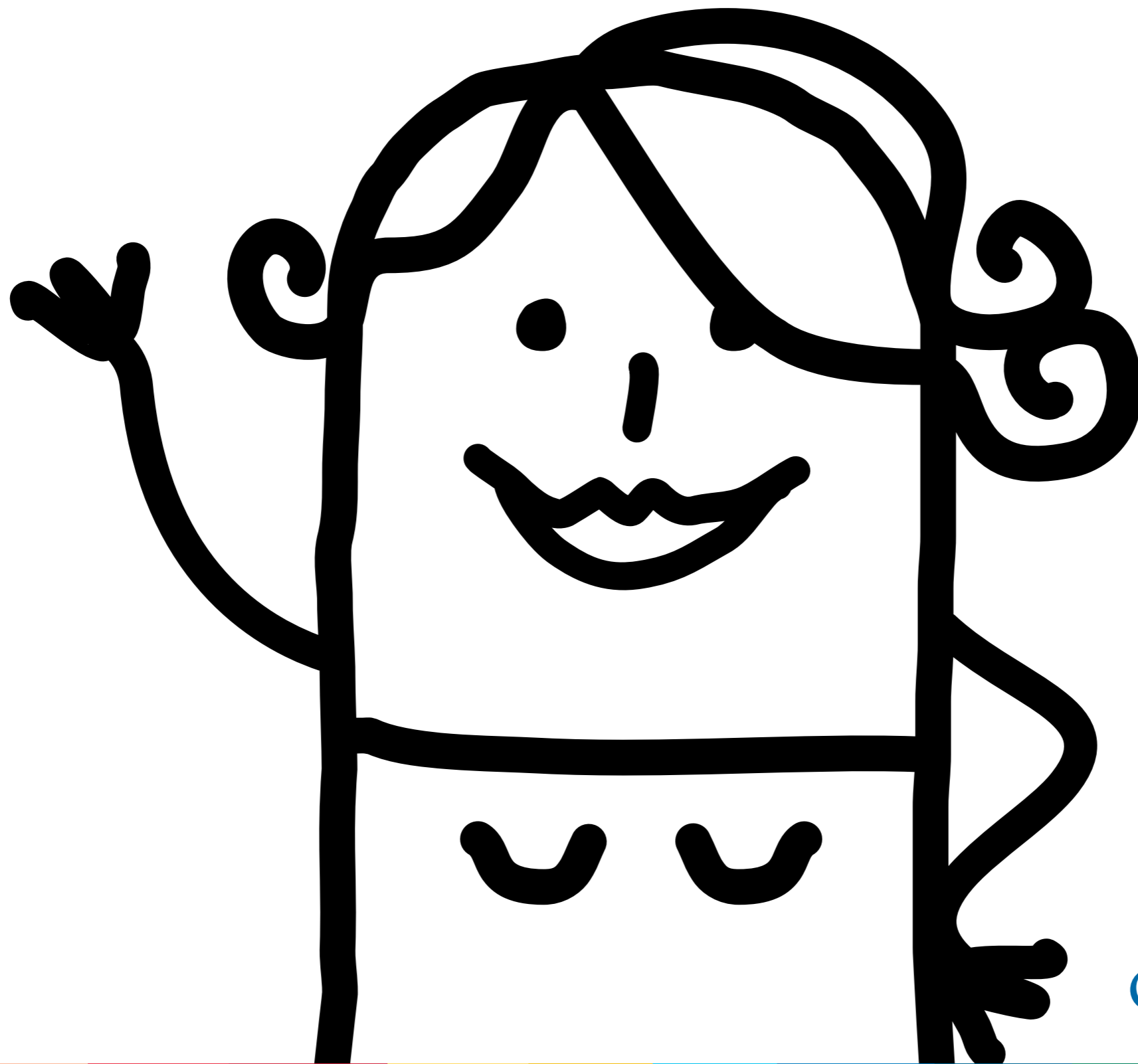




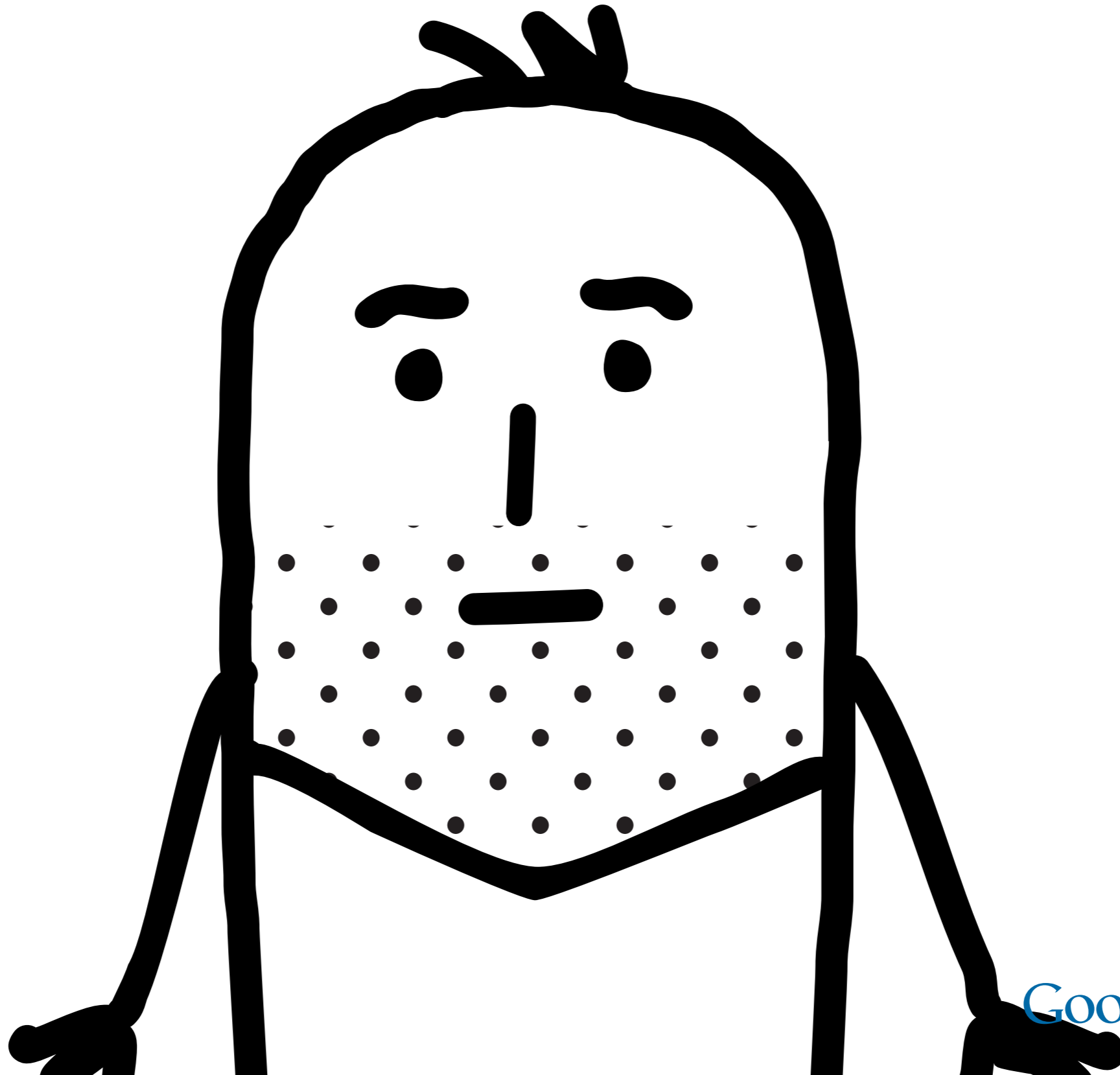
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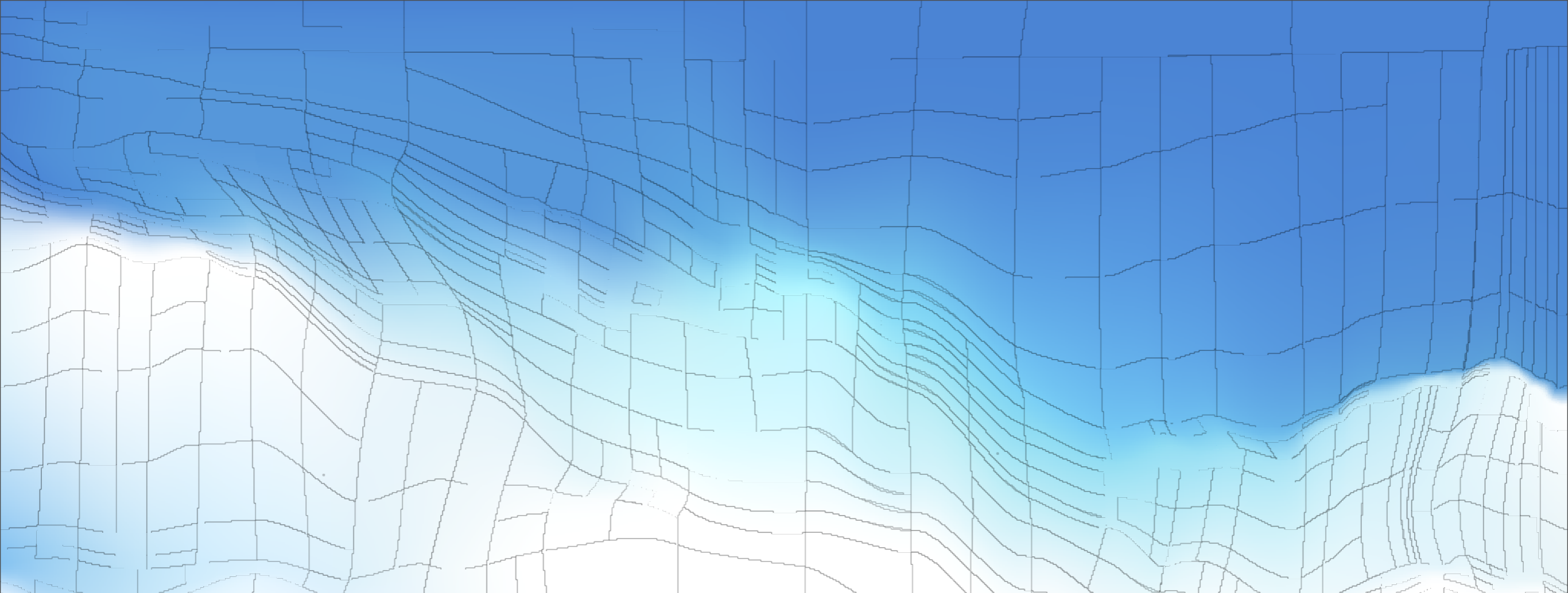
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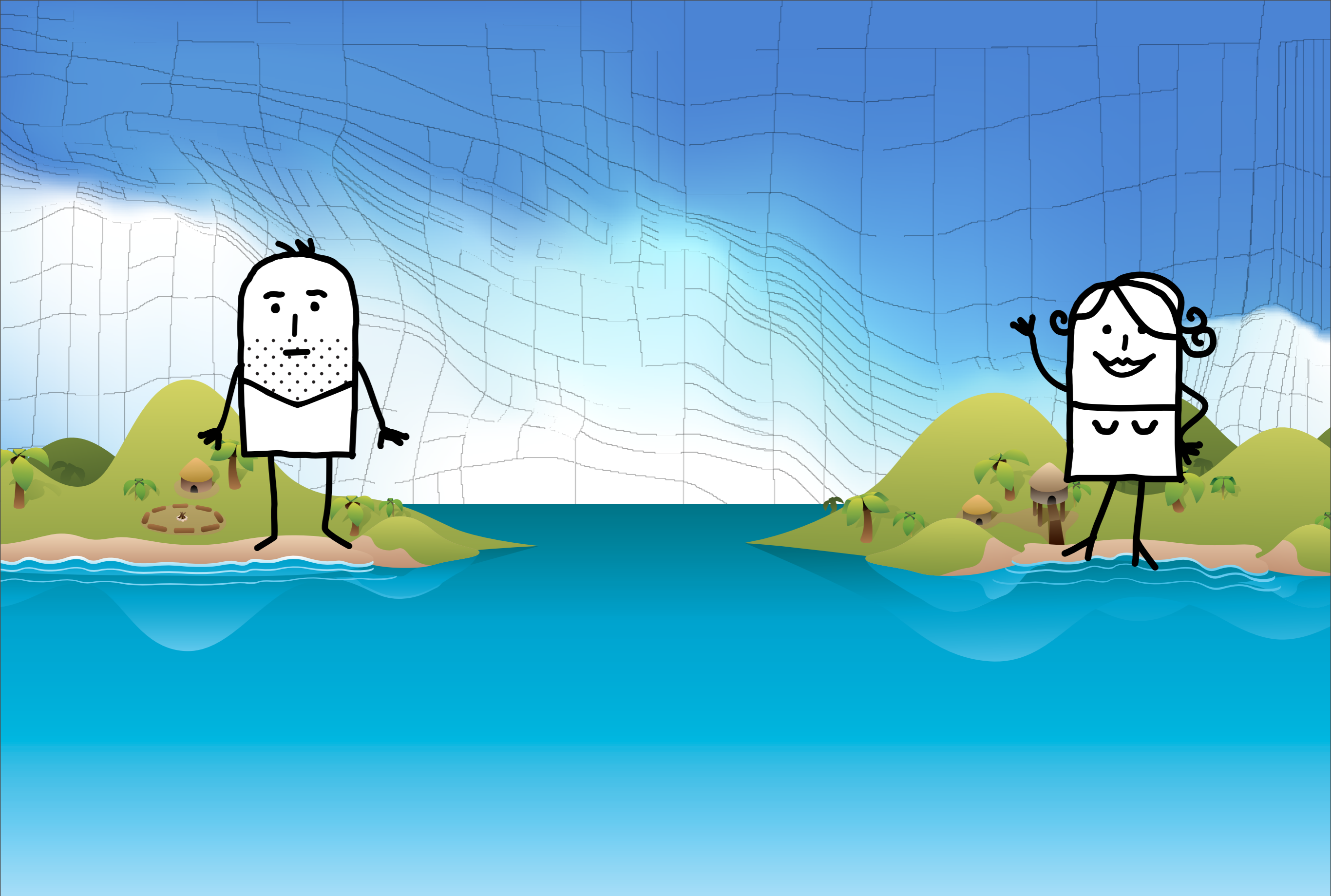
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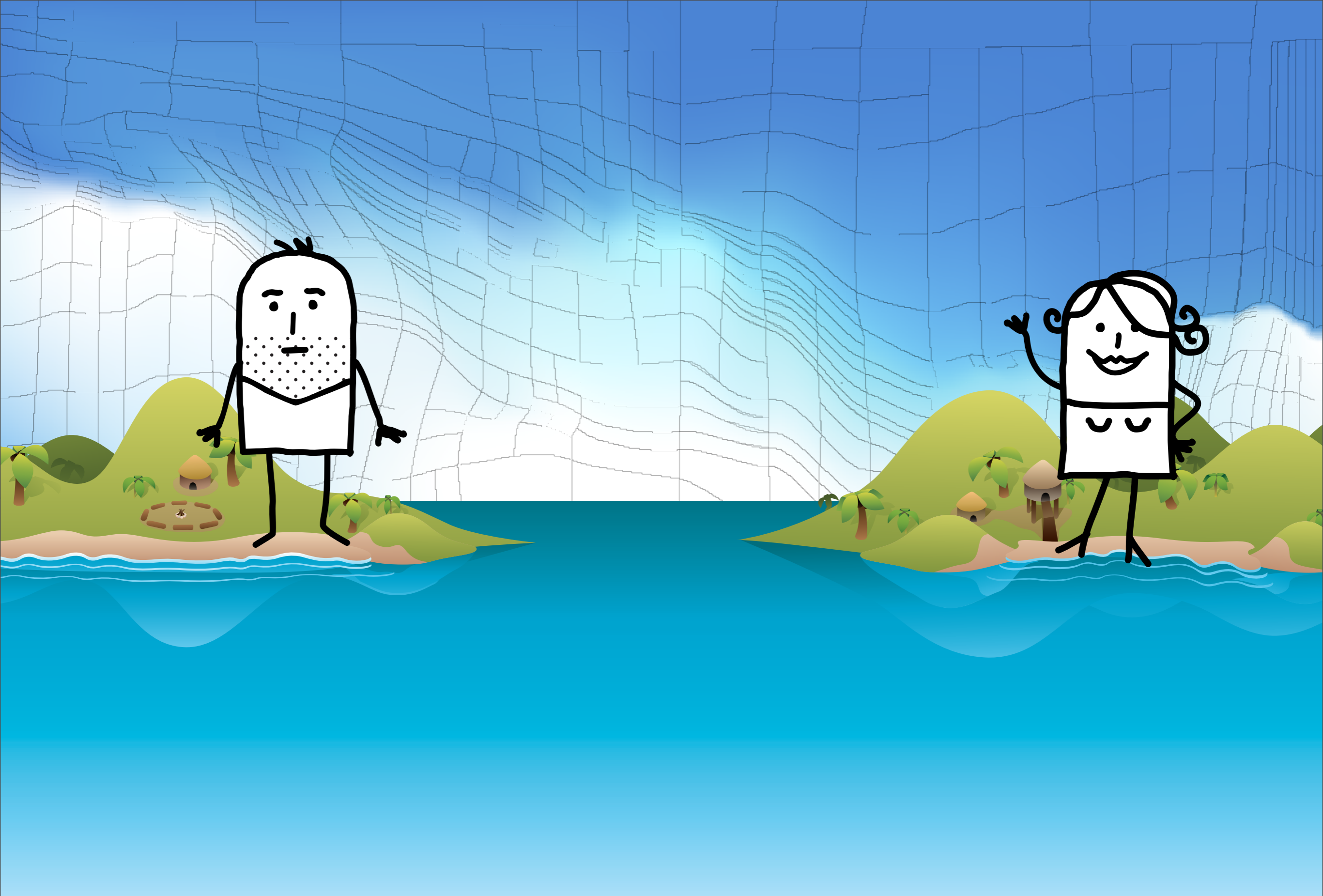


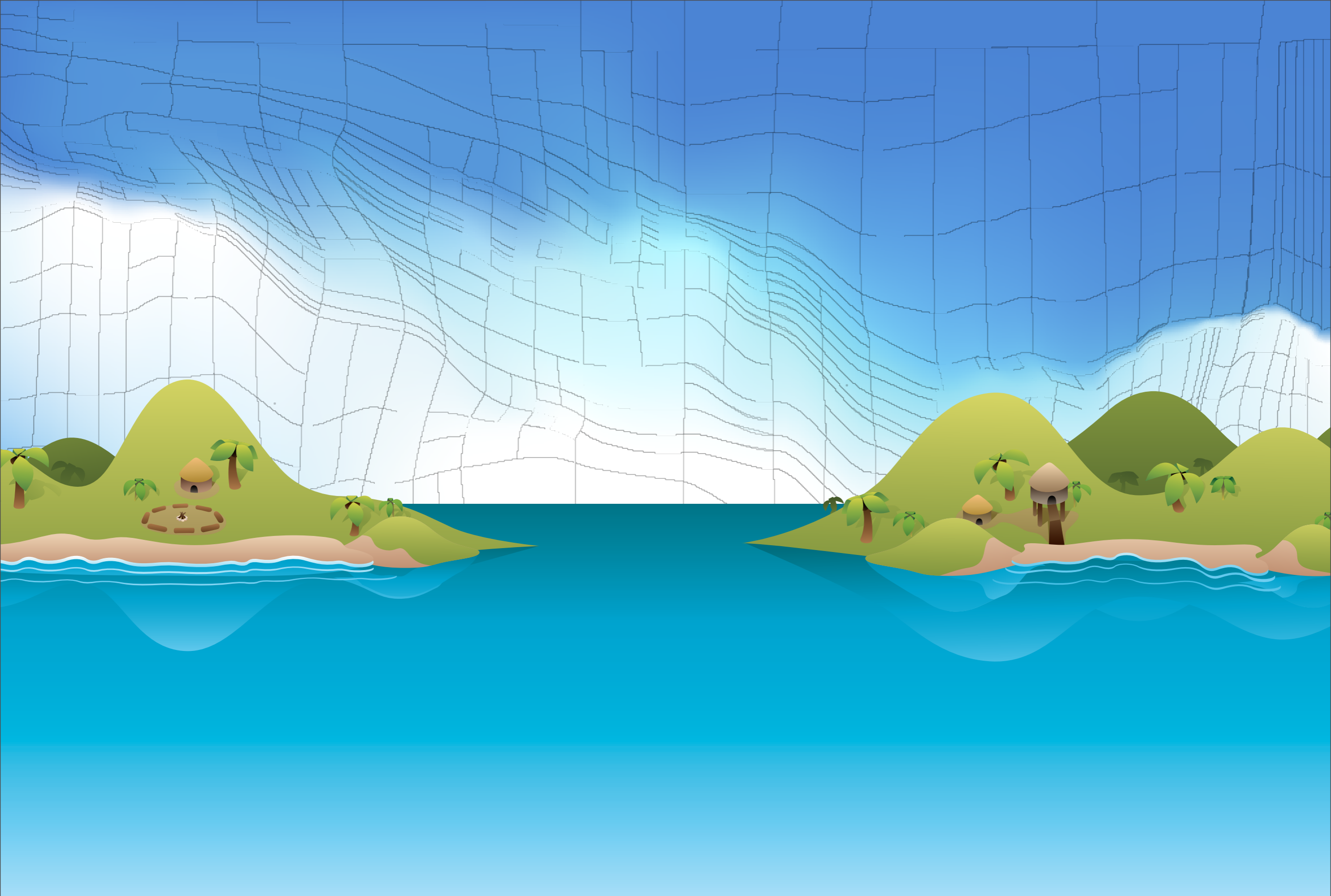
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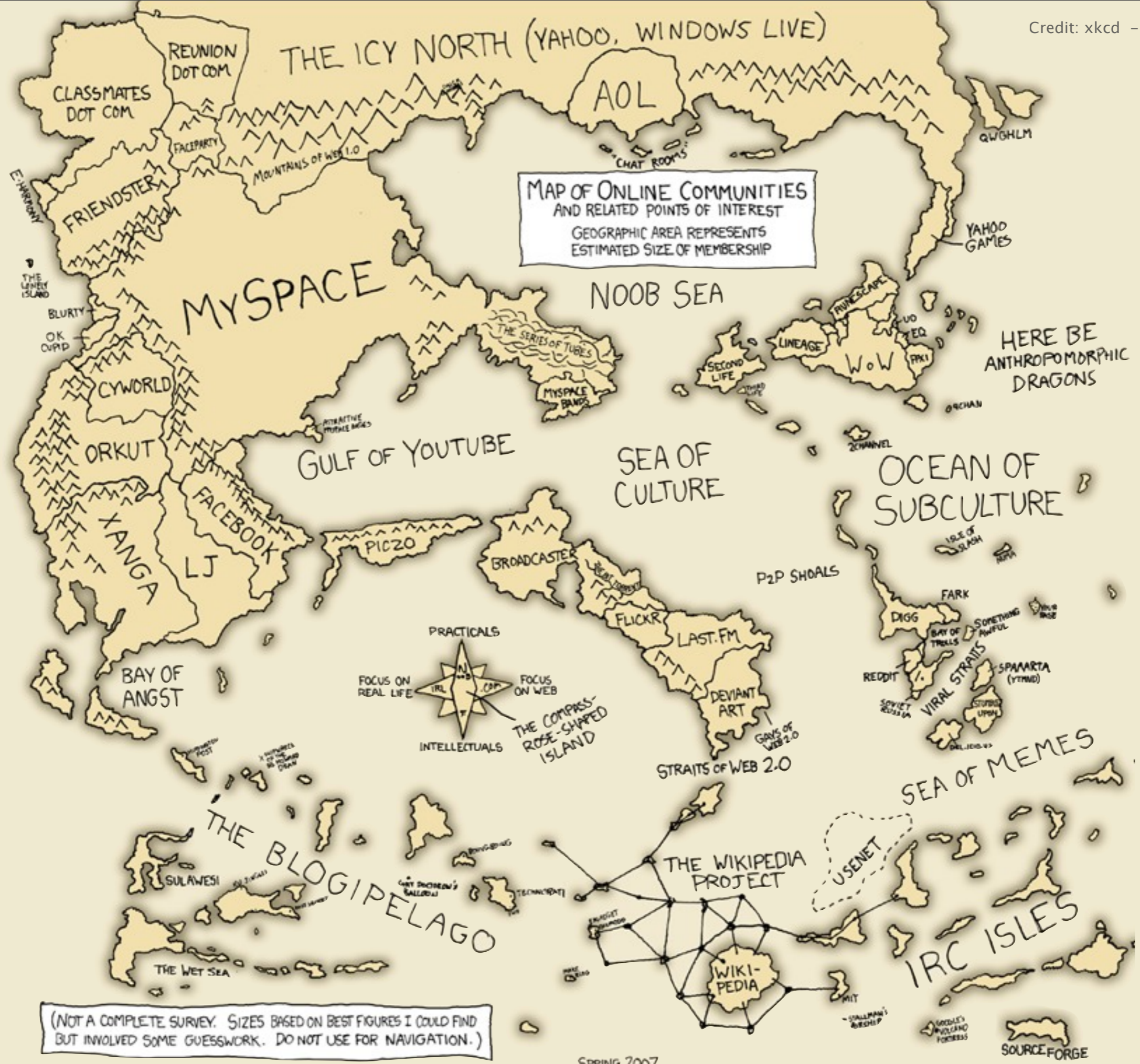






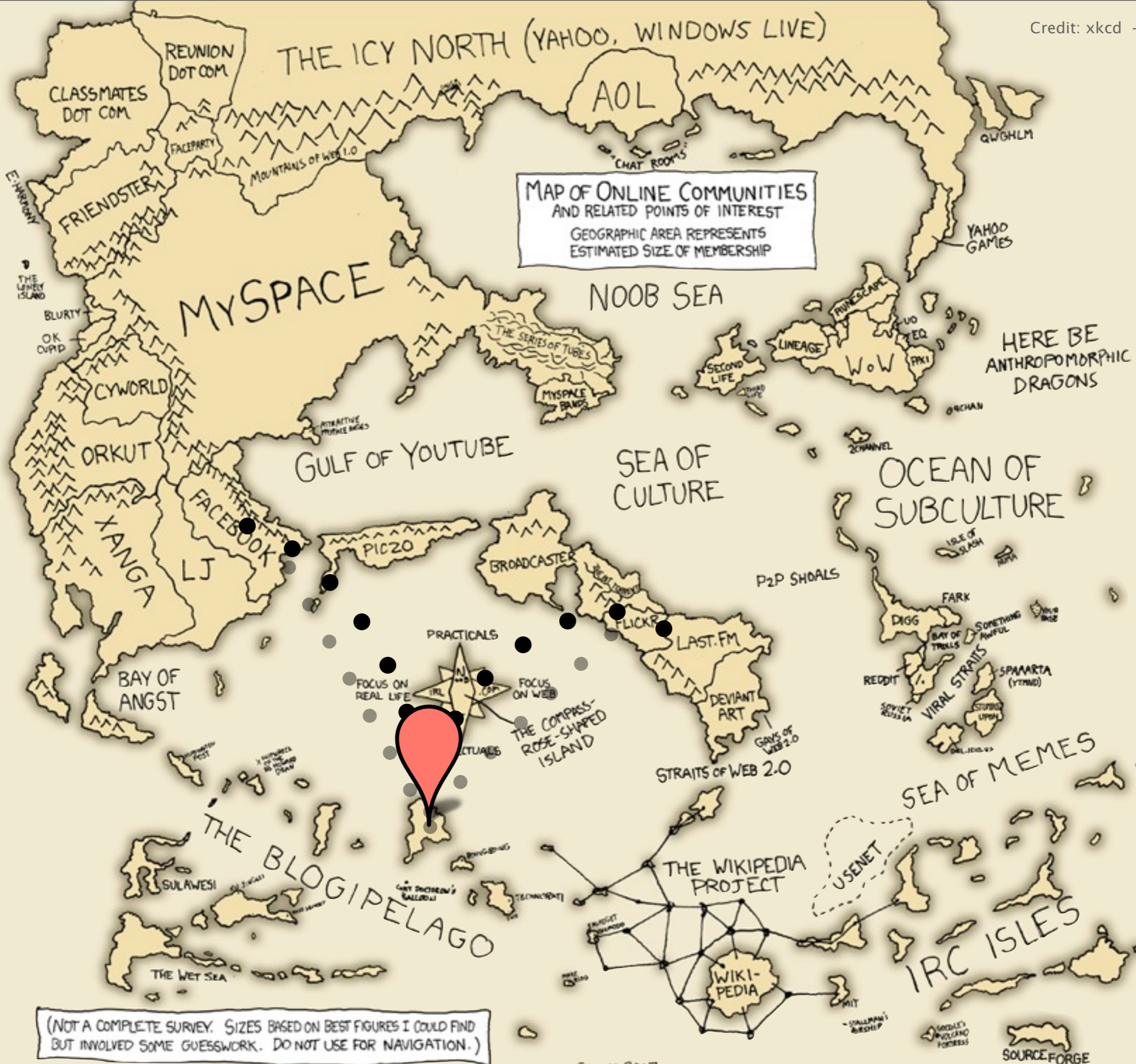






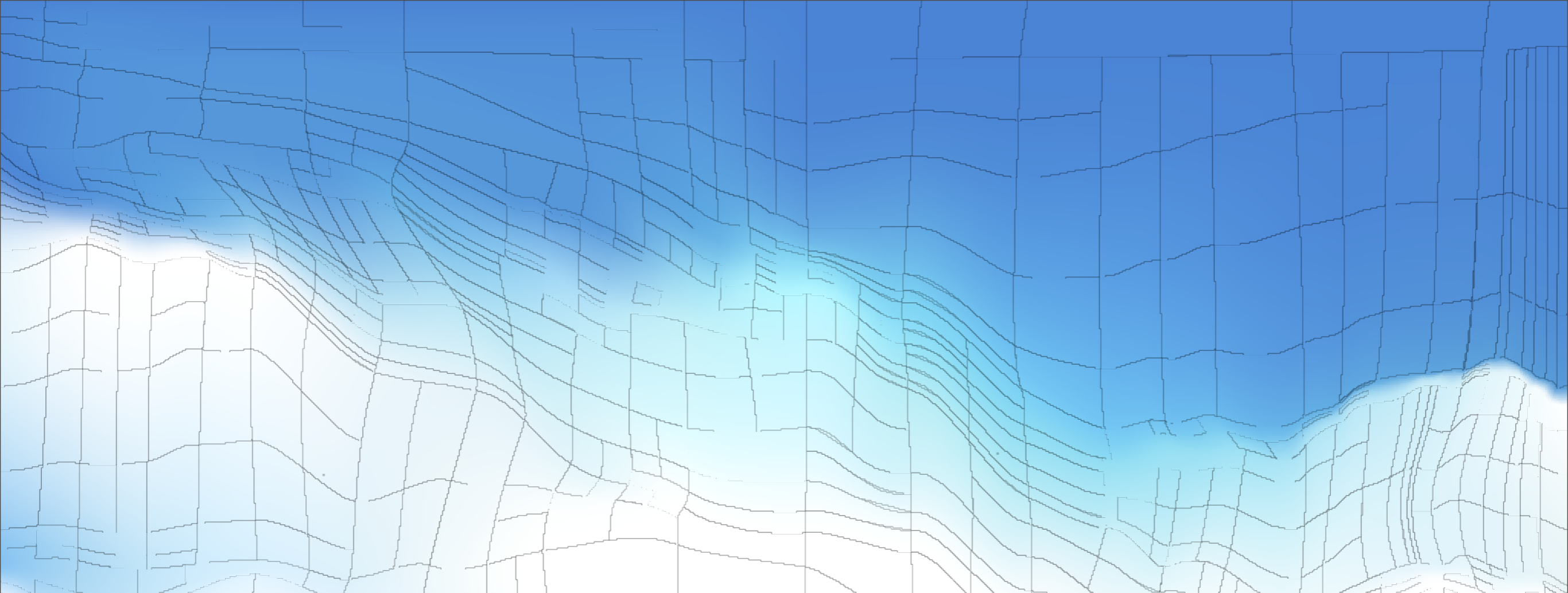
(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)

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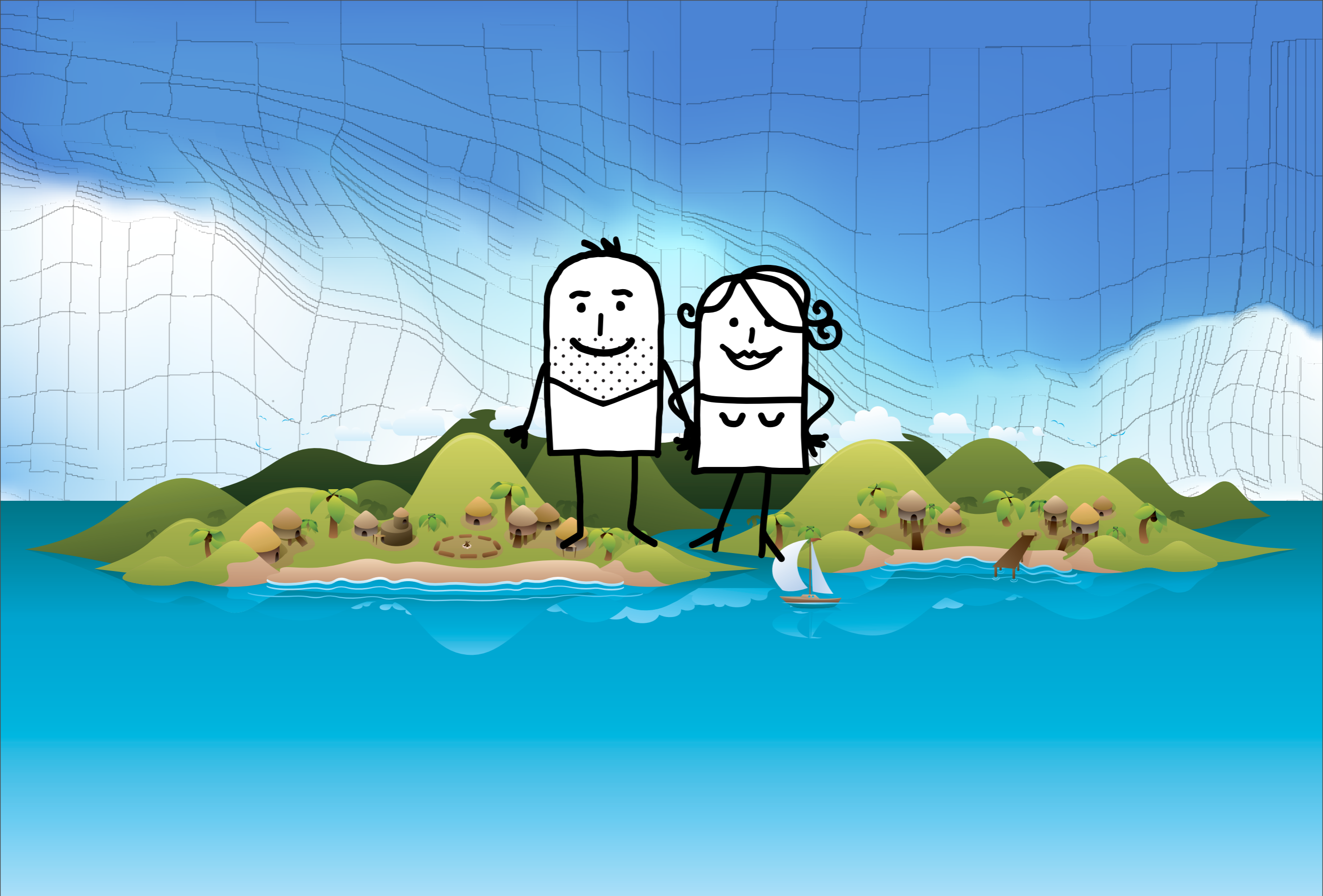


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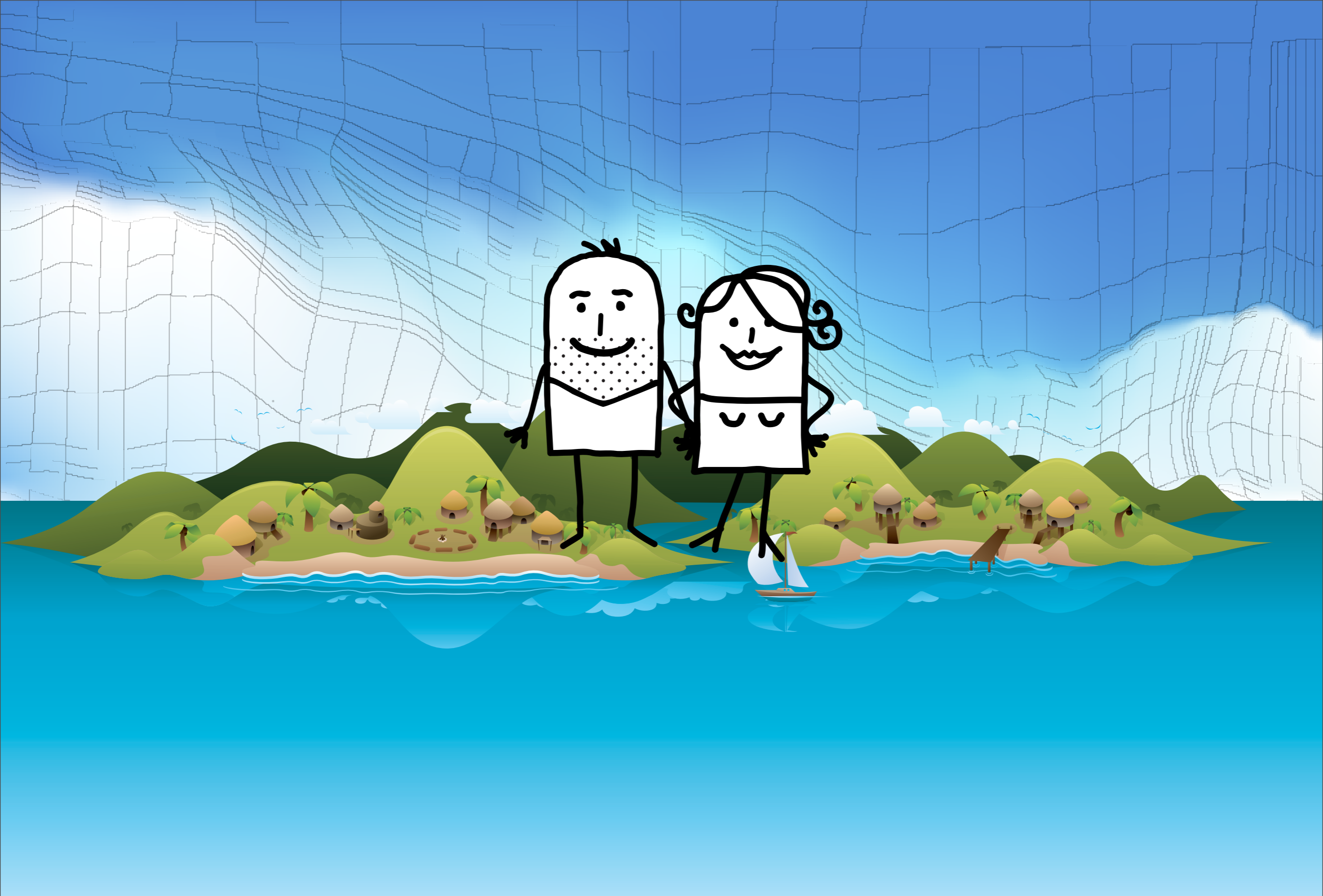
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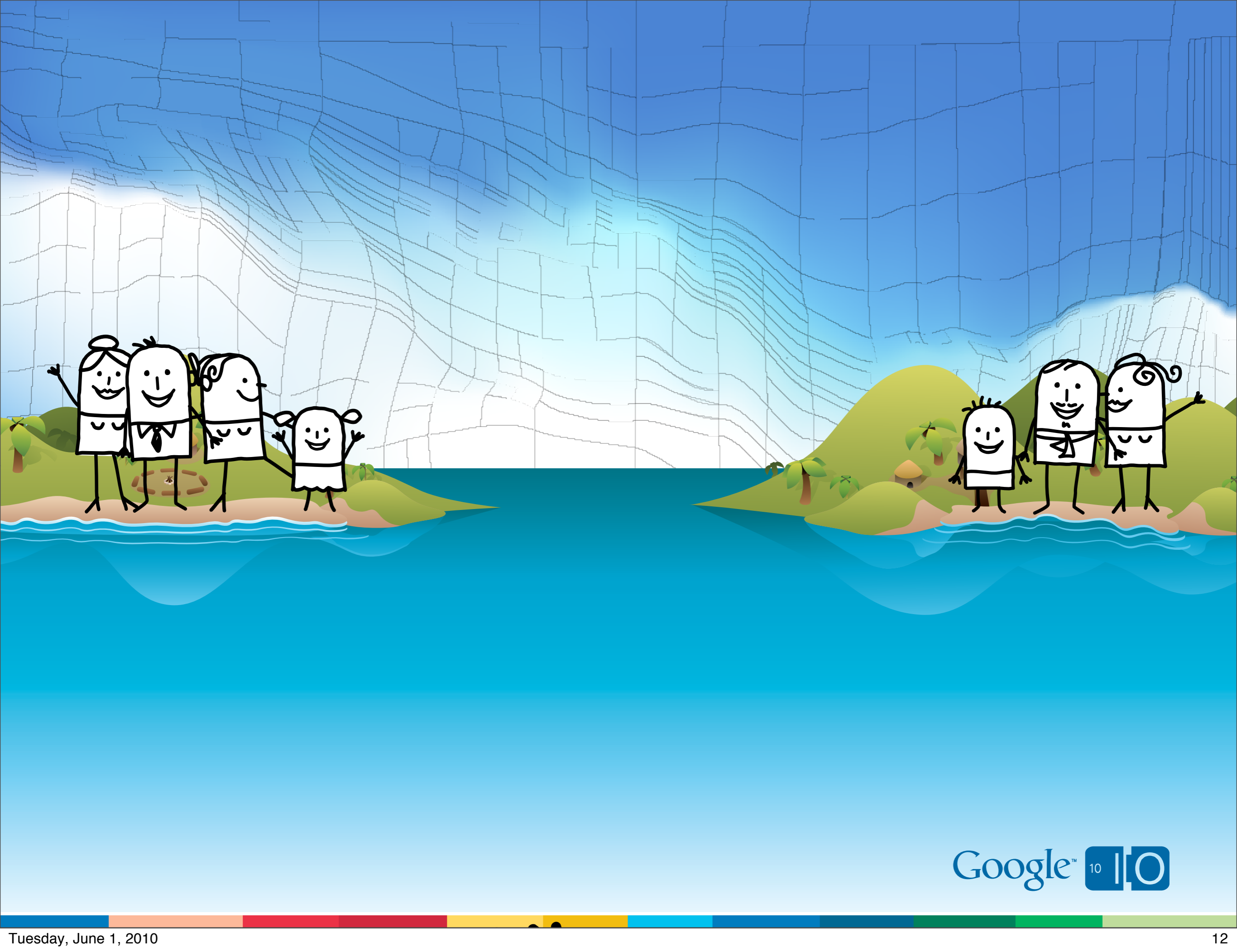


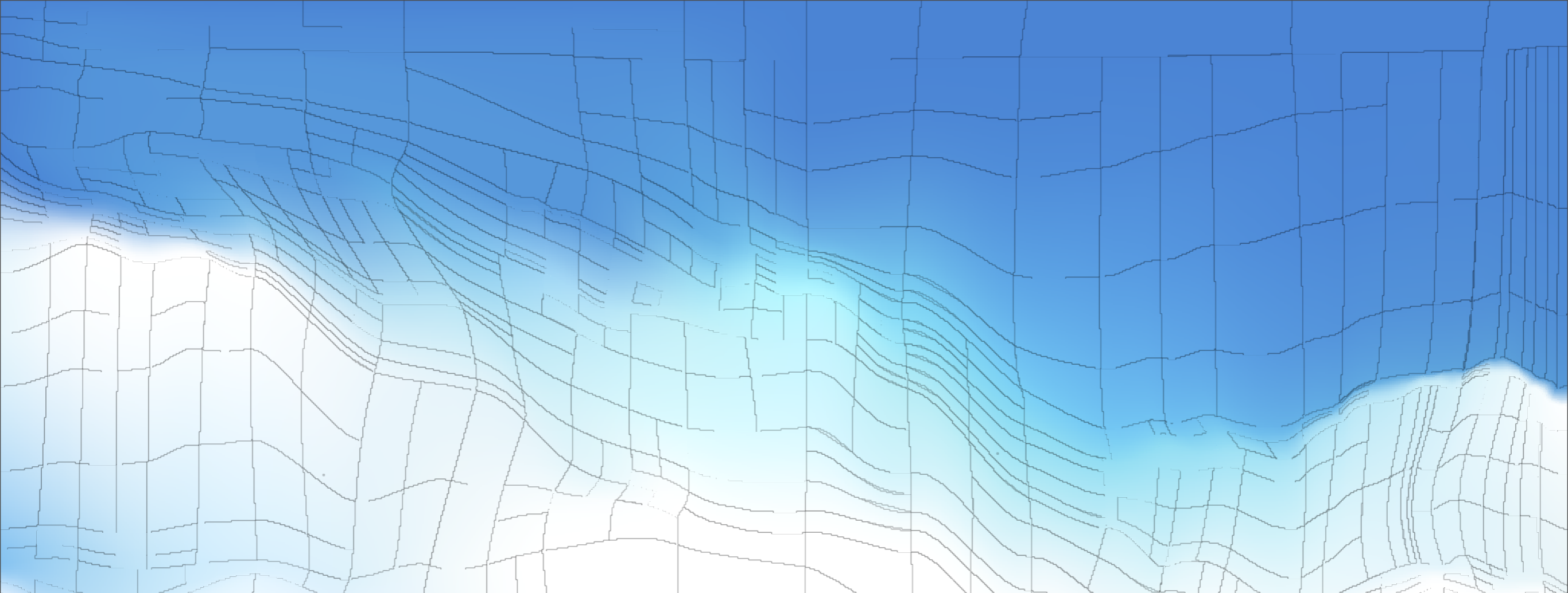


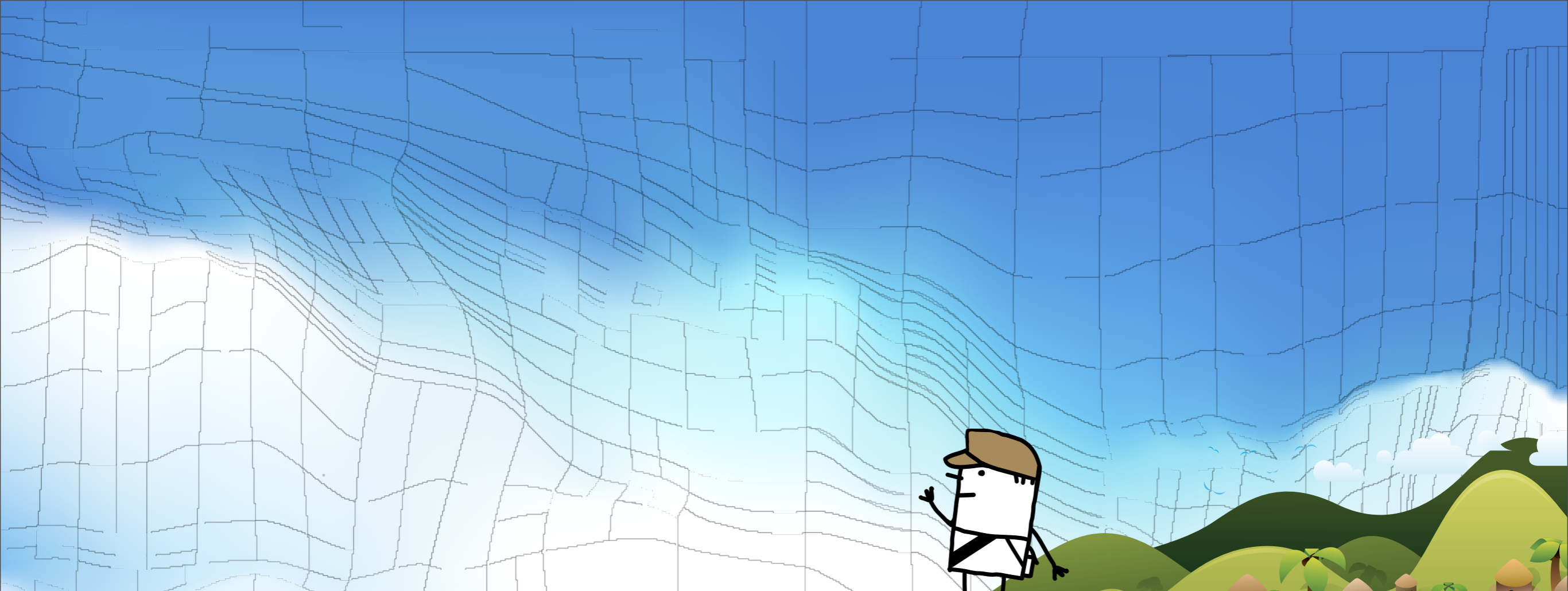







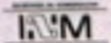







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ESTADOS UNIDOS MEXICANOS

FOLIO No. 01 92127765

**FORMA MIGRATORIA PARA TURISTA, TRANSMIGRANTE,
VISITANTE PERSONA DE NEGOCIOS O VISITANTE CONSEJERO**
MIGRATORY FORM FOR FOREIGN TOURIST, TRANSMIGRANT,
BUSINESS VISITOR OR COUNCILOR VISITOR
INTERNACION AEREA / ENTRANCE BY AIR

PARA EL LLENADO DE ESTA FORMA UTILICE LETRA DE BOLDO / FOR THE FULFILLMENT OF THIS FORM PRINT OR TYPE

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2. PAIS DE NACIMIENTO / COUNTRY OF BIRTH 3. NACIONALIDAD ACTUAL / CURRENT NATIONALITY

4. FECHA DE NACIMIENTO / DATE OF BIRTH (día / mes / año) / (day / month / year) 5. SEXO / SEX Masculino Femenino 6. ESTADO CIVIL / CIVIL STATUS SOLTERO SINGLE CASADO MARRIED

7. DOMICILIO PERMANENTE / PERMANENT ADDRESS (Ciudad / City, Estado / State, País / Country)

8. DESTINO PRINCIPAL EN MEXICO / MAIN DESTINATION IN MEXICO (Domicilio o Nombre del Hotel / Address or Hotel in Mexico)

9. NUMERO DE PASAPORTE / PASSPORT NUMBER 10. VIGENCIA / EXPIRATION DATE (día / mes / año) / (day / month / year) 11. LUGAR DE EMISION / PLACE OF ISSUE

12. OCUPACION / OCCUPATION 13. LINEA AEREA Y NUMERO DE VUELO / AIRLINE AND FLIGHT NUMBER

UNICAMENTE VISITANTE PERSONA DE NEGOCIOS / ONLY BUSINESS VISITOR
FORMA MIGRATORIA PARA VISITANTE PERSONA DE NEGOCIOS O CONSEJERO, ETC. / MIGRATORY FORM FOR BUSINESS VISITOR OR COUNCILOR VISITOR, ETC.

14. EMPRESA EXTRANJERA DE LA QUE FORMA PARTE / OVERSEAS EMPLOYER COMPANY OR FIRM (Ciudad / City, Estado / State, País / Country)

15. EMPRESA EN MEXICO CON LA QUE REALIZARA ACTIVIDADES / COMPANY IN MEXICO TO CONDUCT BUSINESS WITH (Ciudad / City, Estado / State, Número Telefónico / Telephone Number)

16. ACTIVIDAD EN MEXICO / ACTIVITY IN MEXICO
 PROFESIONAL / PROFESSIONAL COMERCiante o INDEPENDIENTE / TRADER OR SELF-EMPLOYED VISITANTE PERSONA DE NEGOCIOS / BUSINESS VISITOR (Empresario, Gerente o Subordinado) / (Entrepreneur, Executive or Manager) REPRESENTANTE DE PERSONAS FÍSICAS DE UNA EMPRESA / REPRESENTATIVE OF PHYSICAL PERSONS OF A COMPANY

A PARA USO OFICIAL / FOR OFFICIAL USE ONLY

TURISTA / TOURIST TRANSMIGRANTE / TRANSMIGRANT VISITANTE PERSONA DE NEGOCIOS / BUSINESS VISITOR VISITANTE CONSEJERO / BUSINESS VISITOR / COUNCILOR VISITOR

A PARTIR DE LA FECHA DE ENTRADA / STARTING FROM DATE OF ENTRANCE DIAS / DAYS

SELLO DE ENTRADA Y FIRMA DEL FUNCIONARIO QUE AUTORIZA / ENTRANCE SEAL AND SIGNATURE OF THE AUTHORIZING OFFICER

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FORMA DE SALIDA / EXIT FORM LEER Y FIRMAR AL REVERSO / READ OTHER SIDE AND SIGN

First Name: [input] Last Name: [input]

Create a log-in name: [input] @zenbe.com

Choose a password: [input] Minimum of six characters
[input] Re-enter your password to confirm it.

Country: [dropdown: United States] Time Zone: [dropdown: Eastern Time (GMT -4)]

Alternate email address: [input]

Security verification: **Jordan Corps**
Type the two words: [input] [input] reCAPTCHA™ stop spam. read books.

I accept the Terms and Conditions of use

create my account

Create your Back

Robert Lord invited you to
calendars, and more.



To join Rob Nelson's network on LinkedIn

i We think you may already have an account.
If so, please [sign in](#).

* First Name: [input: Chris]

* Last Name: [input: Messina]

* Email: [input: [redacted]]
 We don't spam

* Password: [input] 6 or more characters

* Country: [dropdown: United States]

* Postal Code: [input: eg: 94043]
Only your region will be public, not your postal code

I am currently: [dropdown: Employed]

* Company: [input]

* Title: [input]

* Industry: [dropdown]

Choose the industry that best describes your primary expertise

Join Rob's Network

By clicking "Join Rob's Network"

NYTimes.com

Please check

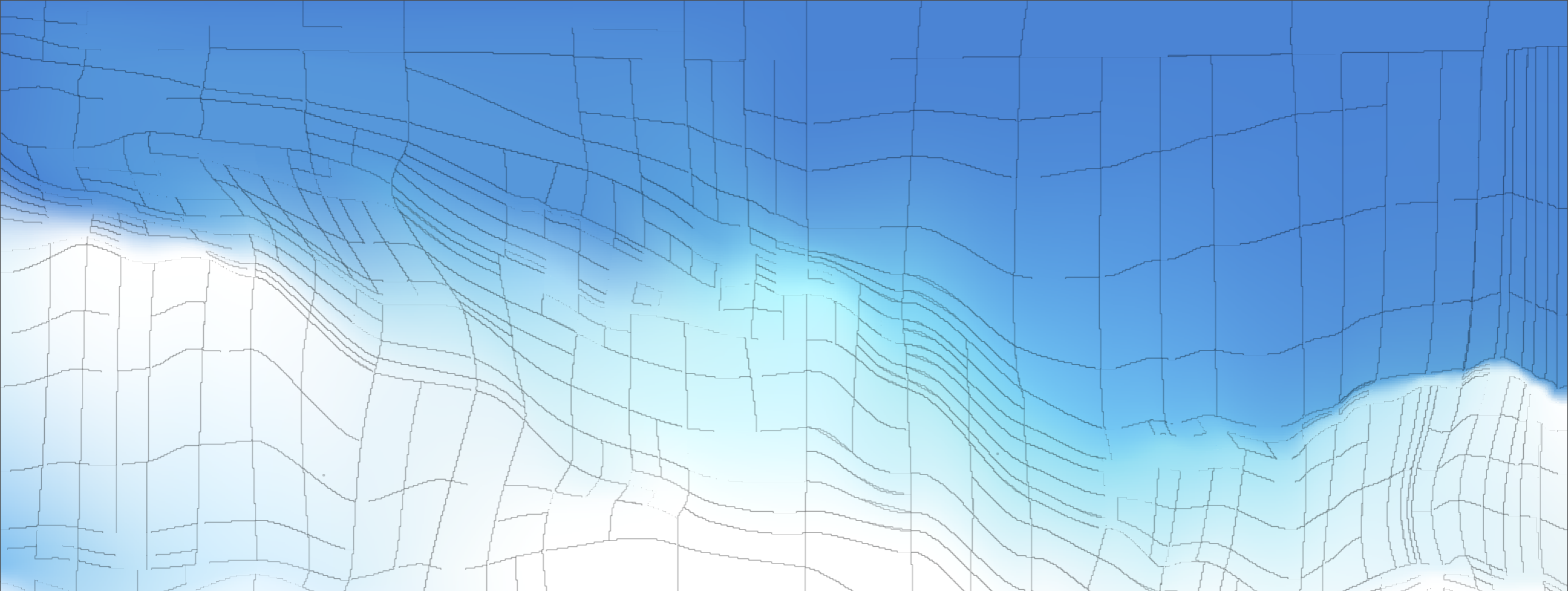
- >> Choose a Member
- >> Choose a Password
- >> Re-enter your password
- >> E-Mail Address
- >> Gender:
- >> Year of Birth
- >> Country of Birth
- >> Household
- >> Job Title
- >> Industry
- >> Company

Discover inside connections
when you're looking for a job or
new business opportunity.

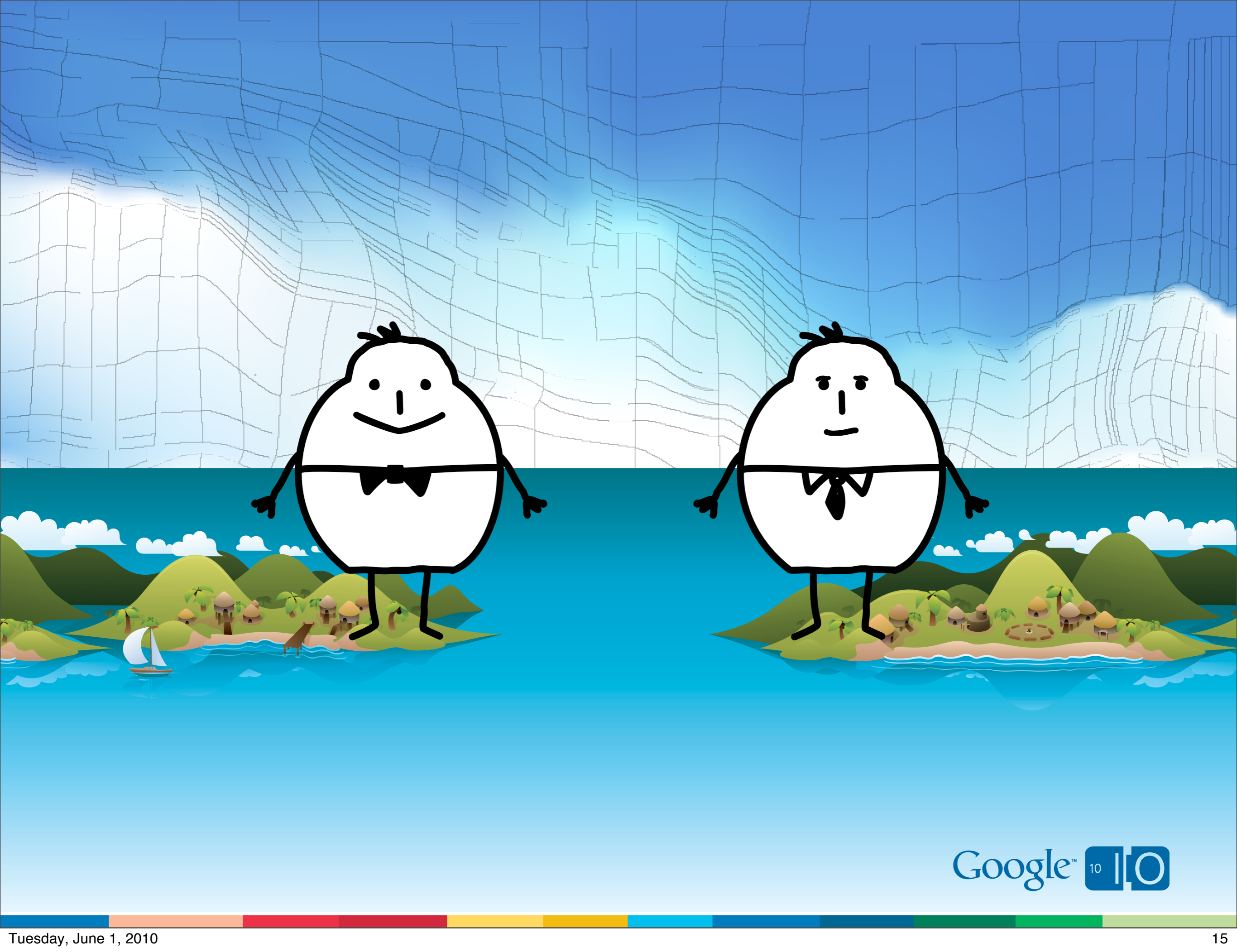
Get Answers

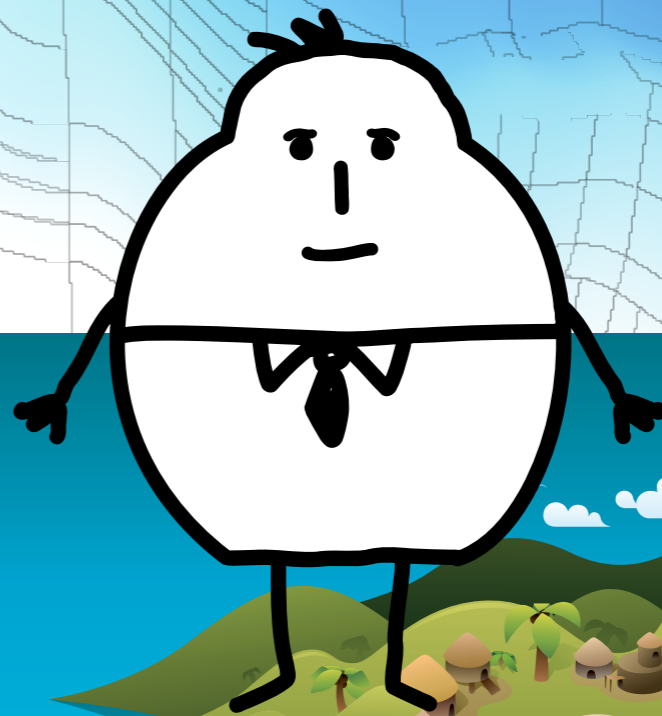
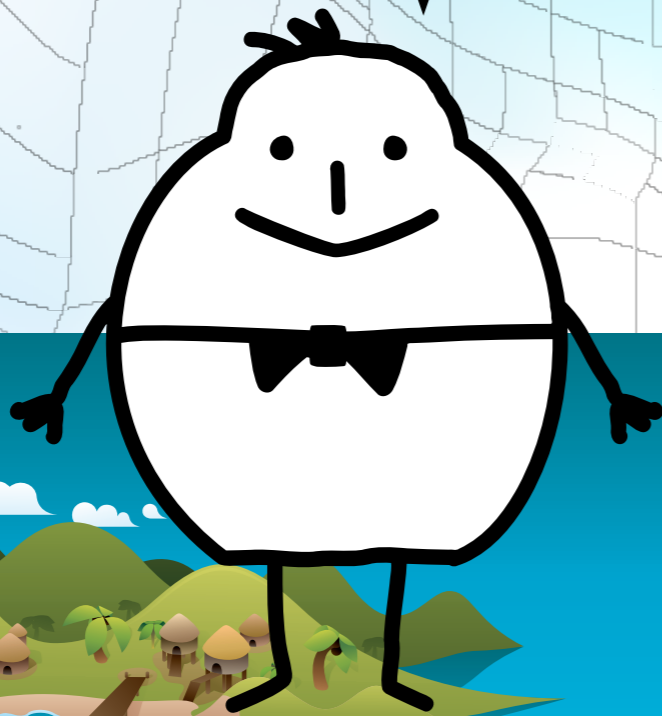
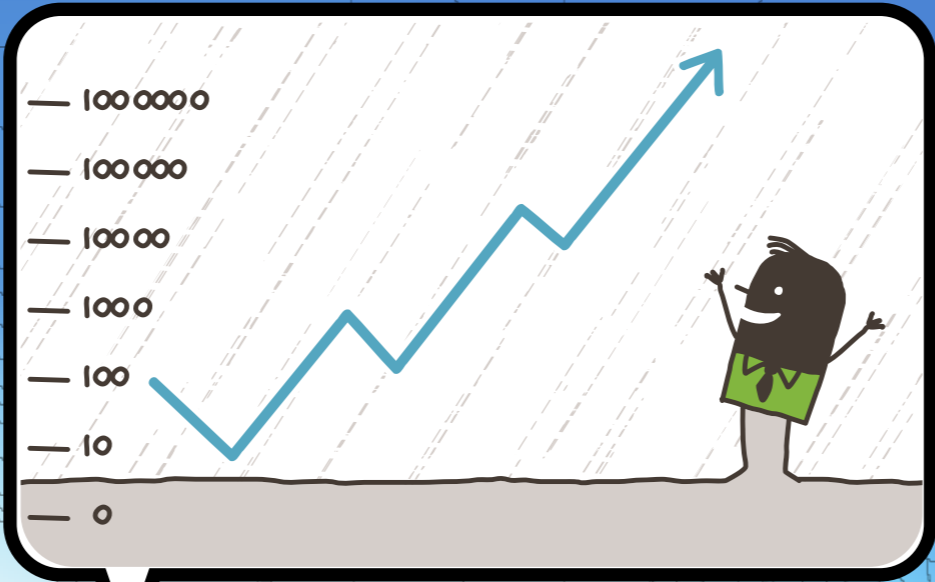
Your network is full of industry
experts willing to share
advice. Have a question?

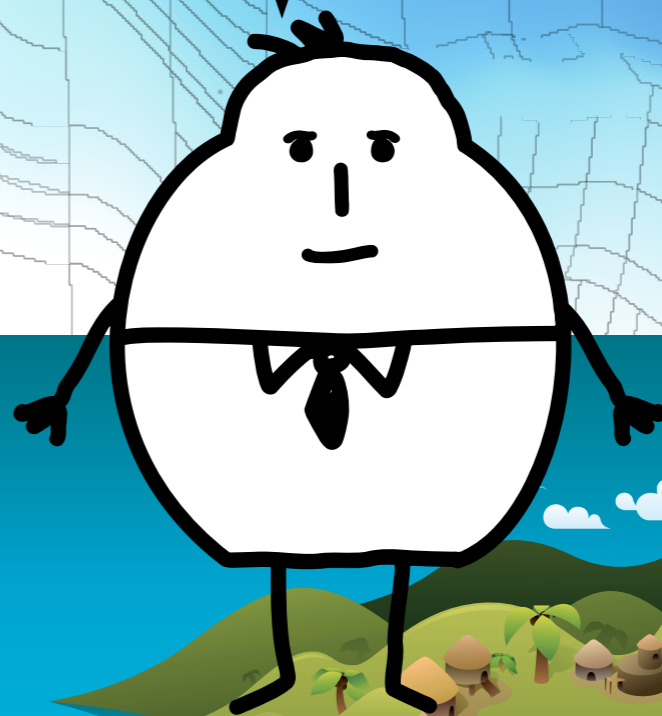
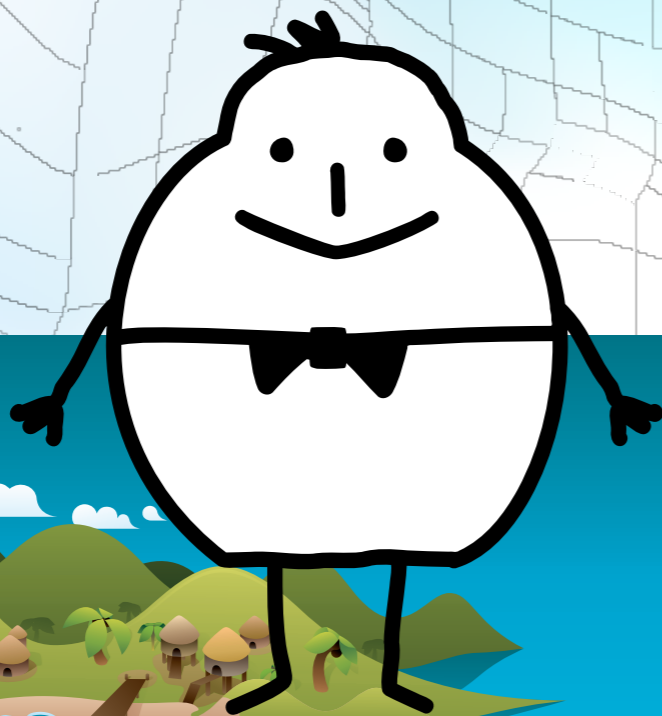
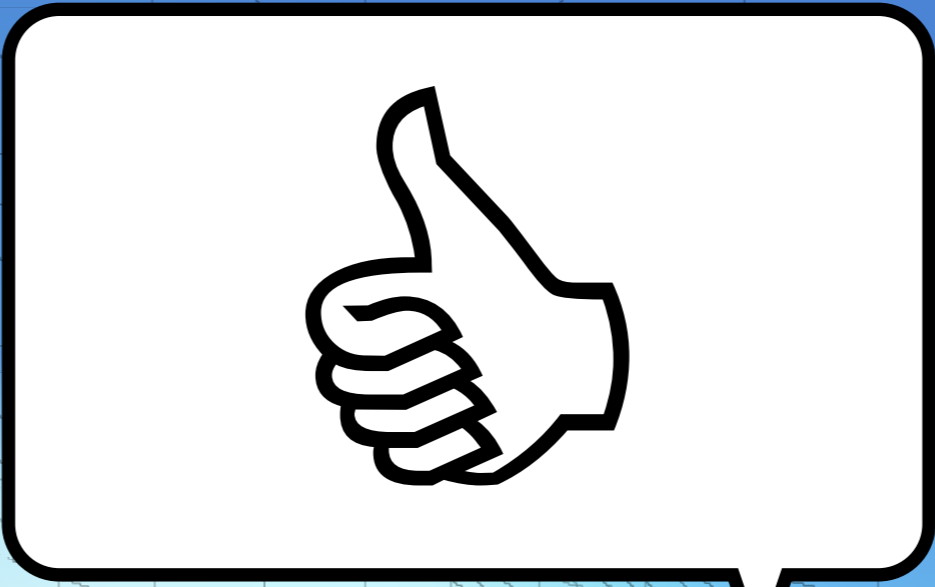
Report Abuse Contact

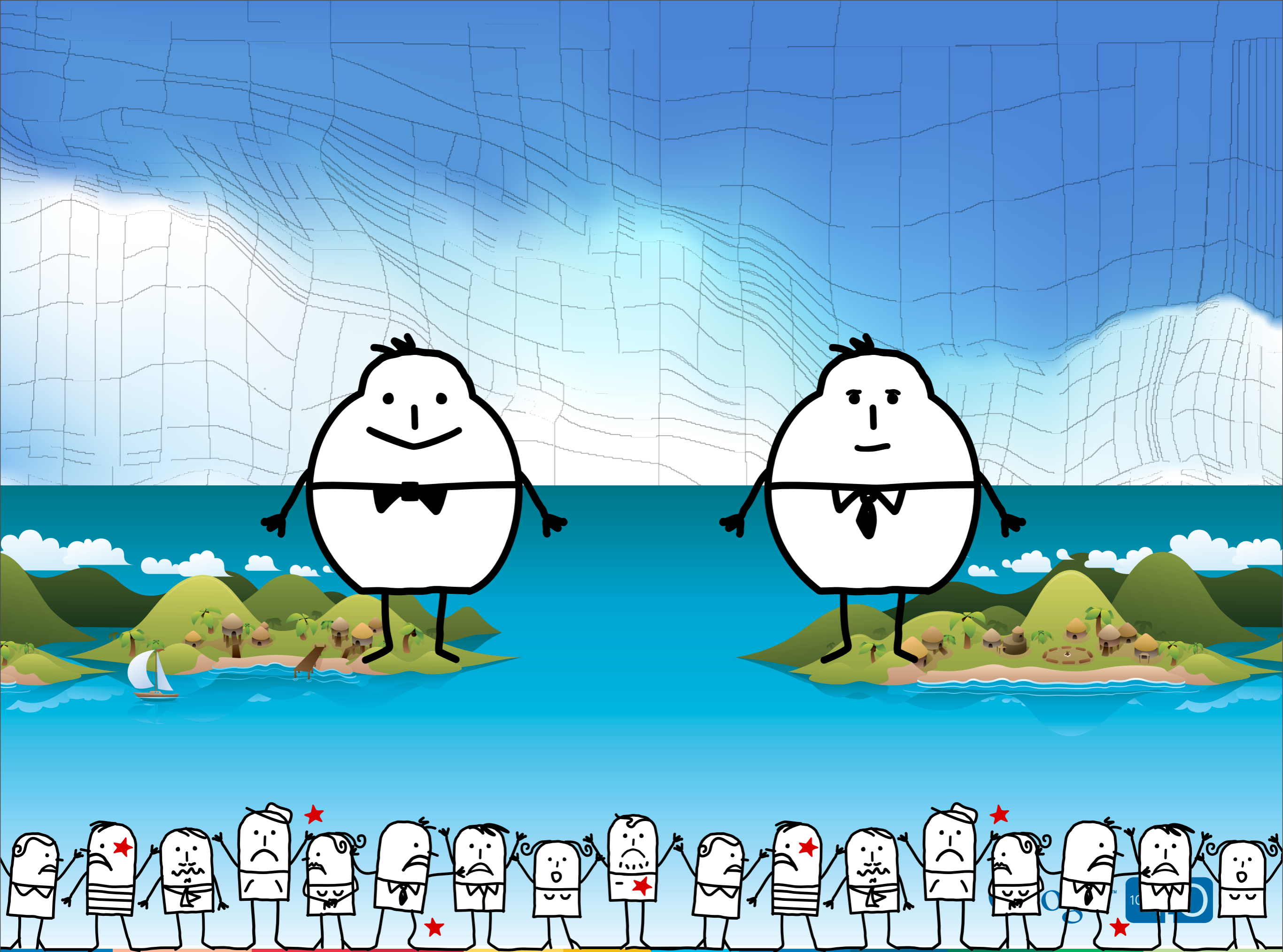


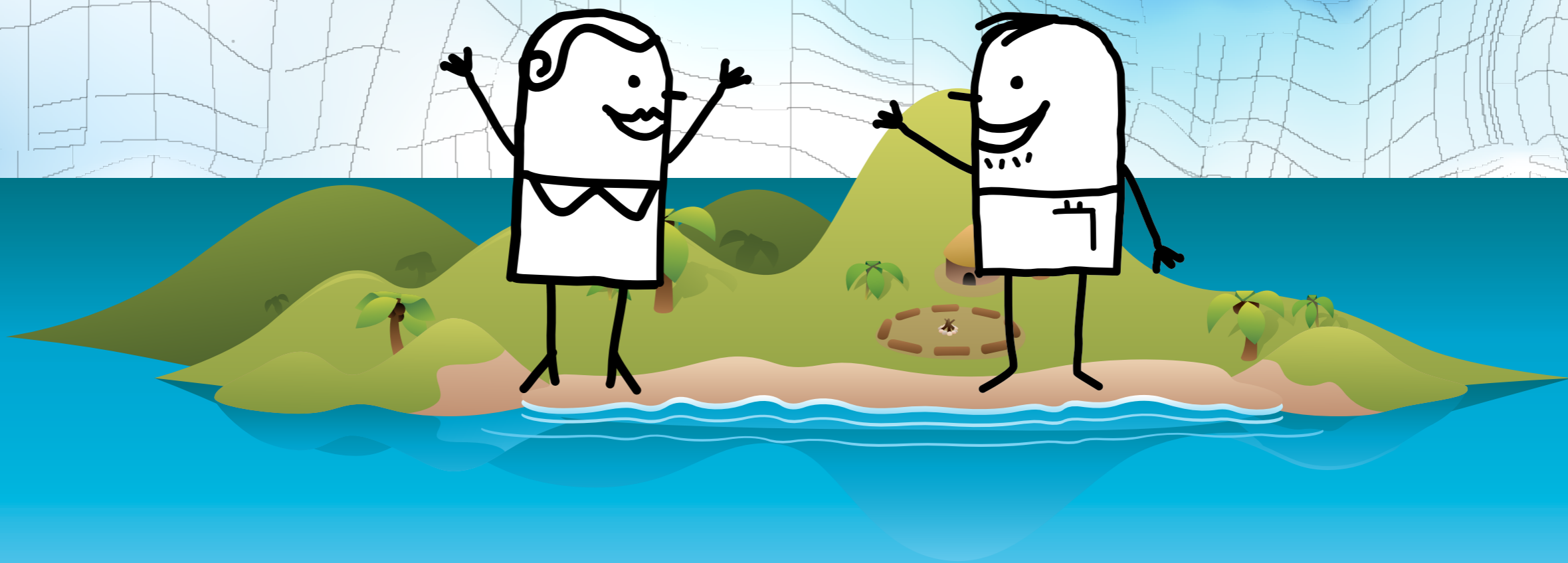
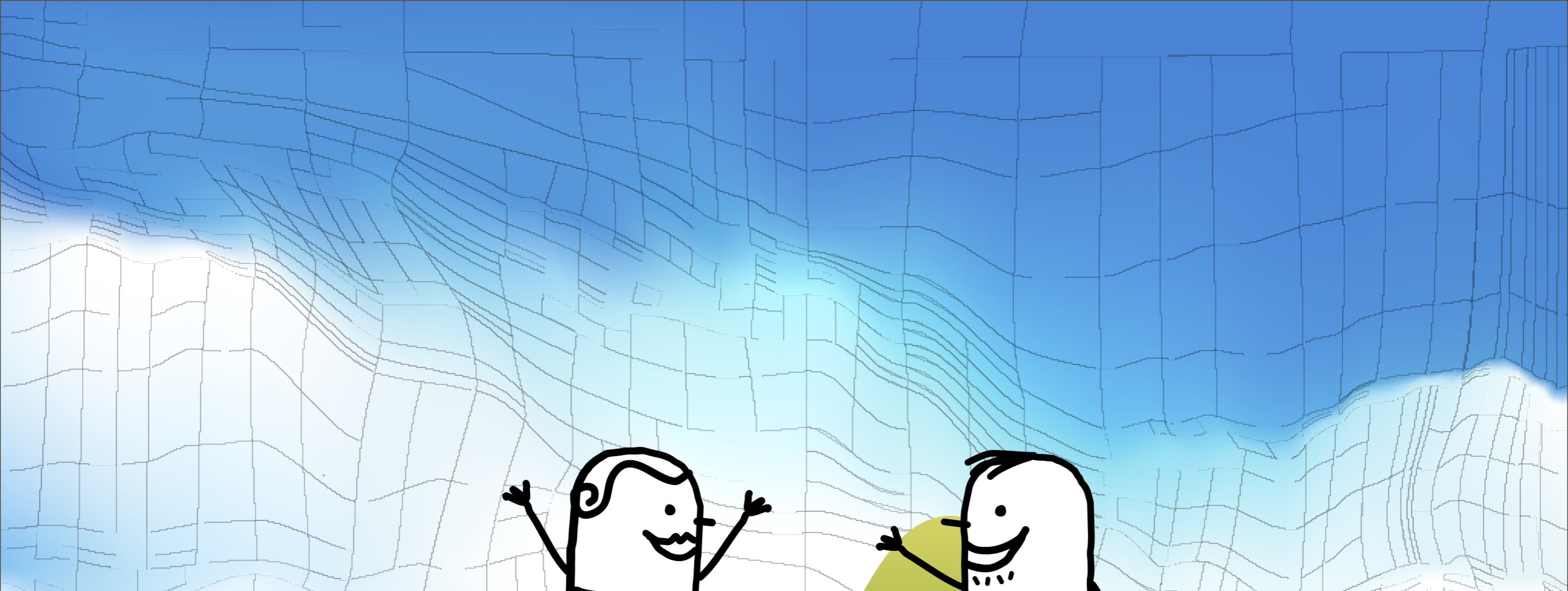
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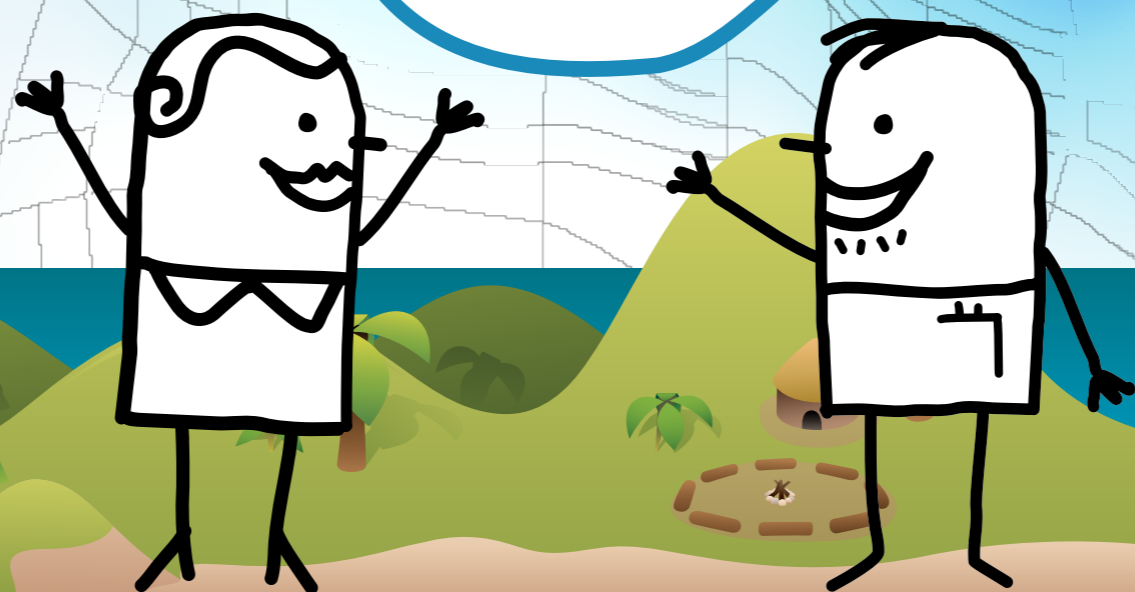


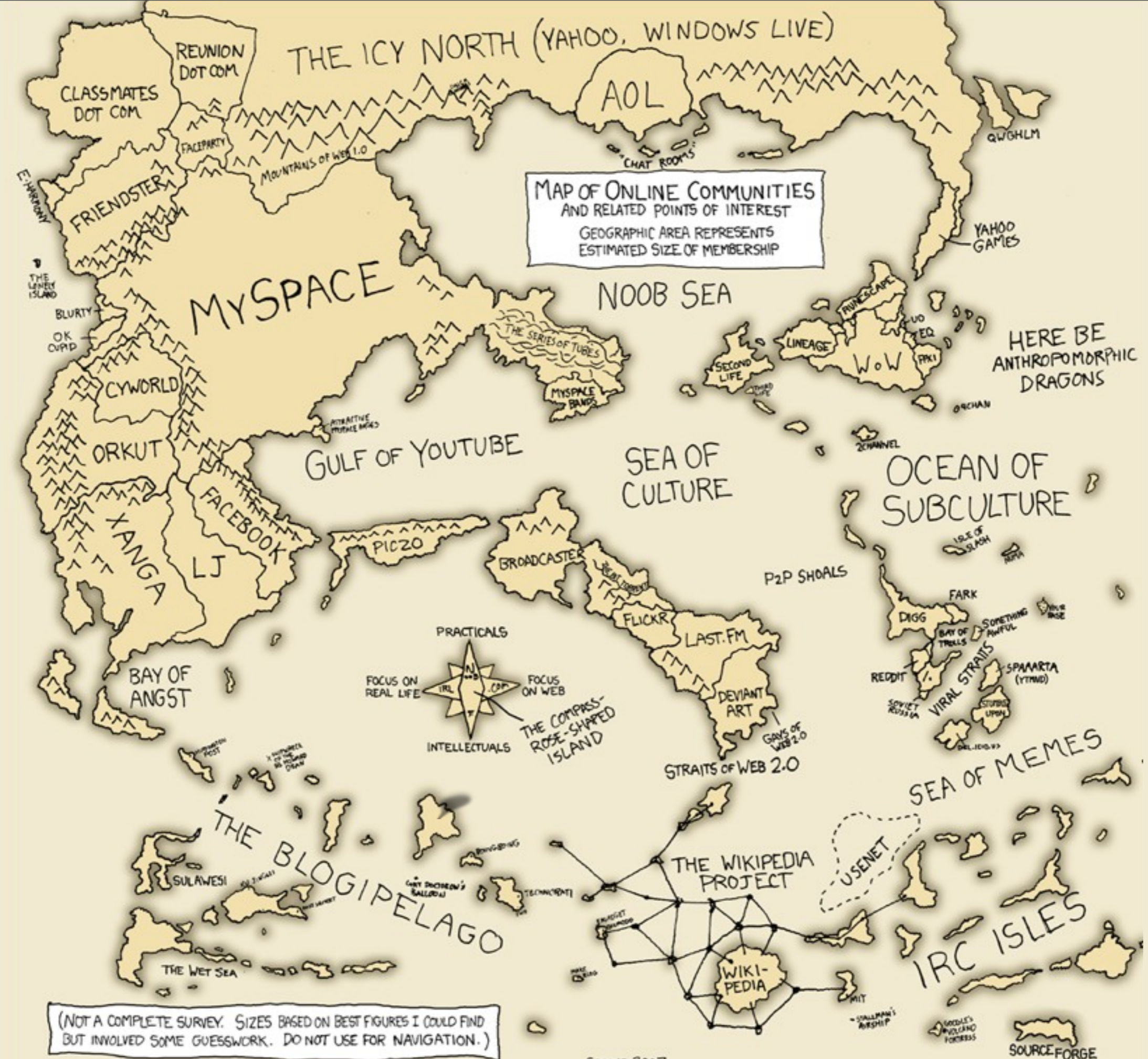






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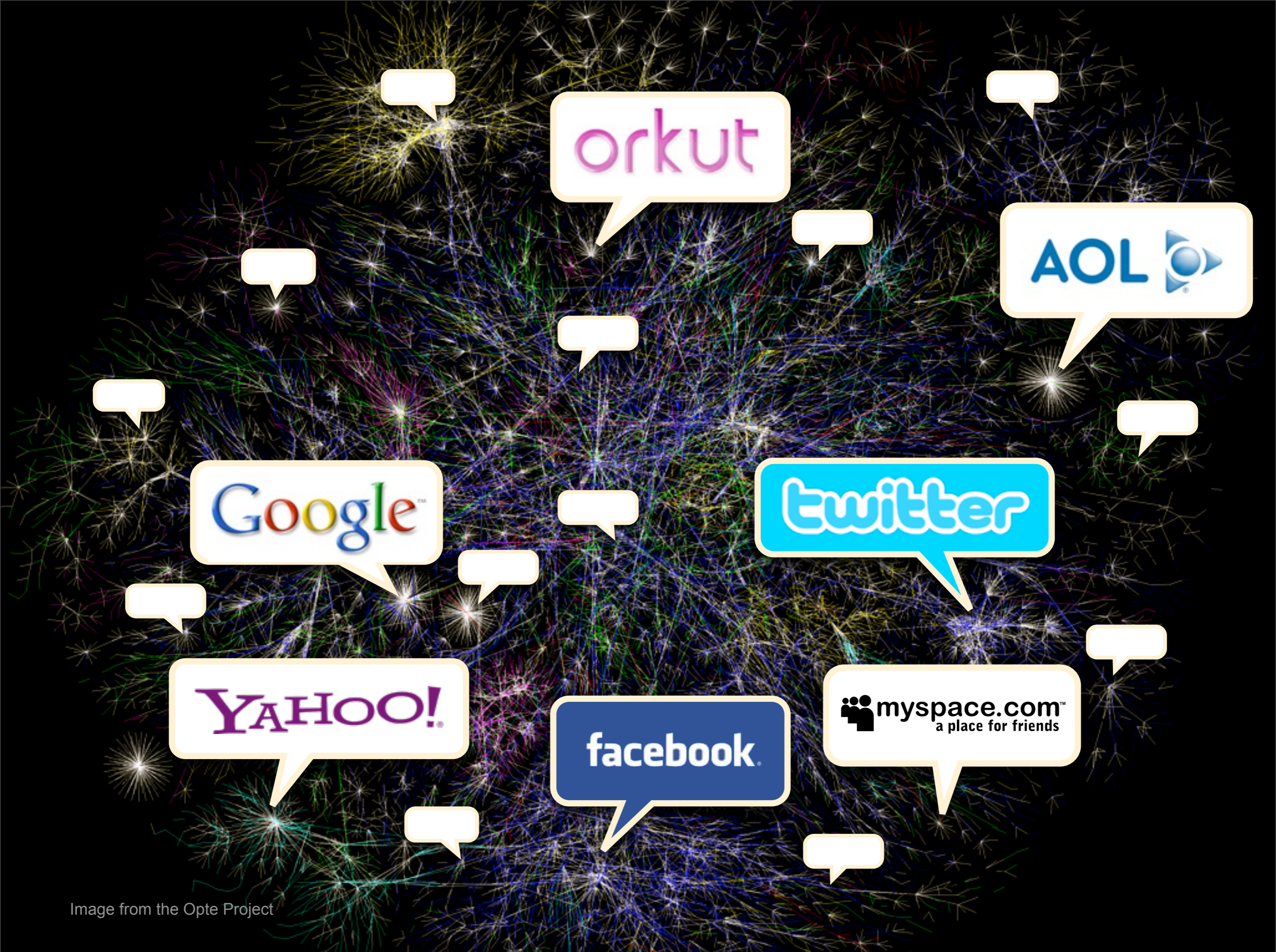


Image from the Opte Project

“Immigration” on the Social Web

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...and lots of sparse and out-of-date profiles
- Poor security (same password used on many sites)
...and still lots of “lost password” problems!
- Lack of integration and sharing between services
...and biased towards working with a few big services



Bad for users
Bad for developers



Good news!

You can let users sign up for new services using their existing accounts!

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- Solves two related problems
 - Who is this user? (identity)
 - What data do they already have? (authorization)

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 - What data do they already have? (authorization)
- Supported by most major services today
 - And increasingly based on open standards (OpenID + OAuth)

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- How do you determine which services a user is already on?
 - Just ask them (buttons for common services)
 - Look where they're coming from (email address, site referer)
 - Let the user tell you (webfinger)
 - Let the browser tell you (XAuth)

Demo

How do you build this?

Adding identity + authorization to your site

Adding identity + authorization to your site

- “Do the dance”
 - Browser redirect / popup to get user’s consent on other site
 - Response contains user identifier and access tokens

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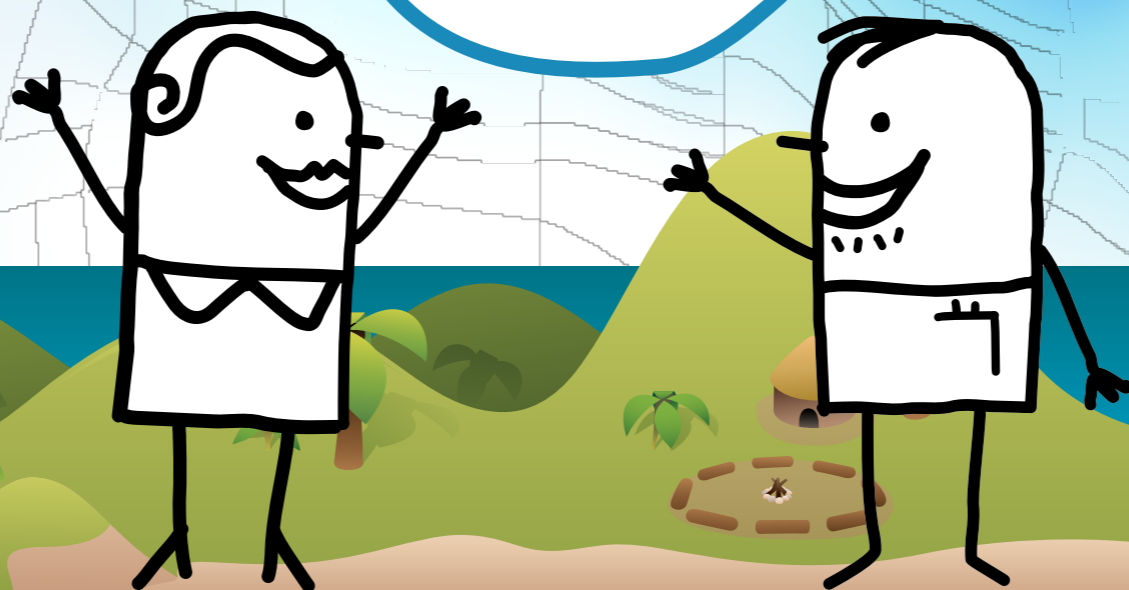
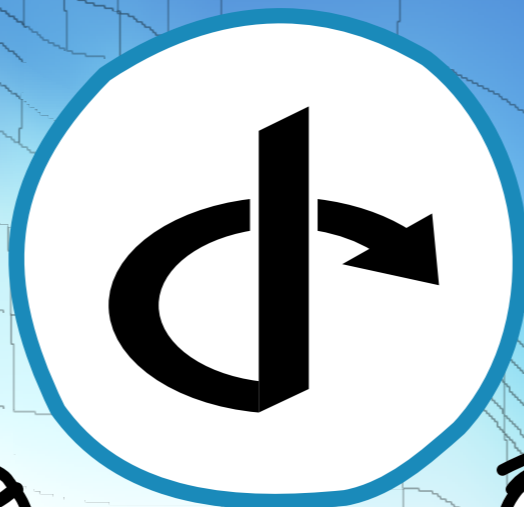
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 - Keep fetching data over time so it stays up-to-date
- Publish / consume session state via XAuth:
 - Personalize UI based on preferred services of each user



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MAY BE REVOKED AT ANY TIME

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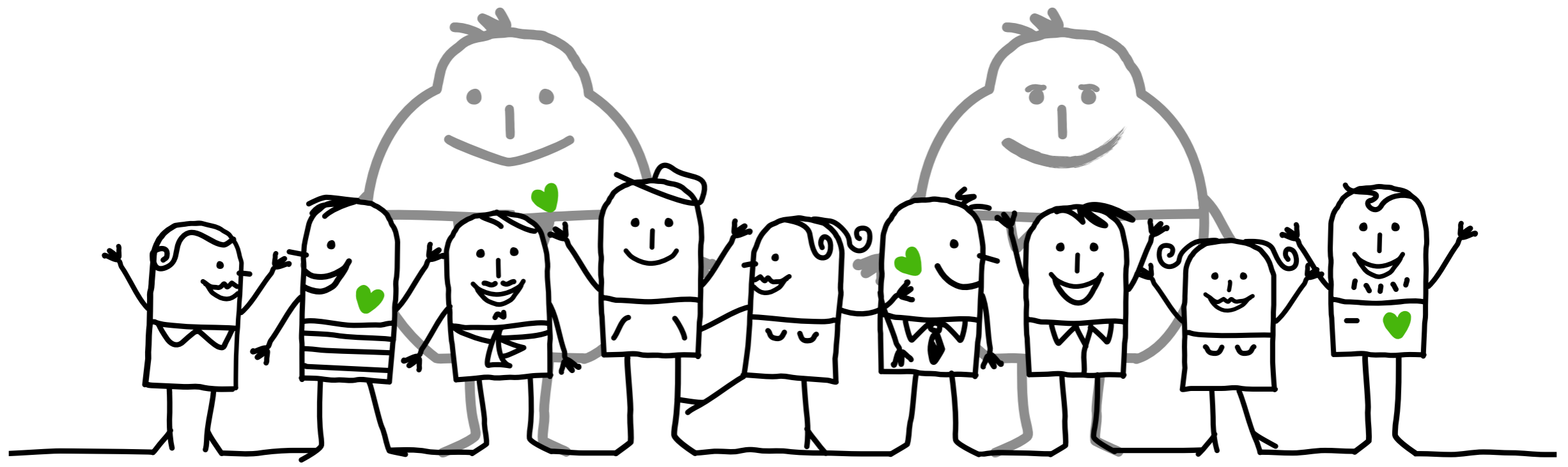
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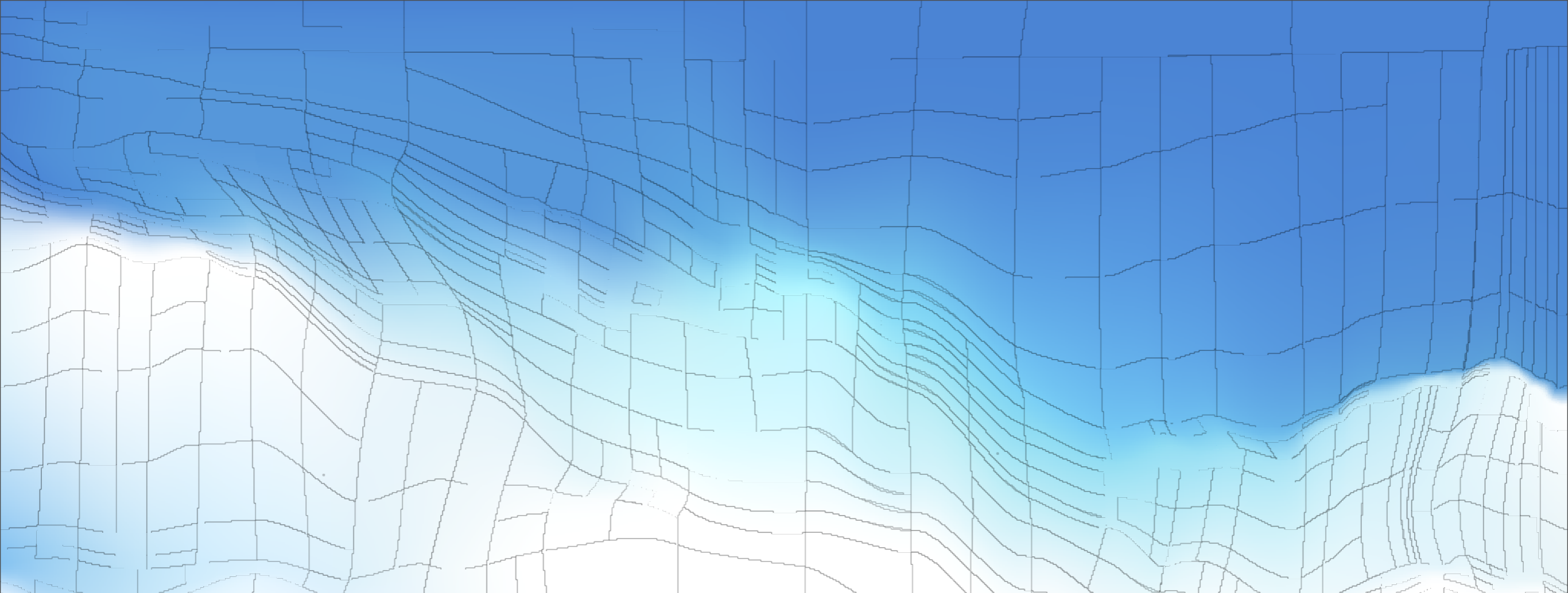
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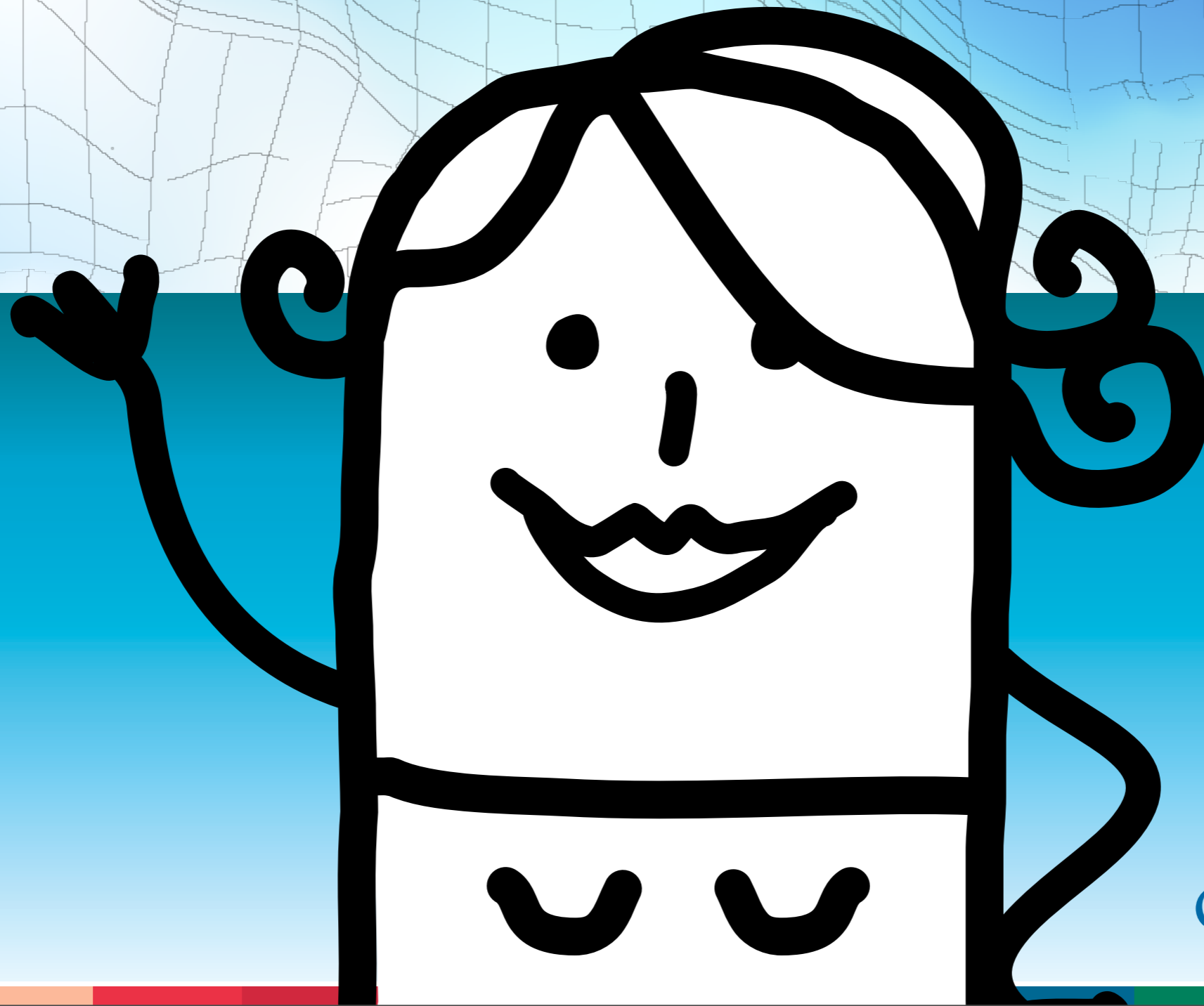
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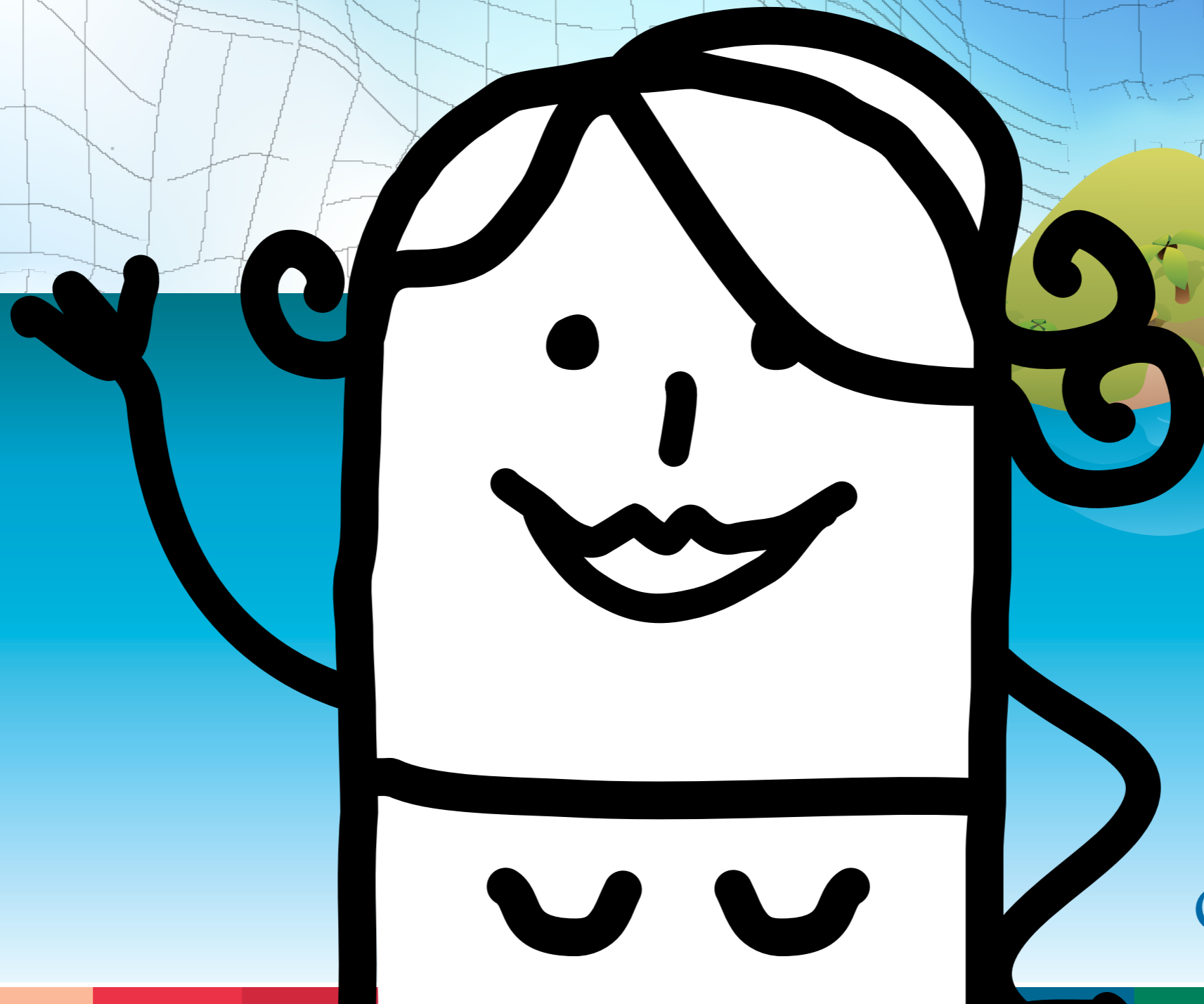


Chapter 2: Staying connected

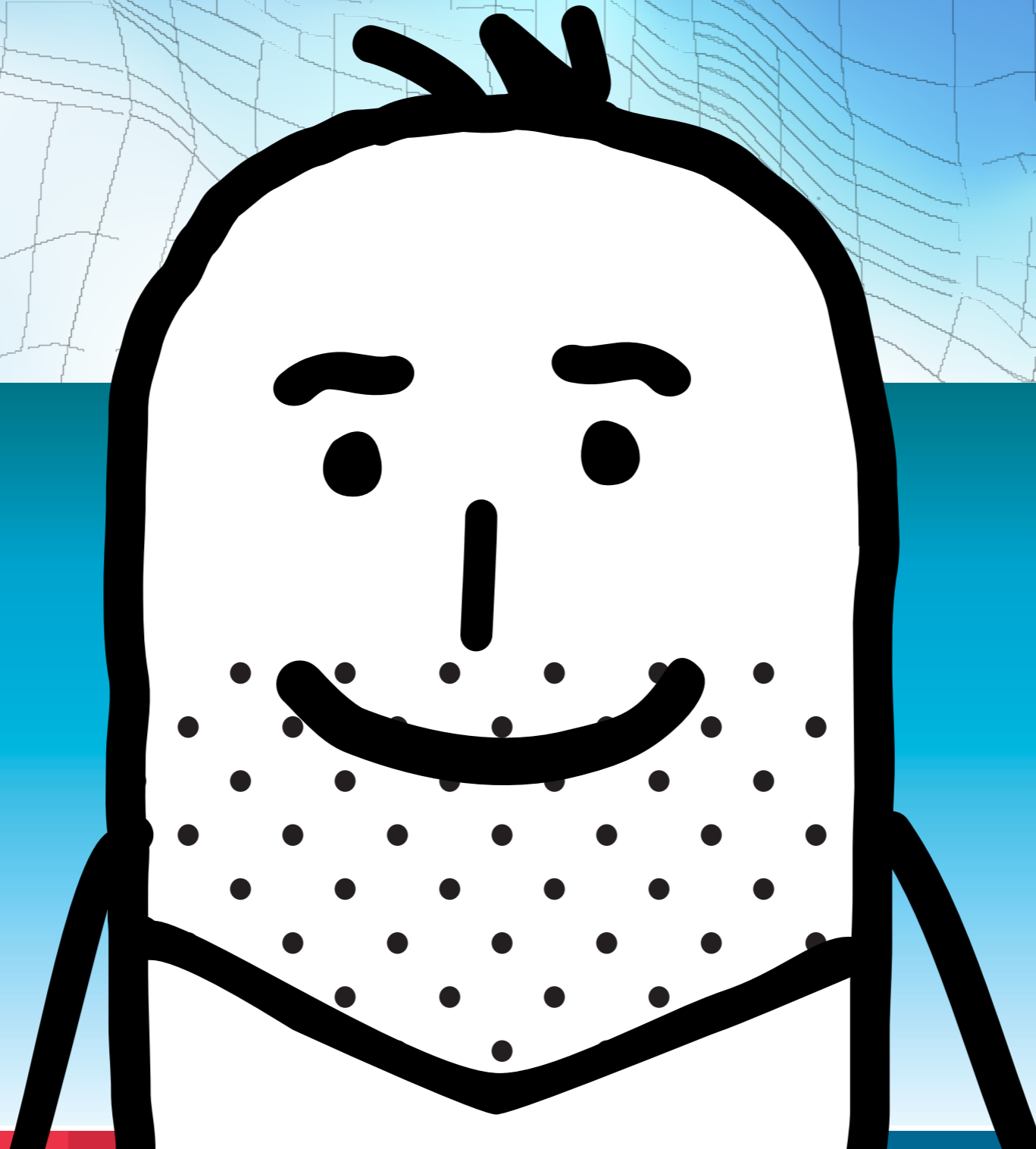
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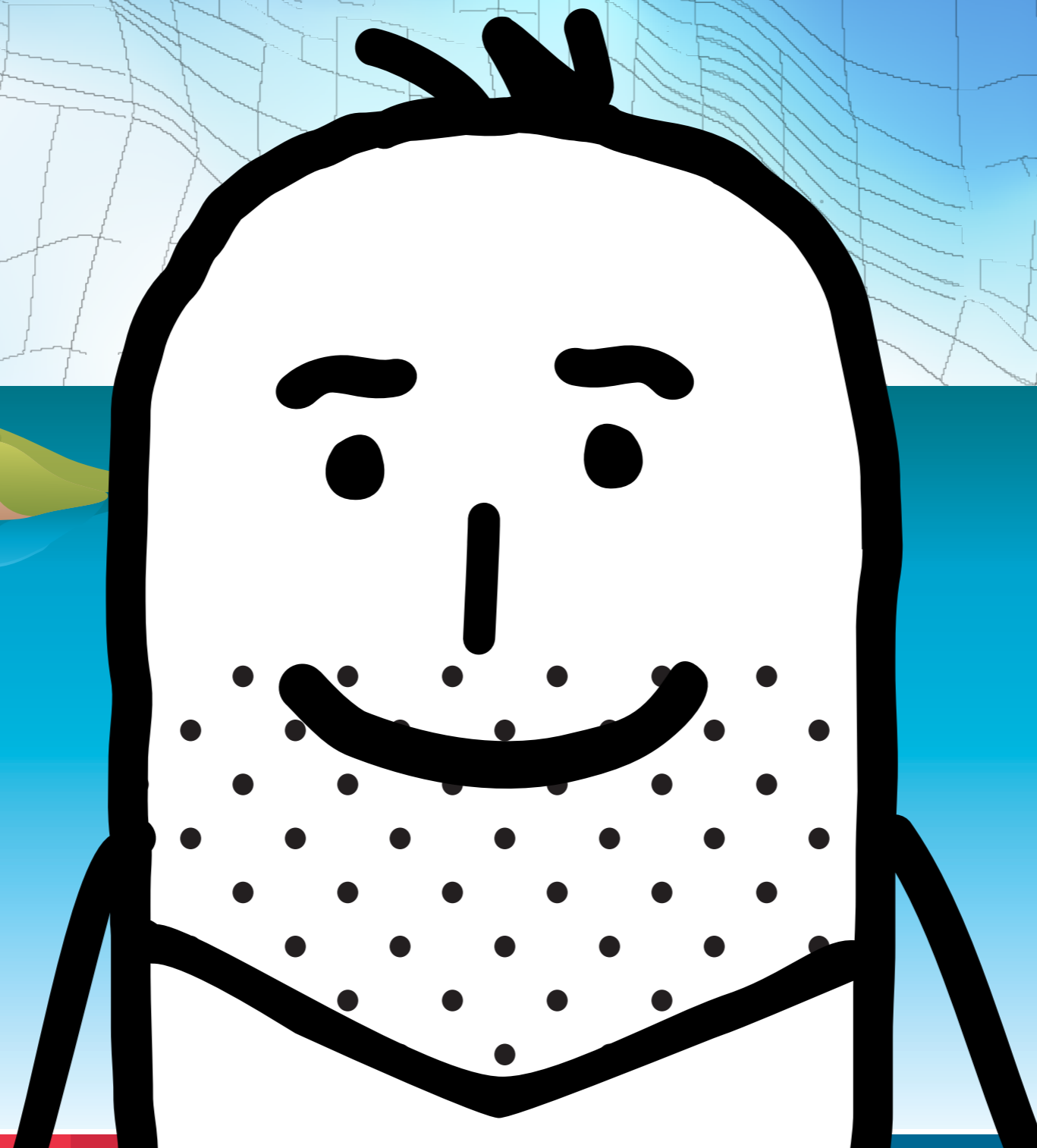
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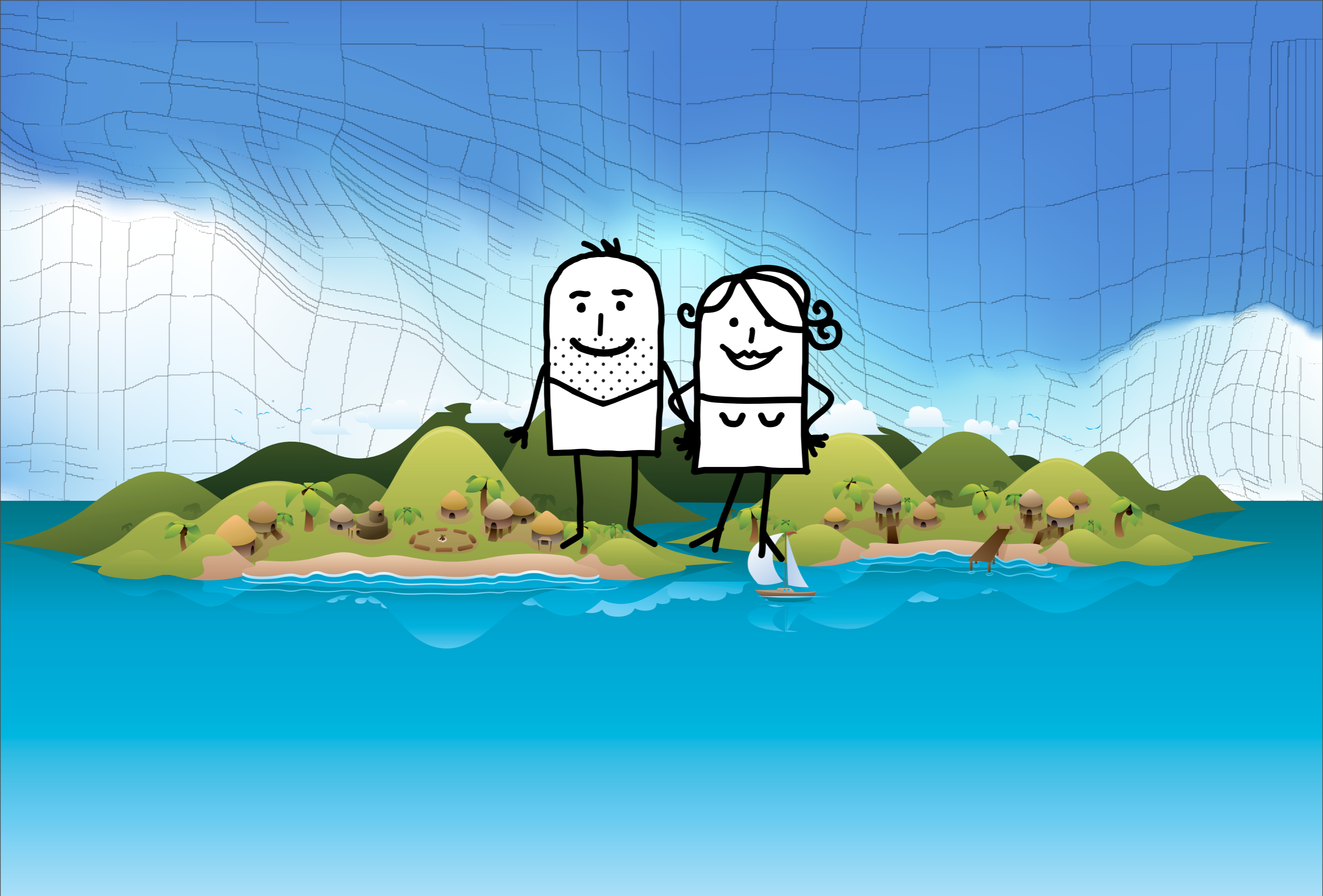


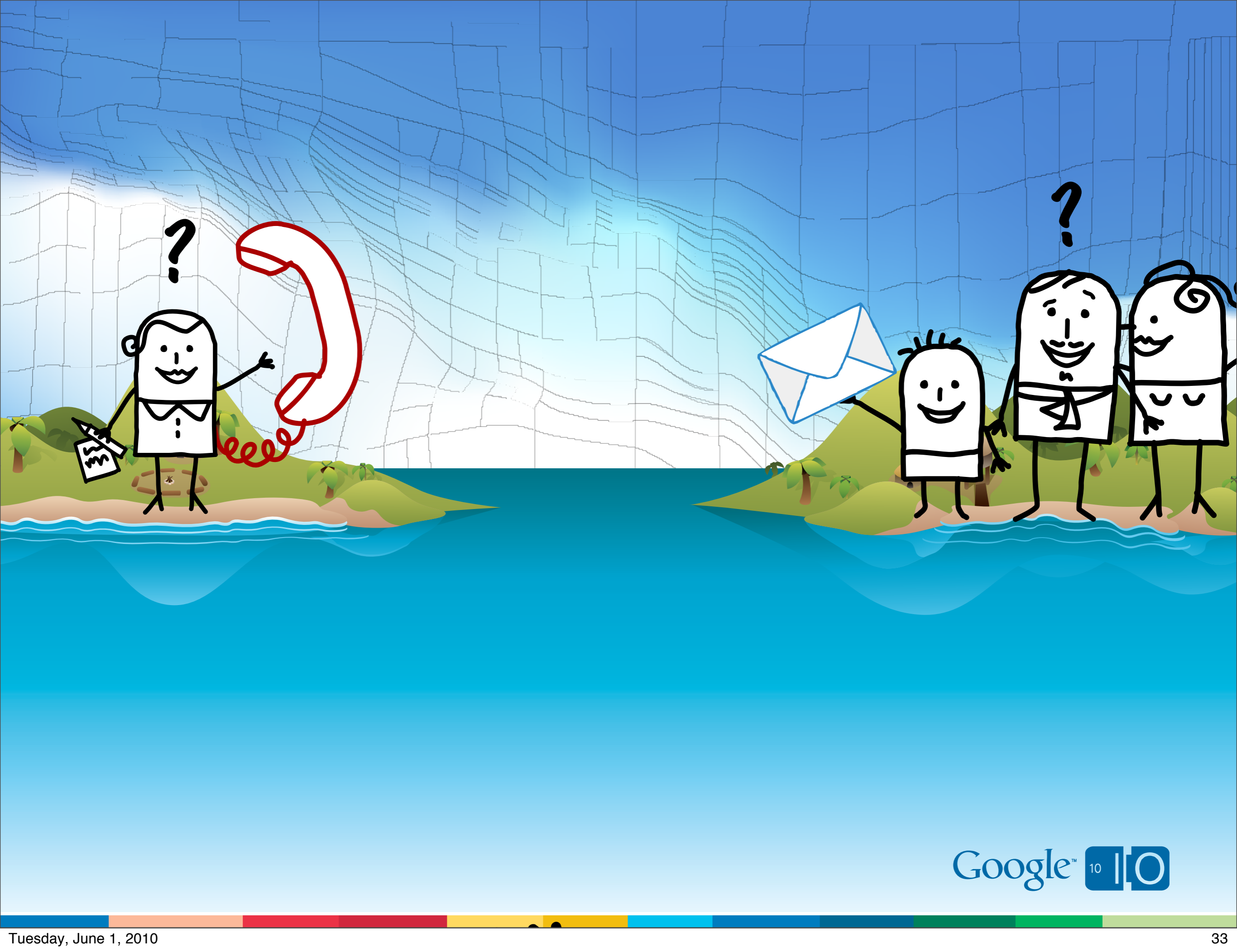
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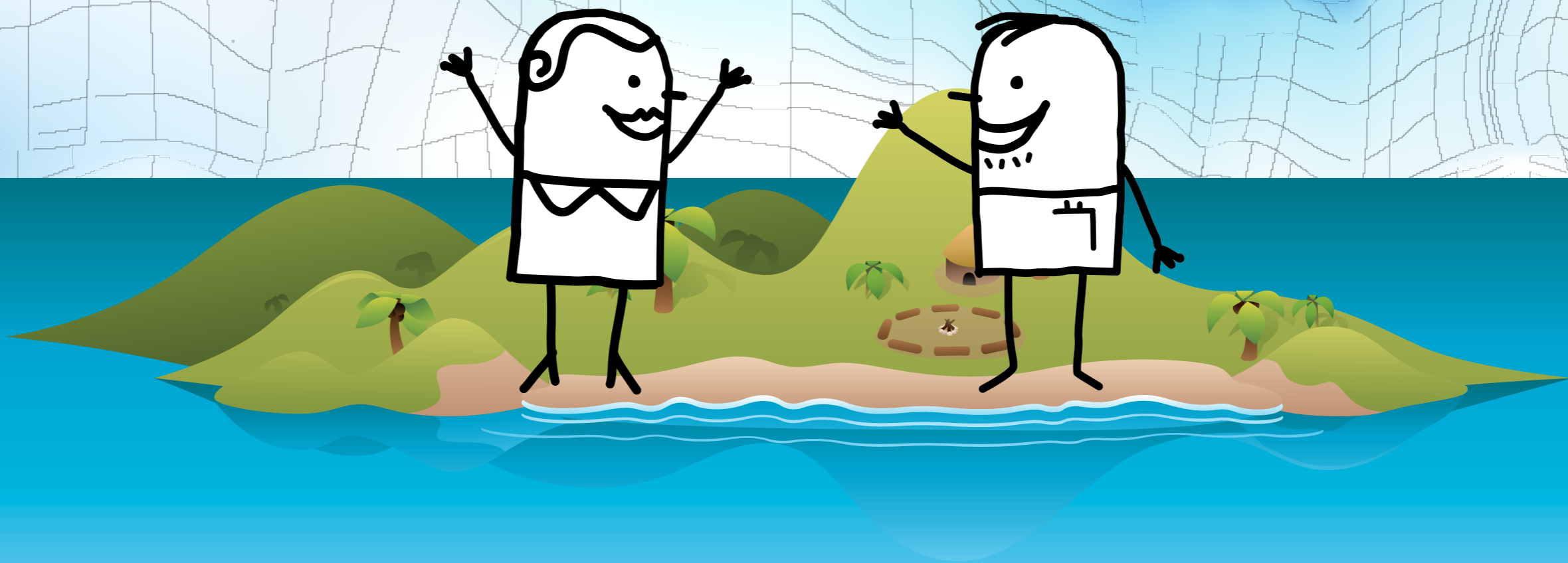
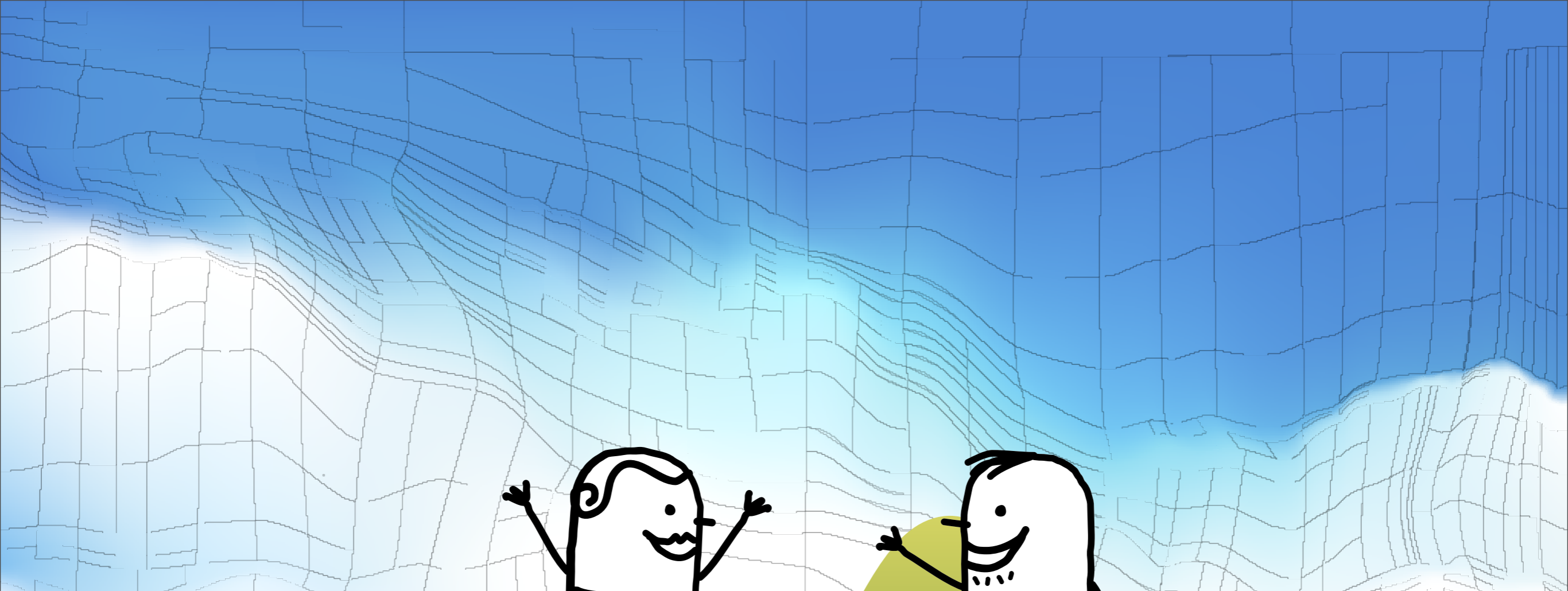


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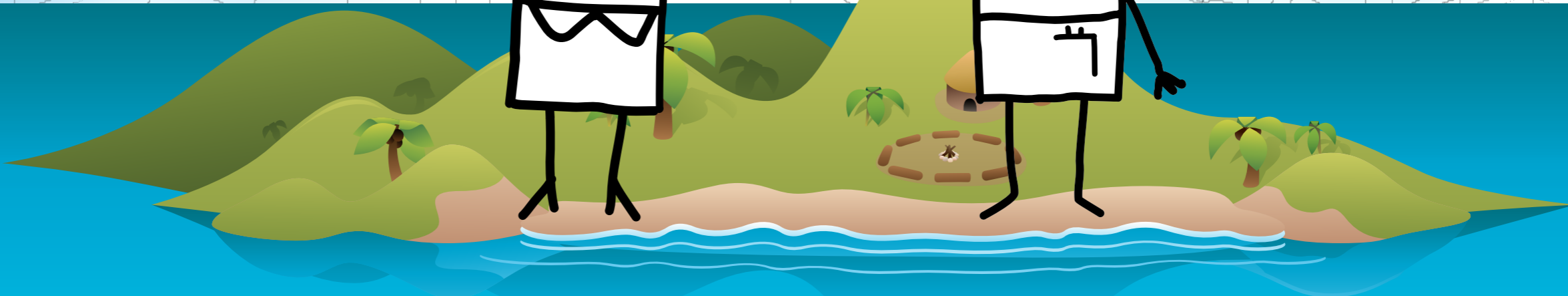
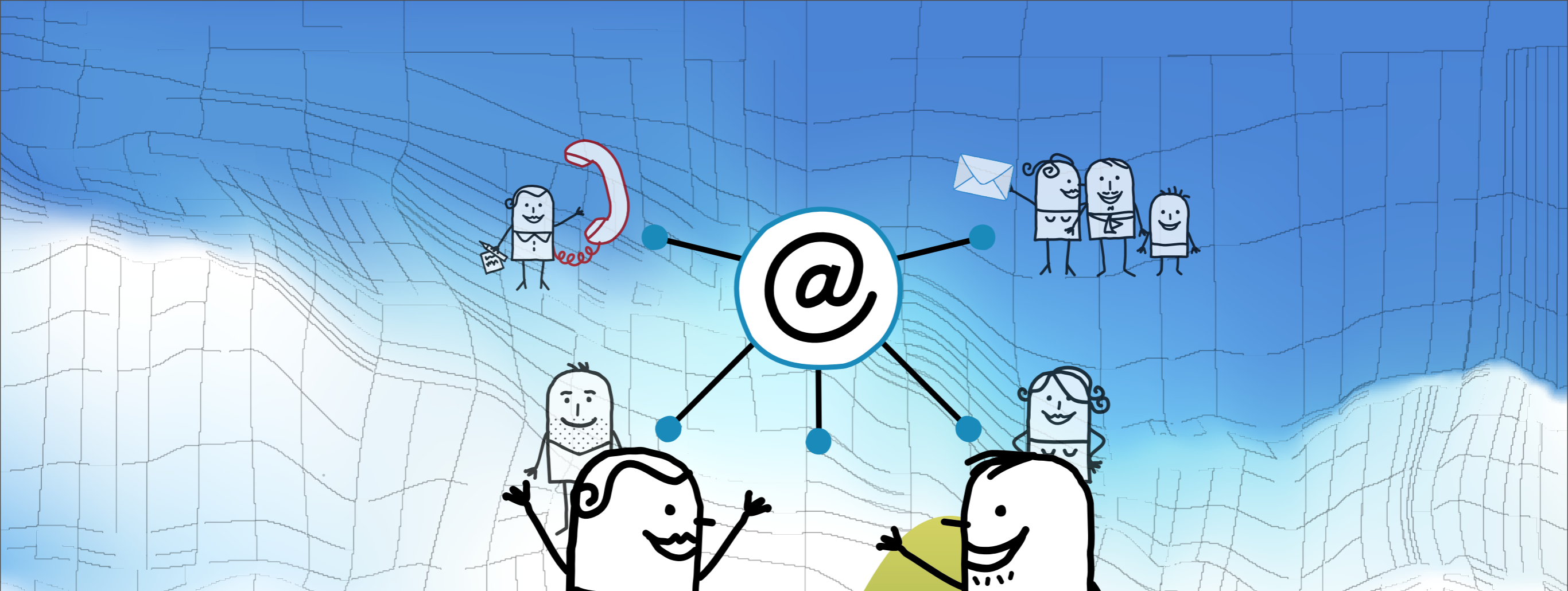


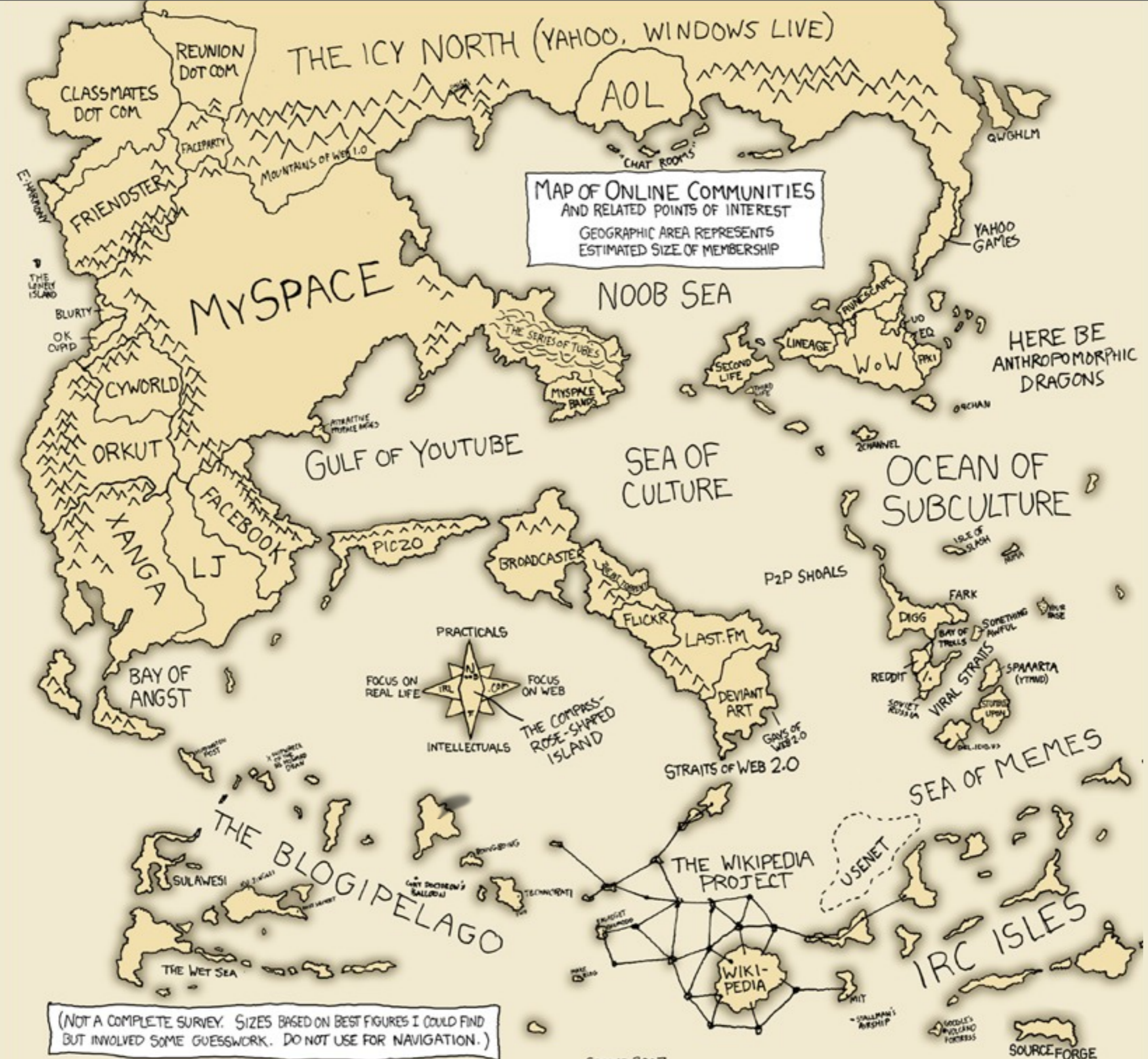






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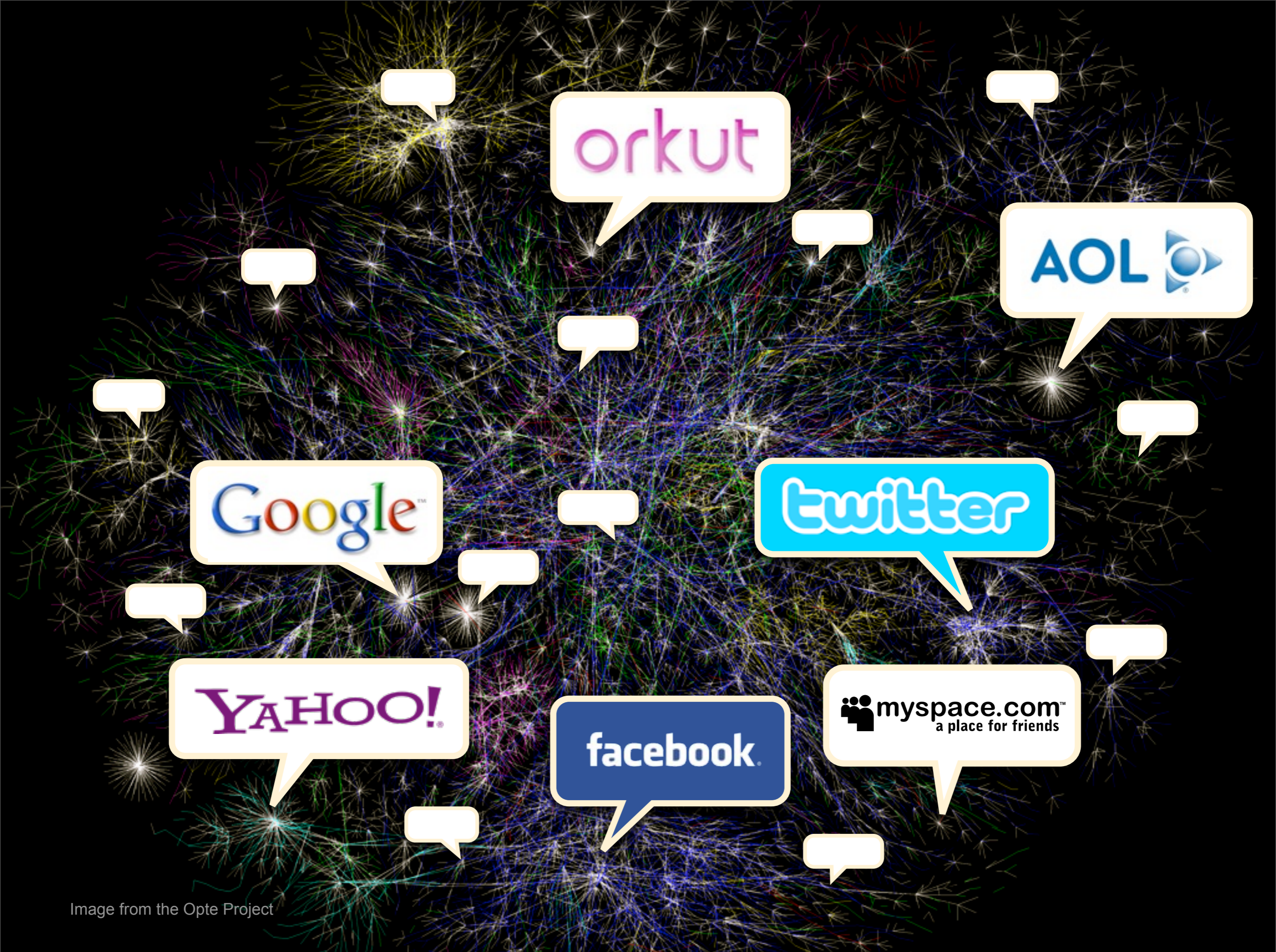


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...and hard to control how “findable” you are
- Too many places to check to see what friends are up to
...and hard to try new services without your friends
- Fragmented messaging systems and social “inboxes”
...and too hard to control how others contact you



Bad for users
Bad for developers



Good news!

You can let users link their profiles together
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- Make it easy for users to control how “findable” they are
 - Let them link to their other profiles (rel=me, Social Graph API)
 - Look up their preferred services on other sites (webfinger)
 - Let them pull in their existing contacts/ friends–lists via APIs

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 - Look up their preferred services on other sites (webfinger)
 - Let them pull in their existing contacts/ friends–lists via APIs
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- What if users want to keep separate profiles / friends?
 - That's fine, just let them control their “discoverable identifiers”
 - Can use existing friends as suggestions, or auto-follow/friend
 - Same goes for sharing content to/from users' other sites

Demo

How do you build this?

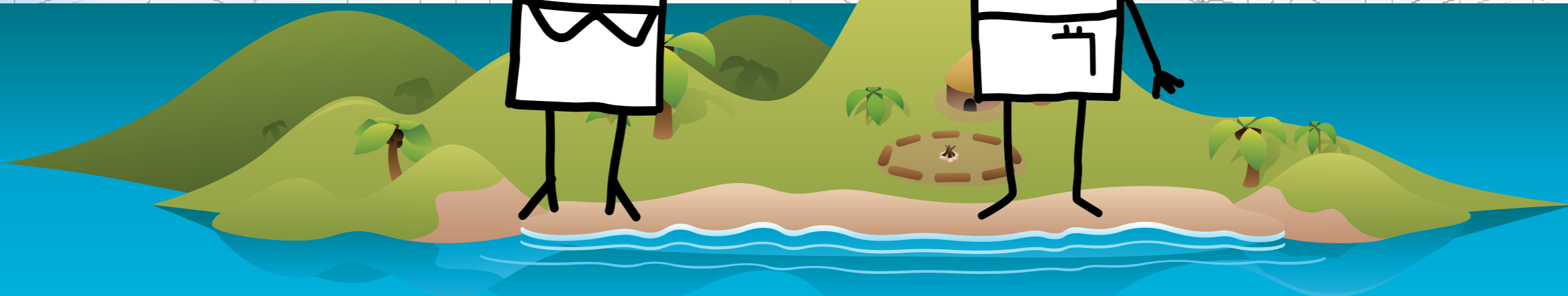
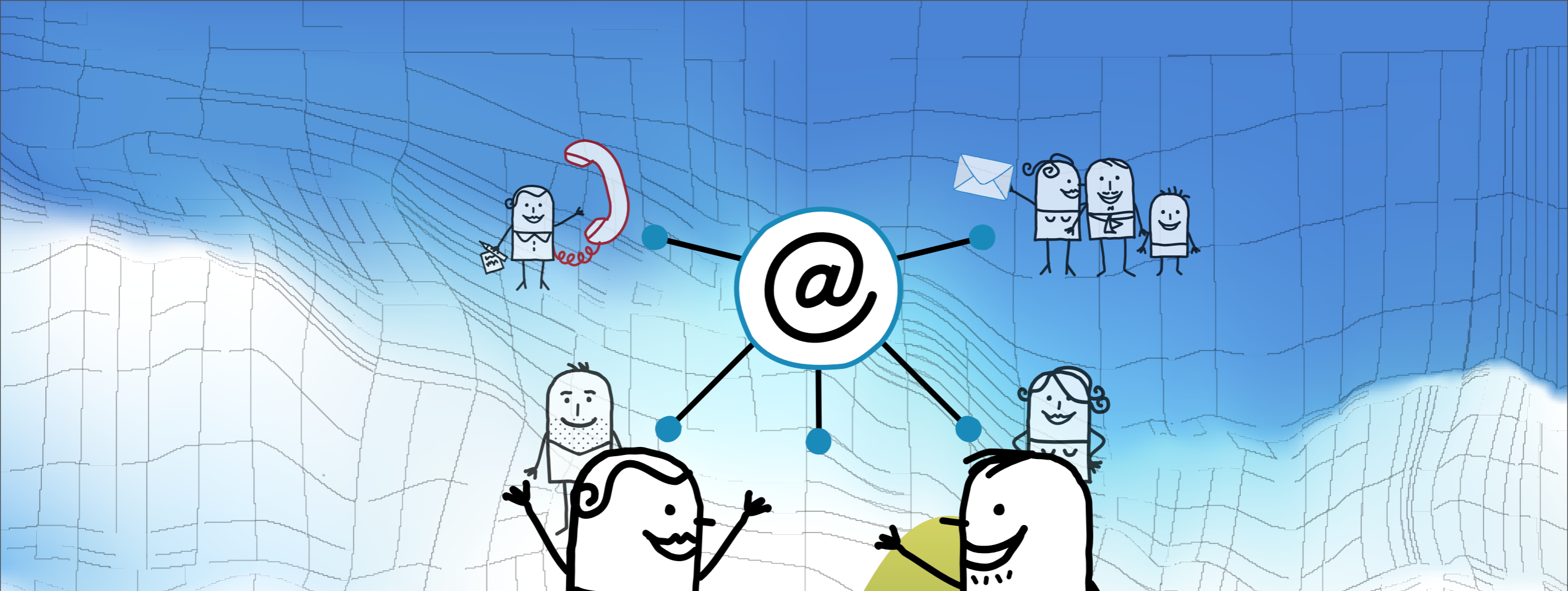
Adding rich friend-finding to your web site

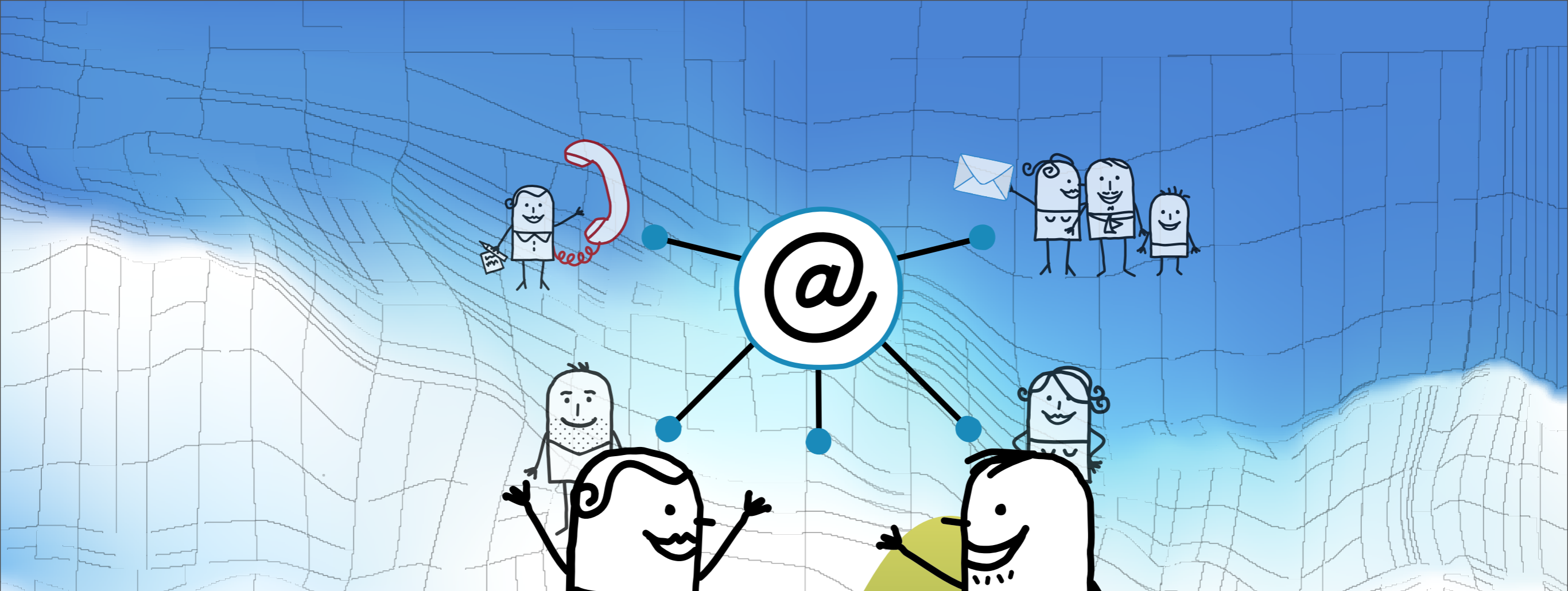
Adding rich friend-finding to your web site

- Let users claim (and verify) multiple e-mail addresses, URLs, and account profiles
 - Use Social Graph API (fme=1) and webfinger to expand the list with existing public profile links on the web
 - Link each external identifier to the local user account
 - Give users a “i’m findable by this identifier” box for each one

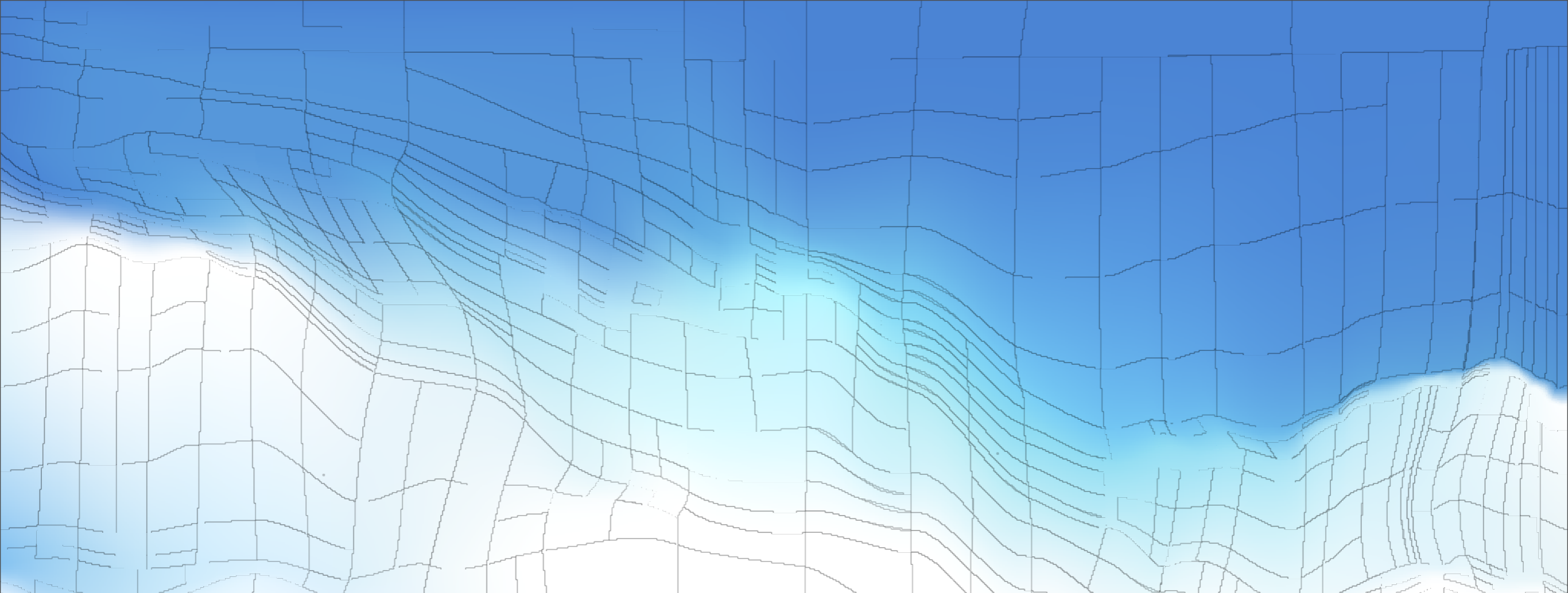
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- Access user’s contacts / friend-lists via OAuth APIs
 - For each friend’s identifier (email, username, etc.), look up up against all the discoverable identifiers for your users
 - Repeat regularly so users have an up-to-date list



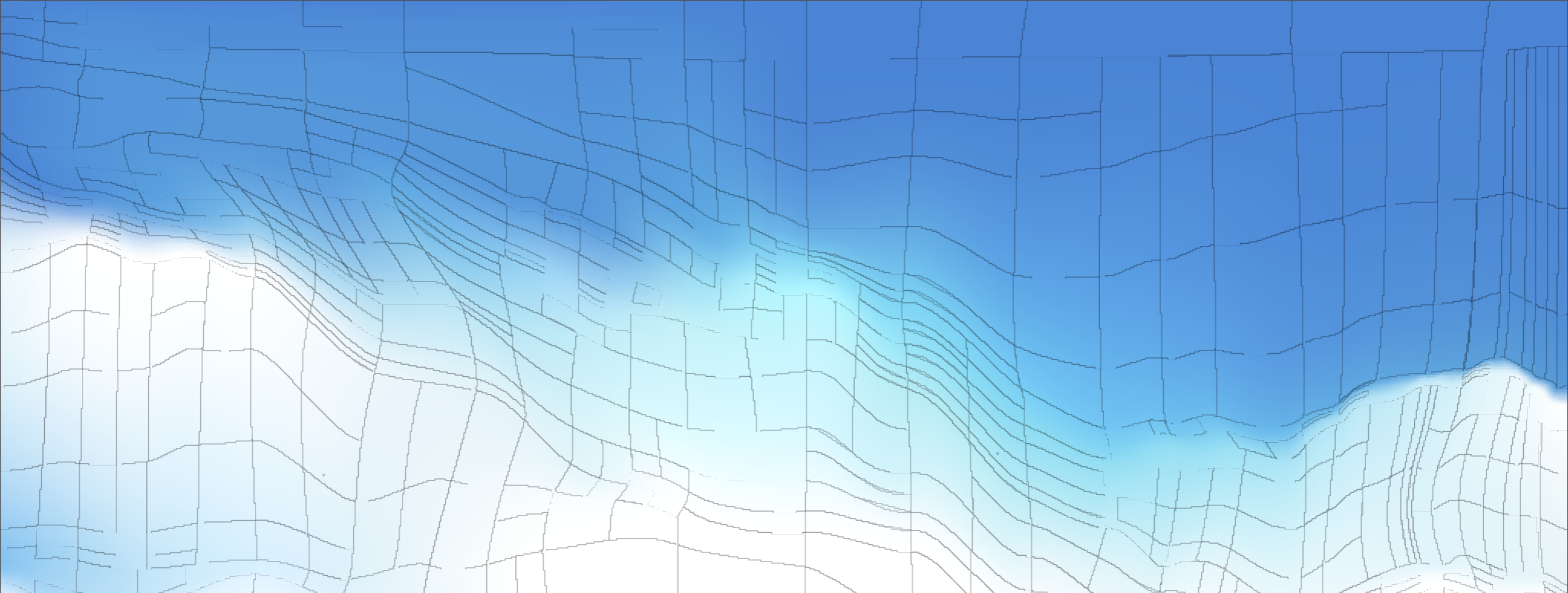


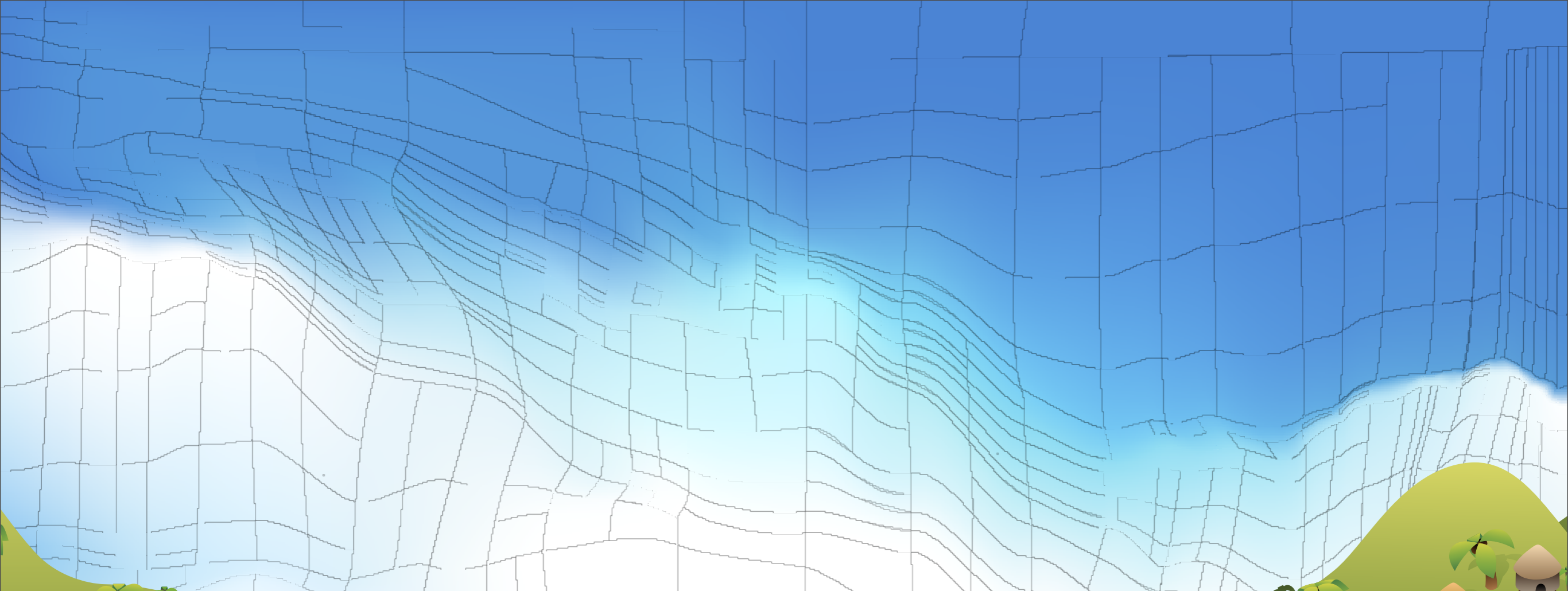




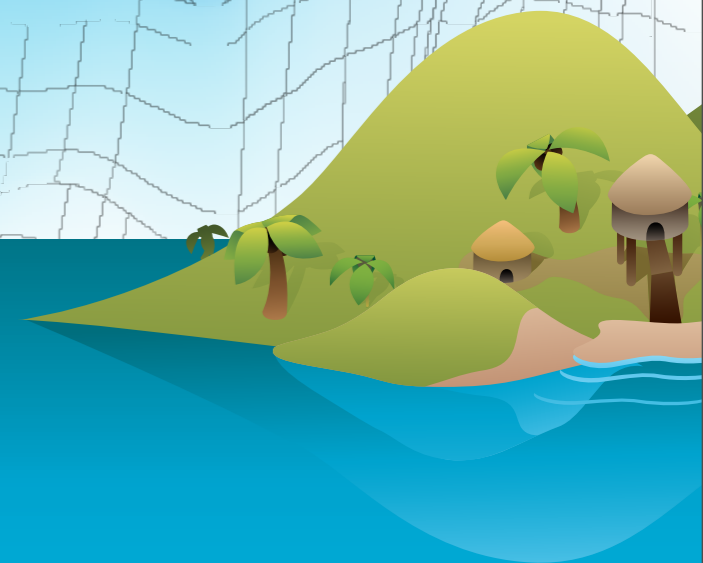
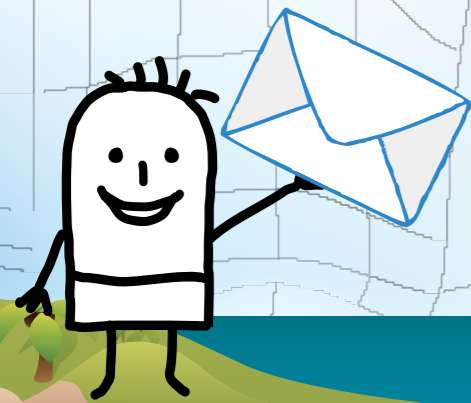
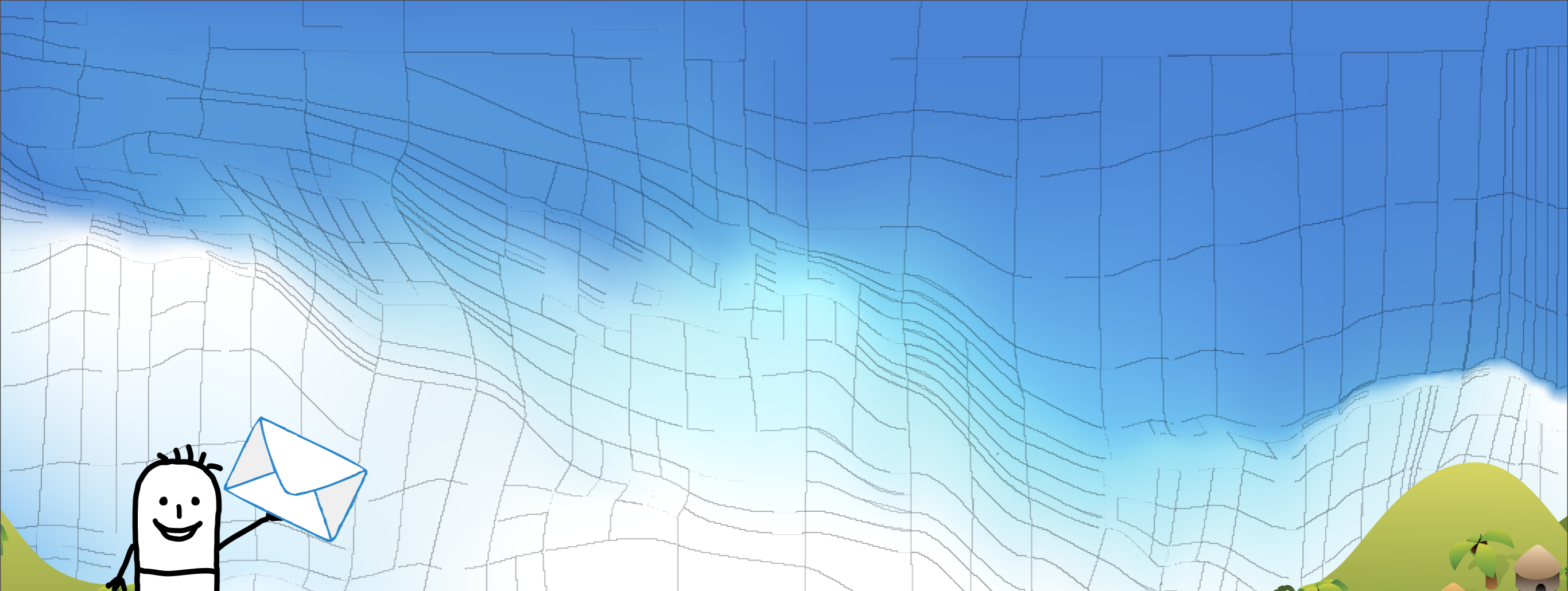
Chapter 3: Keeping in touch and sharing



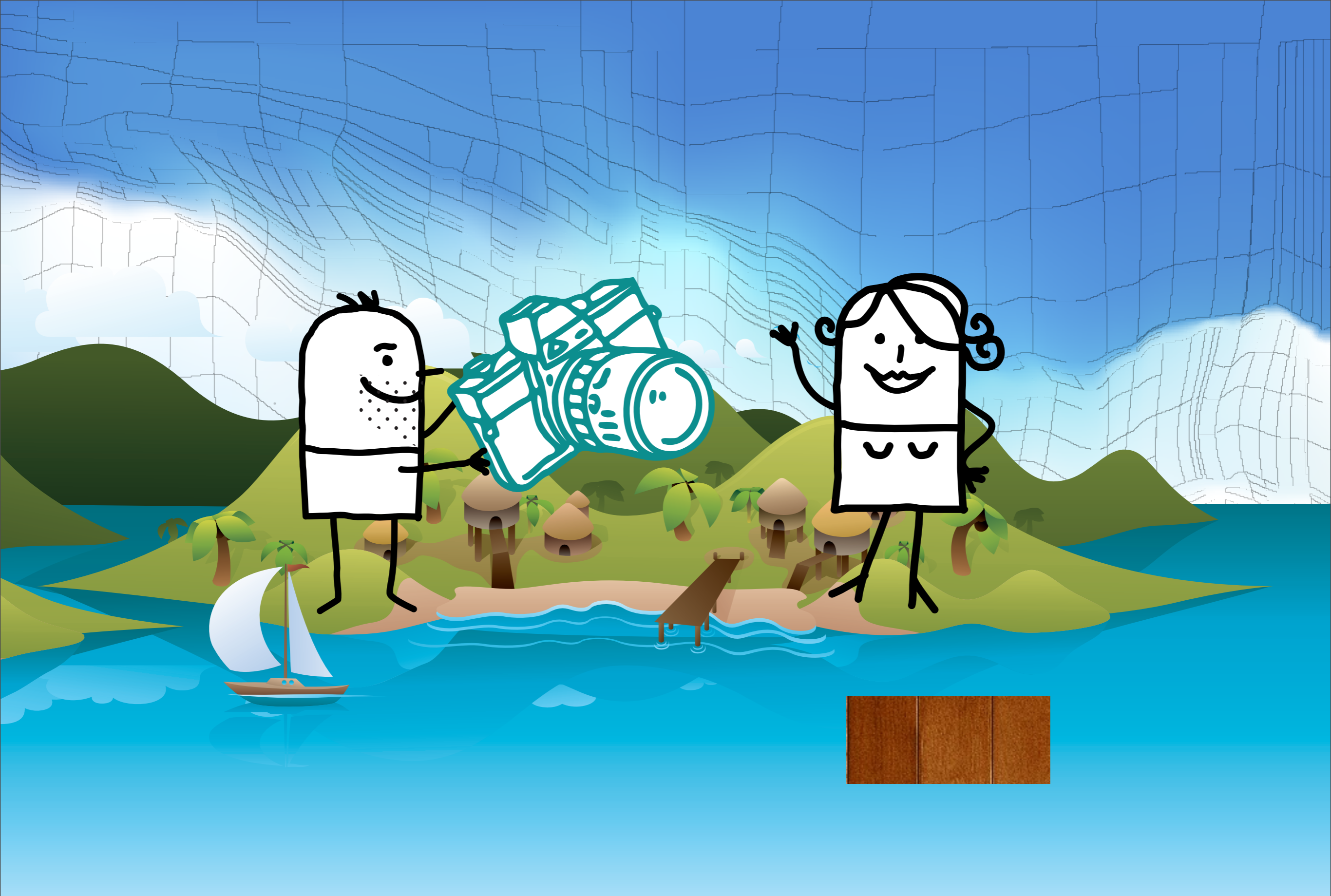


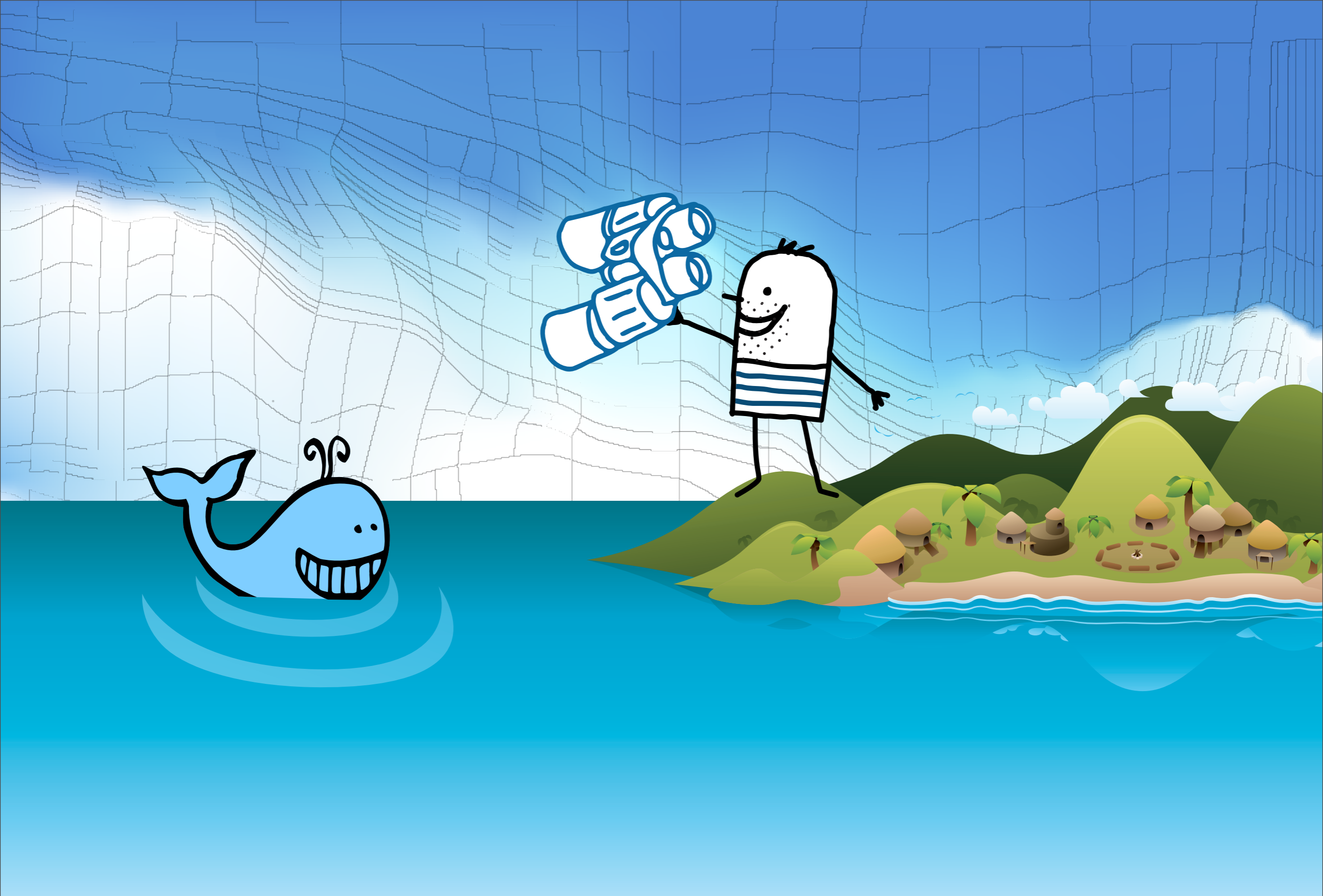


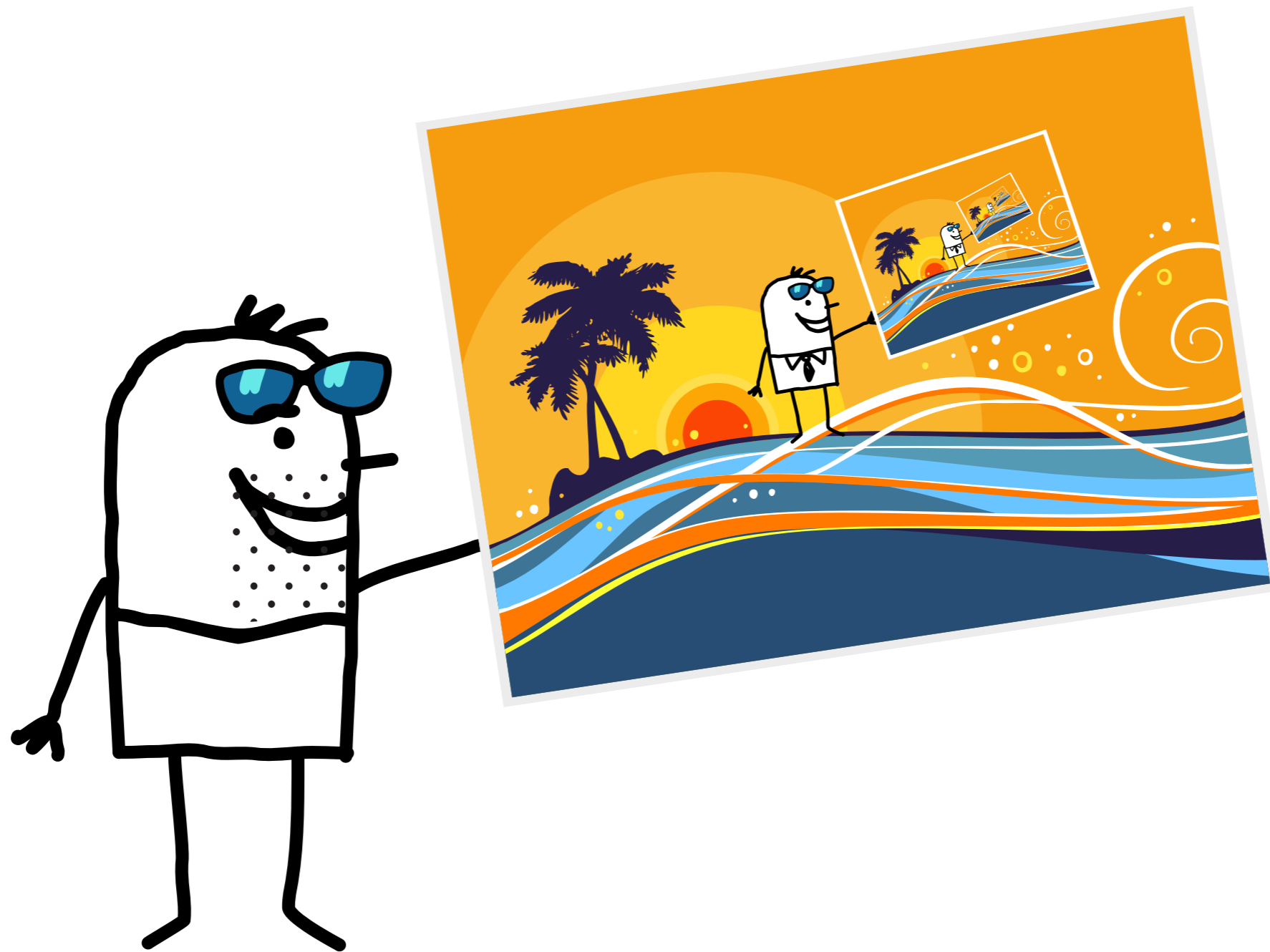
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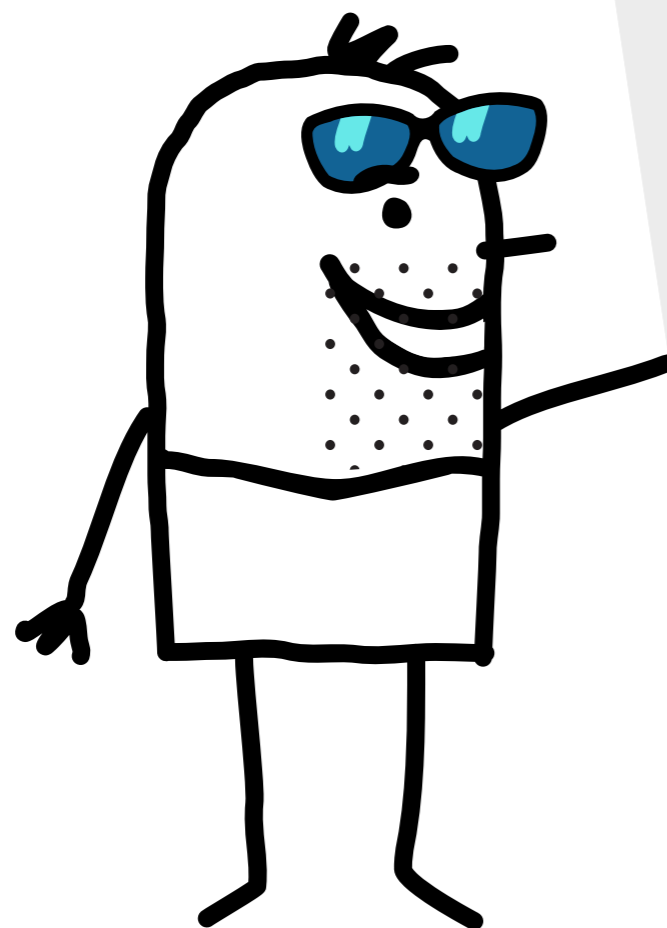


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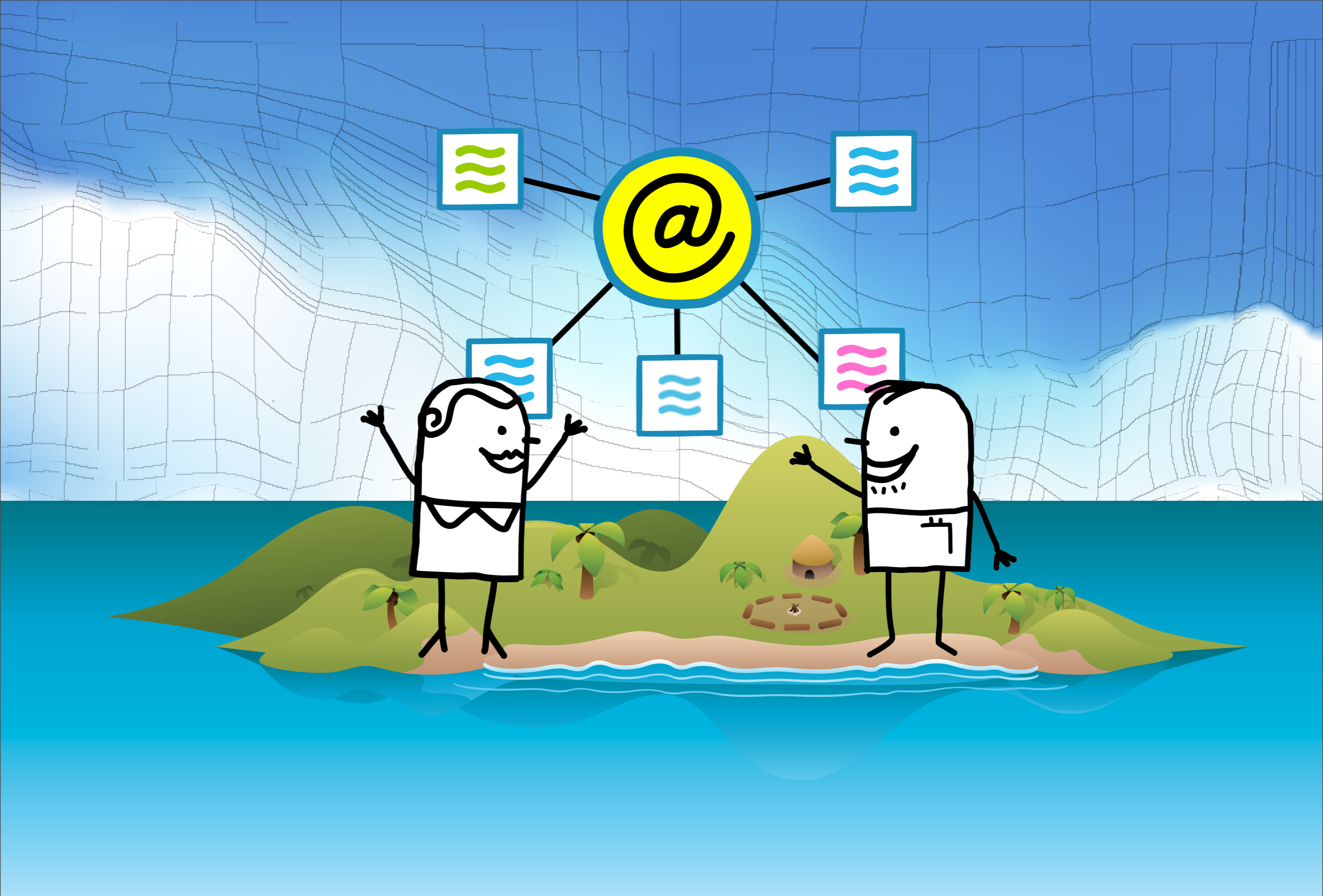
DEAR KATE,

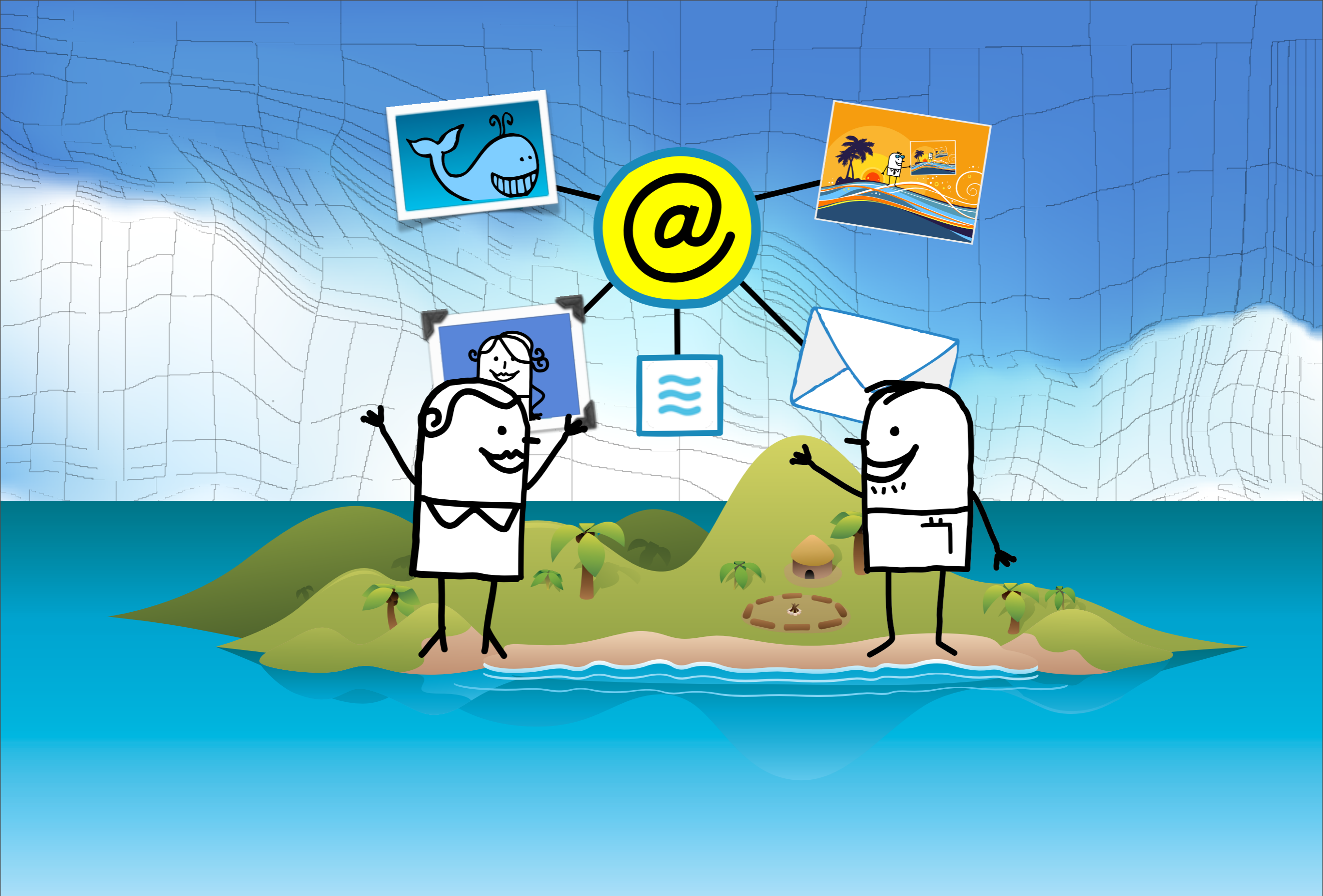
JOHN IS THE
SMOKE MONSTER!

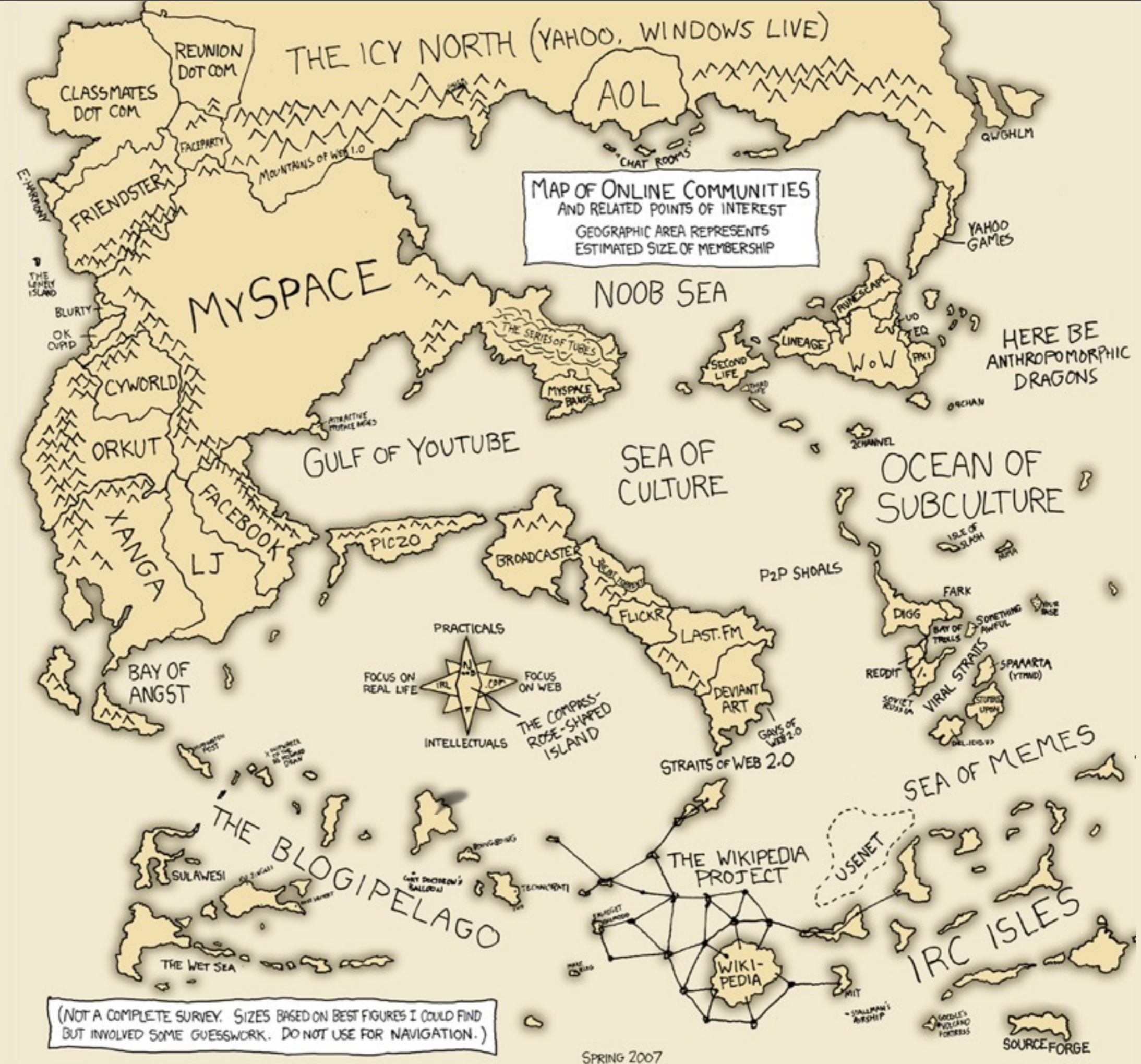
-JACK



KATE
HYDRA ISLAND
01209







(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)

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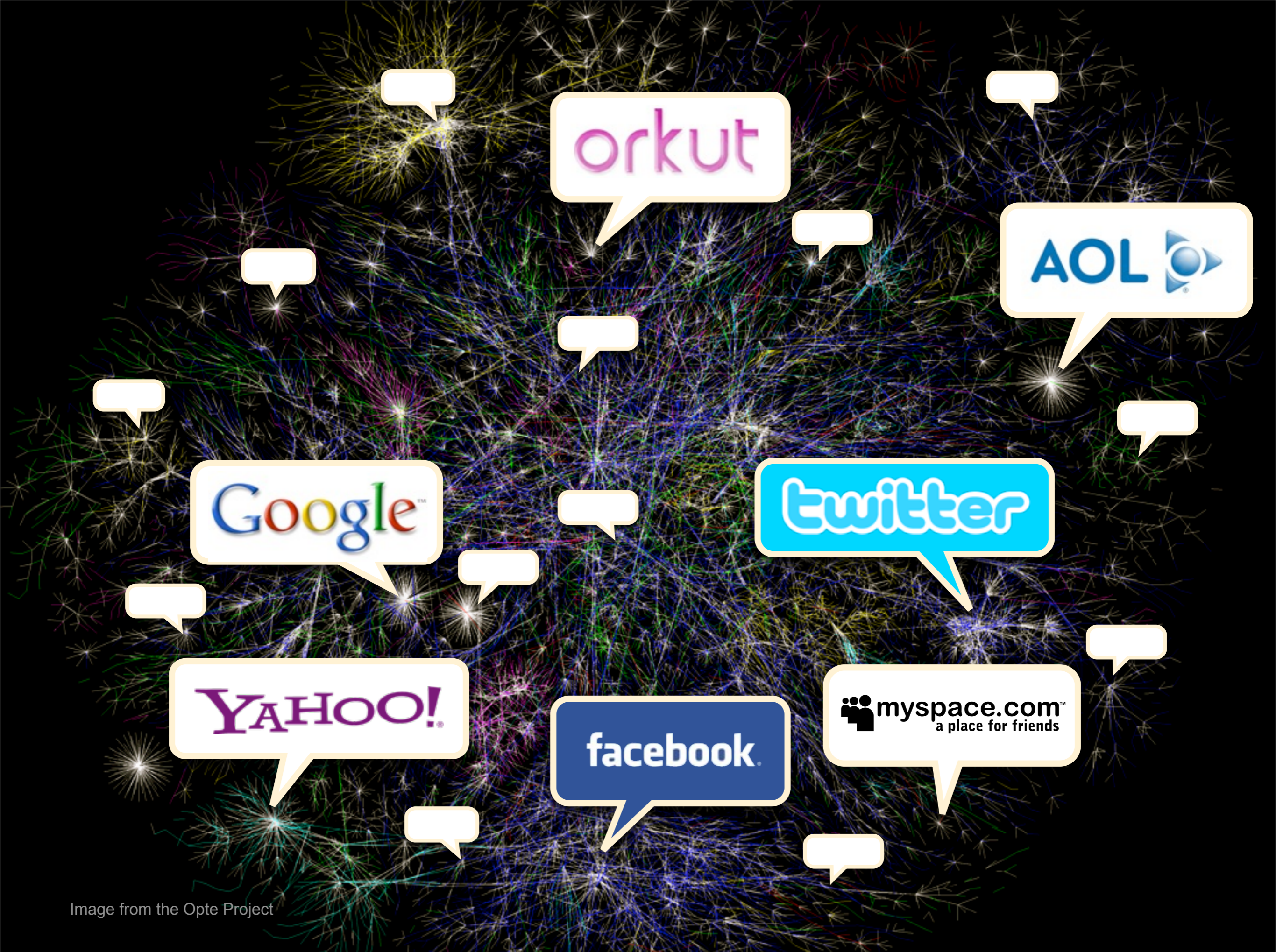


Image from the Opte Project

“Staying in touch” on the Social Web

Polling of RSS–encoded activities from every site... leads to:

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Polling of RSS–encoded activities from every site... leads to:

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...and every site does it a bit differently (if at all)
- Slow propagation of shared activity across sites
...and lots of wasted effort polling for updates
- Fragmented conversations around shared content
...hard to keep track of what your friends are saying



Bad for users
Bad for developers



Good news!

You can share and consume rich activity data in real-time!

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- Annotate your feeds with rich, glorious metadata (ActivityStrea.ms)
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 - Hubs call you when feeds have new data
- Make users’ activities and replies “swim upstream” (Salmon)
 - Post replies back to original source (with permission)
 - Cross-site mentions pushed to mentionees

Demo

How do you build this?

Providing Webfinger

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- Publish per-user XRDs with links to per-user services and public data
 - Bootstraps other protocols by providing starting points
- Use `acct:` (or `http:`) URLs for machine-readable user IDs
 - Universally unique and discoverable

Webfinger Demo

Producing activities

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- Display the activity:generator for attribution
- Use Webfinger to discover additional information about actors

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- Use the `rel="hub"` link to subscribe to the feeds you consume
- Get updates pushed to you immediately instead of polling

Being a Salmon Stream

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 - Add a `<link rel='salmon'>` in feeds you produce
 - Point at a Salmon endpoint that accepts POSTs
 - Add a comment when you see a salmon

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 - Add a `<link rel='salmon'>` in feeds you produce
 - Point at a Salmon endpoint that accepts POSTs
 - Add a comment when you see a salmon
- For mentions:
 - Add a `<link rel='salmon'>` to each user's Webfinger data pointing to your endpoint
 - Tell user when you see a salmon mention

Sending Salmon Comments Upstream

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- Look for link rel='salmon' in feeds you consume, remember for later

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- When users comment, POST the comment back to the Salmon endpoint
- Sign comments via Salmon's Magic Signatures
 - Publish public keys for users via Webfinger
- Ensure users understand where their comments are going

Sending Salmon Mentions

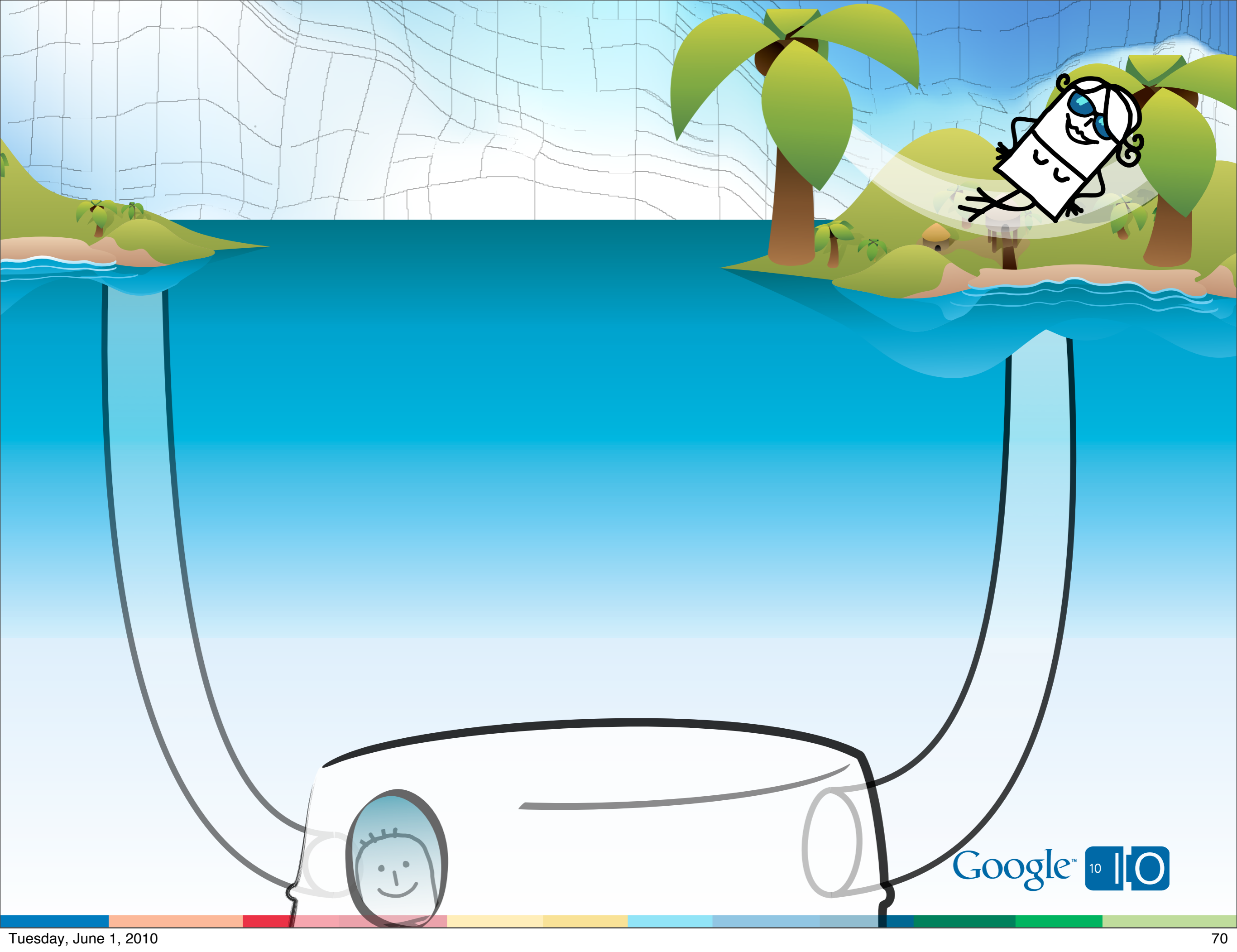
Sending Salmon Mentions

- When you see a mention, perform Webfinger discovery on the ID

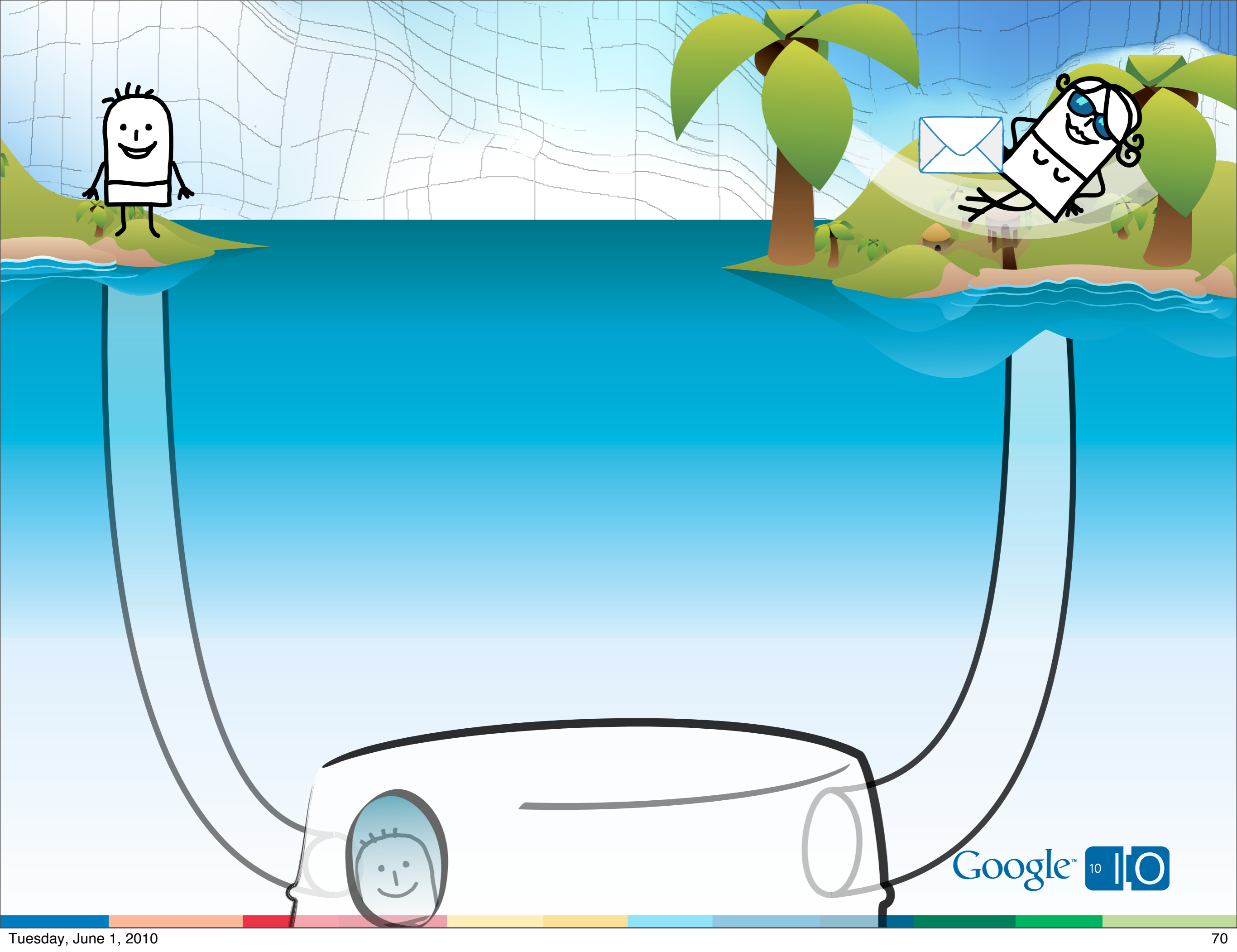
Sending Salmon Mentions

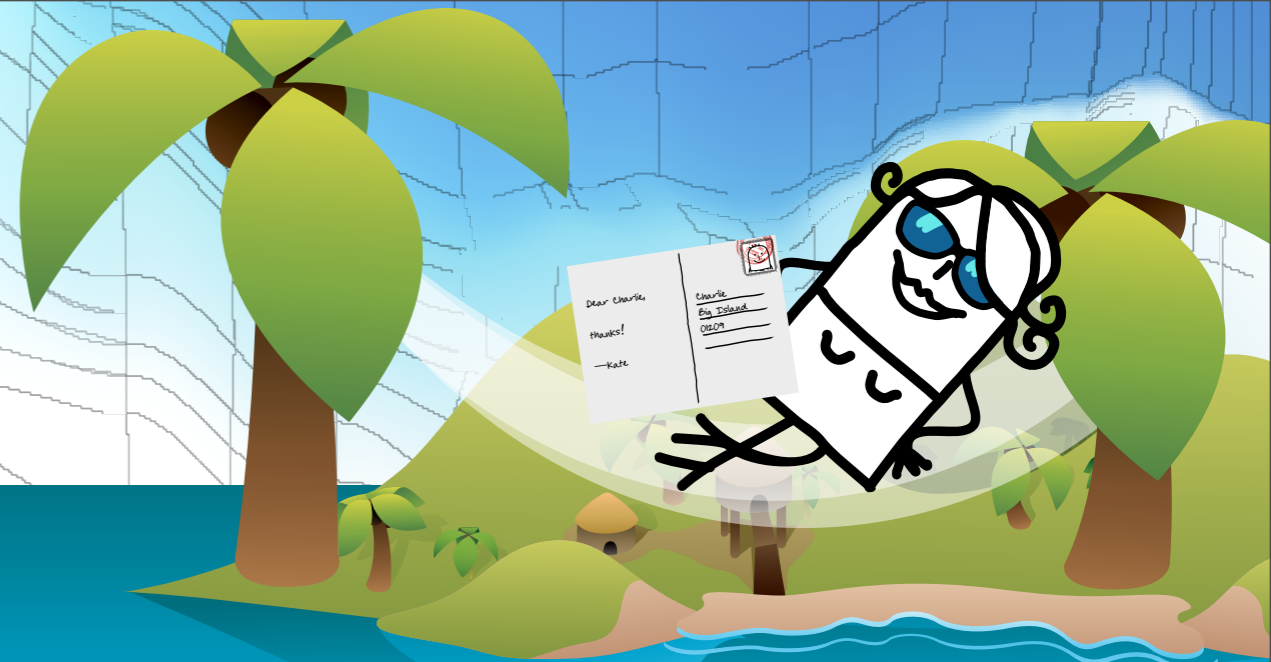
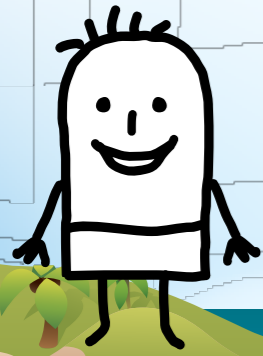
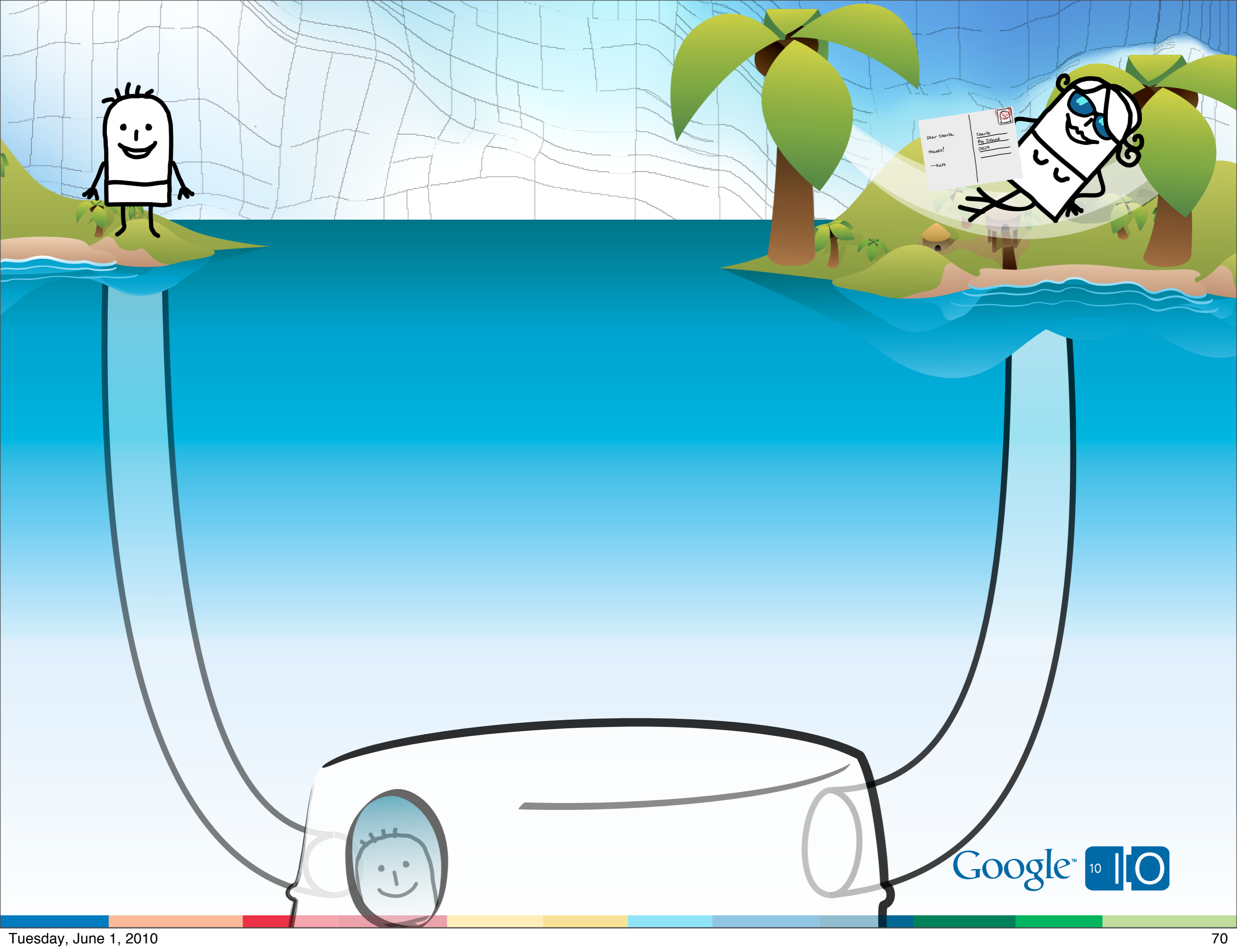
- When you see a mention, perform Webfinger discovery on the ID
- If there's a `<rel='salmon'>` link in the XRD, POST the mention there

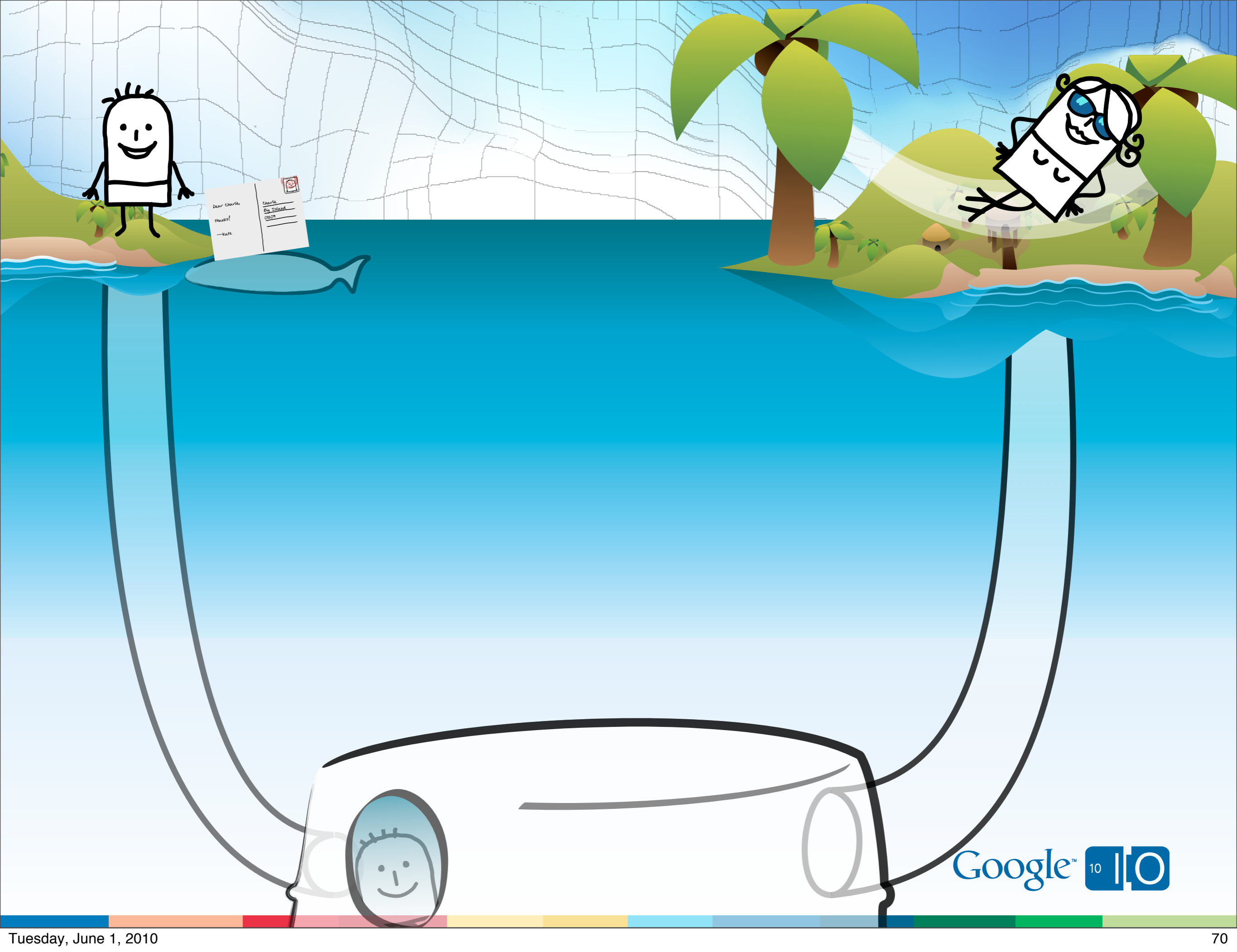
Salmon Activity Example



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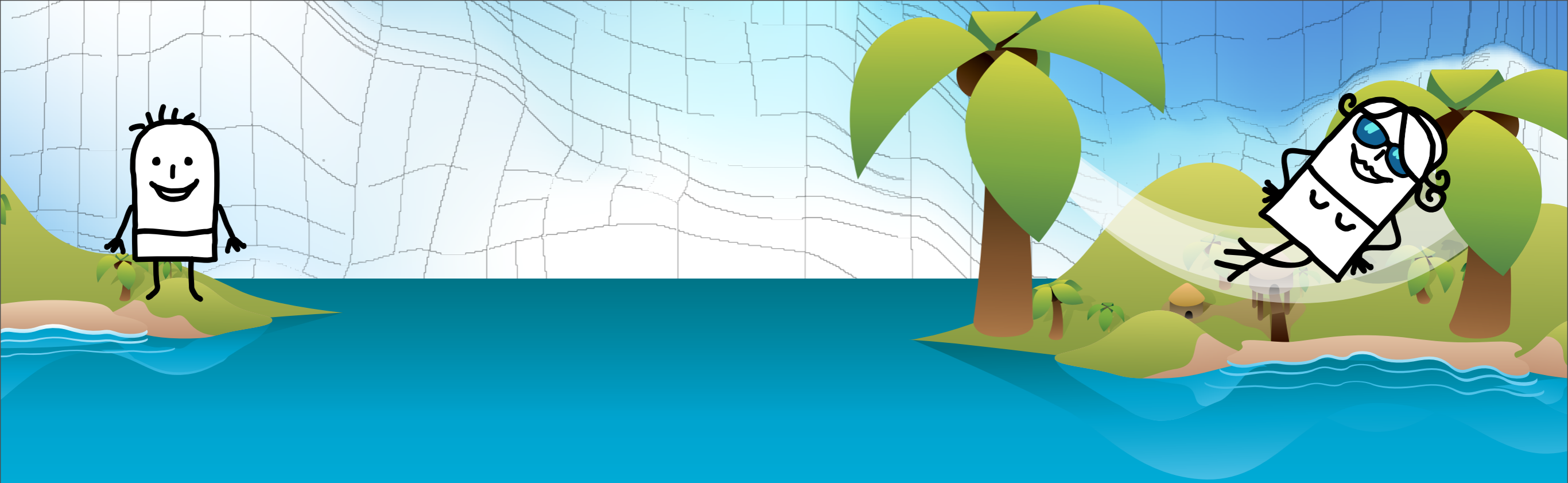


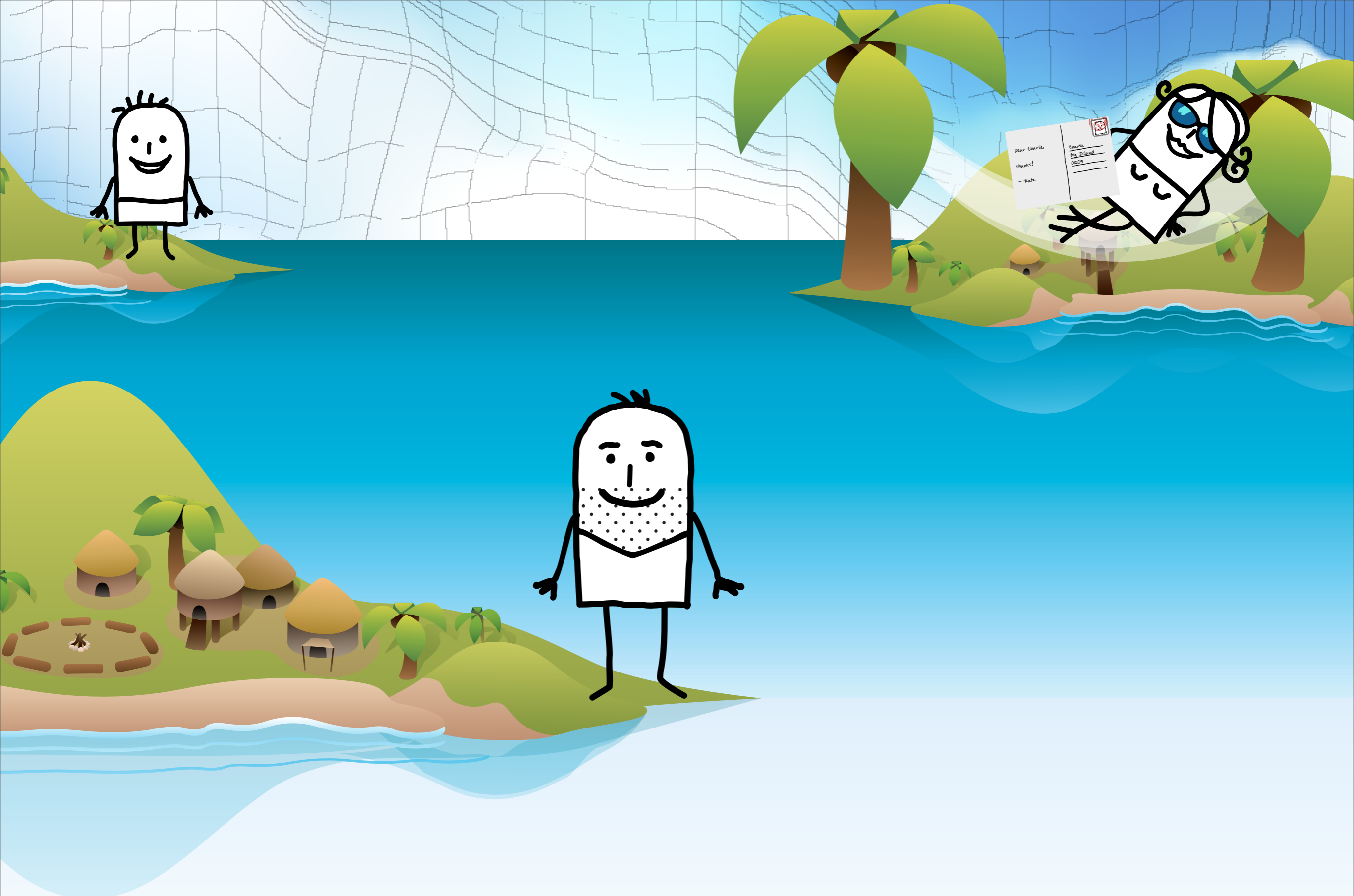


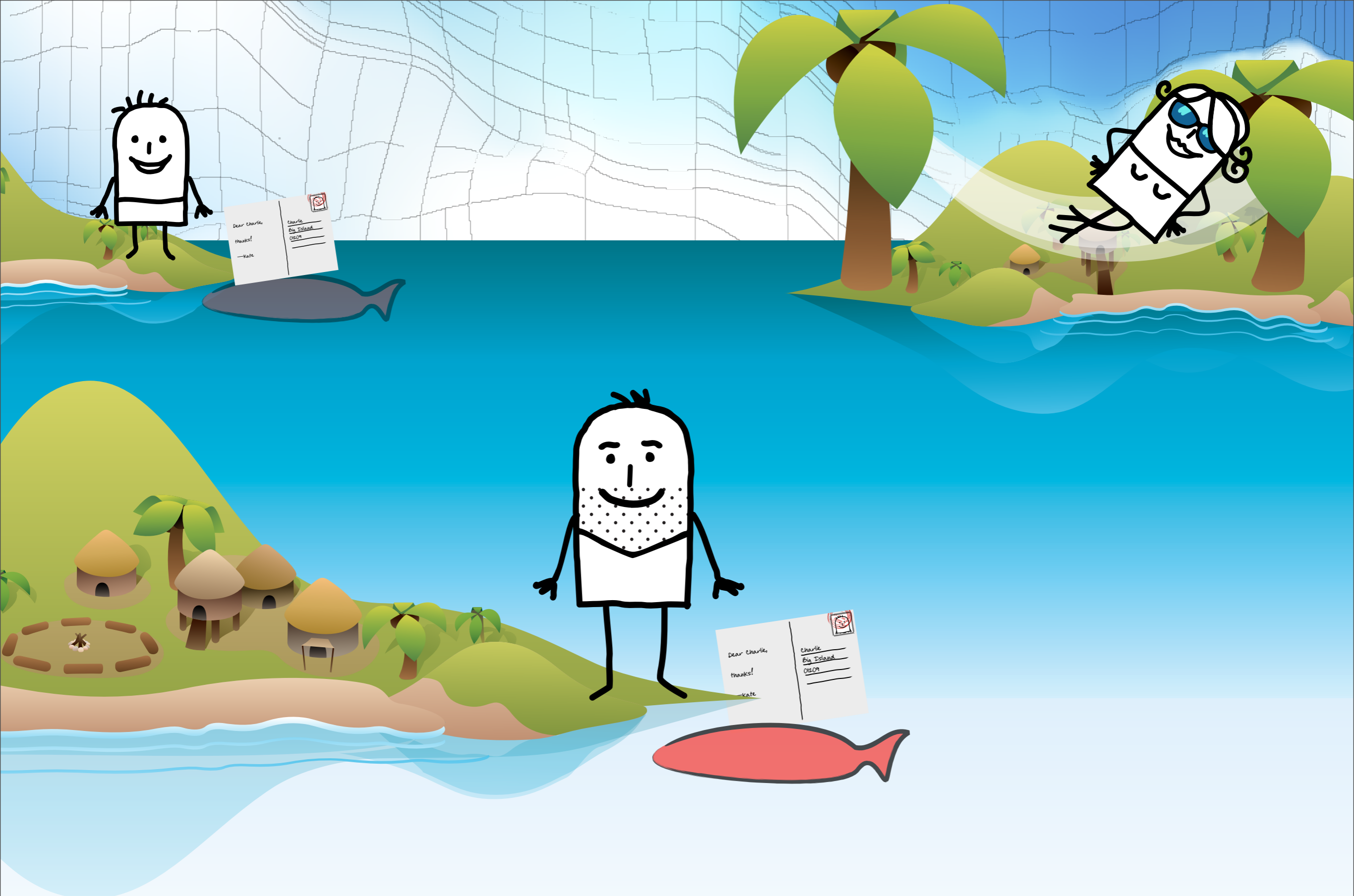


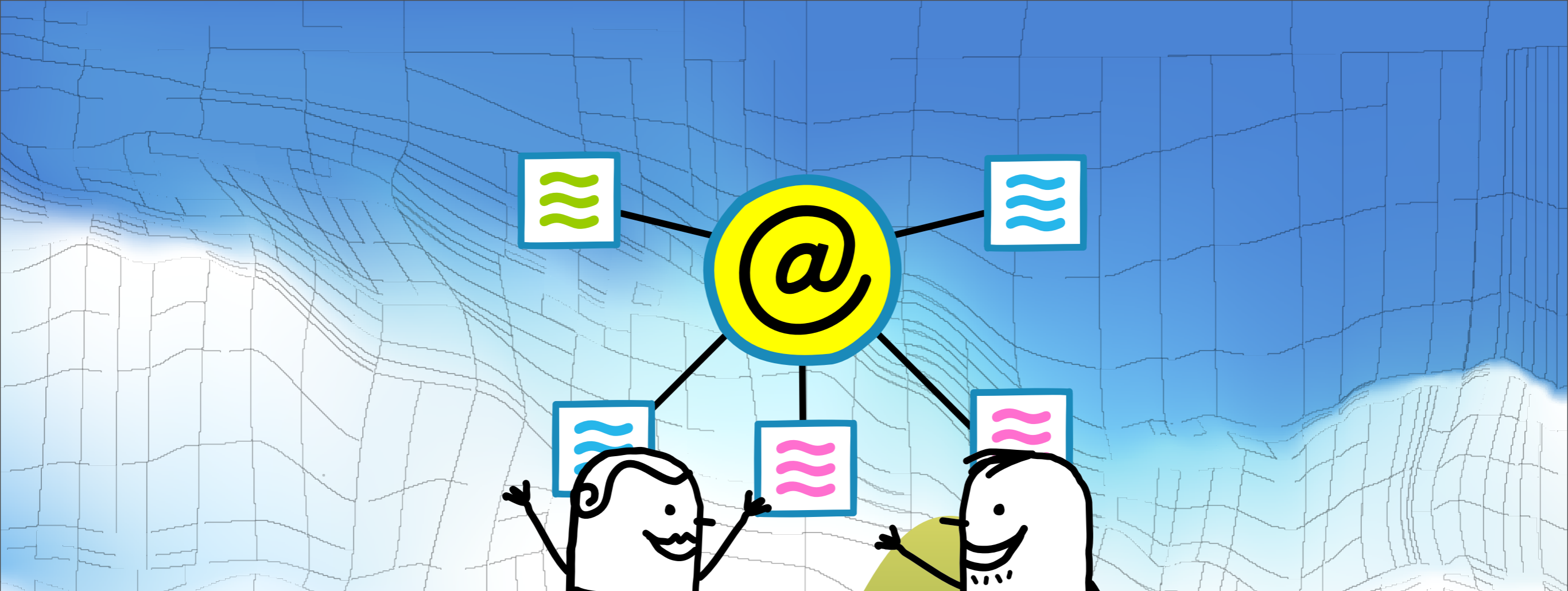
Dear Charlie
Thanks!
-Kate

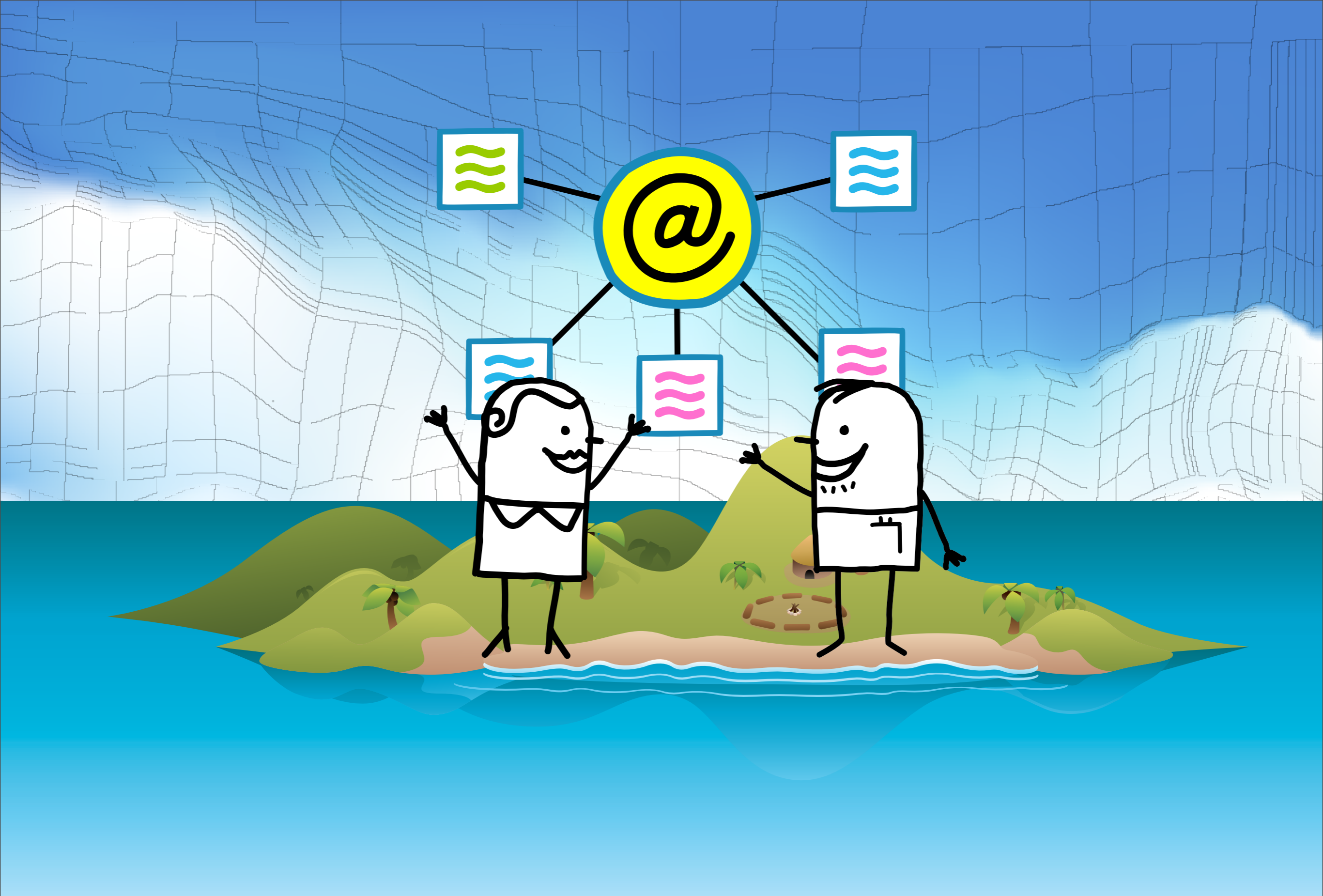
Charlie
Big Island
Oahu





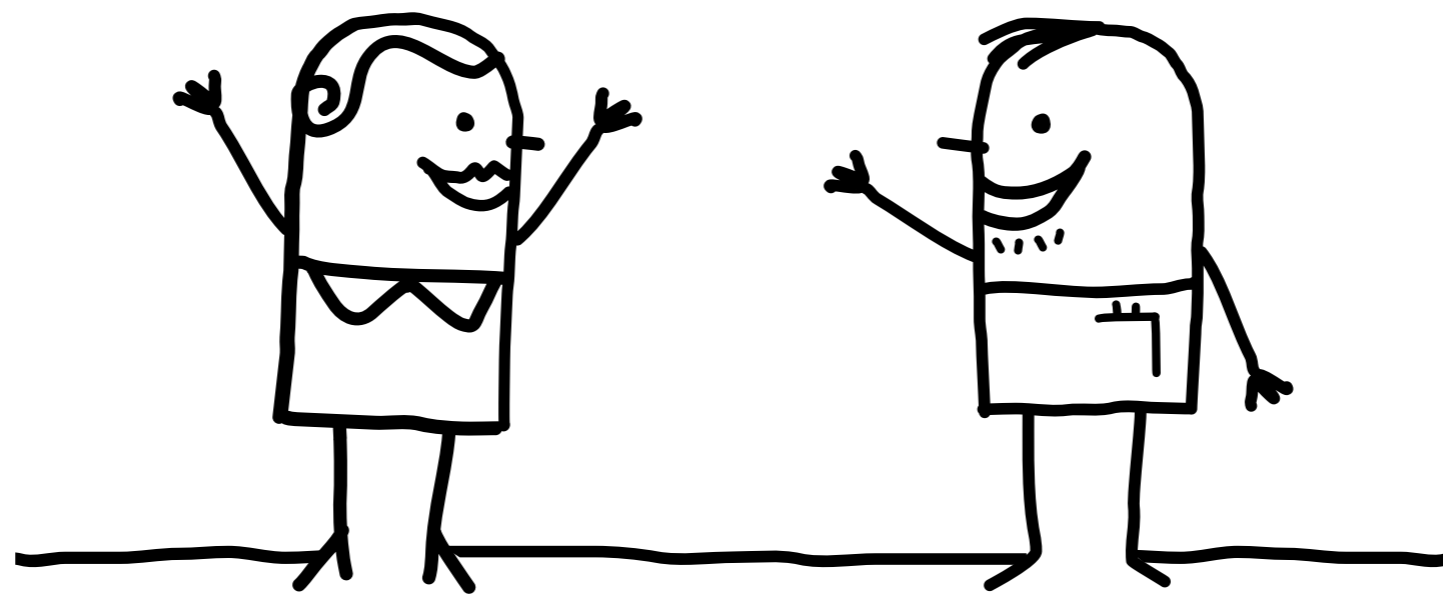


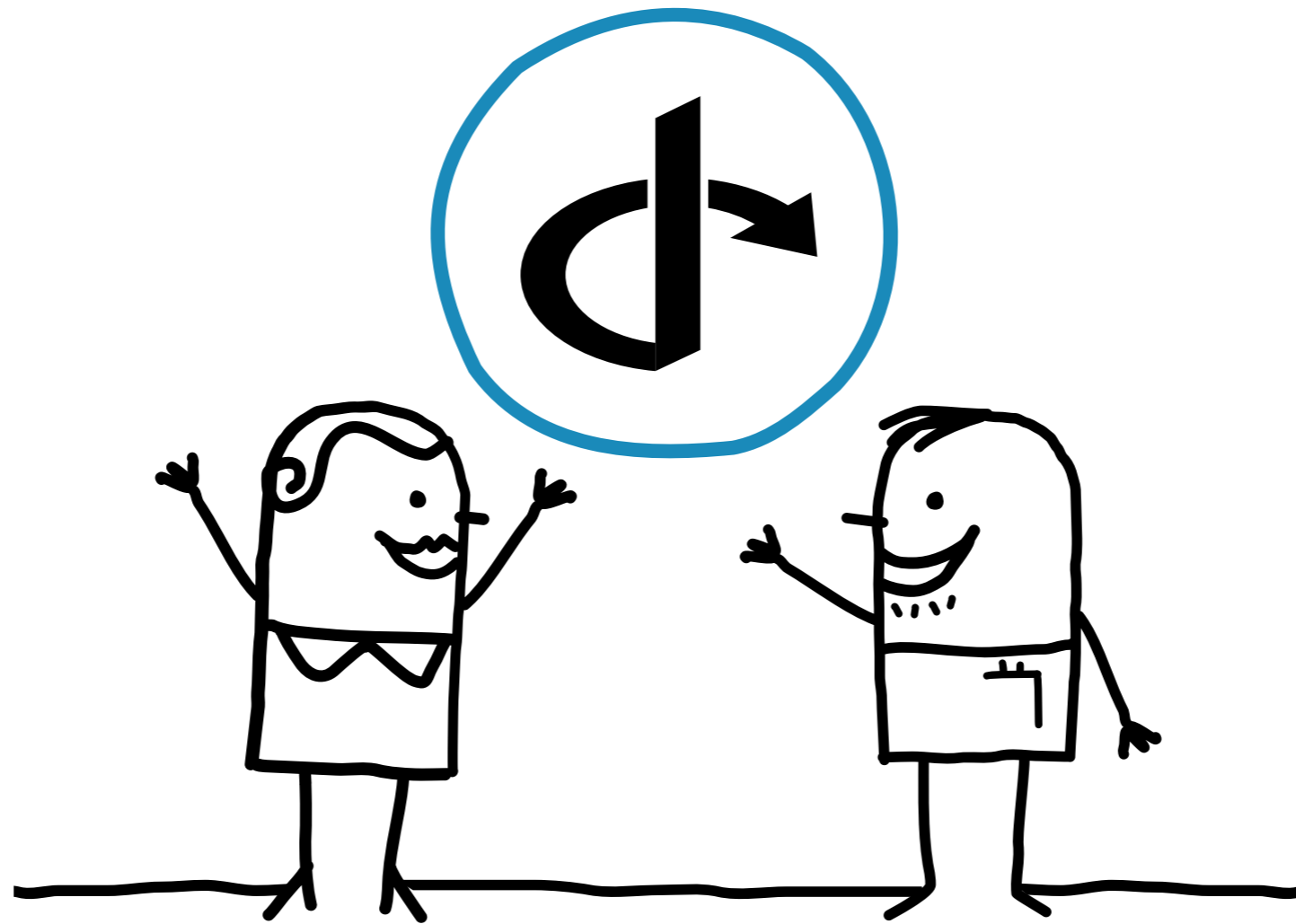


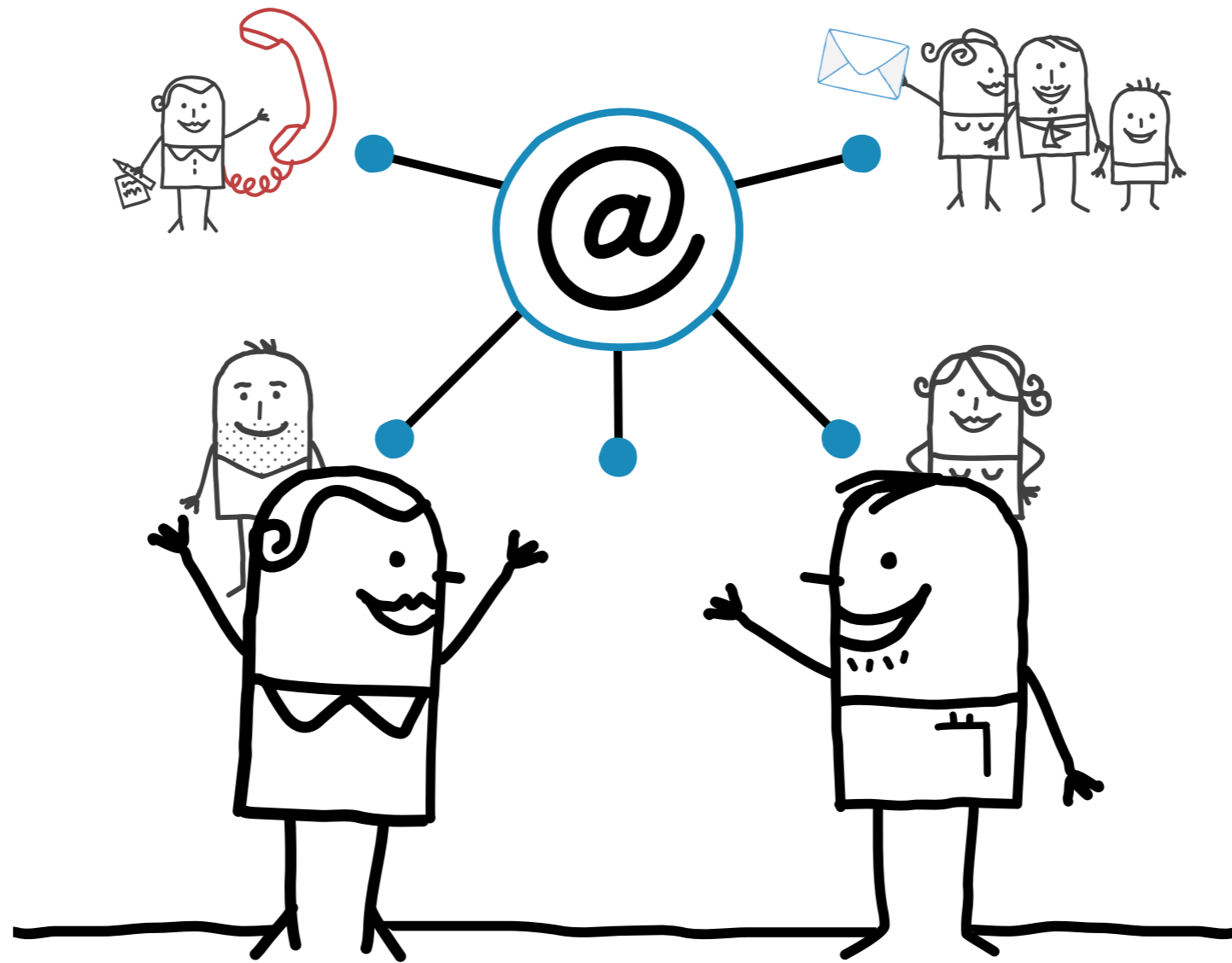


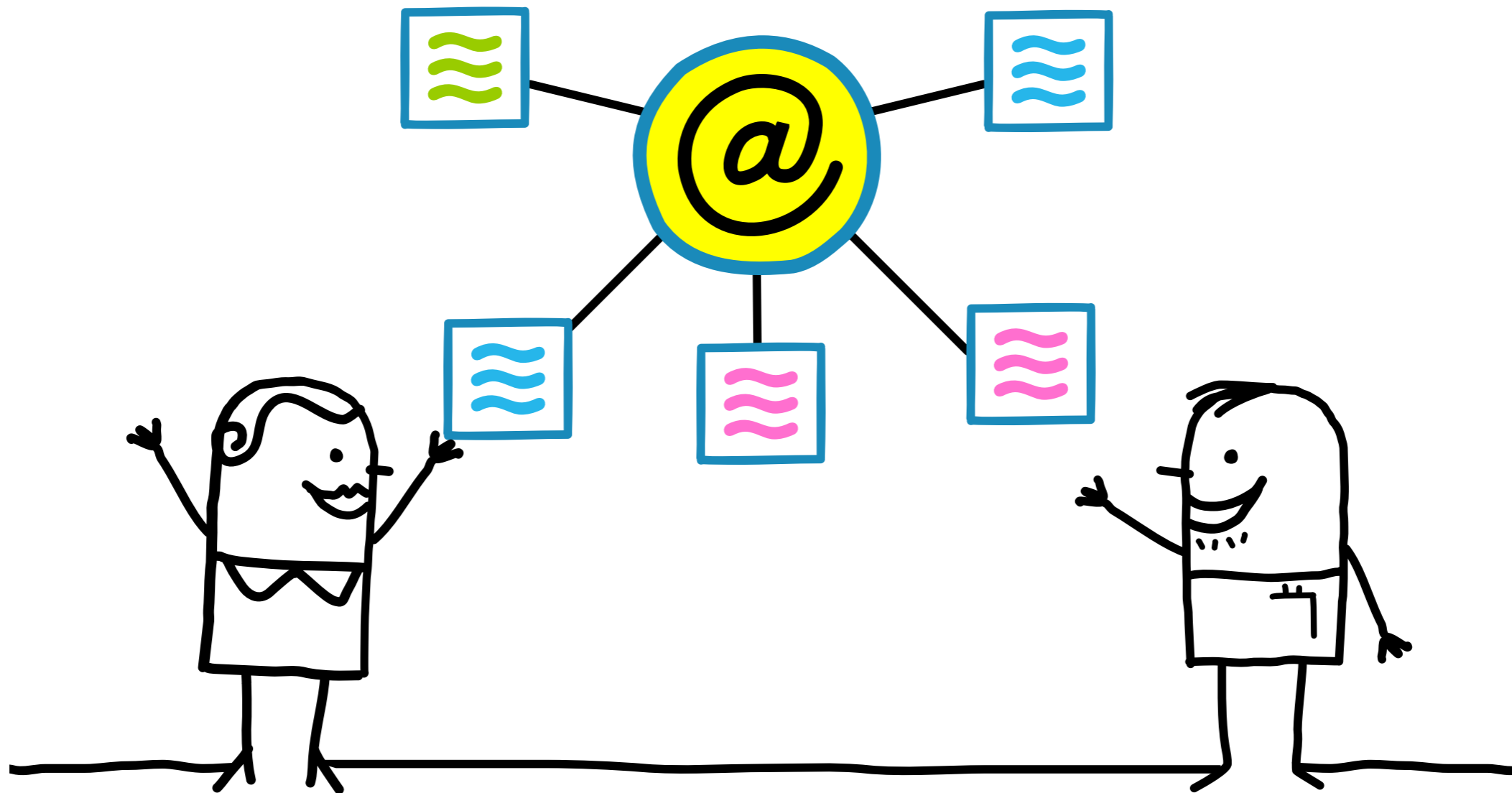


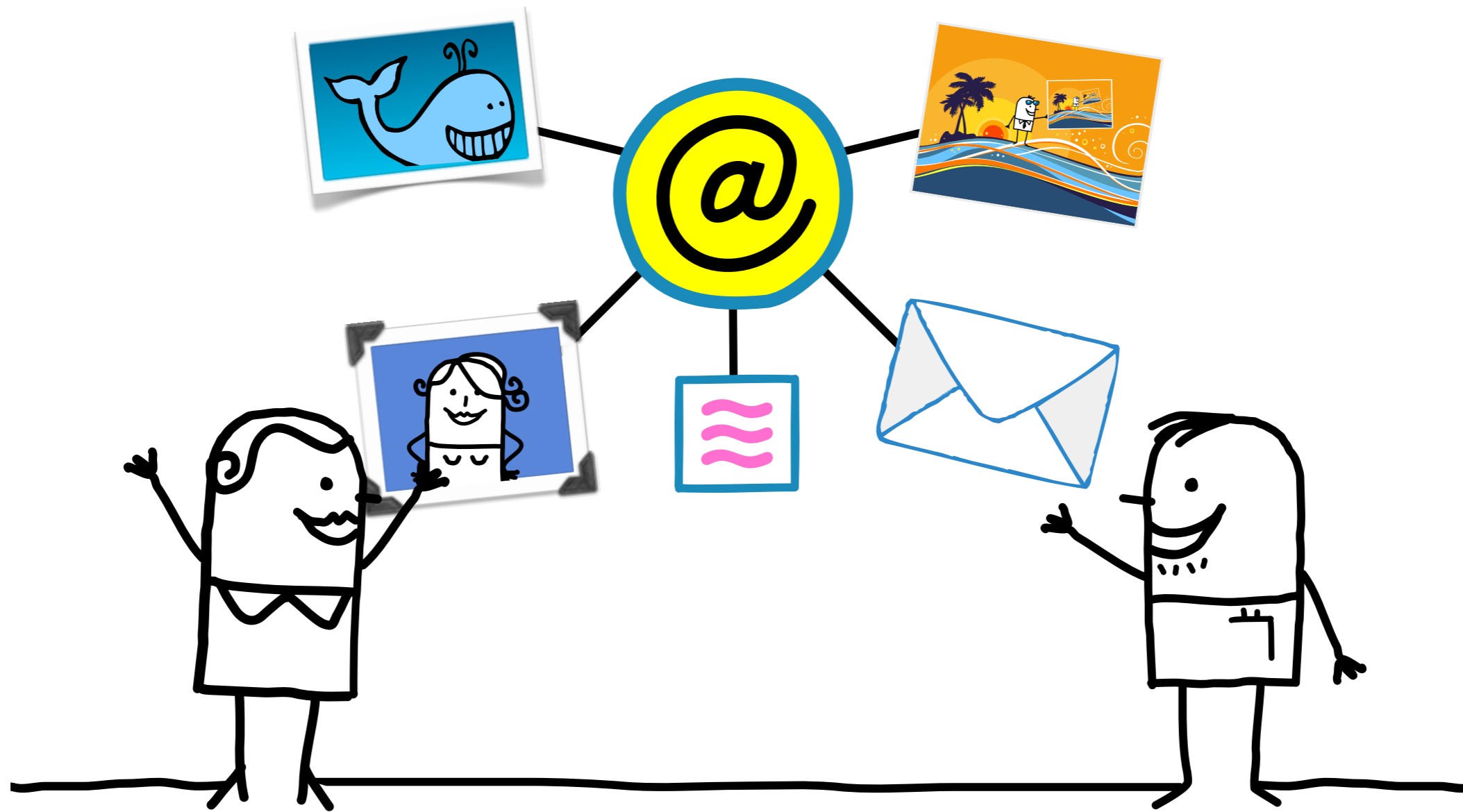
...happily ever after

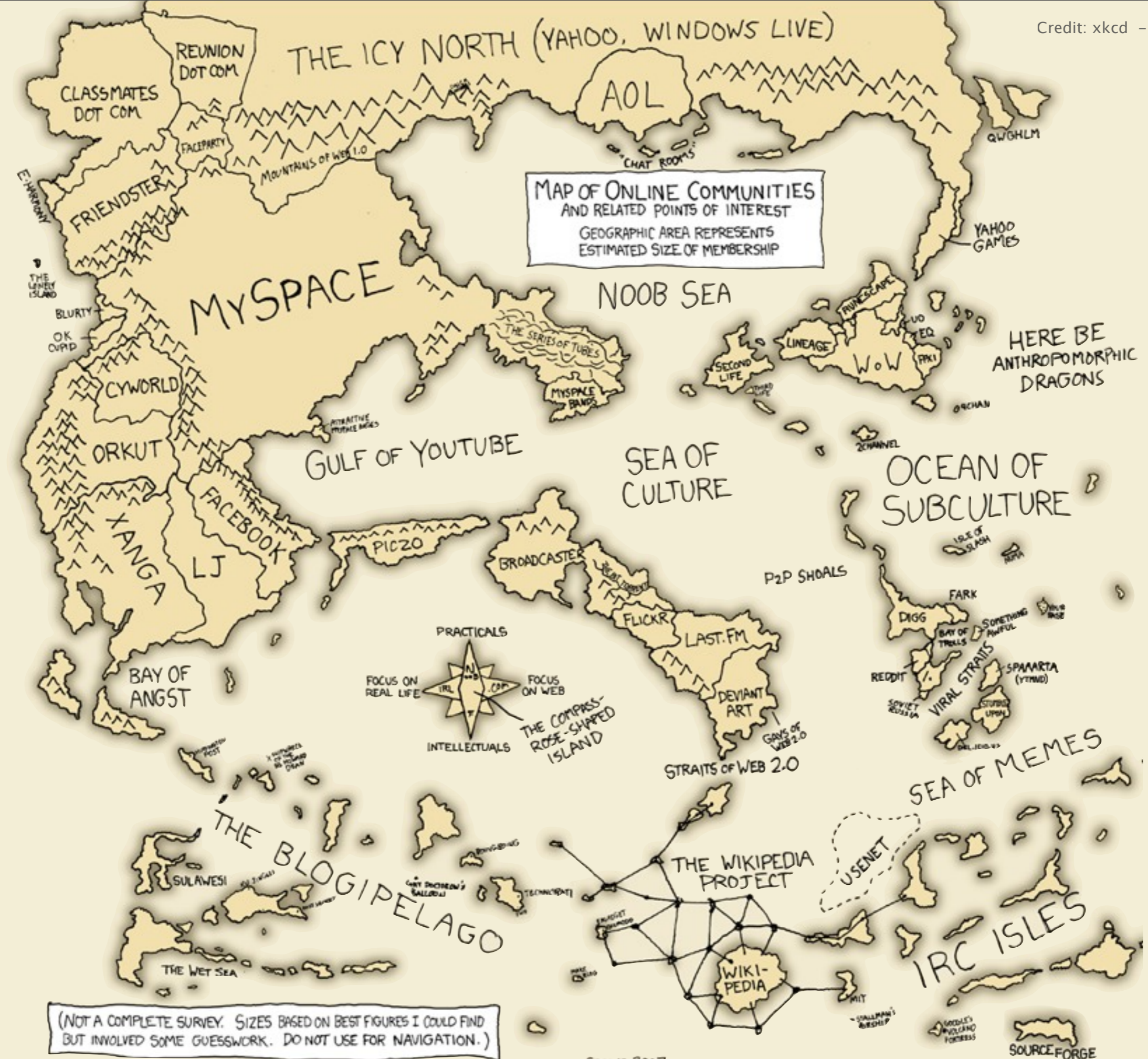












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Learn more...

- Signing up with an existing account (OpenID + OAuth)
 - <http://googleblog.blogspot.com/2009/11/cutting-back-on-your-long-list-of.html>
 - <http://www.puffypoodles.com/> (demo / code)
- XAuth
 - <http://xauth.org/info/>
 - <http://meebo.com/xauth> (demo)
- Social Graph API
 - <http://code.google.com/apis/socialgraph>
- Webfinger
 - <http://webfingerclient-dclinton.appspot.com/> (demo)
 - <http://code.google.com/p/webfinger/> (spec)
- Portable Contacts
 - <http://portablecontacts.net>

Learn [even] more...

- Activity Streams
 - <http://activitystrea.ms/> (main site)
- PubSubHubbub
 - <http://code.google.com/p/pubsubhubbub/> (main site / code / spec)
 - <http://pubsubhubbub.appspot.com/> (open hub / demo)
- Salmon and Magic Signatures
 - <http://www.salmon-protocol.org/> (main site)
 - <http://salmon-playground.appspot.com/magicsigdemo> (demo)
 - <http://atollia.appspot.com/> (demo)
- Extensible Resource Discovery
 - <http://bit.ly/xrdspec> (spec)

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