

Google™



Surf The Stream: Google Buzz, Location, and Social Gaming

Timothy Jordan & Bob Aman
May 20th, 2010



Join the discussion on Google Wave:
bit.ly/buzzbingowave

#buzzbingo

Buzz Bingo

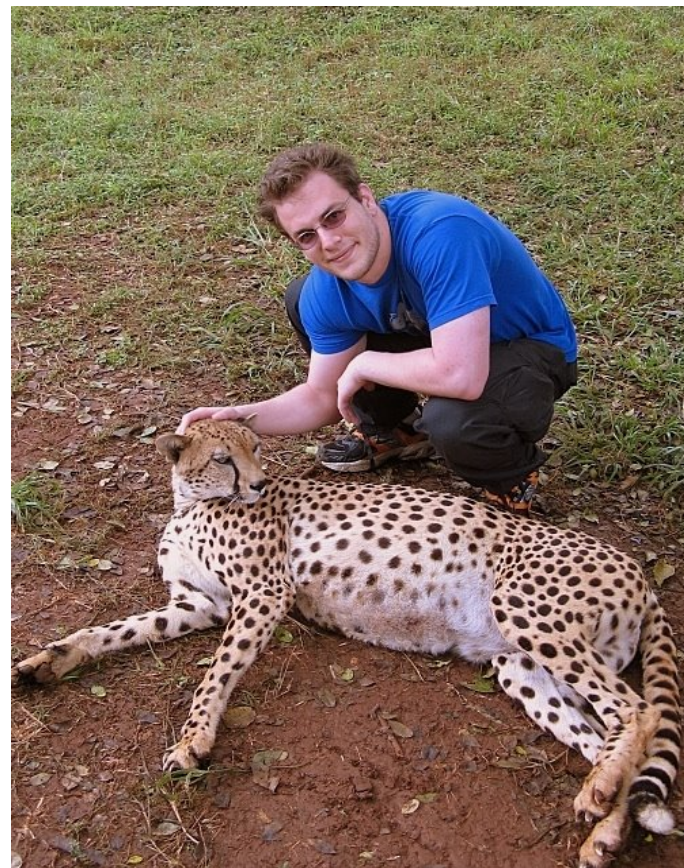
buzz-bingo.appspot.com



Timothy Jordan
Developer Advocate

 buzz.timothyjordan.com

 [@timothyjordan](https://twitter.com/timothyjordan)



Bob Aman
Developer Programs Engineer

 buzz.sporkmonger.com

 [@sporkmonger](https://twitter.com/sporkmonger)

Surf the Stream

Google Buzz, Location, and Social Gaming

- Conversational Web & Google Buzz
- Apps & Demos
 - ShareThis
 - Boxee
 - Buzz Bingo
- Growing the Google Buzz Ecosystem
- Answers & Questions

The Conversational Web & Buzz




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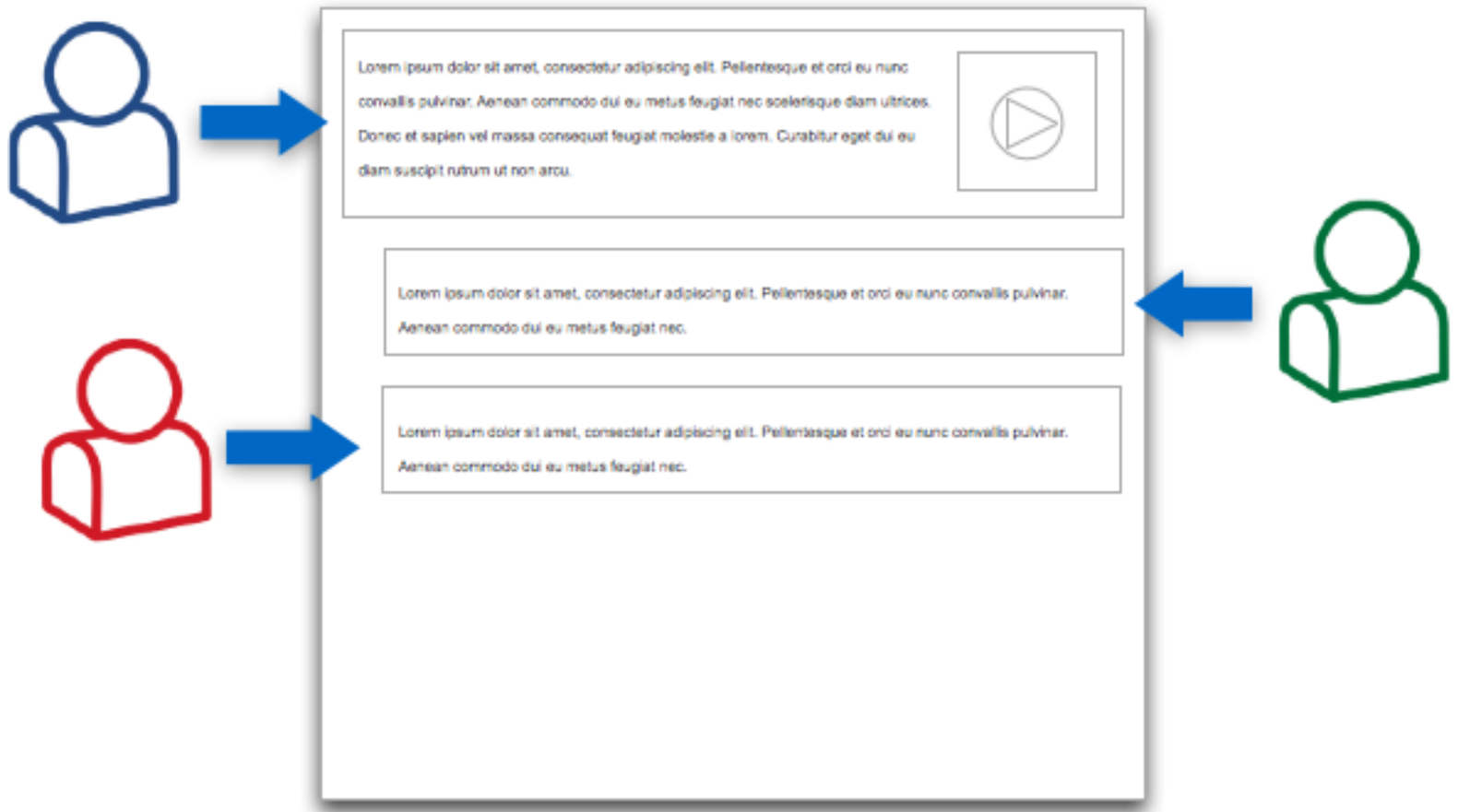


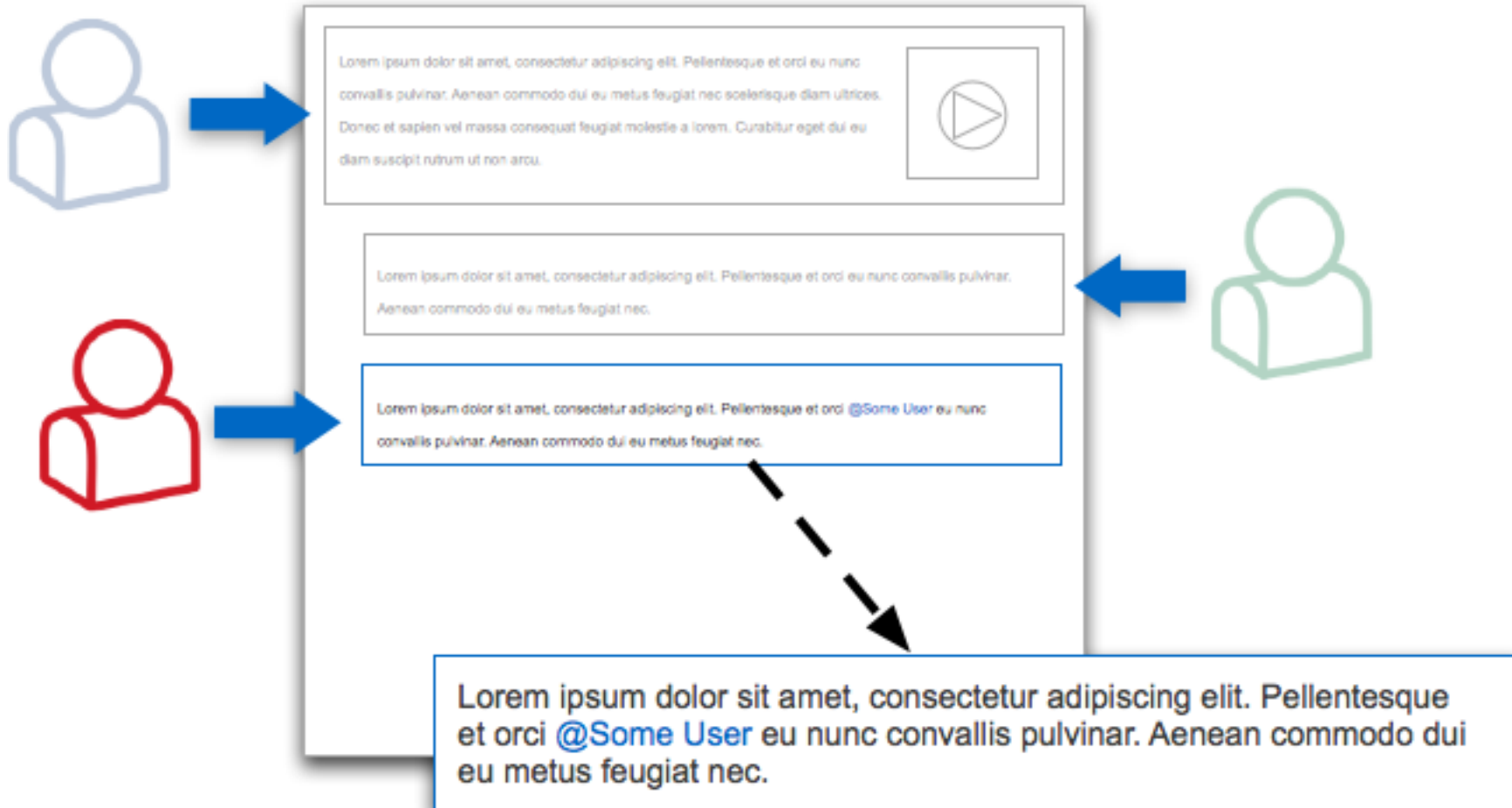
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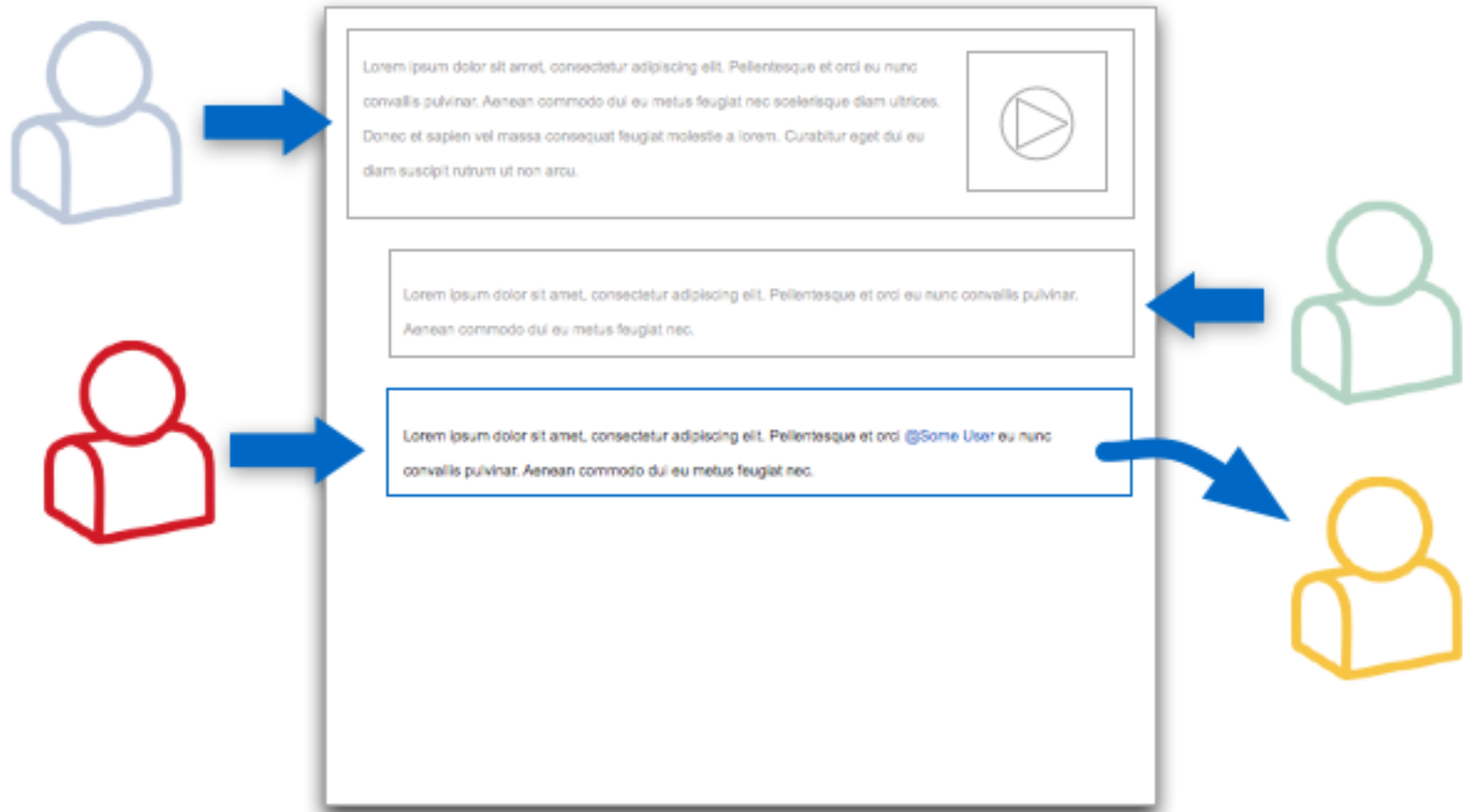


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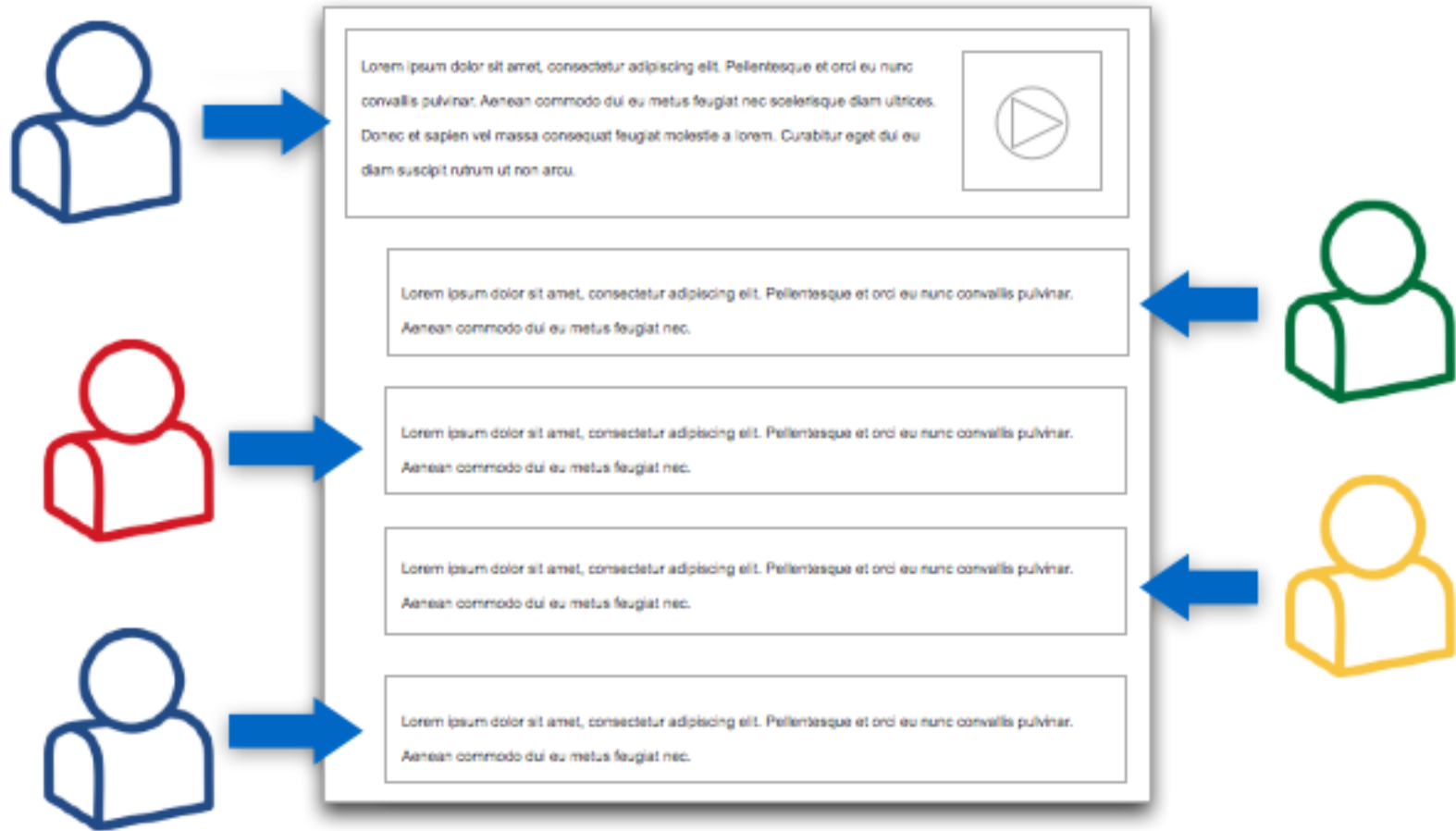














DeWitt Clinton - Buzz - Public

Apr 19

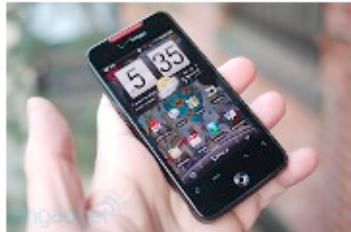
[Comment](#)

Favorable review of the Droid Incredible by Engadget.

"Let's just put this out there: the Droid Incredible is the best Android device that you can purchase in America right now. It's better than the Droid, better than the Nexus One, and certainly beats the pants off of any previous generation handsets like the Eris, myTouch, or Cliq. It's not just a very, very good Android phone (though it is); it's also an excellent smartphone no matter how you cut it." - Joshua Topolsky, Engadget

[Droid Incredible review - Engadget](#)

digg_url = 'http://digg.com/gadgets/Droid_Incredible_review'; At this point, the HTC Incredible should seem like pretty familiar territory to our re



24 people liked this - [Can Özmen](#), [Chris Duffy](#), [Daniel Lashua](#), [Emanuel House](#), [Gregory Smith](#) and [19 others](#)

DeWitt Clinton - Makes me want to try one, given that I'm already a very happy user of both the N1 and the Droid. Apr 19

Charlie Anzman - I suppose the question becomes How many weeks will it be before an even better device comes out (not months ... weeks ?! :) Apr 19

DeWitt Clinton - [@Charlie Anzman](#) Days? :) I'm personally unlikely to switch, given that I really am happy with my existing devices, but as a consumer you just have to love the rate of new Android launches. I'm constantly amused that some people are trying to paint the diversity of devices as a bad thing. Apr 19

Bud Gibson - I'm going to let a couple of years go by. In my experience, these changes are incremental. It takes two years to go wow again. Apr 19

DeWitt Clinton - [@Bud Gibson](#) I agree, I stay off the treadmill myself. I used a Motorola StarTac from 2000 to 2005, when I switched to a Motorola PEBL, and kept that as my only phone all the way up until switching to the G1 prototypes (my first smartphone). Both the Droid and the N1 are multi-year phones. And as Android continues to improve and more apps are released, it is like getting an updated phone every few weeks

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Social Reach: 1685

 **Obama: 'We are headed in the right direction' on economy**
Social Reach: 961

 **The Obama Healthcare Bill Explained: Why Doctors Like It**
Social Reach: 524


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 **Public Education is the primary objective of the Administration**
Social Reach: 2532


 **Lisa Franken:** *These guys really believe that funding of the school system is the problem?* 15 min ago
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 **Obama gives away \$1.4M Nobel prize**
Social Reach: 1685

 **Janet Smith:** *Does the President recognize that the public would have been angry?* 3 hours ago

 **Jason Gross:** *What we know is that the White House really doesn't care about this issue* 1 hour ago
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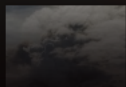
The Annoying Orange
This is The most annoying oran...
 Mayo Sugano 



INCEPTION Trailer 3 - ...
<http://themoviemash.com/Trai...>
 Brett Schulte 



YouTube video
YouTube
 Loren Feldman 



Iceland, Eyjafjallajökull...

 FEATURED



Q&A by Fink



 QUEUE 126

- 1 How I Met Your Mother
Season 5 Episode 23
- 2 30 Rock
Season 4 Episode 21
- 3 The Daily Show with Jon St...
Ian Bremmer
- 4 The Daily Show with Jon St...
Michael Patrick King
- 5 The Daily Show with Jon St...
Sebastian Junger
- 6 Smallville
Season 9 Episode 21

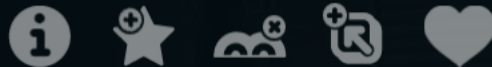


Brett Schulte "I have the feeling Chris Nolan's "Inception" may be my favorite movie. Ever.
<http://www.youtube.com/watch?v=z75o-F6ja2I>"




INCEPTION TRAILER 3 - OFFICIAL HD

 **PLAY**
www.youtube.com



- 1. QUEEN
- 2. How I Met Your Mother
- 3. 30 Rock
- 4. The Daily Show with Jon St...
- 5. The Daily Show with Jon St...
- 6. The Daily Show with Jon St...
Sebastian Junger
- 7. Smallville
Season 9, Episode 21

 Loren Feldman 

 Iceland, Eyjafjallajökull...

INCEPTION Trailer 3 - Official HD



SHARE

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
APPROPRIATE AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

www.filmratings.com

www.mpa.org

00:03

02:23



HD



HD

INCEPTION Trailer 3 - Official HD



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LOVED



CUSTOM TEXT

YOUR MESSAGE: "Loved **INCEPTION Trailer 3 - Official HD** on
boxee"

00:10

02:23

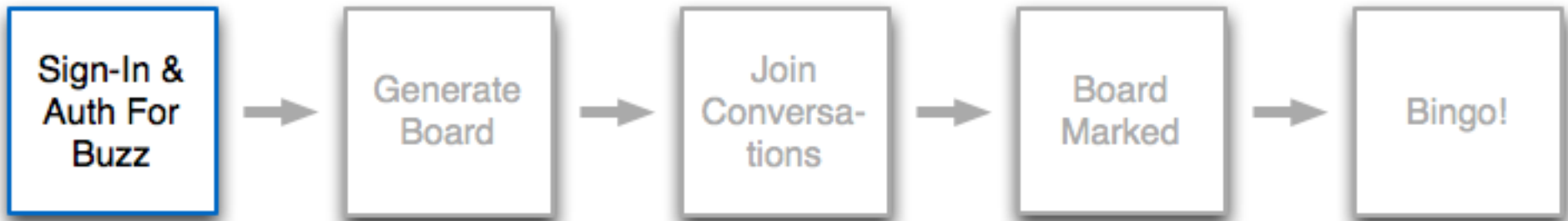


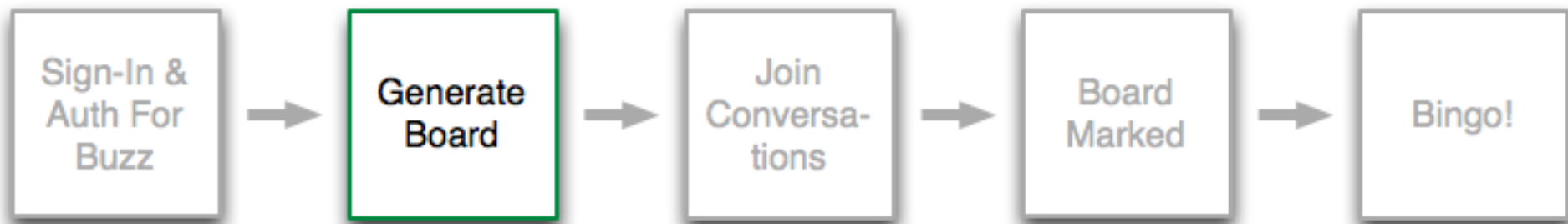
HD

YouTube

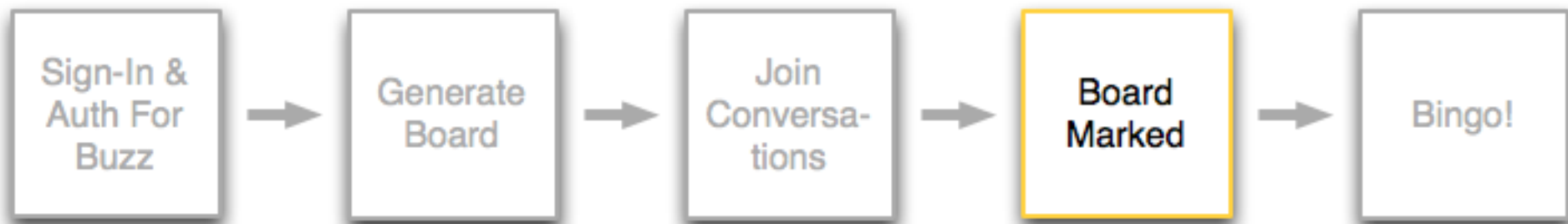
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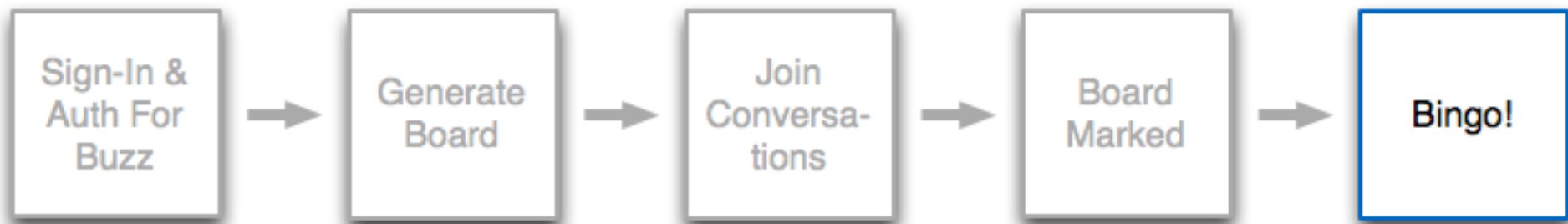
Buzz Bingo



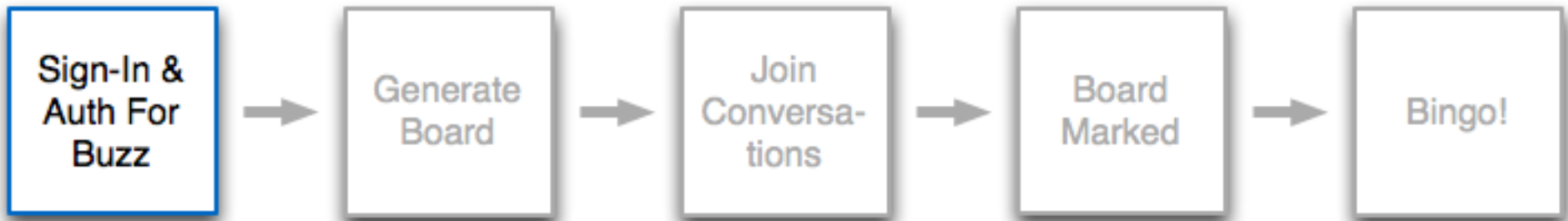












I/O Buzz Bingo x

http://buzz-bingo.appspot.com/






Google™ 10 | O Buzz Bingo

[Sign in](#)
[Leaderboard](#)

Buzz Bingo: Join conversations to win!

1. [Sign into the game.](#)
2. **Join Buzz conversations** and mention the game by including "@buzzbingo.io@gmail.com" in your Buzz comment.
3. **One keyword** per conversation **will be marked on the board.**
4. Get **5 keywords in a line** marked off, and **Bingo!** You win.
5. [Check the leaderboard.](#)
6. Keep playing until you're on it!

Gameplay badges:

-  **Hello World!** - Start playing Buzz Bingo.
-  **Geo** - Join a conversation that contains geo data.
-  **Share and share alike** - Join a conversation that links somewhere.
-  **Bingo** - Complete one Bingo.
-  **Mobile** - Start a conversation from your mobile.



Browser window: Login to Google Buzz

Address bar: <https://www.google.com/accounts/ServiceLogin?service=buzz&passive=true&nui=1&continue=https://www.google.c>

Google buzz

Go beyond status messages.
Share updates, photos, videos, and more. Start conversations about the things you find interesting.

Share publicly or privately
Publish your ideas to the world or just to your closest friends.

Engage in conversations
See what others have to say via comments on your posts.

Sign in with your
Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

Don't have a Google Account?
[Create an account now](#)

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Google Buzz

https://www.google.com/buzz/api/auth/OAuthAuthorizeToken?oauth_token=4/CjdIDrx6hNRK_Z3rw6IC0XuszYAu&do

camicrepe@gmail.com | [Sign out](#)

Google buzz

buzz-bingo.appspot.com is requesting access to **Google Buzz**.
Are you comfortable allowing **buzz-bingo.appspot.com** to do the following?

Posts

- See public posts by you and your friends.
- See private posts by you.
- Create and manage posts, with your permission.

People

- See your list of followers and people you follow.
- Manage your list of followers and people you follow, with your permission.

Personal information

- See your public Google profile.
- See your email address (so buzz-bingo.appspot.com can contact you).




My Account x +

← → ↻ 🏠 ☆ https://www.google.com/accounts/OAuthAuthorizeToken?oauth_token=4/CjdIDrx6hNRK_Z3rw6lC0XuszYAu&hd=defa 🔒 ▶

camicrepe@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

Google accounts

The site **buzz-bingo.appspot.com** is requesting access to your Google Account for the product(s) listed below.

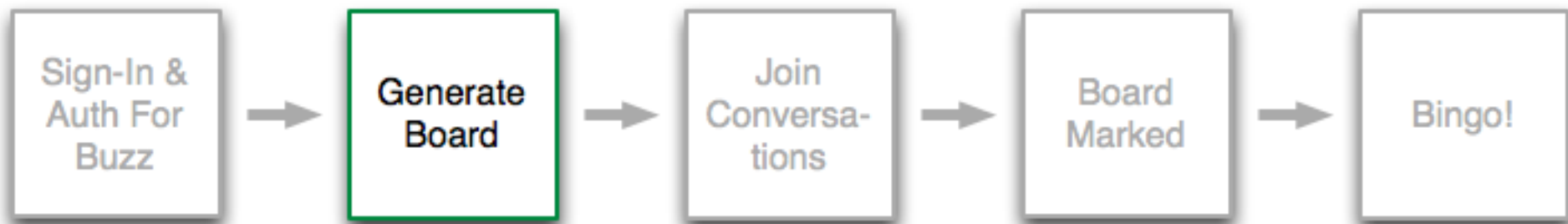
 **Google Buzz** - <http://www.google.com/buzz>

Google is not affiliated with buzz-bingo.appspot.com, and we recommend that you grant access only if you trust the site.

If you grant access, you can revoke access at any time under 'My Account'. buzz-bingo.appspot.com will not have access to your password or any other personal information from your Google Account. [Learn more](#)

If you are not **camicrepe@gmail.com**, you can [sign in as a different user](#).






I/O Buzz Bingo

http://buzz-bingo.appspot.com/play/

Google 10 Buzz Bingo

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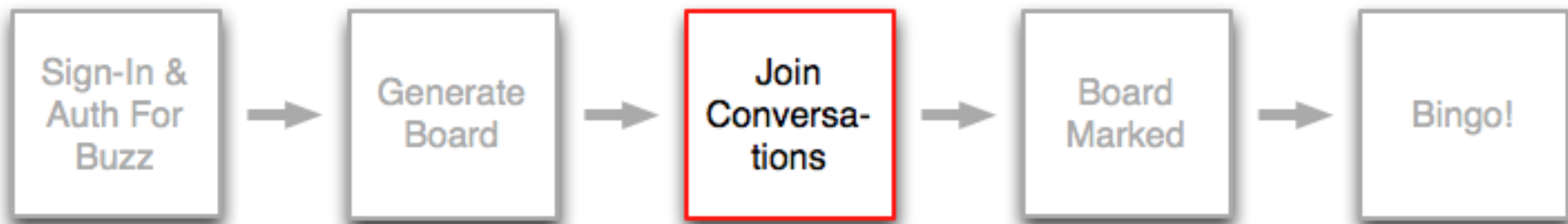
Board

B	I	N	G	O
XFN	MediaRSS	Social Web	iGoogle	ChromeOS
Chrome Frame	OAuth	OpenID	YouTube	HTML5
Salmon	Closure		OpenSocial	Cloud Computing
App Engine	Native Client	PubSubHubbub	Google Analytics	Chrome Extensions
Activity Streams	Speed Tracer	SEO	KML	Google Chart Tools

Badges

No badges yet. Join a conversation!





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https://mail.google.com/mail/?shva=1#buzz

Gmail Calendar Documents Web Reader more ▼ camicrepe@gmail.com | Settings | Help | Sign out

Gmail
by Google

Search Buzz Search the Web

Compose Mail

Inbox (3)

Buzz

Starred ☆

Sent Mail

Drafts

Personal

Travel

6 more ▼

Contacts

Tasks

+ Cami Crepe

Search, add, or invite

+ Invite a friend

CNN.com Recently Published/Updated - [GAO uncovers fraud, abuse at Head Start centers](#) - 1 hour ago Web Clip

Cami Crepe (Edit) - [4 connected sites](#) - [7 followers](#)

Share what you're thinking. Post a picture, video, or other link here.

Buzz - [Following 4 people](#) - [Find people](#) - [Refresh](#)

Tina Tamarind - Buzz - Public 12:57 pm Comment

I'm really excited to see "Surf the stream: Google Buzz, location, and social gaming" at Google IO on Thursday! Social Web here I come!

[Google I/O 2010](#)

Comment Like Email

Tina Tamarind - Mobile - Public May 13 Comment

My day hasn't really started until I had my first coffee!


Starbucks - [Show map](#)

1 person liked this - Cami Crepe

Comment Un-like Email

Cami Crepe - Buzz - Public May 12 Comment

Thanks for letting me visit @Timothy Jordan and @Will Norris. Pirates alley was so cool! [Edit](#)




I/O Buzz Bingo x Gmail - Buzz - camicrepe@g

https://mail.google.com/mail/?shva=1#buzz

Gmail Calendar Documents Web Reader more | camicrepe@gmail.com | Settings | Help | Sign out

Gmail by Google

Search Buzz Search the Web

Compose Mail

Inbox (3)

- Buzz**
- Starred
- Sent Mail
- Drafts

Personal

Travel

6 more

Contacts

Tasks

+ Cami Crepe

Search, add, or invite

+ Invite a friend

Read items from any RSS or Atom feed right here. [Customize Clips](#) Gmail Tip

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Cami Crepe

I'm going to go to the same session, I hear they'll be talk about a really cool Google Buzz based game. Let's meet up afterwards! @buzzbingo.io@gmail.com

Save changes Delete comment Cancel

Comment Like Email

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Starbucks - [Show map](#)

1 person liked this - Cami Crepe

Comment Un-like Email

Cami Crepe - Buzz - Public May 12 Comment



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https://mail.google.com/mail/?shva=1#buzz

Gmail Calendar Documents Web Reader more ▼ camicrepe@gmail.com | Settings | Help | Sign out

Gmail
by Google

Compose Mail

Inbox (3)
 Buzz
 Starred
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Personal
 Travel
 6 more

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[Google I/O 2010](#)

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Comment Like Email

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Starbucks - [Show map](#)

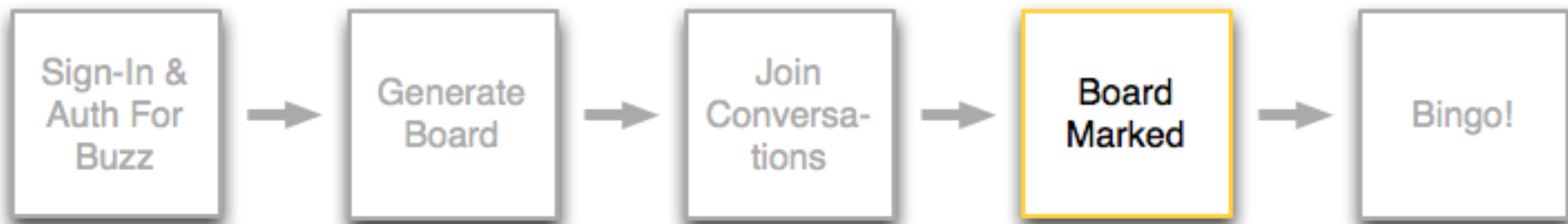
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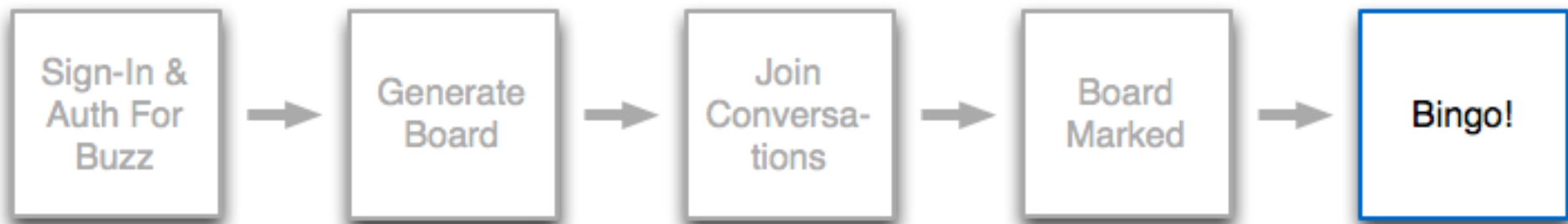
Board

B	I	N	G	O
XFN	MediaRSS	 Social-Web	iGoogle	ChromeOS
Chrome Frame	OAuth	OpenID	YouTube	HTML5
Salmon	Closure		OpenSocial	Cloud Computing
App Engine	Native Client	PubSubHubbub	Google Analytics	Chrome Extensions
Activity Streams	Speed Tracer	SEO	KML	Google Chart Tools


Badges

-  **Share And Share Alike** — Join a conversation that links somewhere.
-  **Hello, World!** — Start playing Buzz Bingo.










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Badges

- 

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Google™ 10 Buzz Bingo

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Board

B	I	N	G	O
KML	Google Chart Tools	OpenSocial	XFN	App Engine
Wave	Chrome Frame	Native Client	Android	MediaRSS
HTML5	Chrome Extensions		Speed Tracer	Maps
PowerMeter	Closure	Activity Streams	PubSubHubbub	YouTube
ChromeOS	SEO	Enterprise Marketplace	GWT	OAuth

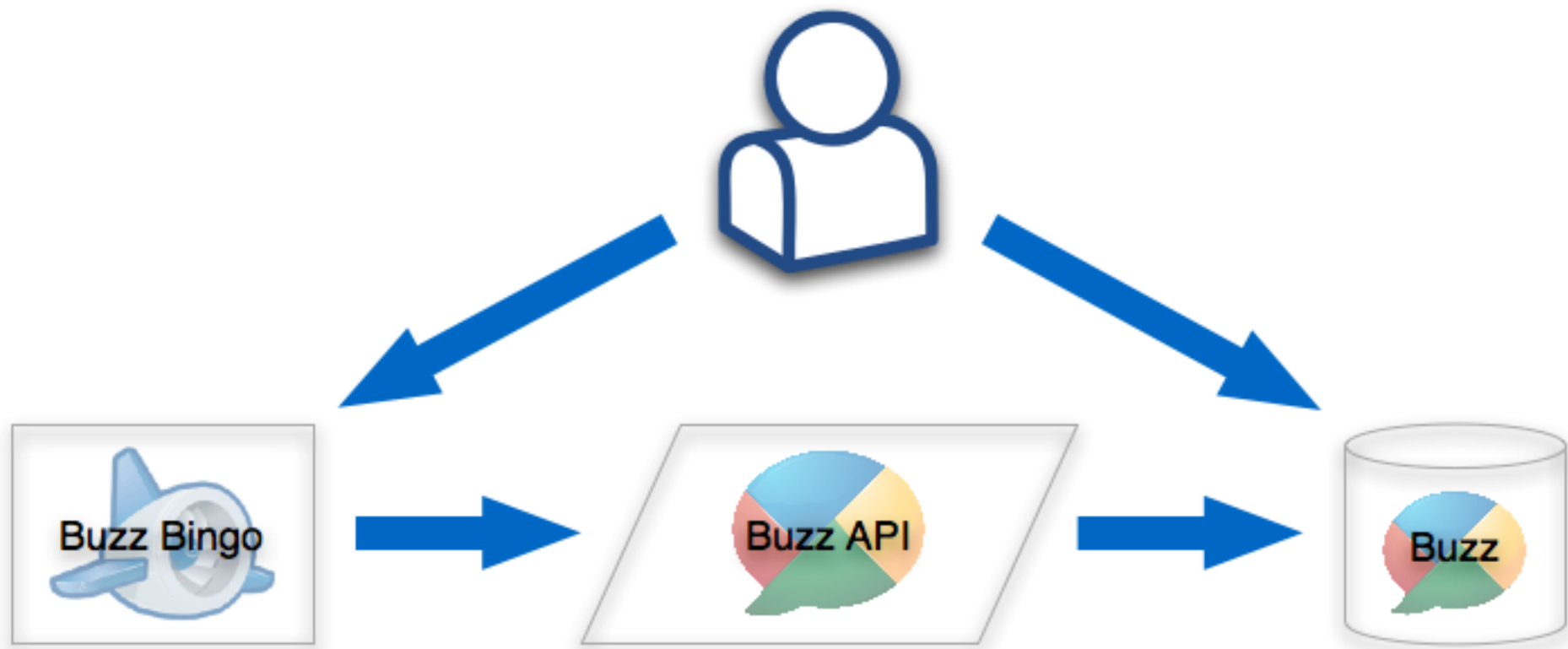
Badges

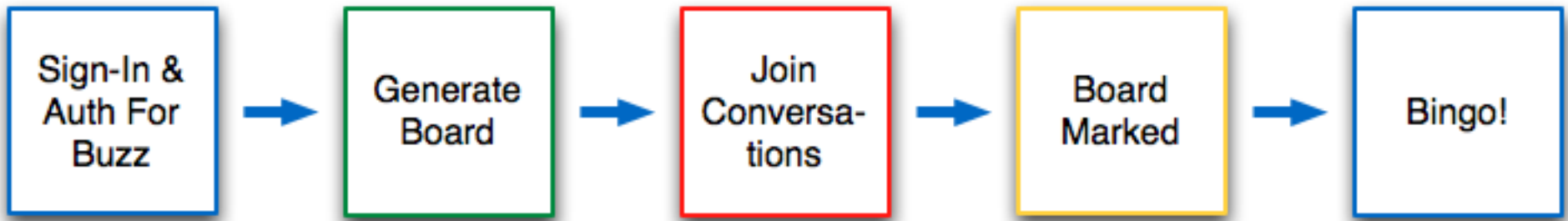
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-  **Hello, World!** — Start playing Buzz Bingo.
-  **Bingo!** — Complete a Bingo!

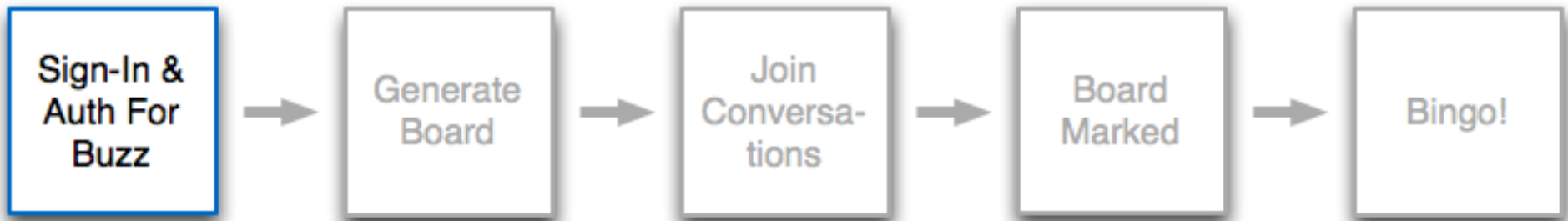


Demo

How It Works







Sign-In & Auth for Buzz

```
client = buzz.Client()
client.build_oauth_consumer(
    OAUTH_CONSUMER_KEY,
    OAUTH_CONSUMER_SECRET
)
client.oauth_scopes.append(
    buzz.FULL_ACCESS_SCOPE
)
```



Sign-In & Auth for Buzz

```
request_token = \  
  client.fetch_oauth_request_token(  
    'http://example.com/oauth/callback/'  
  )  
# Save request token to the data store  
authorization_url = \  
  client.build_oauth_authorization_url(  
    request_token  
  )
```



Sign-In & Auth for Buzz

User visits the `authorization_url`



Google Buzz

https://www.google.com/buzz/api/auth/OAuthAuthorizeToken?oauth_token=4/CjdIDrx6hNRK_Z3rw6IC0XuszYAu&do

camicrepe@gmail.com | [Sign out](#)

Google buzz

buzz-bingo.appspot.com is requesting access to **Google Buzz**.
Are you comfortable allowing **buzz-bingo.appspot.com** to do the following?

Posts

- See public posts by you and your friends.
- See private posts by you.
- Create and manage posts, with your permission.

People

- See your list of followers and people you follow.
- Manage your list of followers and people you follow, with your permission.

Personal information

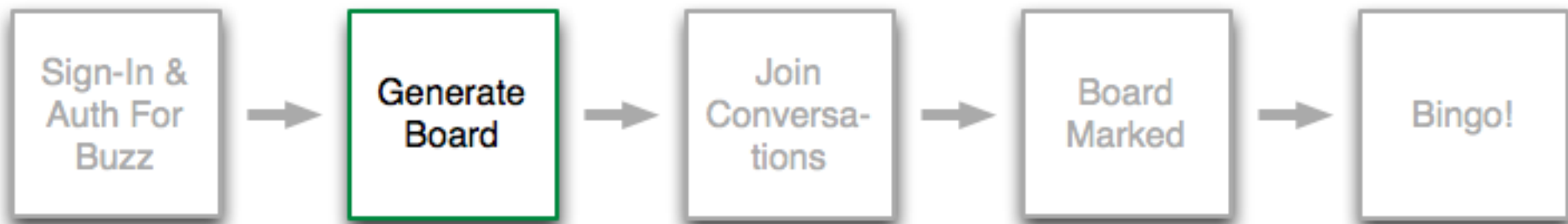
- See your public Google profile.
- See your email address (so buzz-bingo.appspot.com can contact you).



Sign-In & Auth for Buzz

```
verifier = request.get('oauth_verifier')  
# Lookup request_token in data store  
client.oauth_request_token = request_token  
access_token = \  
    client.fetch_oauth_access_token(verifier)  
# Save access token to the data store
```





Generate Board

```
# Create a new board
topic_choices = \
    copy(models.board.TOPIC_LIST)
topics = []
# Select 24 topics at random.
# Center square is free space.
while(topic_choices and len(topics) < 24):
    element = random.choice(topic_choices)
    topic_choices.remove(element)
    topics.append(element)
```

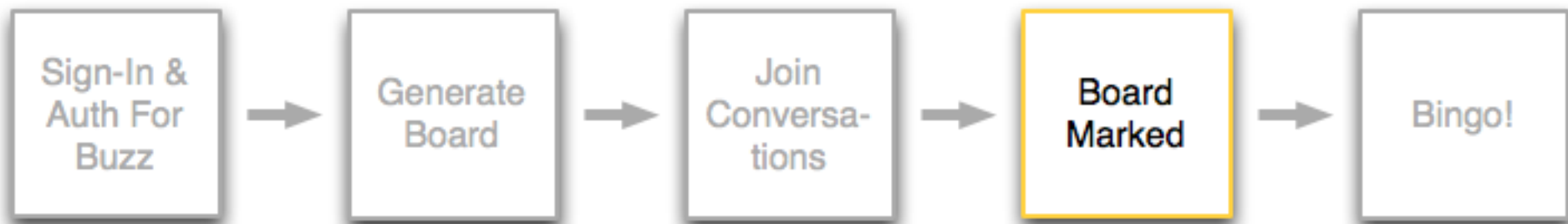


Generate Board

```
for x in xrange(5):
    for y in xrange(5):
        if x != 2 or y != 2:
            # We skip over the 'Free Space'
            square = models.board.Square(
                parent=self,
                key_name=('0%d:0%d' % (x, y)),
                topic=topics.pop()
            )
            square.put()
            board[x][y] = square
```







Board Marked

```
for topic in models.board.TOPIC_LIST:
    if comment_text.find(topic.lower()) != -1:
        topics_found.add(topic)
# Calculate the topics we can score on
intersection = [
    topic for topic in player.topics
    if topic in topics_found
]
if intersection and \
    not player.has_post_scored(post_id):
    scoring_topic = random.choice(intersection)
    player.score_post(
        post_id, post_uri, scoring_topic
    )
```



Board Marked

```
if post.attachments:  
    for attachment in post.attachments:  
        if attachment.type == 'article':  
            self.award_badge('share')  
            break  
if post.geocode and \  
    post.actor.id != self.key().name():  
    self.award_badge('geo')  
elif post.geocode:  
    self.award_badge('mobile')
```



Board Marked

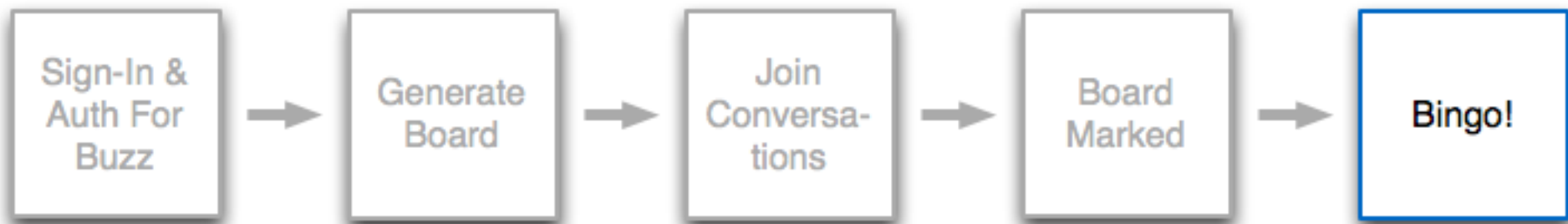
```
# Create the attachments for the post
badge_attachment = buzz.Attachment(
    type='photo', enclosure=badge.badge_icon
)
link_attachment = buzz.Attachment(
    type='article',
    title='Buzz Bingo',
    uri='http://buzz-bingo.appspot.com/'
)
```



Board Marked

```
# Assemble our announcement Buzz post
badge_post = buzz.Post(
    content=post_content,
    attachments=[
        badge_attachment,
        link_attachment
    ],
    geocode=VENUE_GEOCODE,
    place_id=VENUE_PLACE_ID
)
# Create the post
self.client.create_post(badge_post)
```





Bingo!

```
score_count = 0
horizontal_counts = [0, 0, 1, 0, 0]
vertical_counts = [0, 0, 1, 0, 0]
for x in xrange(5):
    for y in xrange(5):
        if self.board[x][y] and \
            self.board[x][y].post_id:
            score_count += 1
            horizontal_counts[y] += 1
            vertical_counts[x] += 1
```



Bingo!

```
if (5 in horizontal_counts) or \  
    (5 in vertical_counts):  
    self.award_badge('bingo')  
if not self.bingo_count:  
    self.bingo_count = 0  
self.bingo_count += 1  
self.put()
```



Buzz Bingo is **open source!**
code.google.com/p/buzz-bingo

The Google Buzz API is **live now!**
code.google.com/apis/buzz/docs

Growing the Google Buzz Ecosystem

Ecosystem

A healthy glue



Ecosystem

A healthy glue



Ecosystem

A healthy glue



PubSubHubbub

Ecosystem

A healthy glue

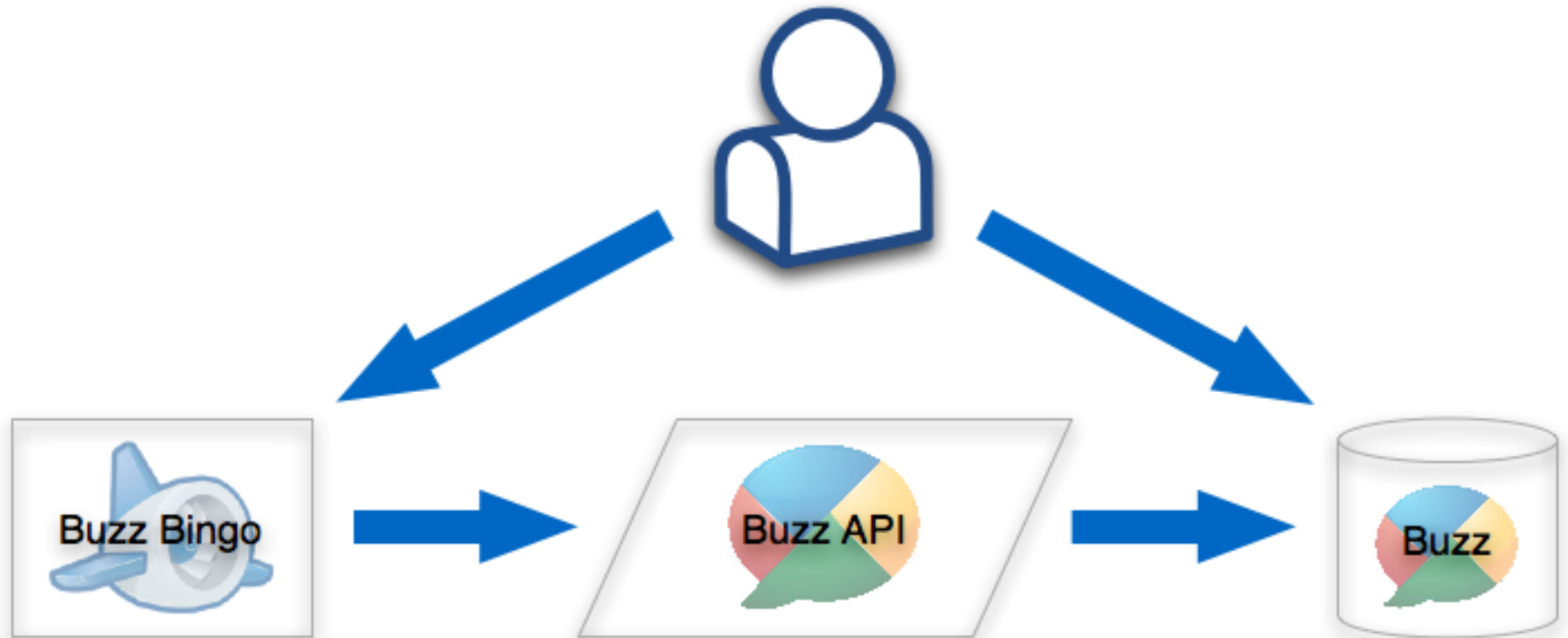


Salmon

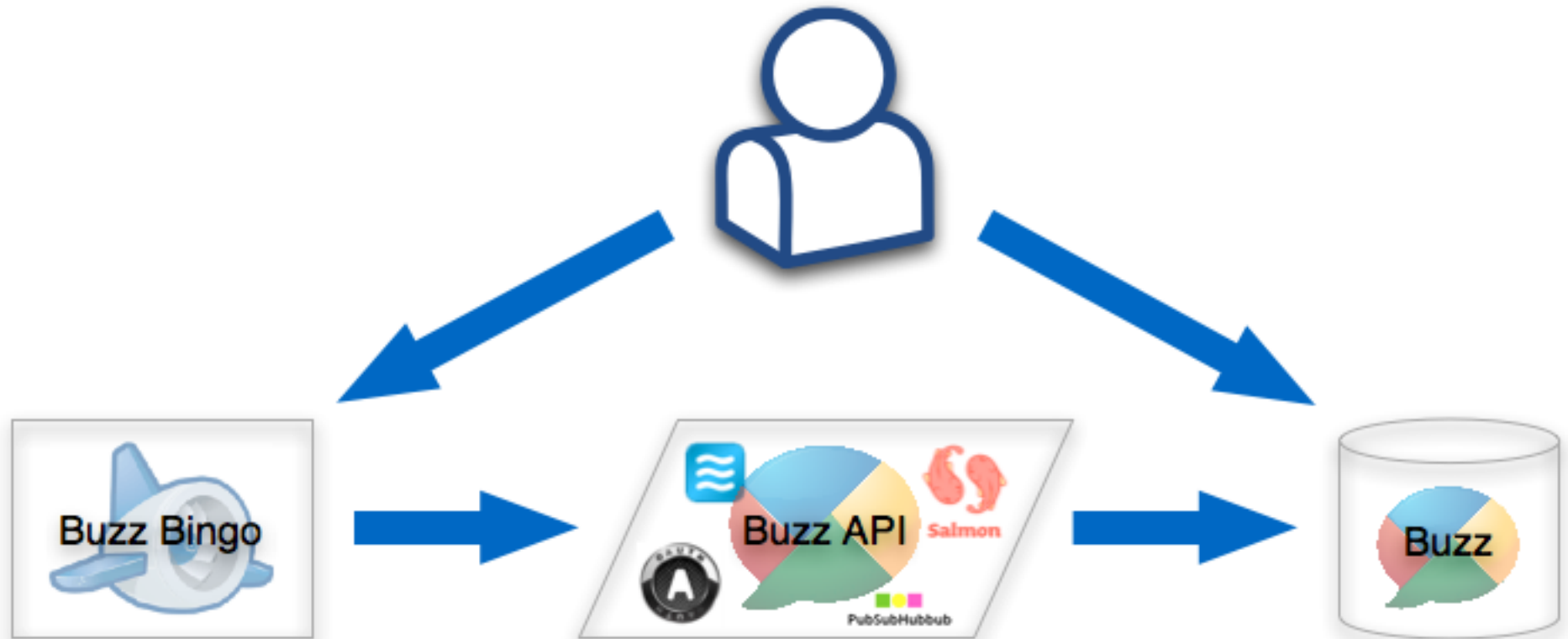


PubSubHubbub

Ecosystem Right now

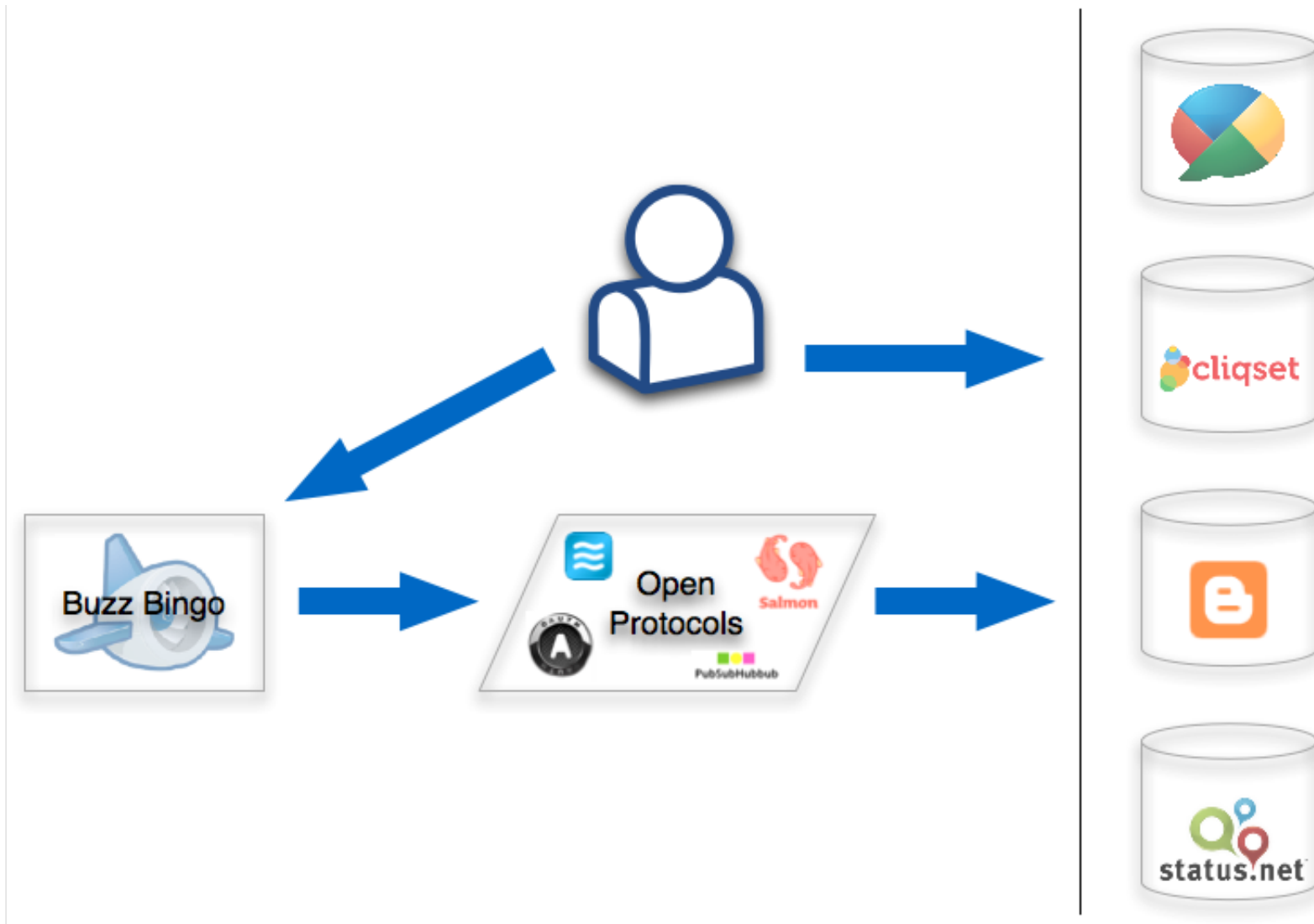


Ecosystem Right now



Ecosystem

The (near) future



Answers & Questions



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bit.ly/buzzbingowave

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