## Web Services for Fun and Profit

#### Paul Hammond & Simon Willison









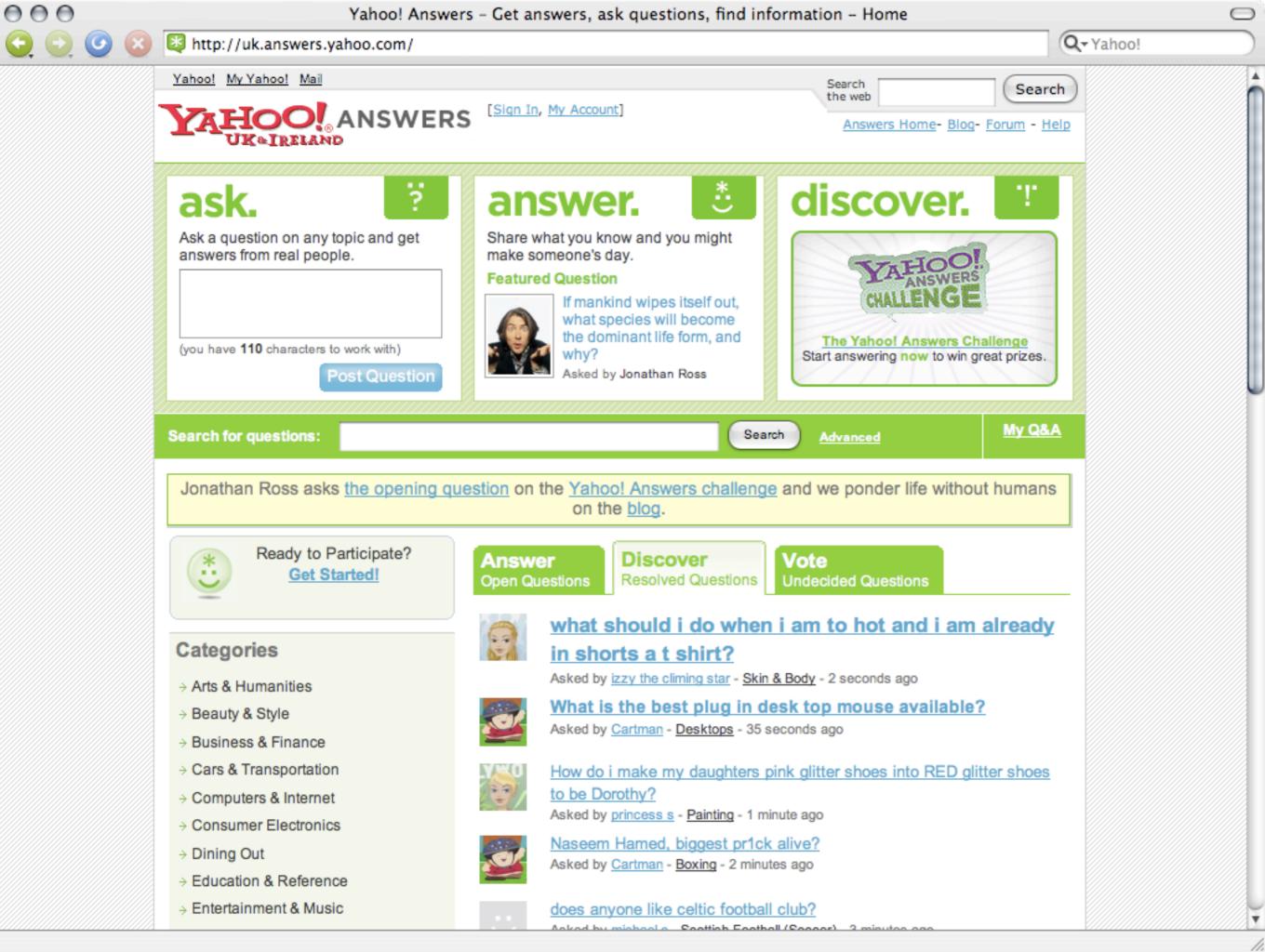


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Y	HOO	SEARCH	Web       Images       Video       Audio       Directory       Local       News       Shopping       More »         web 2.0 is a state of mind       Search       Search	
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Sear	ch Results		1 - 10 of about 8,450,000 for web 2.0 is a state of min	nd - 0.13 sec. <u>(About this page</u> )
1.	Good way to p 2.0? By Andy	Budd of Clearleft L	echnologies. Web 2.0 is a State of Mind. Etymology of Web 2.0 What is Web	
2.	<ol> <li>Internet Alchemy " Talis, Web 2.0 and All That Web 2.0 is a big, fat target of a term, but it's not just hype by describing Web 2.0 as a state of mind: "Here's my take on it: Web 2.0 is an iandavis.com/blog/2005/07/&amp;name=talis-web-20-and-all-that - 32k - <u>Cached</u> - <u>More from this site</u> - <u>Save</u></li> </ol>			
3.	<ol> <li>Useless Conversations: What is Web 2.0 mindset ? He argues about Web 2.0 being a mindset. Web 2.0 is not technology. Web 2.0 is a state of mind that is a key design principle of Web 2.0 and it rInarain.blogspot.com/2005/09/what-is-web-20-mindset.html - 24k - <u>Cached</u> - <u>More from this site</u> - <u>Save</u></li> </ol>			
4.	<ol> <li>Iotusmedia 2.0 "New York state of mind lotusmedia 2.0. New York state of mind. Welcome! Ruby is the founder of OrangePolitics.org, and works as the Web Maven at Netcentric Campaigns lotusmedia.org/a-new-york-state-of-mind - 27k - <u>Cached</u> - <u>More from this site</u> - <u>Save</u></li> </ol>			
5.	<ol> <li>Lussumo Community - The state of mind OR rather Web 2.0</li> <li> been lately alot of talk about what some industry leaders think is/isn't Web 2.0 said and done, but is the Web 2.0</li> <li>just a state of mind like nirvana and not</li> <li>lussumo.com/community/discussion/961 - 42k - Cached - More from this site - Save</li> </ol>			
6.	Category: Brow		sion <b>of</b> the Netscape browser, as well as news, email, streaming music, and more. <u>his site</u> - <u>Save</u>	
7.	Category: Blog	Software	tform with <b>a</b> focus on aesthetics, <b>web</b> standards, and usability. re from this site - <u>Save</u>	

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	2) you have the entire mozilla s (browser is enough)	ource tree checked out and built			IN ONE PLACE.
	to use this simple harness	irectory contains an example of how			START NOW
See your credit score: \$0		enkman or firebug (or dump()) to causing the error. There are certain from content.			
VMA news, photos and more	(accessible via google groups).	to the mozilla.dev.quality newsgroup		×	





#### Yahoo! Personals - Find Singles with the top Online Dating Service

Y http://personals.yahoo.com/

MICHELLE, 33, GIVER SCOTTY, 33, ROMANTIC

Here's How it Works

Q-Yahoo!

Yahoo! - Help

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YAHOO!	PERSONALS
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Find the one that fits you.

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l'm a	Woman 🛟
Seeking a	Man 🛟
Age	20 to 40
Located near	City or ZIP/Postal

Find My Match

Browse singles by location

- <u>A Big, Active Community</u>
- <u>A Powerful Matching System</u>
- <u>A Safe Environment</u>

Have we met before?
Sign in to access your profile, search options, mailbox, and more.
Sign In
Don't have a Yahoo ID? Sign Up

#### New at Yahoo! Personals



It was "love at first chat" for Kim and Greg. See their story



Tango magazine: What does commitment really mean? Test your relationship IQ



Put your best face forward: Seven tips for getting a great online photo. <u>Try them</u>

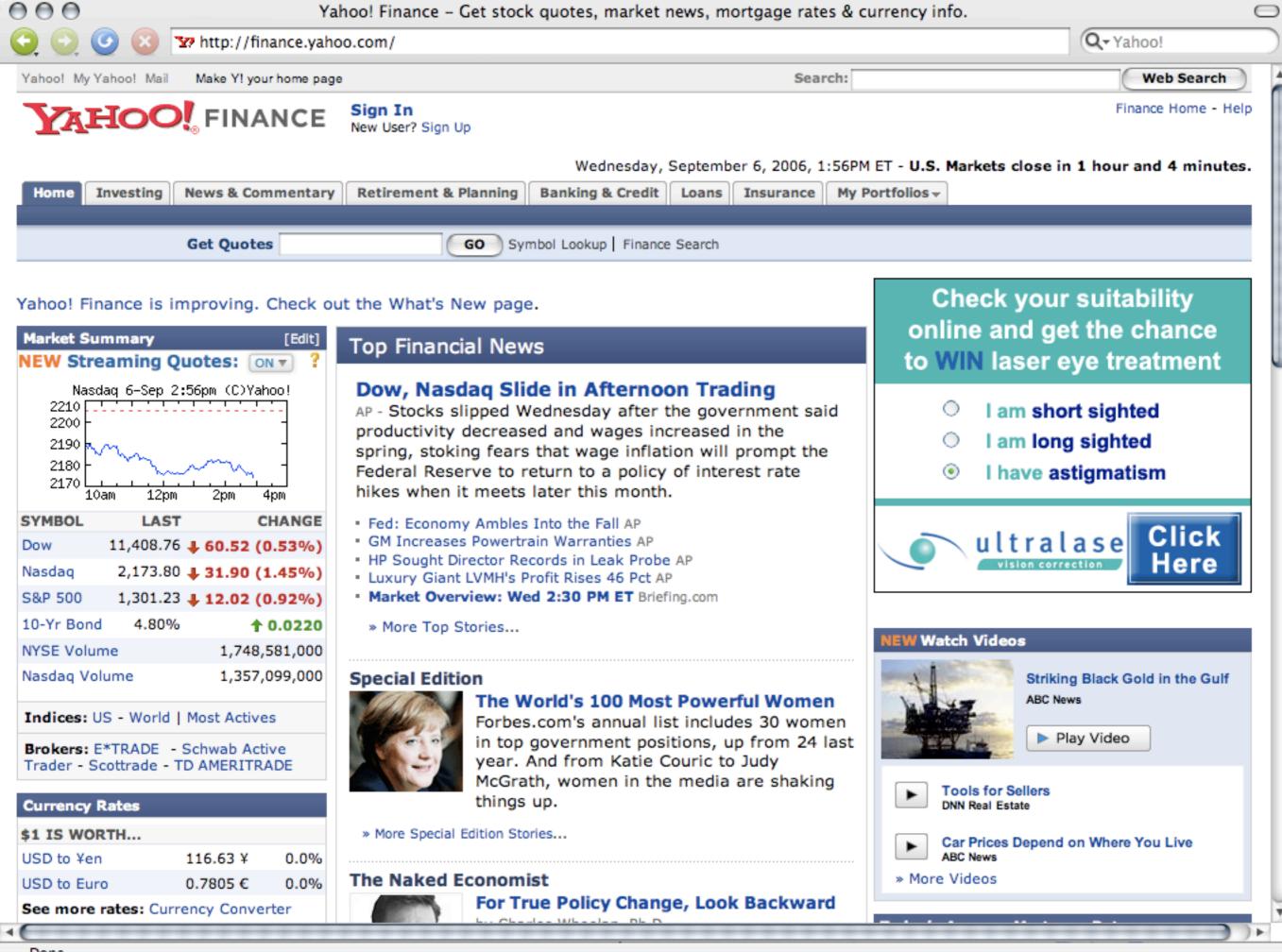


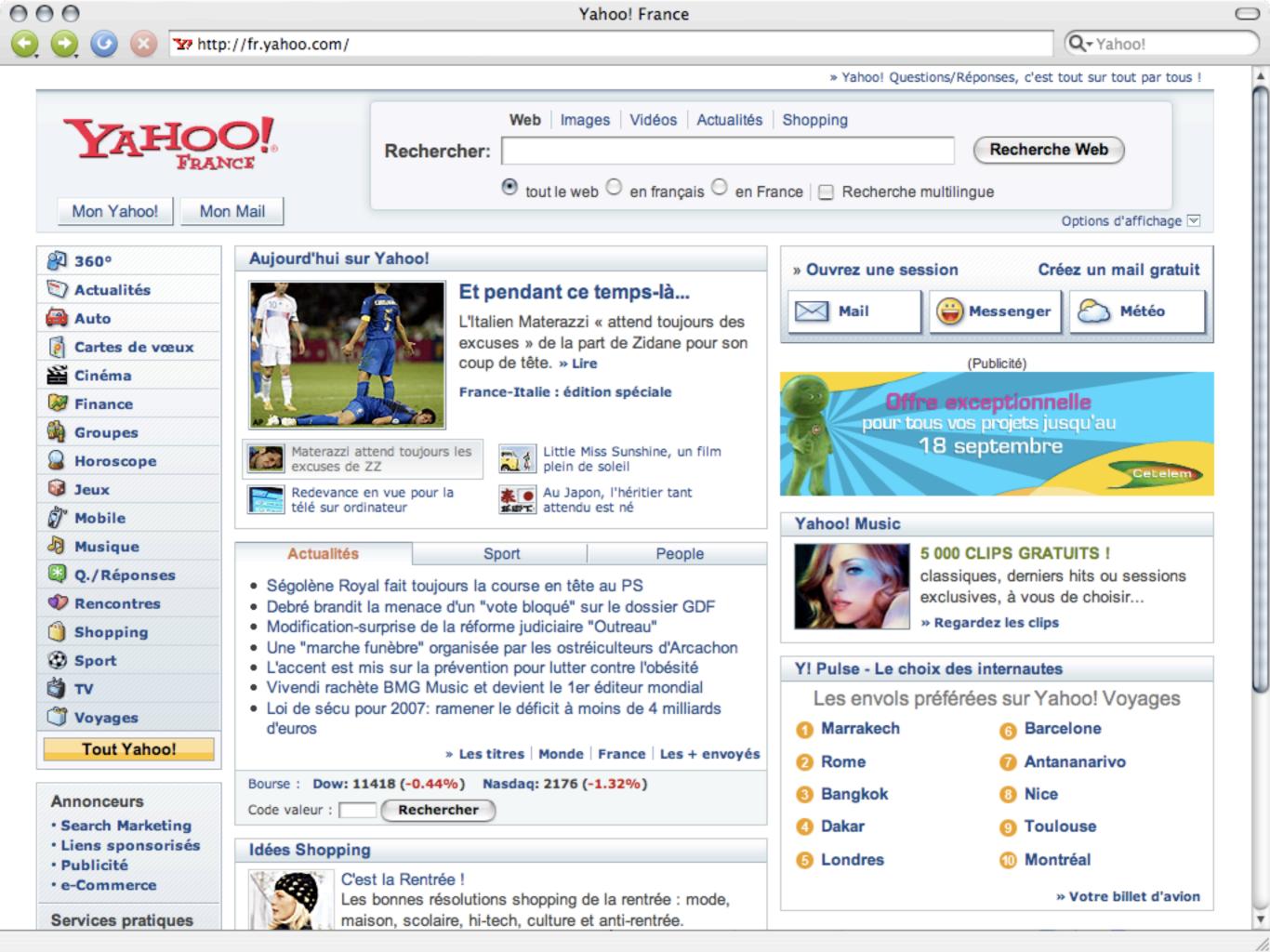
Curious about online dating safety and security? Learn more here >>





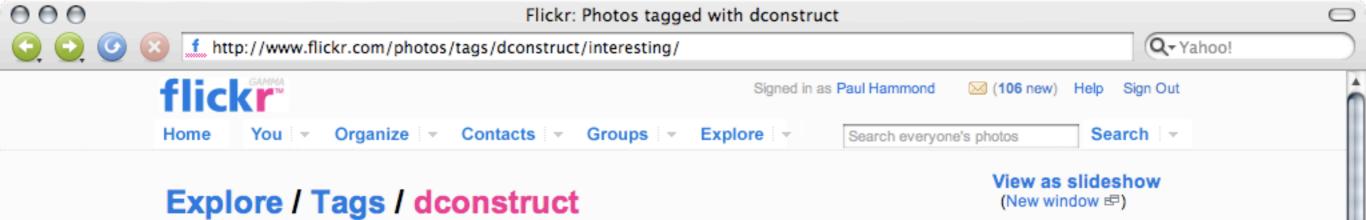
Read us.i1.yimg.com







Transferring data from img.yahoo.co.kr...



Sort by: Most recent · Most interesting















From jaygooby





From Trovster









From NatBat





From lisamac



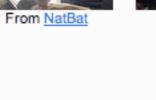


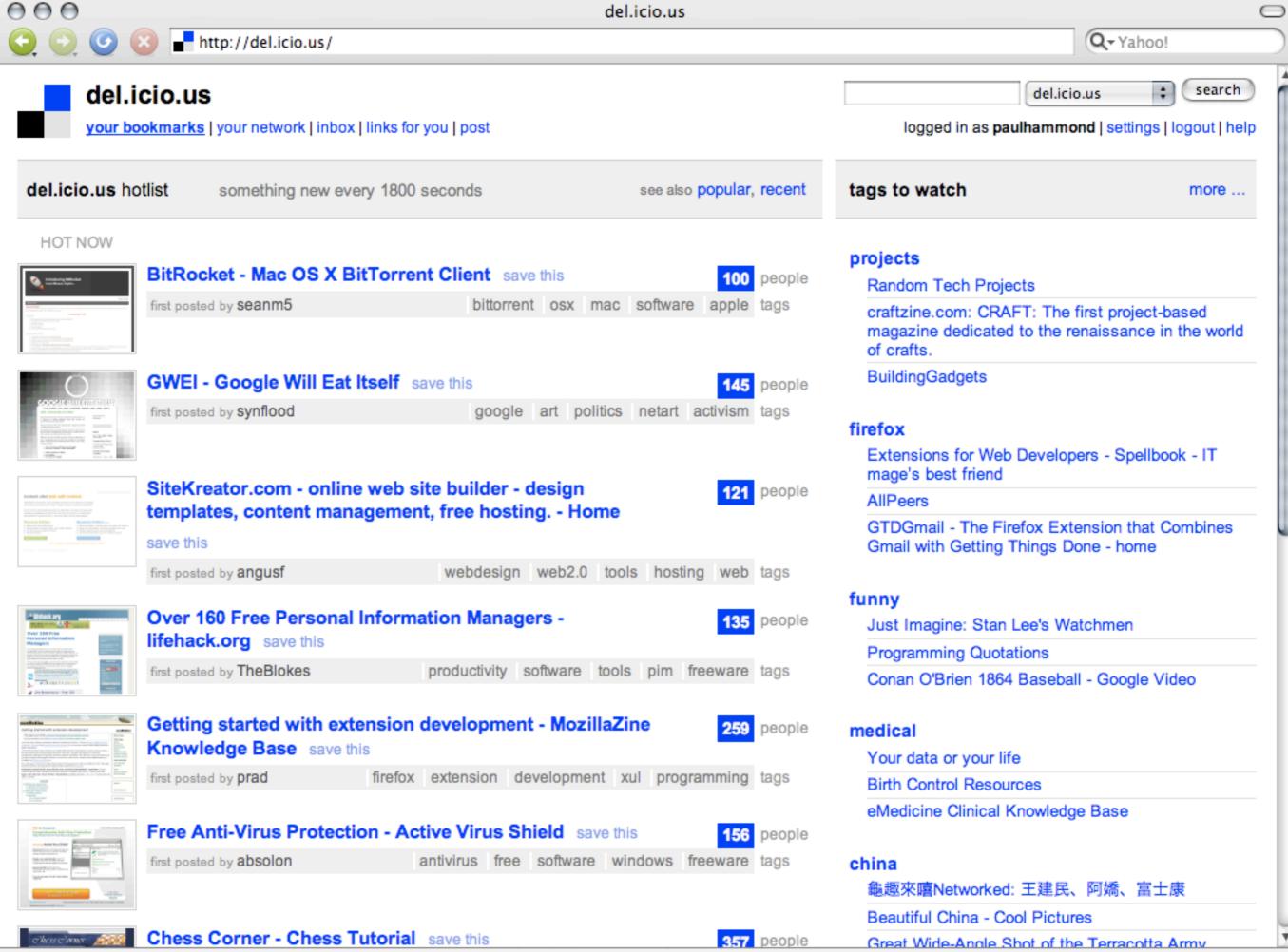




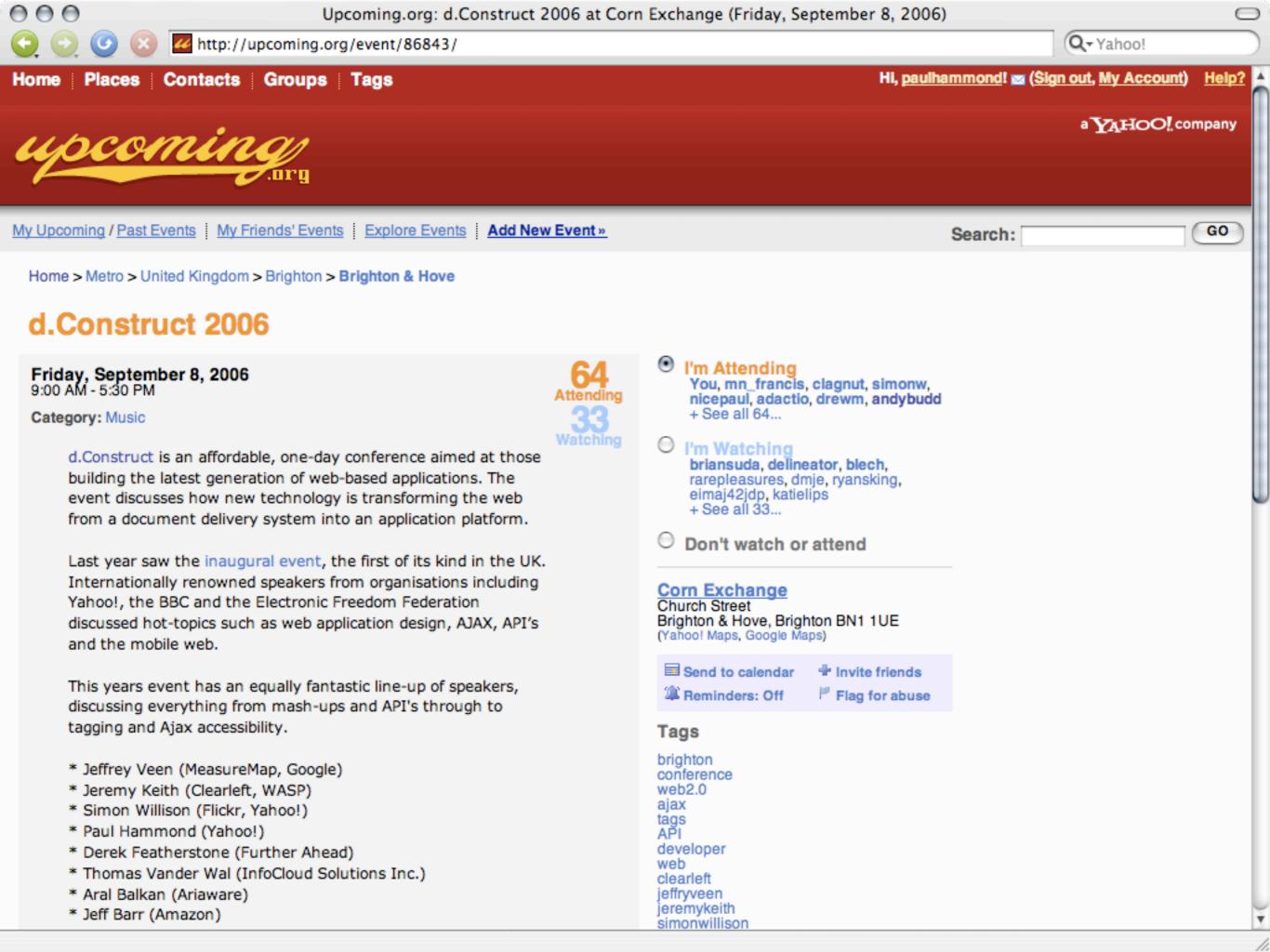


From Ben Ward

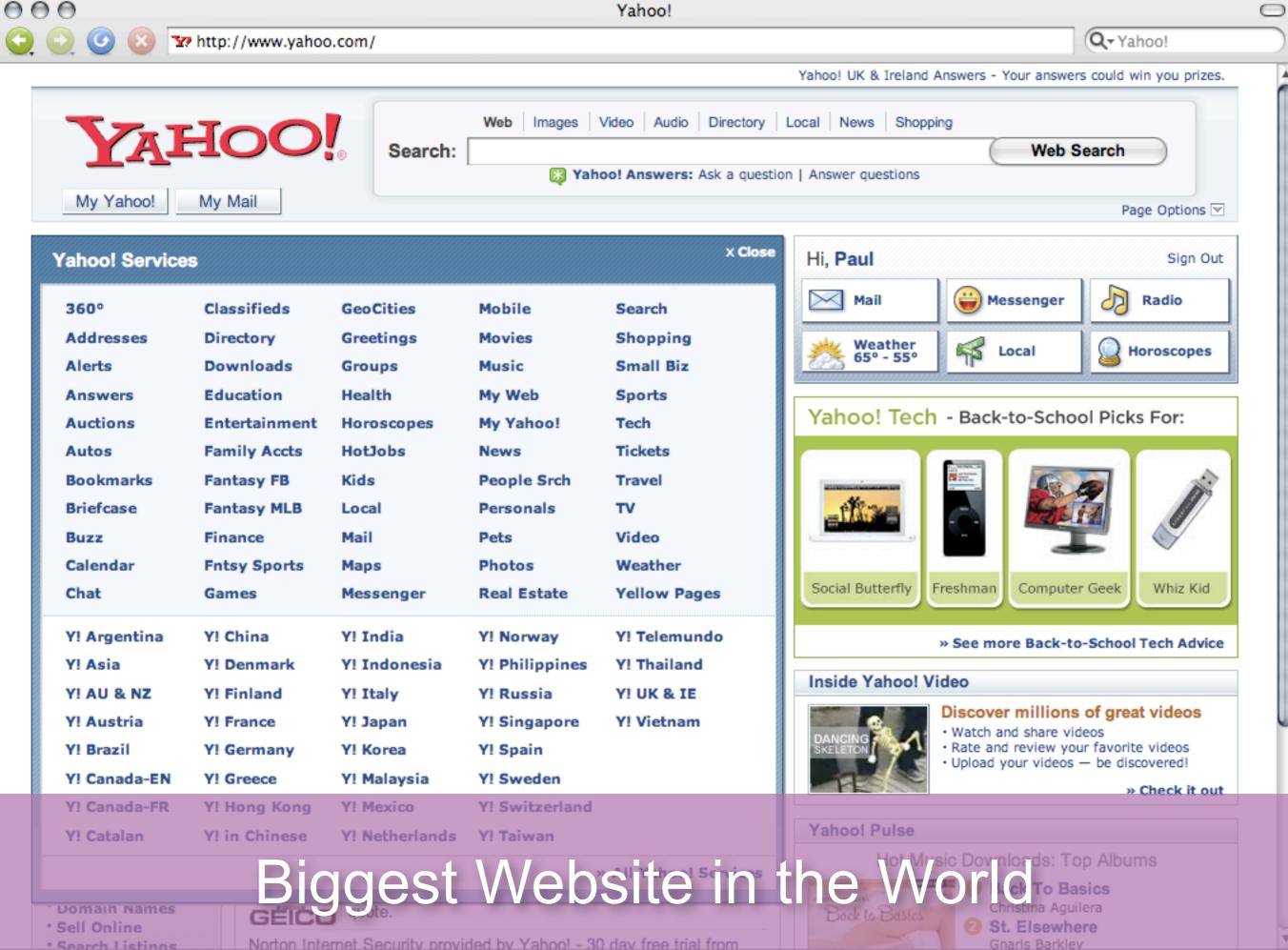




http://del.icio.us/paulhammond



$\bigcirc \bigcirc \bigcirc \bigcirc$	Webja	y – Playlist Community	e
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	COMMUNITY		
Brows	e Create Discuss Import Search Help	<u>F7</u>	Q for newbies
► W	Playlists new playlists vaxploitation usic 4 The Revolution - Likwid Funk, Soul & Hip Hop 2 tracks, <u>242 related playlists</u> , updated July 27. <u>4 comments</u>	most popular songs <ul> <li><u>Common - the corner</u></li> <li><u>King Gedorah - Next Level</u></li> <li><u>King Gedorah - Next Level</u></li> <li><u>Cinematic Orchestra f. Fontella</u> 'Rescue Me' Bass All That You Give </li> </ul>	By <u>chromegat</u>
ha ha	appy now? 8 tracks, <u>23078 related playlists</u> , updated July 17. <u>287 comments</u>	<ul> <li>Motion City Soundtrack - Everything Is Alright ★★★★★</li> <li>Motion City Soundtrack - Everything Is Alright ★★★★★</li> <li>Taking Back Sunday - Cute Without the E (Cut from the Team) ★★★★★</li> <li>Hawthorne Heights - Ohio is for Lovers ★★★★★</li> </ul>	By <u>ahetosmurph</u>
	lore chilled than a chest freezer mbient as it should be 5 tracks, <u>118 related playlists</u> , updated July 24. <u>21 comments</u>	most popular songs	By <u>Spawnee</u>
	<u>]</u> MILE tracks, <u>185 related playlists</u> , updated August 3.	most popular songs get like me ***** nasty ***** money in the bank *****	By <u>1nonly7-mile_ei</u>
Ra	awdio aw sounds from RevenantRecords.com, feat. Capt. Beefheart 3 tracks, <u>31 related playlists</u> , updated January 30.	most popular songs            • <u>A Spoonful Blues</u> ★★★         • <u>One Hand Loose</u> ★★★         • <u>Country Blues</u> ★★         • <u>Country Blues</u> ★ ★         • <u>Country Blues</u> ★ ★ ★         • <u>Country Blues</u> ★ ★ ★         • <u>Country Blues</u> ★ ★ ★ ★         • <u>Country Blues</u> ★ ★ ★ ★         • <u>Country Blues</u> ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★	By <u>lucas_qonze</u>
gl 🕑	AgALoG rApPeRz, LoC 9, gAgOnG rApPeR, TICKAS [CaLooCaN] EtC 1 tracks, <u>494 related playlists</u> , updated March 8. <u>15 comments</u>	<ul> <li>most popular songs</li> <li>ogLoC 9 - LovE StORy Q ★★★★★</li> <li>ogAqOnG rApPeR - kAbEt ★★★★★</li> <li>oCrAzy Az pinOy - HuwAd ★★★★★★</li> </ul>	By <u>flipztah</u>
	lusic <u>Baby</u> ock, Hip-hop, R&B, Pop, And the stuff us teens listen to. 7 tracks, <u>9836 related playlists</u> , updated August 9. <u>83 comments</u>	most popular songs <ul> <li><u>Orind Wit Me</u></li> <li><u>My Chemical Romance Helena</u></li> <li><u>Foo Fighters Best Of You</u></li> </ul>	By <u>Baby_Music_Baby</u>
Та	<mark>aft</mark> a <b>ft</b> 0 tracks, <u>688 related playlists</u> , updated July 23.	most popular songs <u>Rihanna - Unfaithful *****</u> <u>E-40 Ft. T-Pain &amp; Kandi - U &amp; Dat *****</u> <u>Clipse Ft. Pharell - Mr. Me Too</u> *****	By <u>DJ07</u>



# 1/2 billion unique users on yahoo branded properties

# 200 million active registered users

# 3.9 billion

# page views a day

#### Building a site this big is hard work

http://flickr.com/photos/eurleif/186807021/



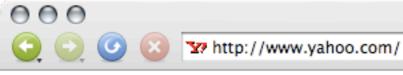
### Lots of Engineers

http://flickr.com/photos/mn\_francis/68739646/



#### Lots of servers

http://flickr.com/photos/indi/23580458/



YAHOO!

Yahoo!

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Yahoo! - Help

#### yahoo is having a massage.

yahoo is getting a massage and will return soon.

Copyright © 2004 Yahoo! Inc. All rights reserved. Privacy Policy - Terms of Service

#### More concerns about uptime



### More hacking attempts

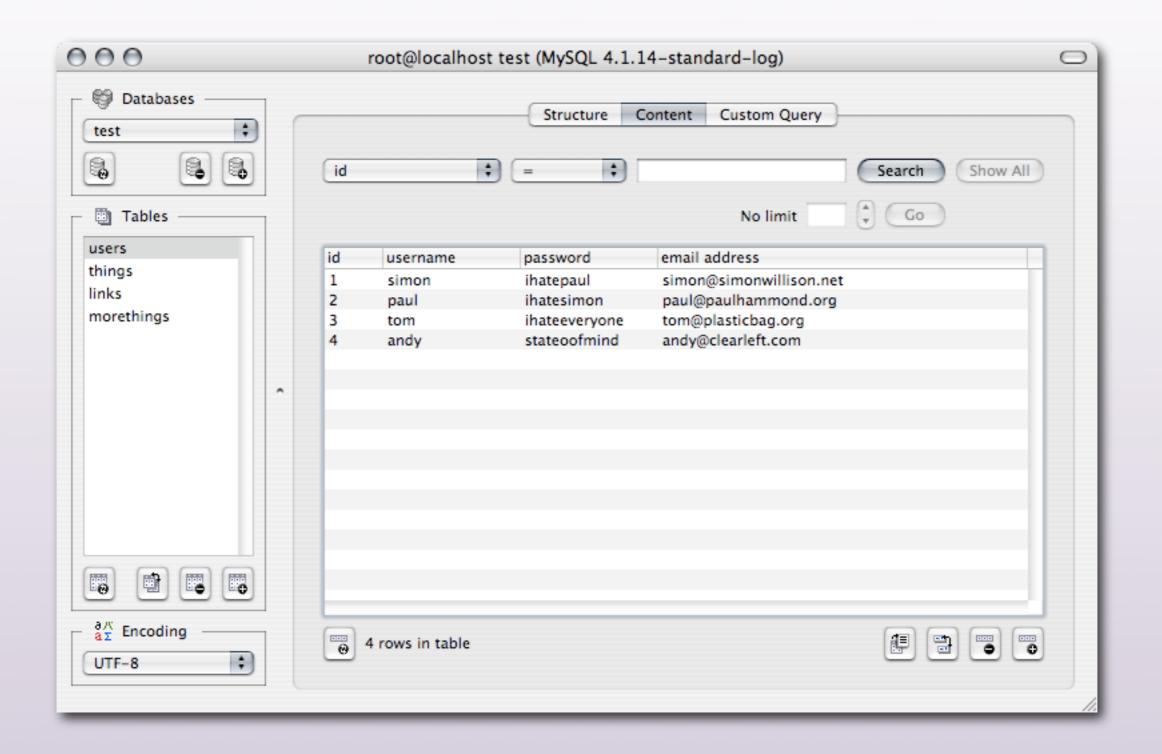


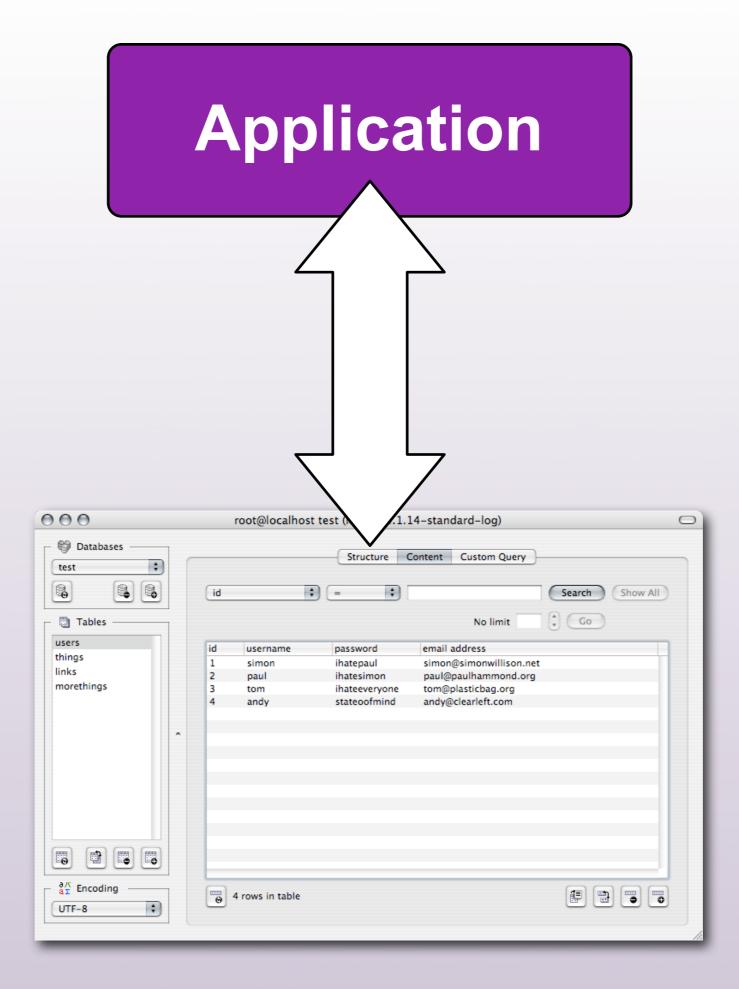
#### More concerns over privacy

http://flickr.com/photos/44538772@N00/67865829/



Edit your account:		
First Name:	Paul	
Last Name:	Hammond	
Email Address:	paul@paulhammond.org	
Website:	http://www.paulhammond.org/	
City:	London	
Favourite Colour:	#7B0099	
	Update Details	

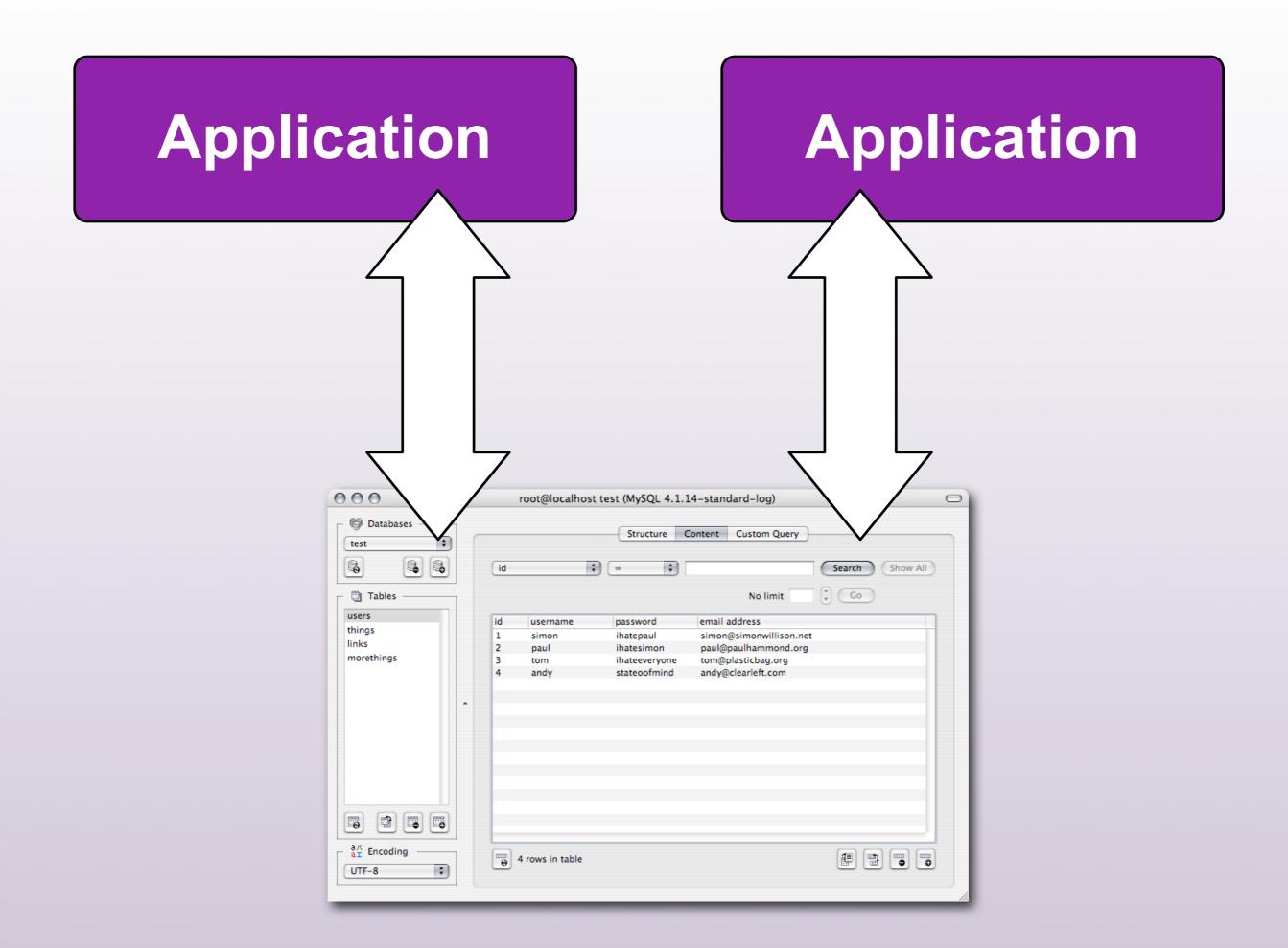






#### Security Issues

http://www.flickr.com/photos/lizjones/185703028/







http://flickr.com/photos/lizard\_queen/114587853/

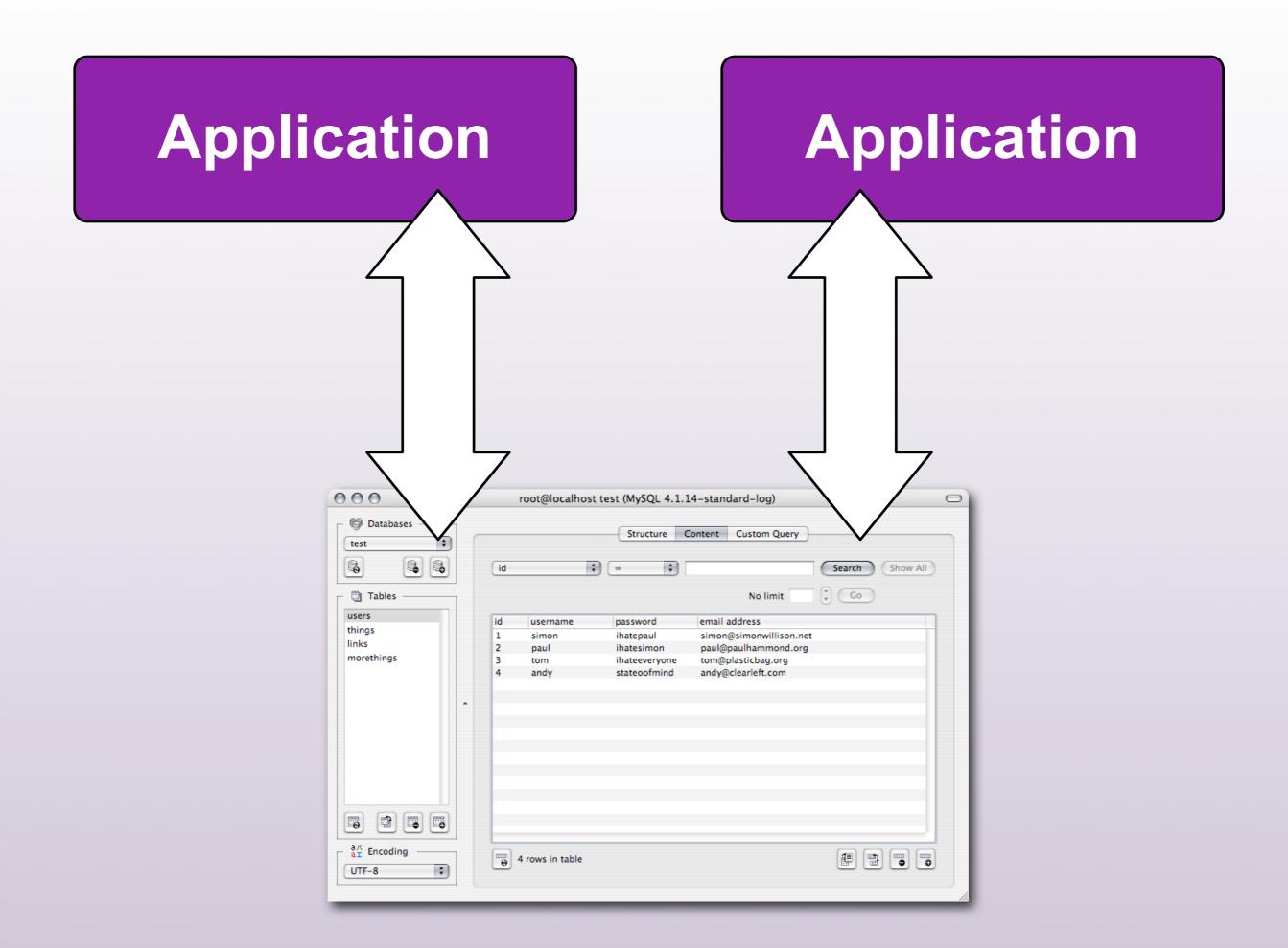


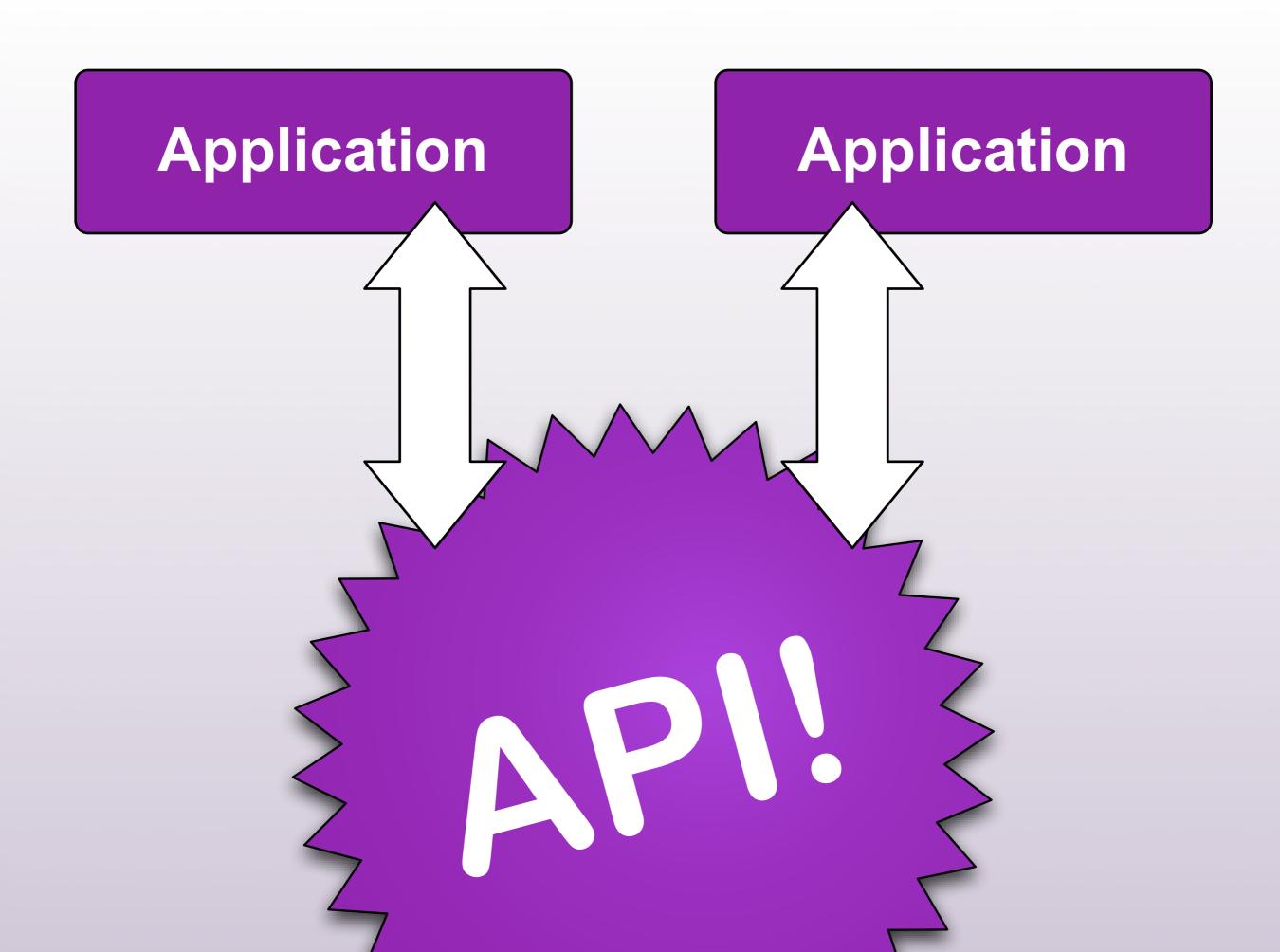
### Making changes is hard

http://www.flickr.com/photos/tico24/16240395/





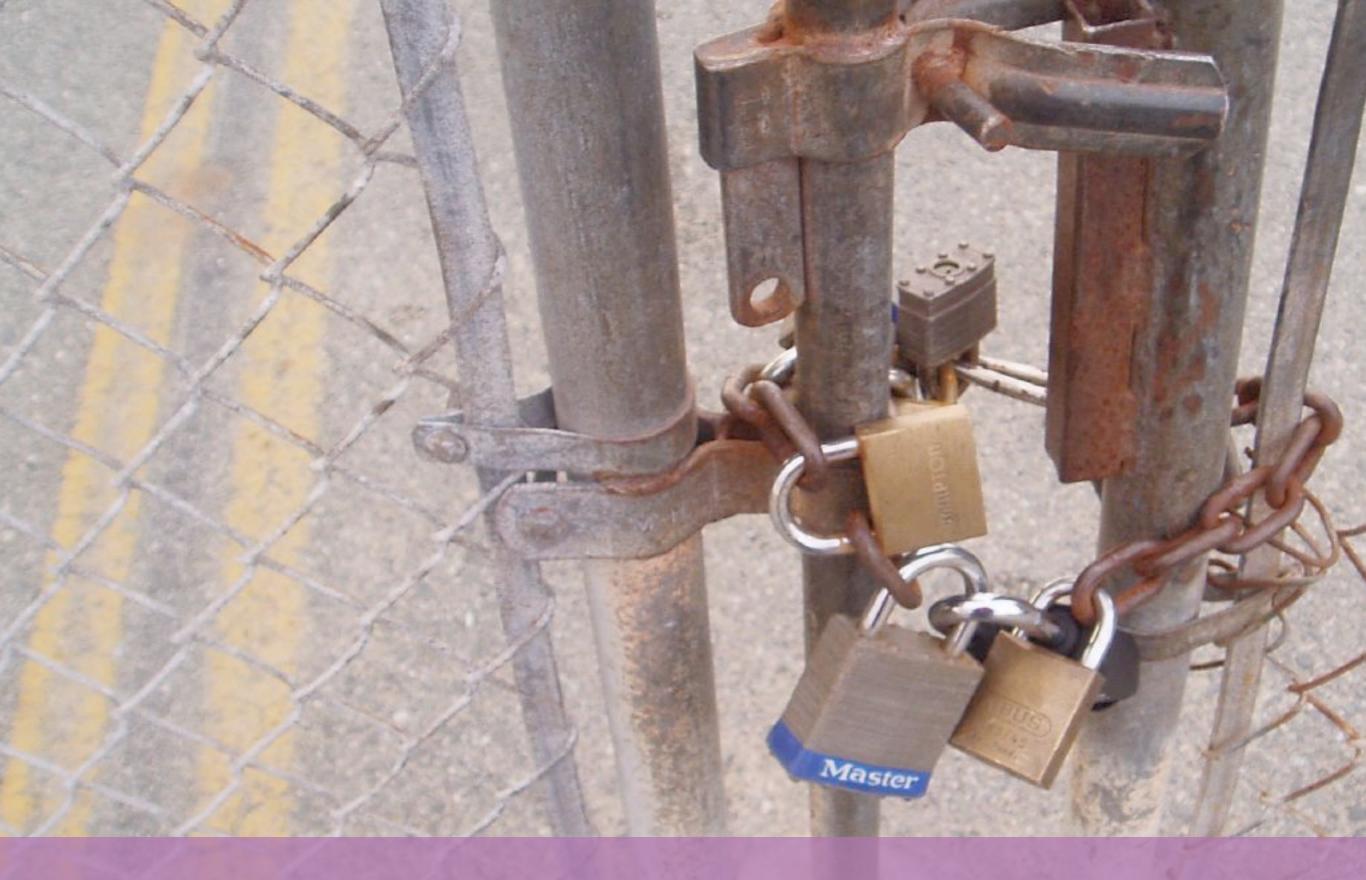






## Separation of concerns

http://flickr.com/photos/adactio/9514864/



## Can easily fix security problems

http://flickr.com/photos/orinrobertjohn/47667825/

### Can scale or increase redundancy

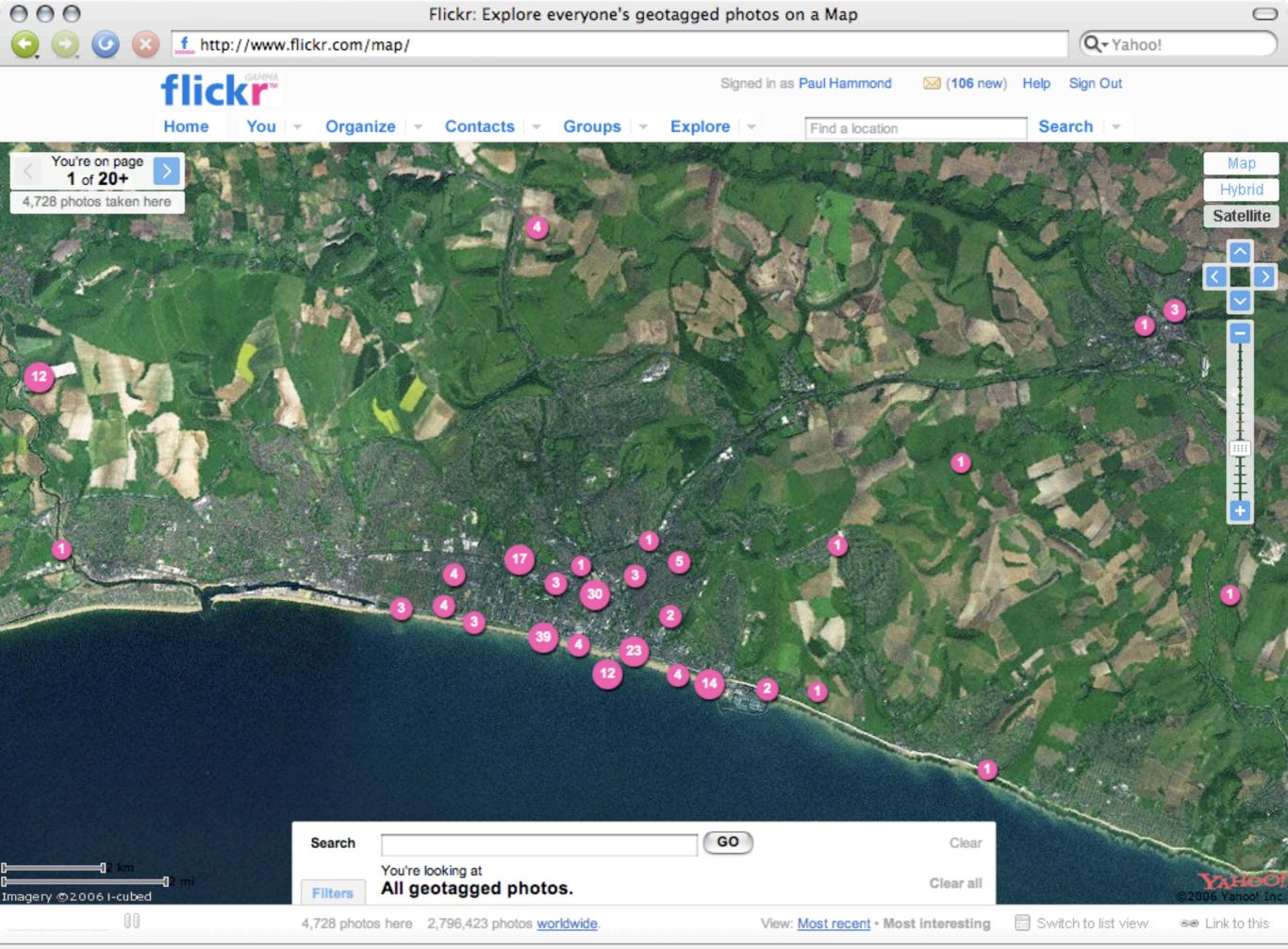
http://flickr.com/photos/doublebug/132789025/

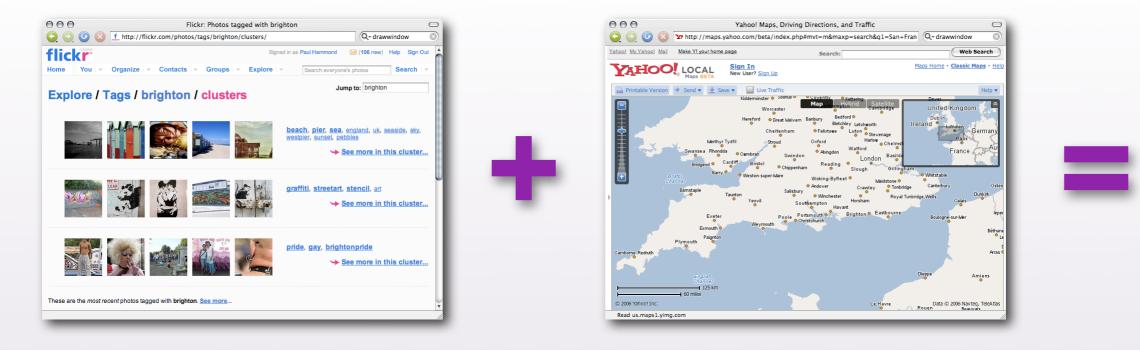
# Internal APIs make huge sites possible

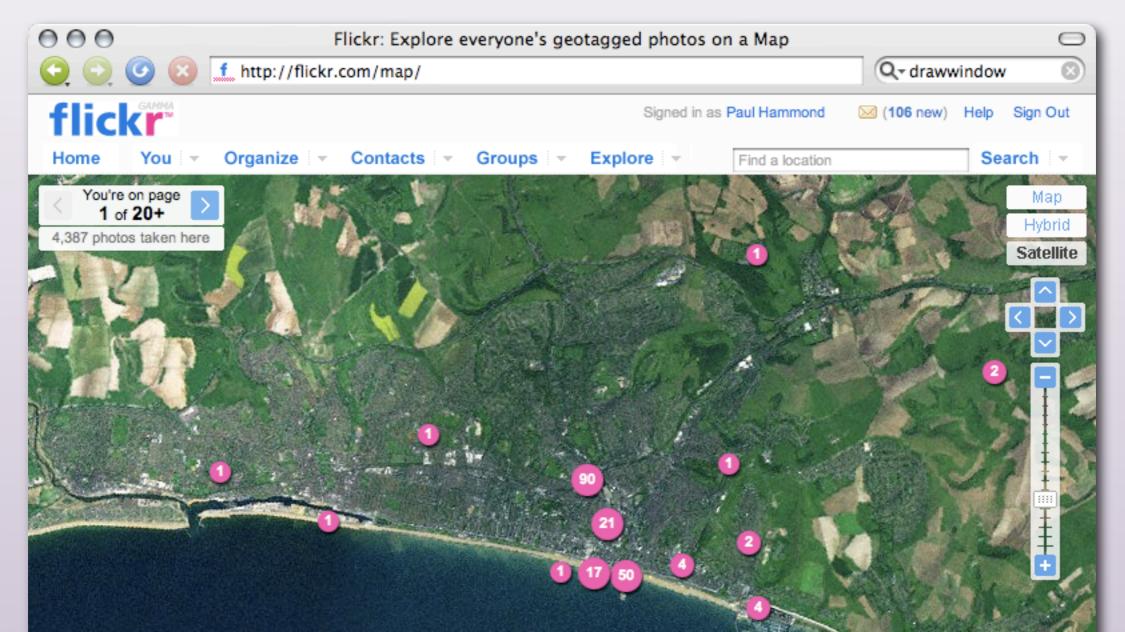


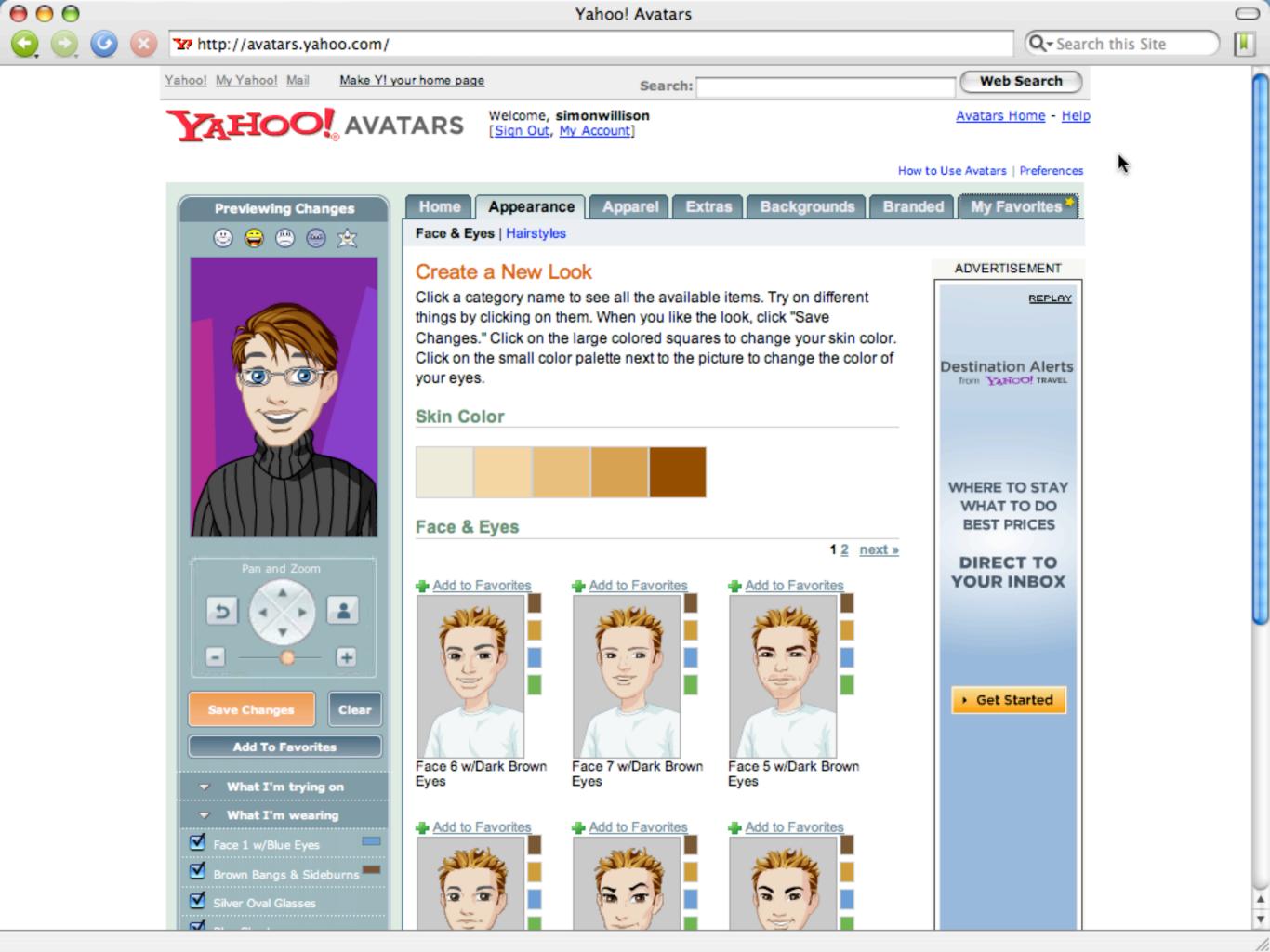
## Internal mashup culture

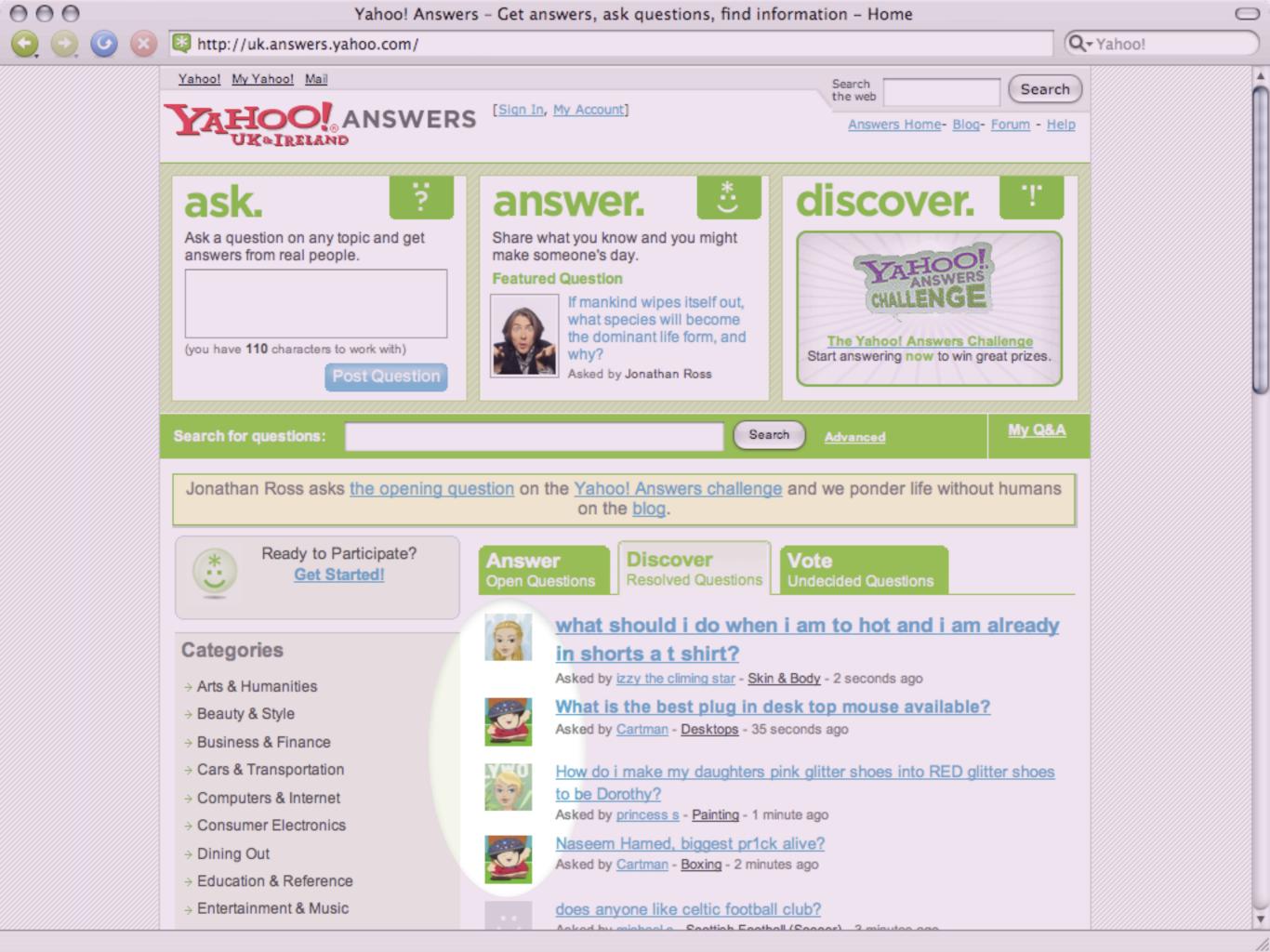
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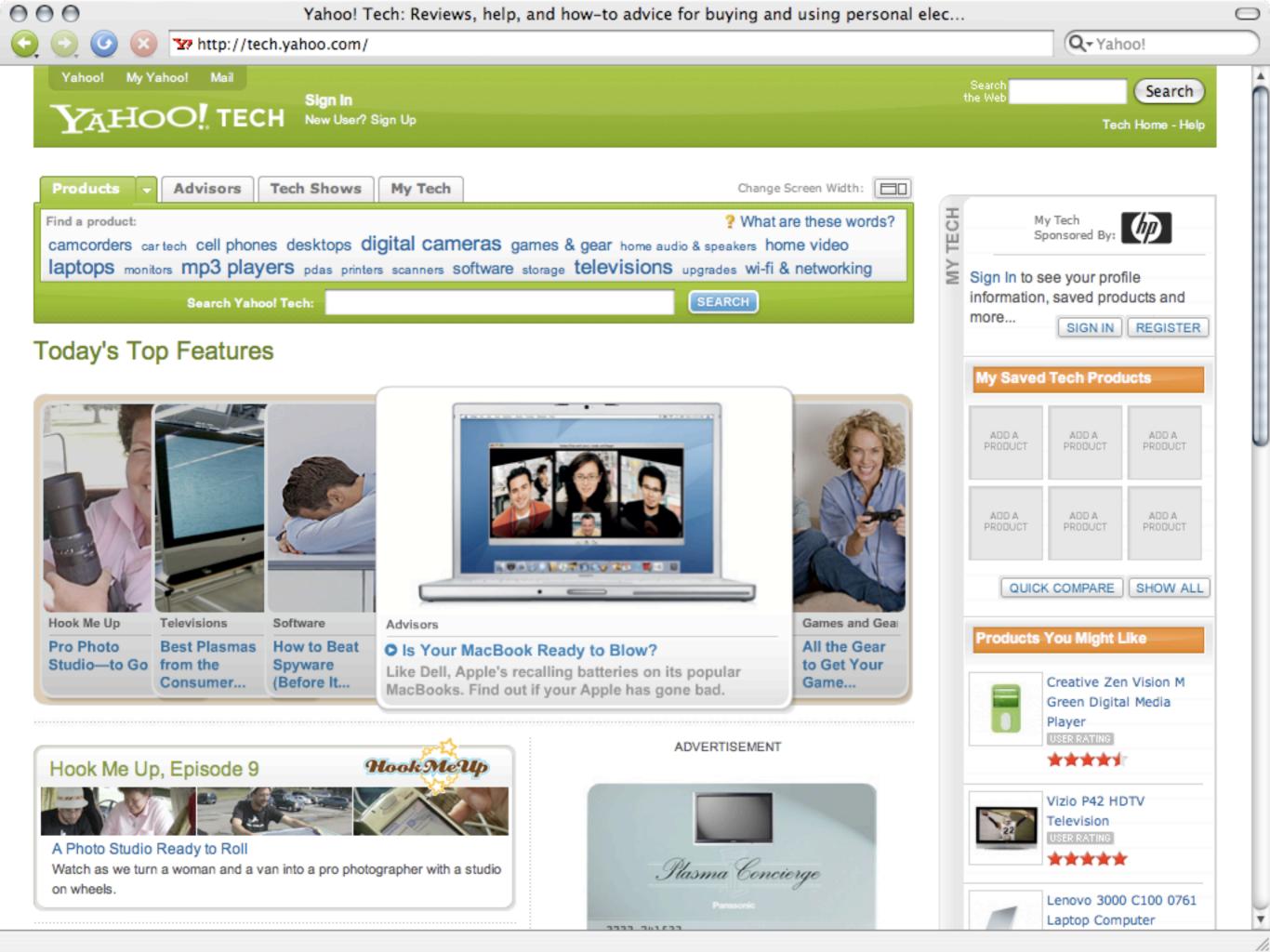


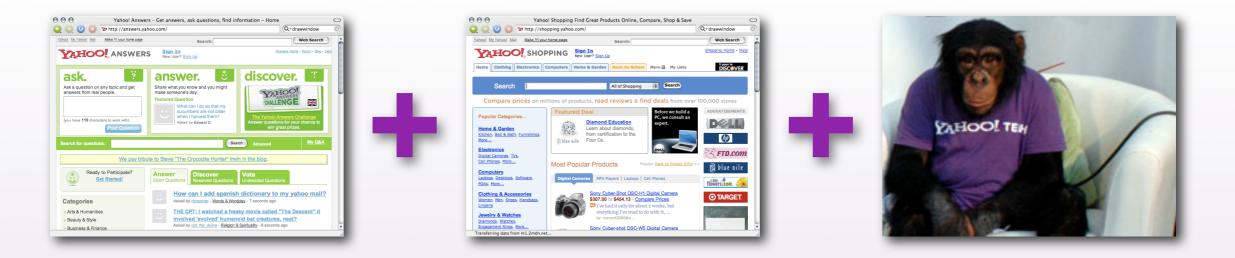






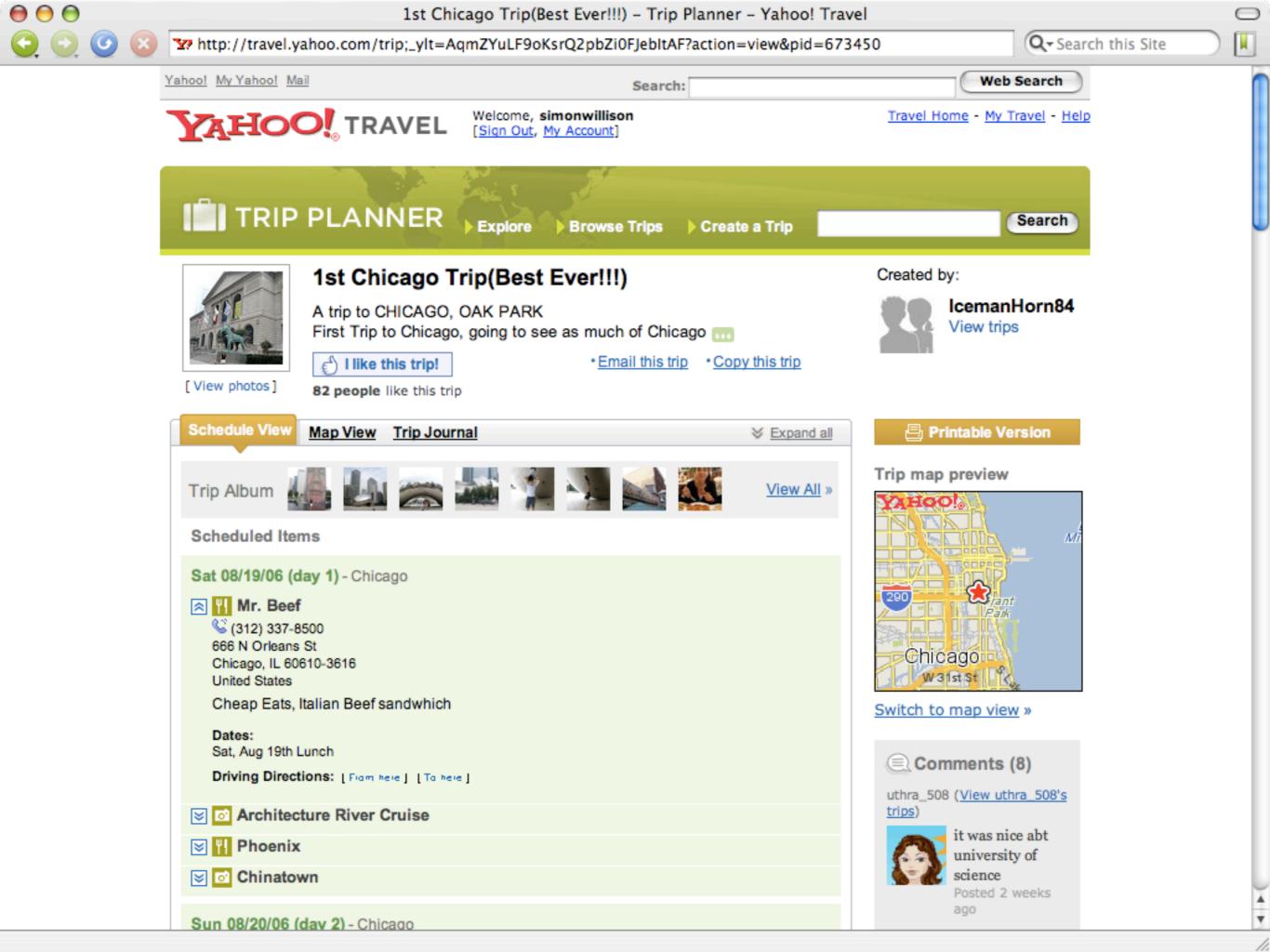


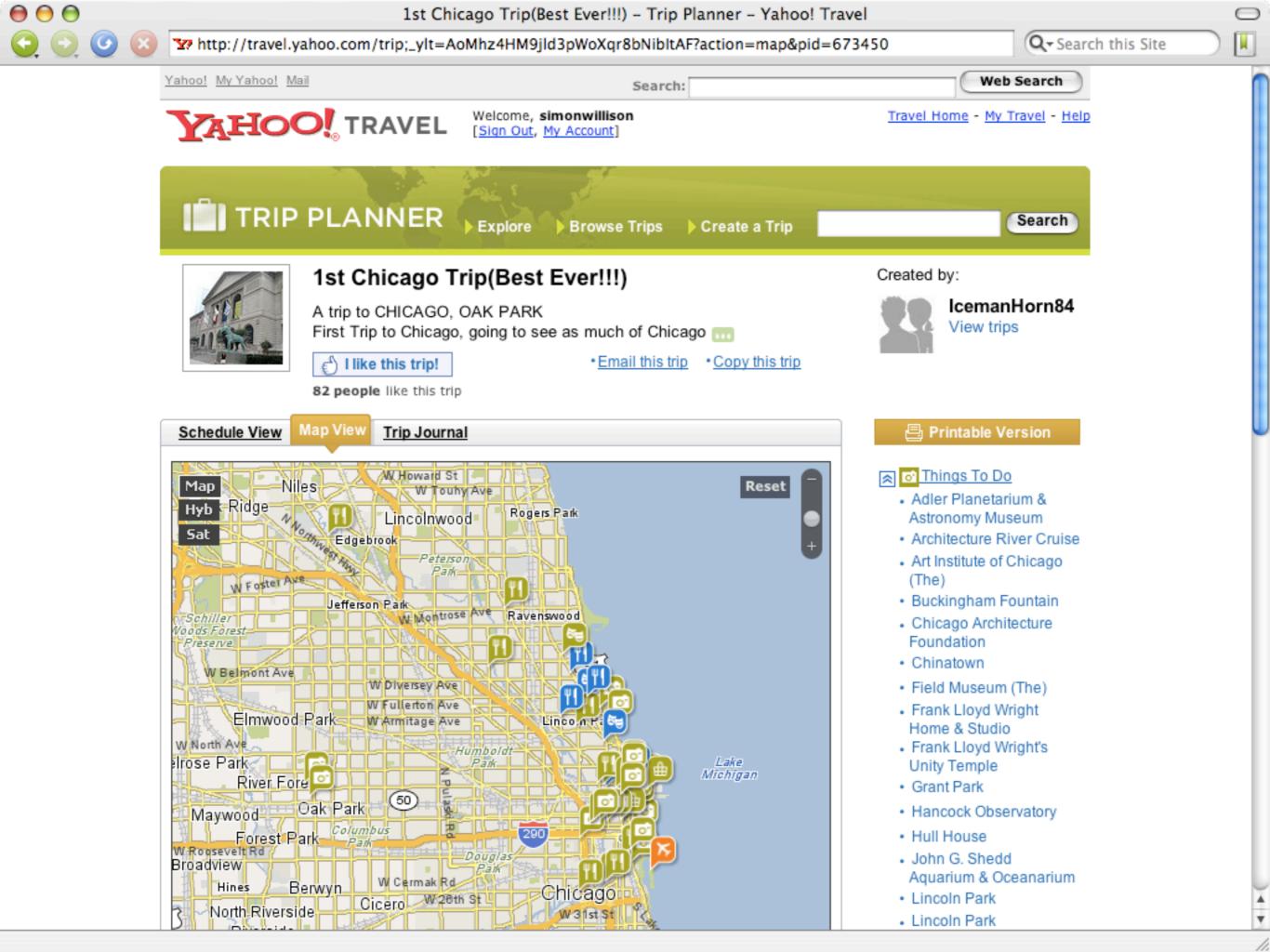


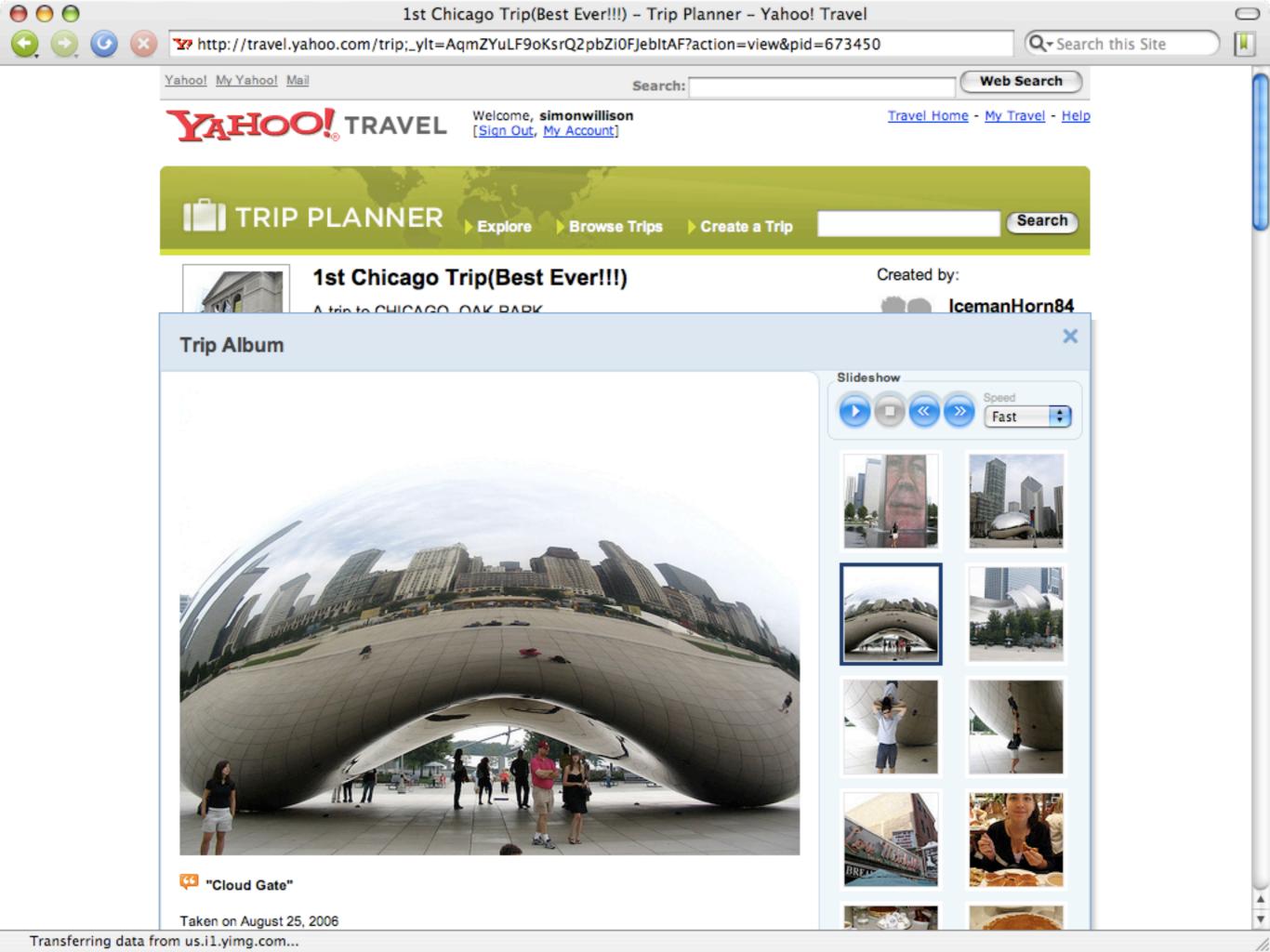




Yahoo! Tech: Reviews, help, and how-to advice for buy	ing and using personal elec $\square$
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Yahoo! My Yahoo! Mail  Yahoo! Mail  Sign In  New User? Sign Up	Search the Web Tech Home - Help
Products - Advisors Tech Shows My Tech	Change Screen Width:
Find a product: camcorders cartech cell phones desktops digital cameras games & gear home audio & speakers home video laptops monitors mp3 players pdas printers scanners software storage televisions upgrades wi-fi & networking	
Search Yahool Tech:	SEARCH
Today's Top Features	

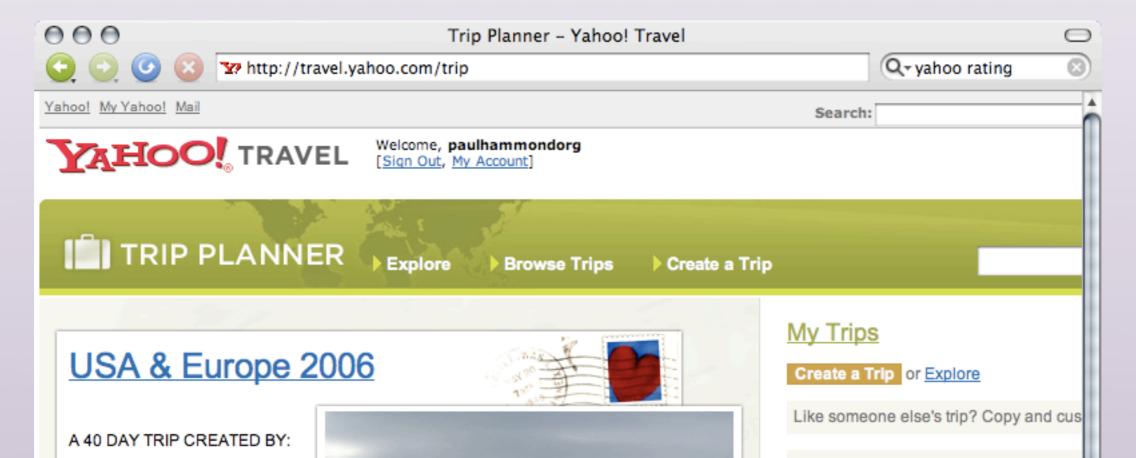












# Web Services allow us to build new products faster

### MASHUPORSHUTUP





### Over 25,000 people actively use JotSpot's wiki in work and in life.

A wiki is a website designed for collaboration. In a wiki everyone can edit, update and append pages with new information, all without knowing HTML.

Wikis can be either publicly accessible or privately secure.

### JotSpot is powerful but easy to use because of ...

- Microsoft Word style WYSIWYG editing
- Add-on applications
- Advanced search
- Email integration
- Much more...

### JotSpot's wiki is used at work for ...

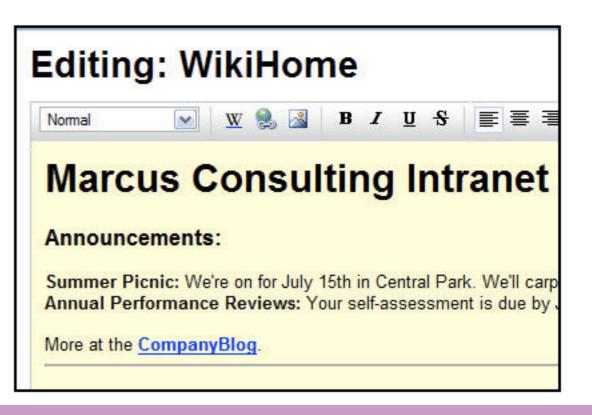
- Corporate intranets
- Project management
- Document collaboration
- Help desks and call centers
- Much more...

...and in life for...

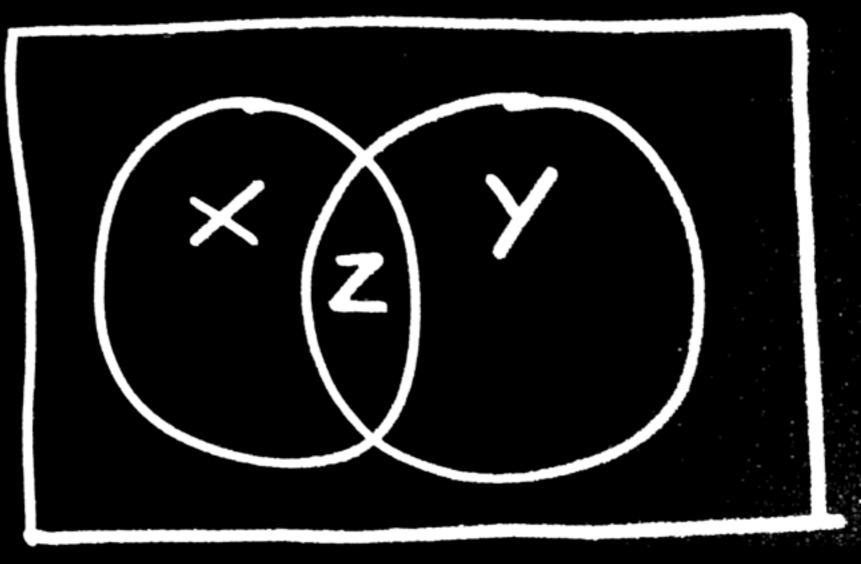
- Family websites
- Class reunions

Click here for a free wiki trial, or take the tour

Not our idea



## X: OREAMER Y: CODER Z: HACKER



## **Two Rules of Hack Day:**

Build prototype in a day
 Demo to your colleagues



### Hack day makes people happy

http://flickr.com/photos/drewm/112465631/

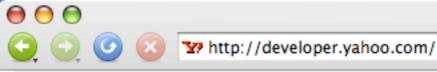


## Innovation through making stuff

## Wouldn't be possible without APIs

http://flickr.com/photos/morton/42327887/

# Web Services help us innovate



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Search

Developer Network Home Help

Site Search

### **YAHOO** DEVELOPER NETWORK

Yahoo! Developer Network Home - Welcome!

#### Get Started

#### Home

About Us

Developer Network Blog

Frequently Asked Questions

Support Communities

Working Examples

**Developer Central** 

Design Pattern Library

JavaScript Developer Center

PHP Developer Center

Python Developer Center

Search SDK

User Interface Library

Work With Us

Get an Application ID

Usage Policy

Terms of Use

Learn About ....

Answers

del.icio.us

Finance

Flickr™

HotJobs

Maps

Merchant Solutions

Messenger

Music

### New: Got Questions? We've Got the Yahoo! Answers API

Your pipeline to the great global brain just got a little bit fatter. With the <u>Yahoo! Answers APIs</u>, you can:

- Search for <u>questions</u> about anything your heart desires.
- Narrow things down by <u>category</u>.
- Drill down even tighter, to a single question.
- Dig out even more questions and answers, once you find that <u>smart guy or gal</u>.

All this Answer-y goodness comes wrapped in XML, <u>PHP</u>, or <u>JSON</u> objects. Have fun, and please come post your results in the <u>Gallery</u>.

Posted: August 15, 2006

### New: Site Explorer's got a Ping API

In addition to the <u>Page</u> and <u>Inlink</u> data available from the <u>Site Explorer web services</u>, you can now ping Yahoo to let us know you've made changes to your web site. Using the <u>update</u> <u>notification call</u>, it can't get much easier.

Posted: August 8th, 2006

### New: Snakes On A Web Site??!

Not just any snake, but <u>Python</u>, the powerful programming language that's used all over the Internet. One of our in-house gurus, <u>Simon Willison</u>, takes you through the steps necessary to engage Yahoo! Web Services using Python. That and more Python resources are in our new <u>Python Developer Center</u>.

Posted: August 8th, 2006

### New and Improved Yahoo! Search SDK

We've updated our Yahoo! Search Web Services SDK with new code and examples. Test out our Ruby and Lua code, or browse updated Java, VB.NET, C#, and JavaScript source. It's easy to use and <u>BSD licensed</u>. Download it <u>here</u> Featured Applications Yahoo! Application Gallery Find applications, web sites, mashups, and other tools built with Yahoo! technology.

Maps Application Gallery

Check out cool apps built with the Yahoo! Maps API

### Widget Gallery

Download more cool and beautiful Widgets for the Yahoo! Widgets runtime

#### Flickr Application Gallery

See the web applications and tools built using the Flickr APIs

### Yahoo! Music Engine Plugin Gallery

Enhance your Yahoo! Music Engine and Yahoo! Music Unlimited experience with these fun plugins and skins

### Search Application Gallery

See the wealth of great applications built using the Yahoo! Search APIs Web Image Video Audio Local News

Yahoo Search APIs

## d.construct

Spelling Suggestions

deconstruct

Spelling Suggestions

d.Construct 2005 was the UK's first grassroots Web 2.0 conference. It was an affordable, one-day event aimed at those building the latest generation of web-based applications. The event discussed how new technology is transforming the web from a document delivery system to an application platform. Internationally renowned speakers covered hot-topics such as Ajax, using the power of API's and the future of the mobile web.

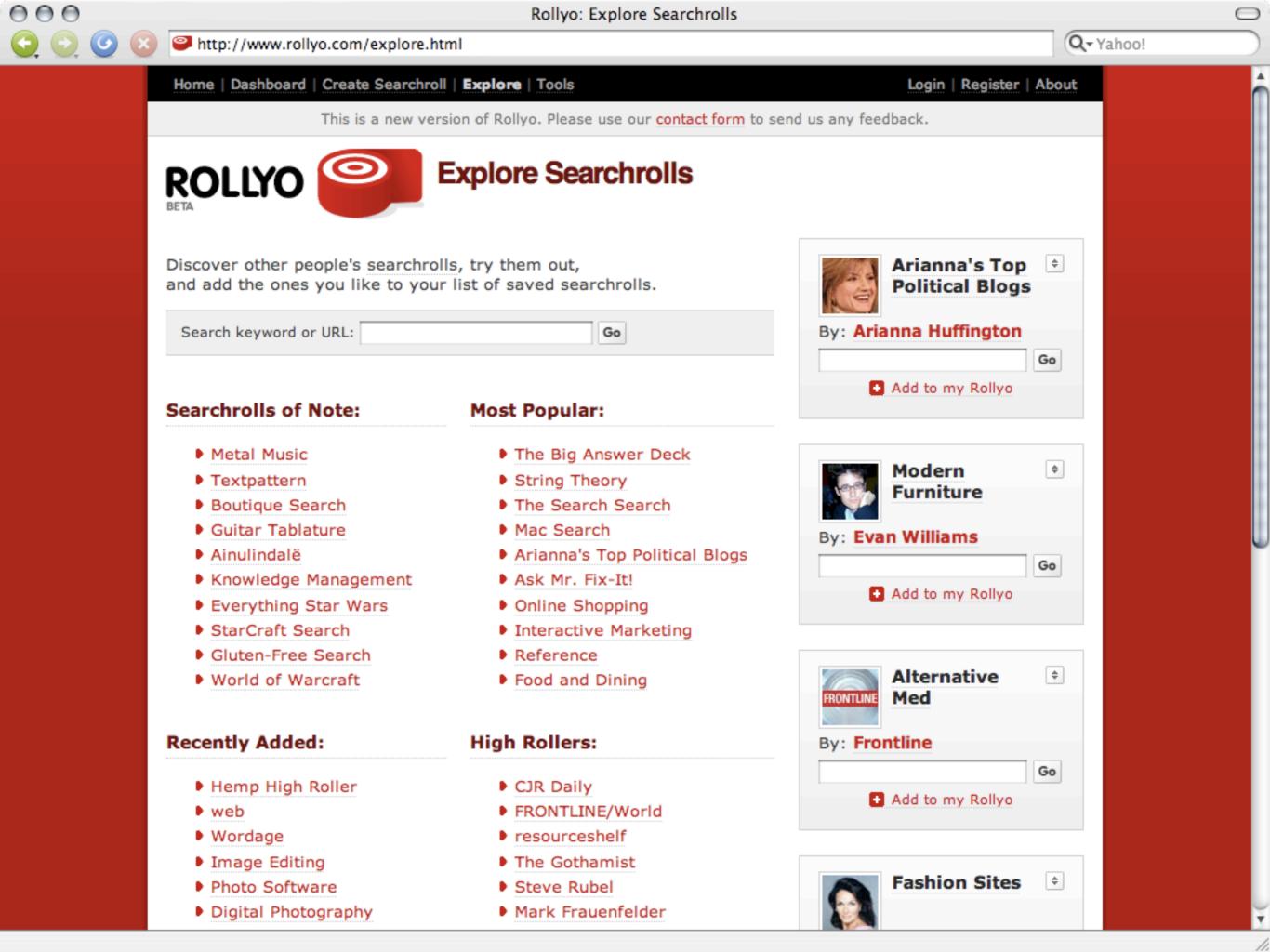


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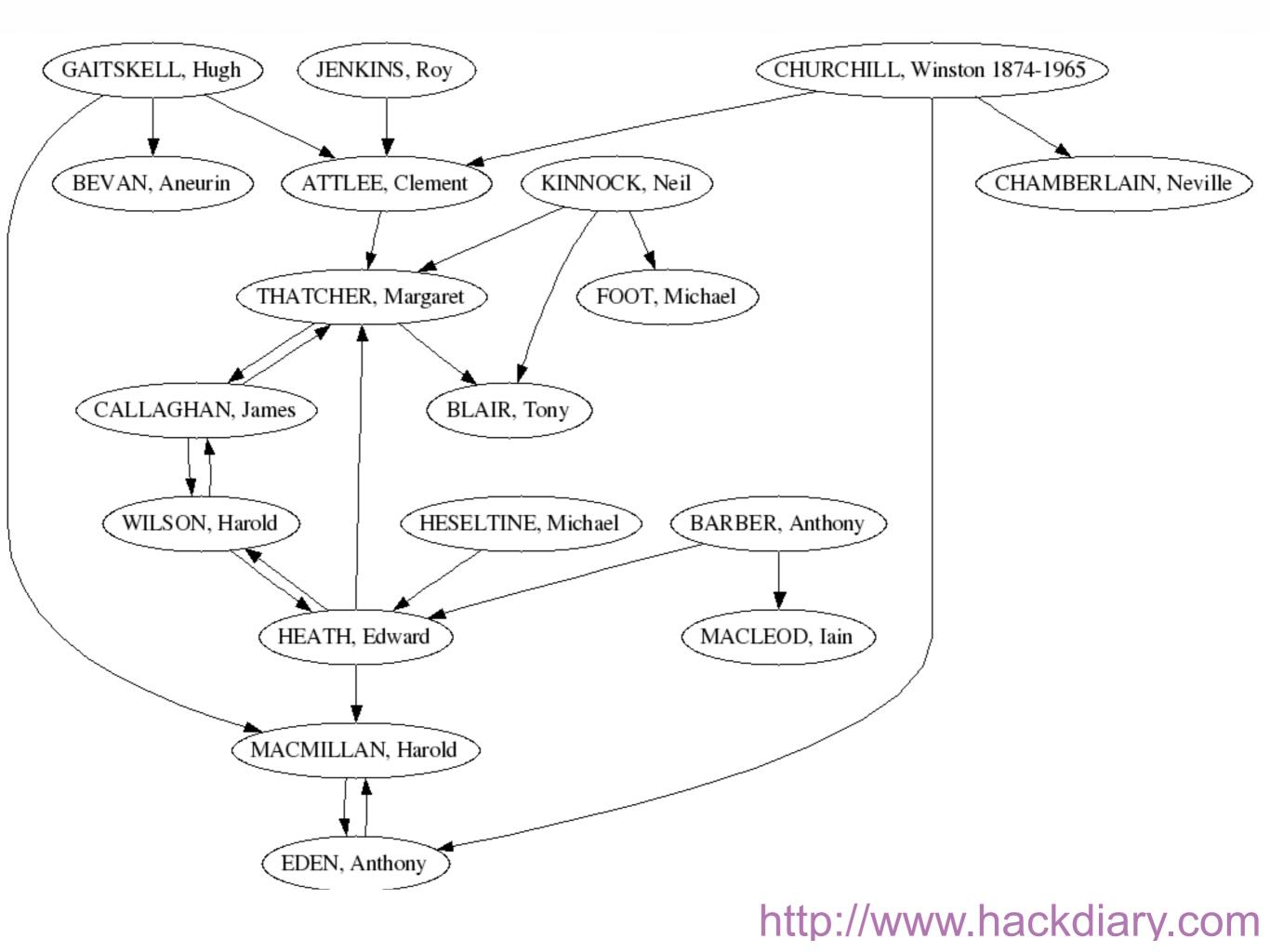


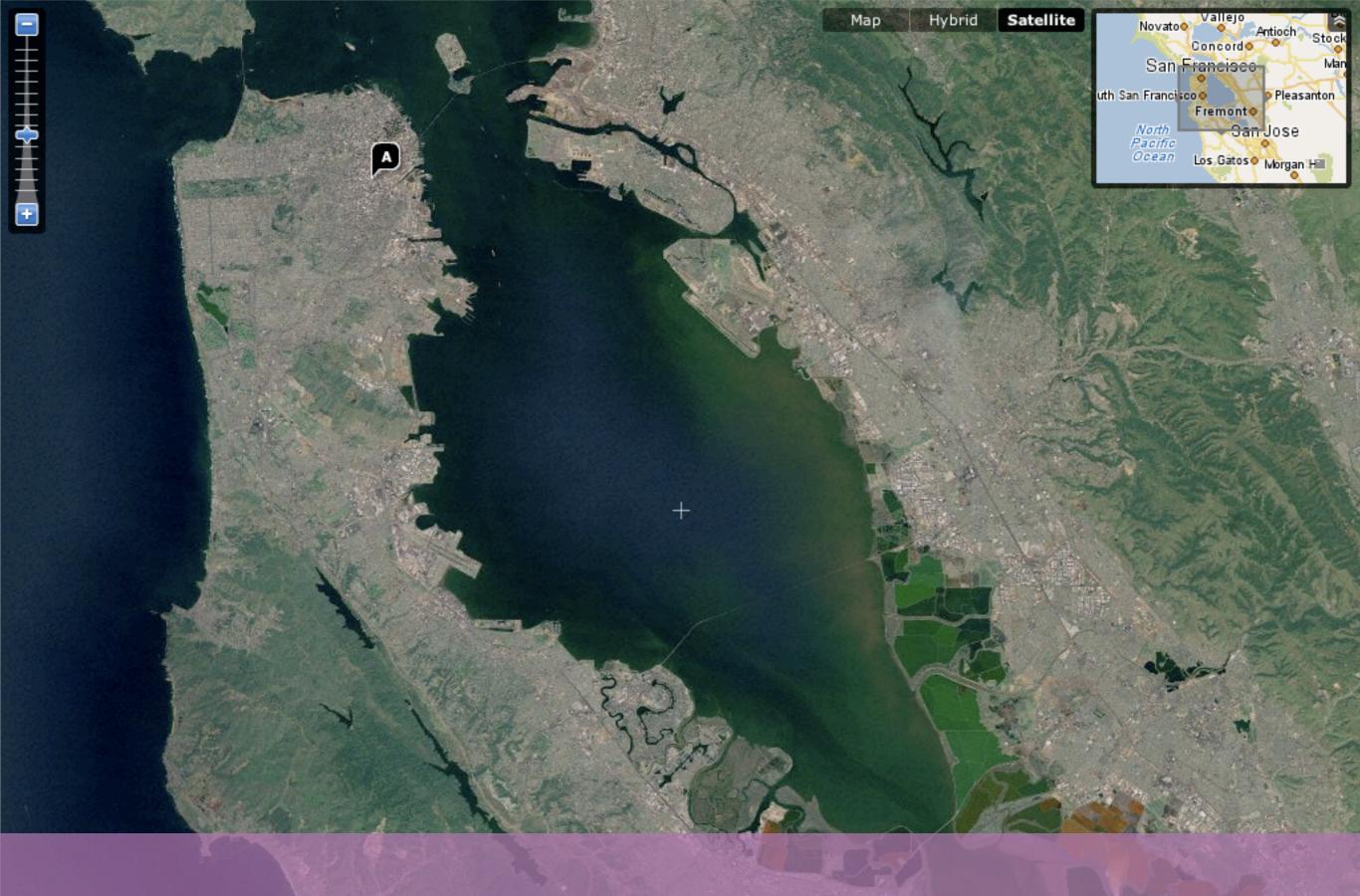
# XML Serialized PHP JSON

**Output Formats** 



Hugh Gaitskell Roy Jenkins Aneurin Bevan **Clement Attlee** Winston Churchill Neville Chamberlain Neil Kinnock Margaret Thatcher Michael Foot Ton Blair James Callaghan Harold Wilson Michael Heseltine Anthony Barber lain Macleod **Edward Heath** Harold Macmillan Anthony Eden





### Yahoo Local Maps APIs

Ajax and Flash

Vallejo Antioch

San Jose

Los Gatos Morgan Hill

Concordo

Fremonto

San Francisco

Stoc

Pleasanton

Man

Novato 🧿

uth San Francisco

North Pacific

Ocean

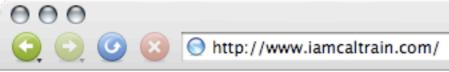
Satellite

Hybrid

Map

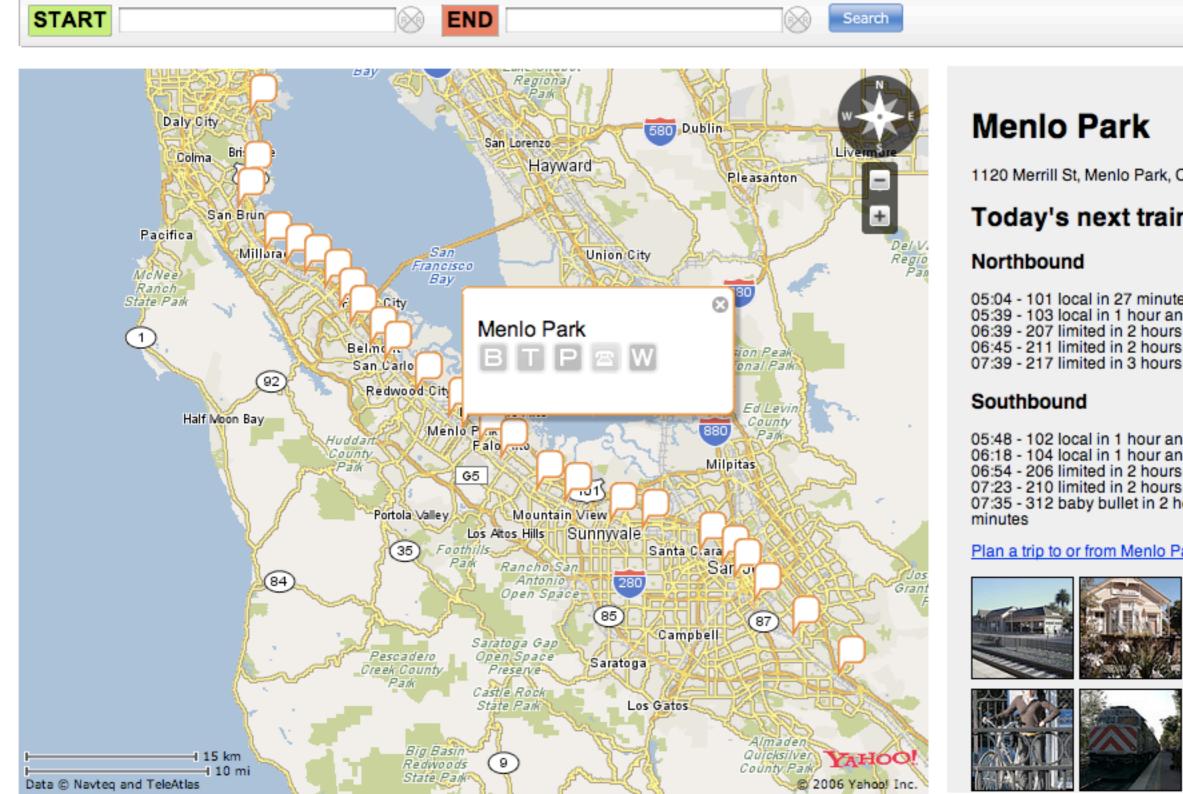
### Yahoo Local Maps APIs

🗊 2005 Yanoo! Inc.



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#### lamCaltrain



1120 Merrill St, Menlo Park, CA

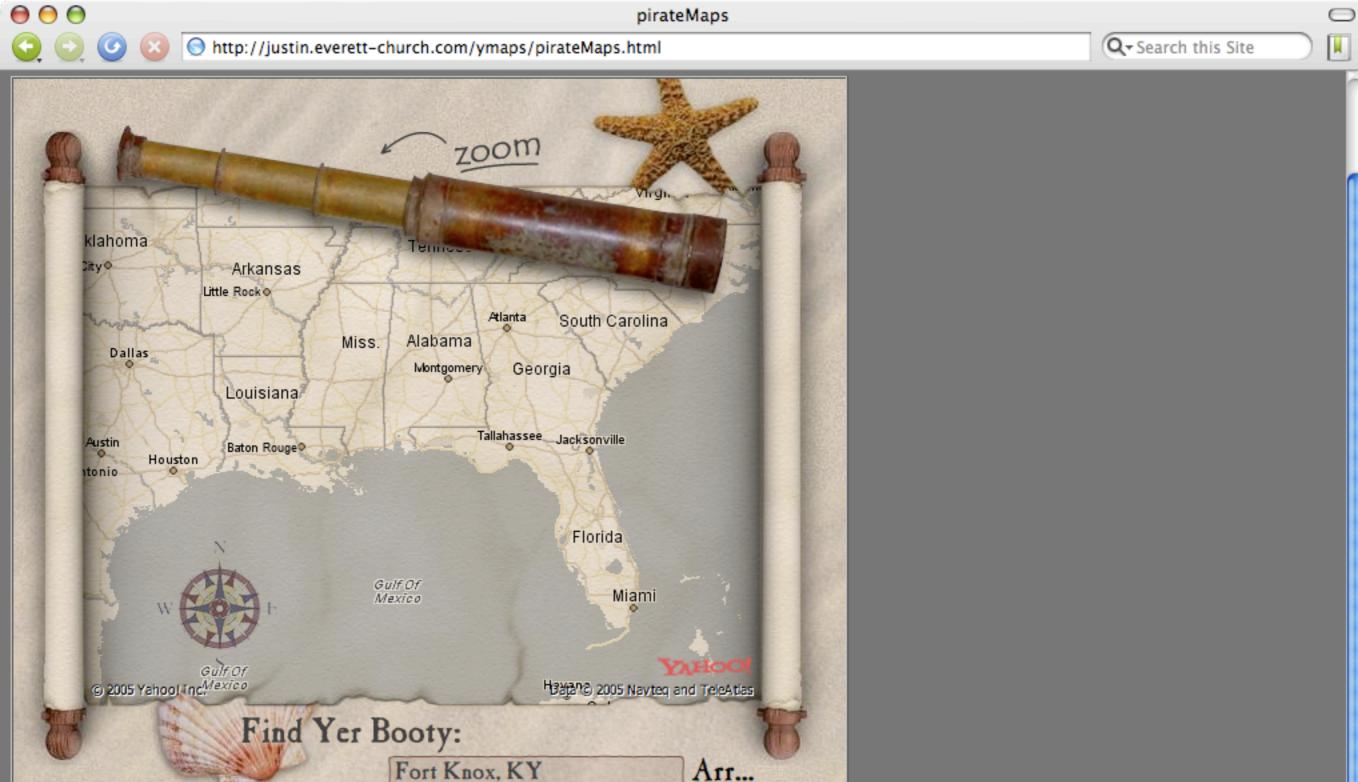
#### Today's next trains

05:04 - 101 local in 27 minutes 05:39 - 103 local in 1 hour and 2 minutes 06:39 - 207 limited in 2 hours and 2 minutes 06:45 - 211 limited in 2 hours and 8 minutes 07:39 - 217 limited in 3 hours and 2 minutes

05:48 - 102 local in 1 hour and 11 minutes 06:18 - 104 local in 1 hour and 41 minutes 06:54 - 206 limited in 2 hours and 17 minutes 07:23 - 210 limited in 2 hours and 46 minutes 07:35 - 312 baby bullet in 2 hours and 58

Plan a trip to or from Menlo Park station.

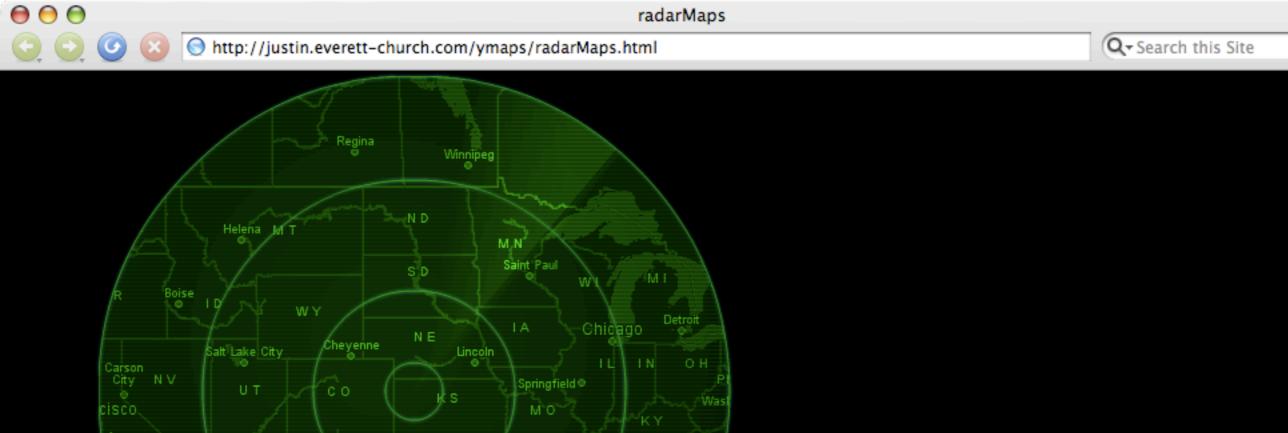




#### Pirate Map Prototype using Yahoo! Maps API

Back to the Blog Post Radar Map Prototype Yahoo! Maps API Page Update: Download Source

This is a test of using filters and blend modes in Flash to apply the parchment texture to the map API and to recolor the map elements. To zoom the map, grab the spyglass and drag the eyepiece. For those looking for deeper meaning, don't look too far. The project's point is to explore the flexibility of Yahoo! maps and how they can be integrated into the design of a site/application.



Atlanta

G A

A Ł

Jackson

Baton Rouge

#### Radar Map Prototype using Yahoo! Maps API

Las Vegas

⊇iego⊇——⊖ Mexicali

os Angeles

ΑZ

Phoenix

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Santa Fe

N M

Torreón 🗢

Chihuahua

This is a test of using filters and blend modes and colorTransform in Flash to invert the map colors, turn the map green and add hilight lighting effects. For those looking for deeper meaning, don't look too far. The project's point is to explore the flexibility of Yahoo! maps and how they can be integrated into the design of a site/application.

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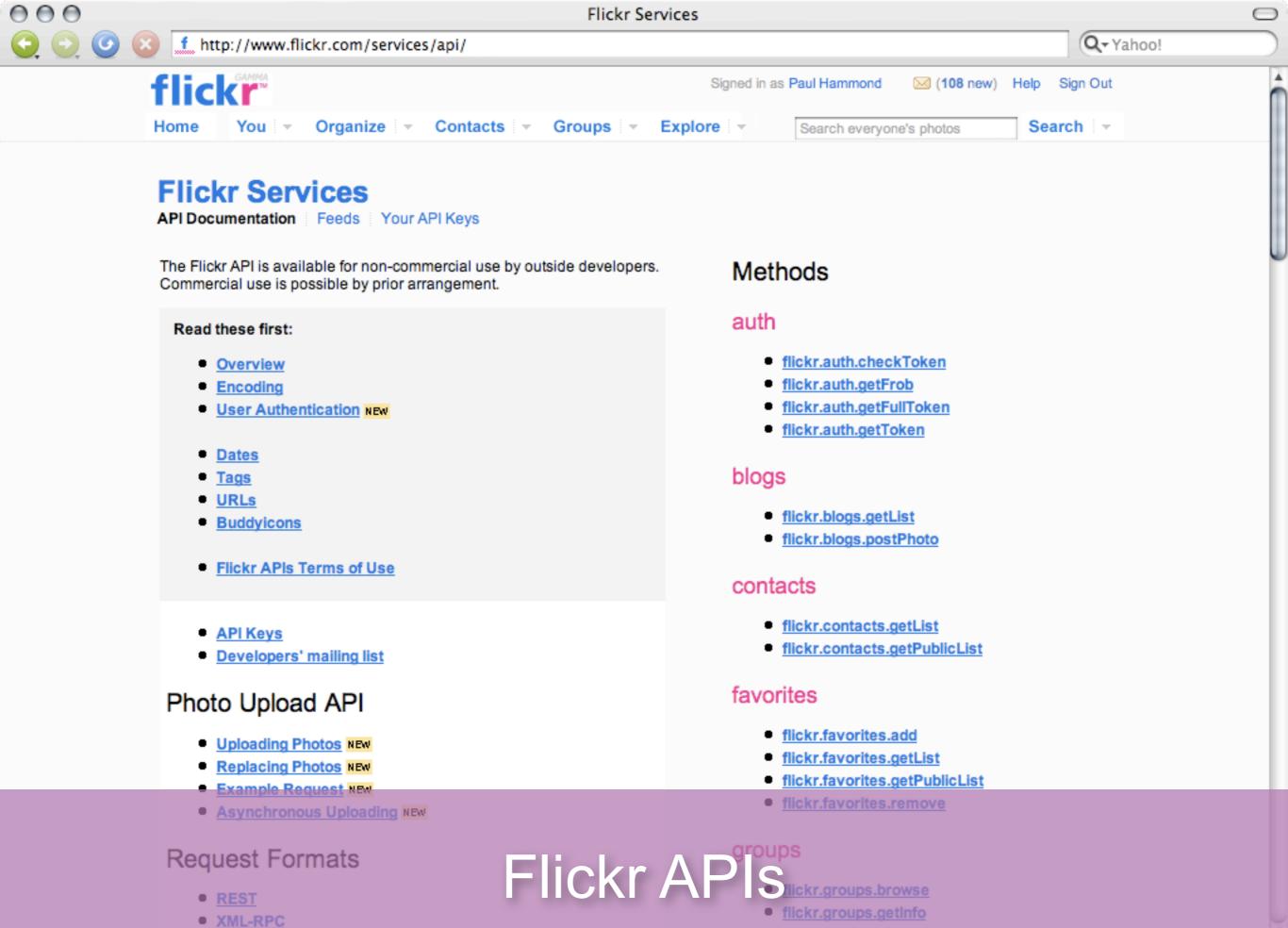
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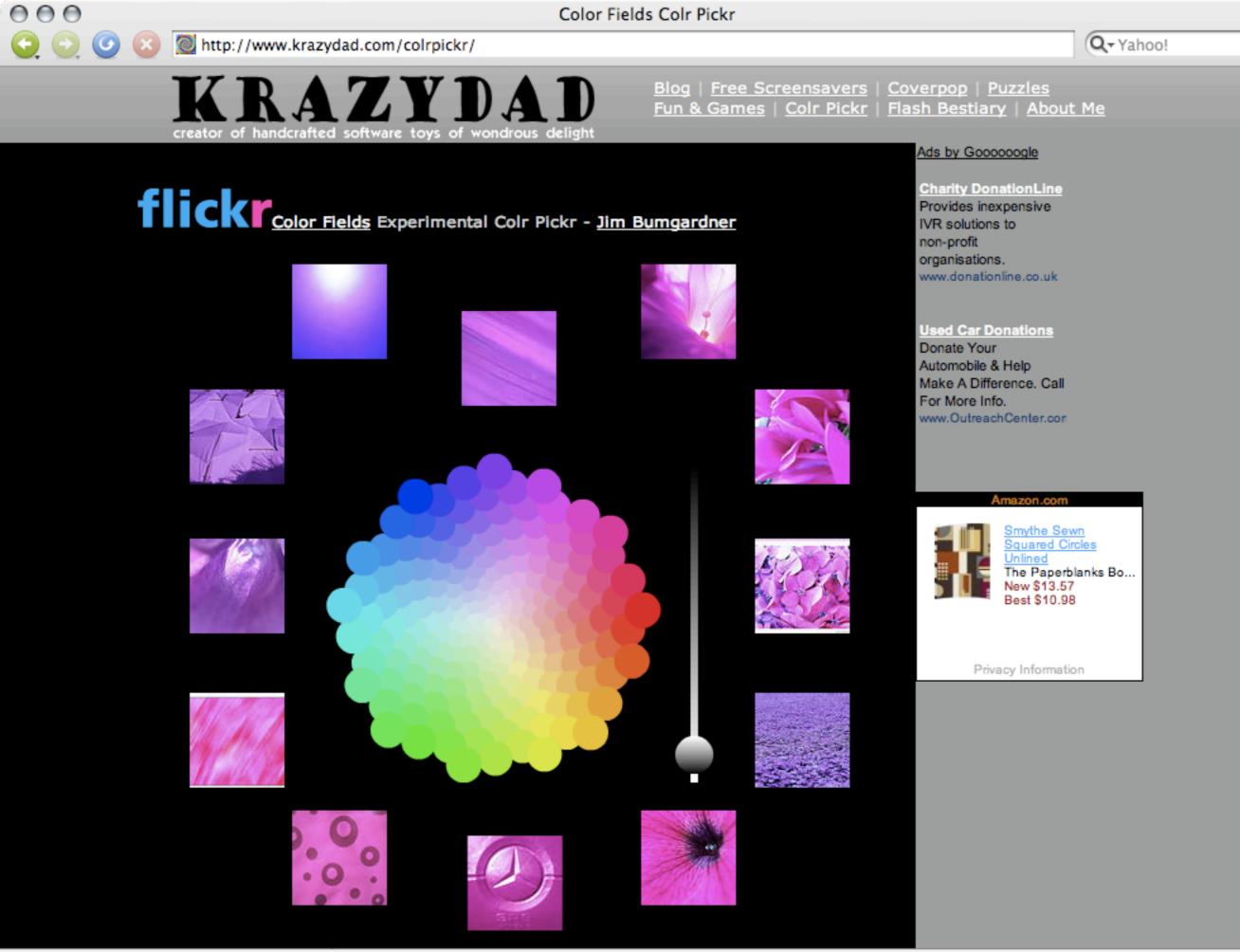
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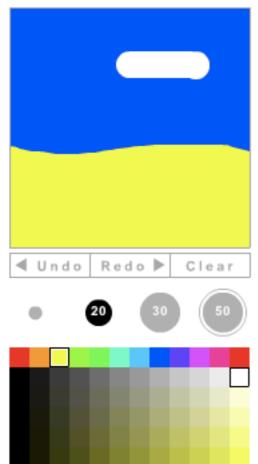
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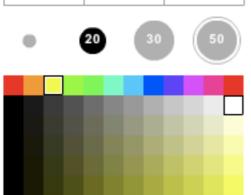


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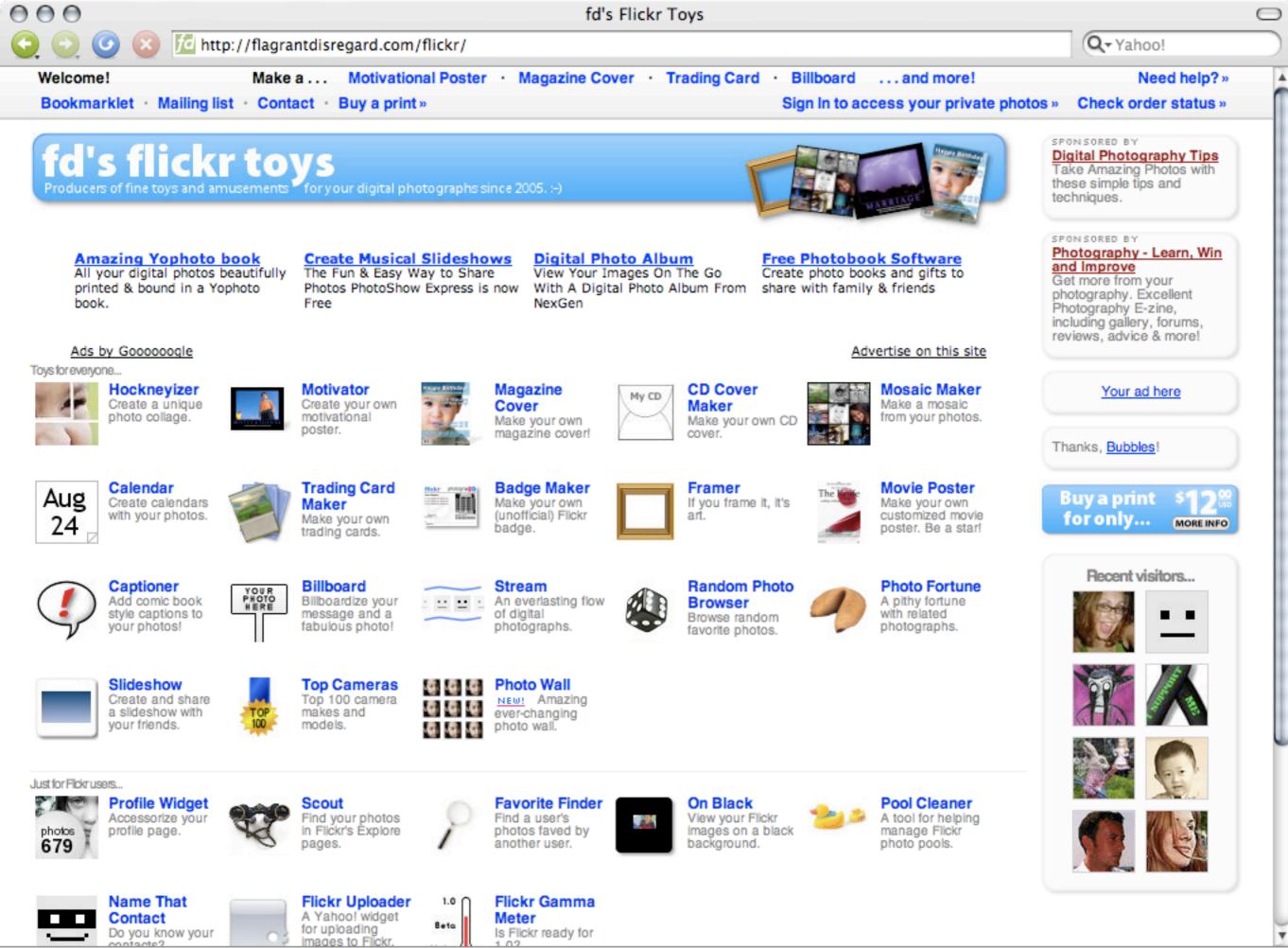
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Favcol was originally <u>Matt Webb's</u> idea. <u>Paul</u> <u>Hammond</u> built this version.

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# Web services aren't just for internal use

make huge sites possible

 make huge sites possible
 allow us to build new products faster

- make huge sites possible
- allow us to build new products faster
- help us innovate

- make huge sites possible
- allow us to build new products faster
- help us innovate
- aren't just for internal use

## Thankyou

http://www.paulhammond.org/2006/dconstruct

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