

# *Application Development for Social Networks*

*TCF IT Professional Conference 2011*

*April 1, 2011*

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# *My Background (1)*

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## Degree

- B.S. in Computer Science
- Rutgers University (go **Scarlet Knights!**)

## “Petrochemical Research Organization”

- Senior Research Technician (1988-1998, 2004-present)
- Systems Analyst (1998-2002)

## Ai-Logix, Inc. (now AudioCodes)

- Technical Support Engineer (2003-2004)

## Amateur Computer Group of New Jersey (ACGNJ)

- Java Users Group Leader (2001-present)
- Past-President (2010-present), President (2007-2009)
- Secretary (2006)





## *My Background (2)*

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### 🔥 Publications

- ❑ Java Boutique (<http://www.javaboutique.com/>)
  - ❖ Co-authored with Barry Burd
  - ❖ Design Patterns
- ❑ <http://www.redlich.net/publications/>

### 🔥 Presentations

- ❑ Trenton Computer Festival (TCF) since 1998
- ❑ TCF IT Professional Seminars since 2006
- ❑ Emerging Technologies for the Enterprise since 2008
- ❑ Princeton Java Users Group
- ❑ Capital District Java Developers Network
- ❑ New York Software Industry Association (NYSIA)





## Upcoming Event

### Emerging Technologies for the Enterprise (ETE) Conference 2011

- April 27-28, 2011
- Sheraton Olde City
- Philadelphia, Pennsylvania
- <http://www.phillyemergingtech.com/>

CHARI  
SOLUTIONS





# *Objectives*

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- ▲ What is a Social Network?
- ▲ History of Social Networks
- ▲ The Good, the Bad, and the Ugly
- ▲ Social Network Integration
- ▲ Facebook API
- ▲ Twitter API



## *What is a Social Network?*

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⚠ A social structure made of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as

- Friendship
- Kinship
- Financial exchange
- Dislike
- Sexual relationships, or
- Relationships of beliefs, knowledge or prestige

[http://en.wikipedia.org/wiki/Social\\_network](http://en.wikipedia.org/wiki/Social_network)



# Social Networks - The Early Years...



Monochrome, a modern BBS, still running as of today...



```

Monochrome (1.101j 20-Dec-03) (Last on Mon Jun 21 20:50)
-----
Did you know? <FS&:"#SI?::?I-` . -':!-'?b;>.bNLH???1Lk/[H]HRMHPNRMEMP
-----
Scanning makes it easy to find files that have been added to since
you last read them. Simply press [SPACE] in a menu to find the next
updated file. For more information, press [?][C][M] from this screen.
-----
Menu [ESC] = Utilities (inc. Talker & EXIT)
Menu [I] = Help and Information on Monochrome
Menu [N] = News and Media
Menu [T] = Science, Technology and Medicine
Menu [E] = Entertainment
Menu [C] = Society and Culture
Menu [R] = Recreation
Menu [M] = Monochrome Users
Hello 'Guest User'. (guest2:2)
<< 5 other users at Tue Jun 22 03:36 GMT (You have new messages) >>

```

```

Monochrome (1.101w 07-May-08) (Last on Wed May 14 13:36)
-----
OBSERVE! QUOTES
New streamlined layout! Easier to use! New files! Extra exclamation marks!
-----
Dish some dirt at <MT0> today!
-----
Menu [ESC] = Utilities (inc. Talker & EXIT)
You don't use ssh. Boo! Menu [I] = Help and Information on Monochrome
Welcome to the new version of Monochrome! (version 1.101w)
Menu [N] = News and Media
Menu [T] = Science, Technology and Medicine
Menu [E] = Entertainment
Menu [C] = Society and Culture
Menu [R] = Recreation
Menu [M] = Monochrome Users
Hello 'SexDrugs&DrumMachinesForAgRaveGeneration'. (evilandi:4)
<< 22 other users at Sun Jan 11 19:30 BST >>

```



April 1, 2011

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# *Social Networks - The Adolescent Years...*

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1997







# Social Networks - All Grown Up...

2002



2004 2006



2006



2003

2003



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## Other Popular Social Networks

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YAHOO! GROUPS

Google groups

chemistry.com

flickr

eHarmony

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)



## *The Good...*

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- ▲ Keep in touch with family, friends and colleagues
- ▲ Reconnect with old friends, colleagues and classmates
- ▲ Promote specific interests
  - Connect with those like-minded individuals
- ▲ Organizations can easily communicate their message



## *The Bad...*

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- ⚠ Keep in touch with family, friends and colleagues
- ⚠ Difficult to verify age
  - How many kids under the age of 13 have Facebook accounts?
- ⚠ Be careful what you say!



## *The Ugly...*

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- ⚠️ Keep in touch with family, friends and colleagues
- ⚠️ Be careful what you say!
- ⚠️ Opportunities for identity theft and fraud
- ⚠️ Easier for you to be stalked and harassed online
- ⚠️ Opportunities for predators

# Social Media Explained



**I need to pee**



**I peed**



**This is where I pee**



**Why am I peeing?**



**Look at this pee!**



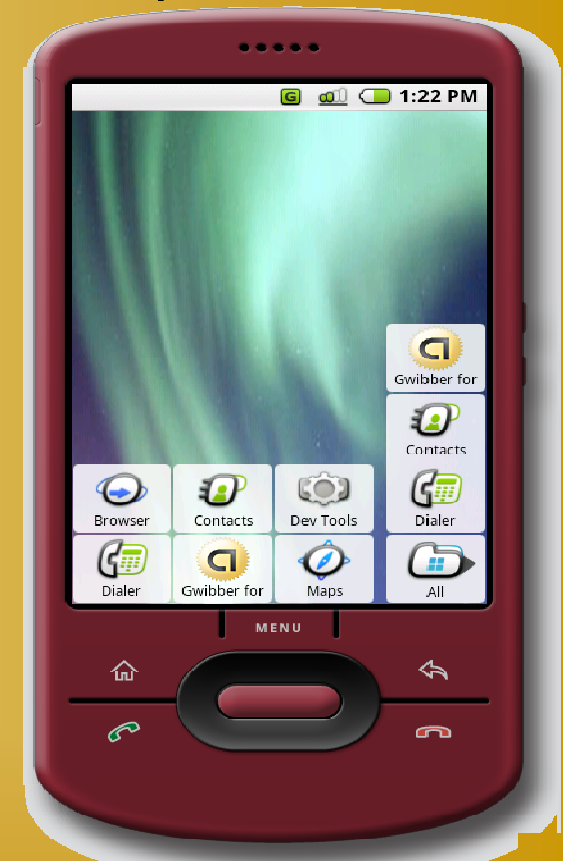
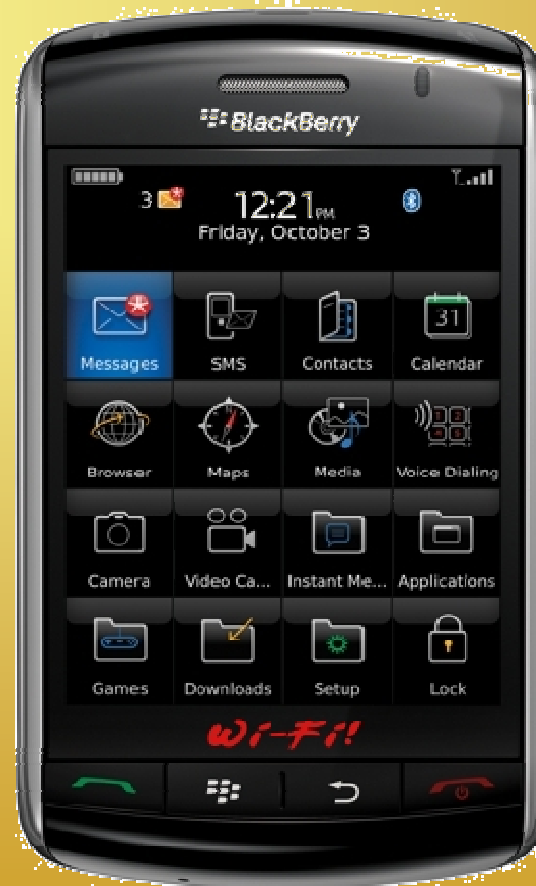
**I'm good at peeing**



**Why did everyone pee & leave?**



# Social Network Integration (1)



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15



## *Social Network Integration (2)*

---

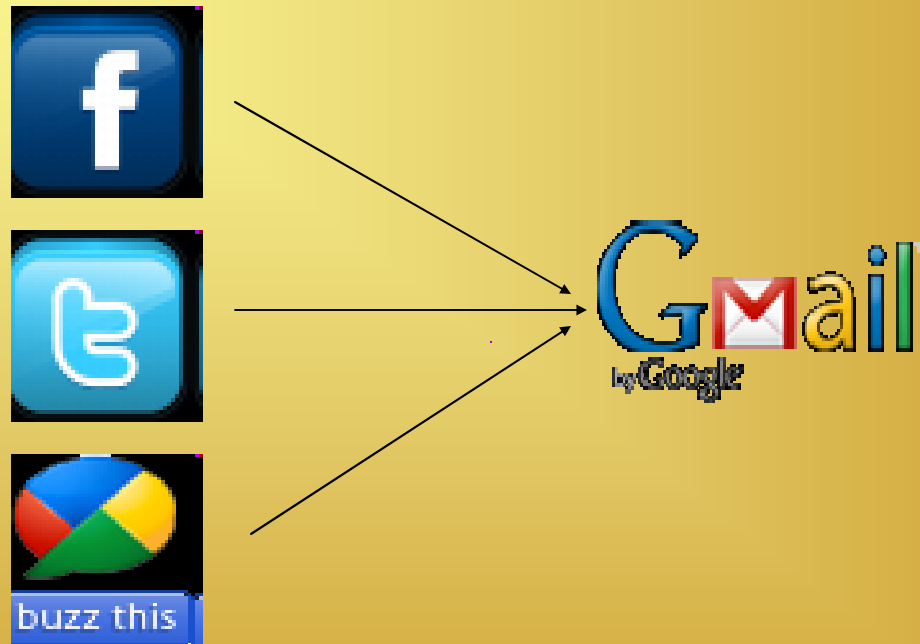
- ⚠ Social networks offer organizations a variety of ways to leverage their users to communicate your message
- ⚠ Delivering tools that allow information to spread through social networks in novel, thoughtful ways is one of the best uses of the Internet today
- ⚠ Social media strategies often include integration with major social networking portals

<http://www.trellon.com/services/>.





# Social Network Integration (3)





# Social Network Integration (4)

Capital District Java Developers Network, Inc. | Capital District Java Developers Network, Inc. - Mozilla Firefox

Twitter / Home | TCF TCF Professional Confere... | Join the Java SE 7 Honor ... | Shorten & Share | bitly | ... | Gmail - (no subject) - mpr... | sold\_out.gif (GIF Image, ... | Capital District Java Deve... |

http://www.cdjdn.com/

Log in | Register

**CDJDN**

Home | About Us

**USER LOGIN**

Username or e-mail: \*

Password: \*

Log in

- Create new account
- Request new password

**Monty Python and the Holy Grail on the Big Screen - Free Event**

Fri, 03/18/2011 - 7:45am — Dan Patsey

On 3/21, the Palace Theatre will be showing the movie on the big screen at 7:00pm.

[Enable Labs](#) is giving away 1000 free passes to the movie. If you, or anyone you know, is free to come to the movie, please let us know. Tickets are limited, so get yours here: [Read more »](#)

Date & Time: Mon, 03/21/2011 - 7:00pm

Login or register to post comments

Share / Save

Facebook | Twitter | Delicious | Digg | Google Bookmarks | Google Buzz | MySpace | Reddit | Messenger | StumbleUpon

Powered by AddToAny

**Open Forum - Food & Discussion**

Wed, 03/16/2011 - 7:24am — Dan Patsey

This meeting will be an open forum & discussion format. Bring any topics or questions to the table -- recent projects, OOP patterns, future of Java, Techapalooza. If you'd like to get input from other developers on a concept or project that you've been working on, this is the time to do it. As always, food and drink will be provided. [Read more »](#)

Date & Time: Thu, 03/17/2011 - 5:30pm

Auto/Mate Leadership Systems

BLUE SLATE solutions

Capital Tech Search

LINIUM www.liniumstaffing.com

MÓDERAS

http://www.addtoany.com/share\_save?url=http://www.cdjdn.com... the Holy Grail on the Big Screen - Free Event&description=...

Secure Search

McAfee

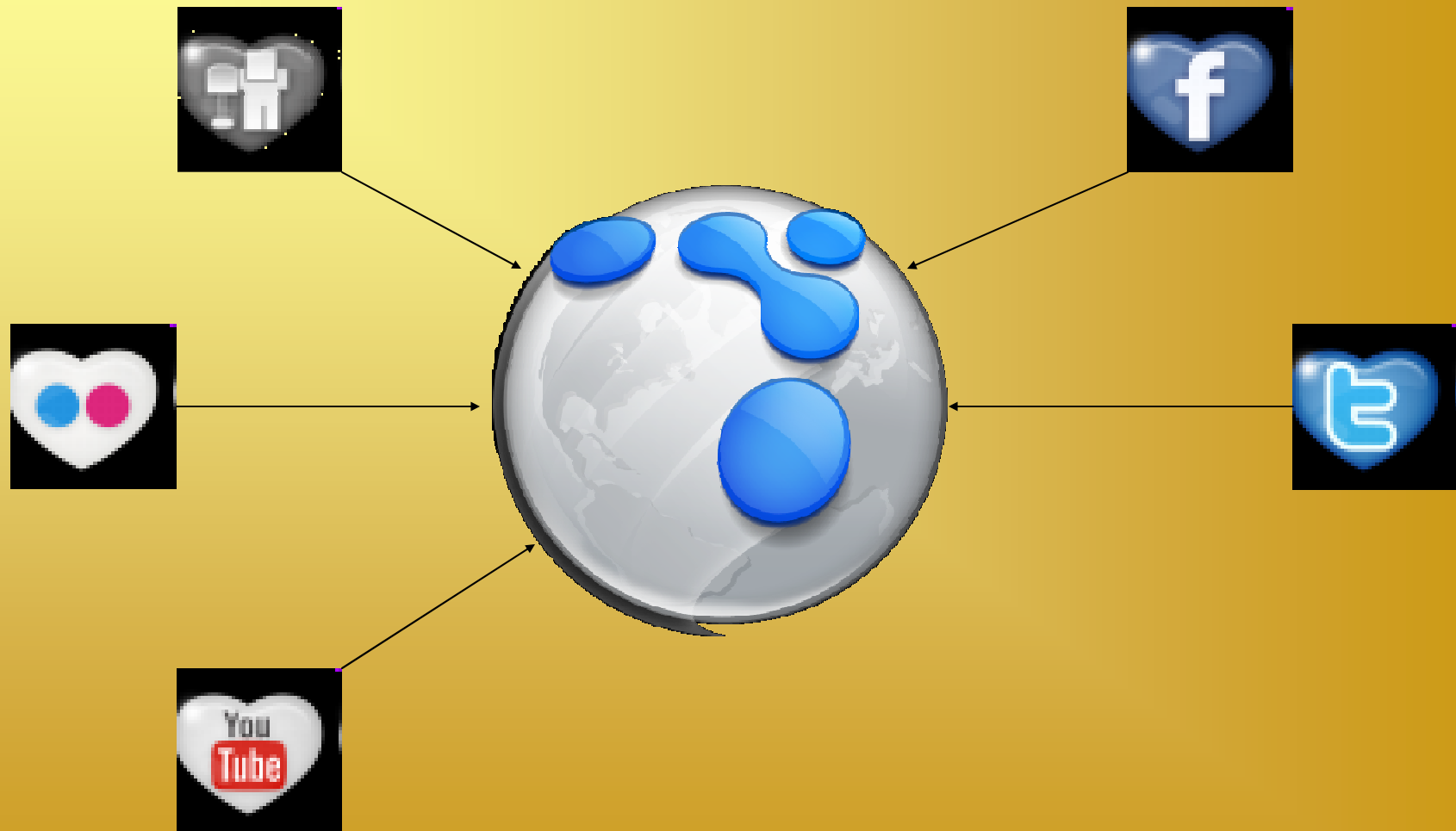


April 1, 2011

TCF IT Professional Conference 2011



# Social Network Integration (5)



# Social Network Integration (6)



redlich.net - Mozilla Firefox

File Edit View History Bookmarks Tools Help

redlich.net x Gmail: Email from Google x +

http://www.redlich.net/mike.html

Good Afternoon, Guest! Mon Mar 28 2011 17:44:25 EDT -0400 (Eastern Daylight Time)

Welcome to... *redlich.net*

A Comprehensive Web Site created and maintained by **Mike Redlich**

Please visit [redlich.de](http://redlich.de), the comprehensive web site hosted by **Gert Redlich** in Germany for those with the 'Redlich' surname.

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Click on and icons to expand/collapse individually

**Severe Weather Alert**

Flemington, NJ

44°F Sunny

Feels Like: 37°F

Humidity: 29%

Wind: NW 14 mph

Hour-by-hour 10-day

Enter city or U.S. zip

[@weather.com](#)

[Pollen Levels](#)

[Pet Care Guide](#)

**SHEA STADIUM**

1964 • 2008

*Mets*

**FAREWELL SHEA STADIUM**

Michael Redlich **mpredli**

**mpredli** RT @RunRocknRoll: Congratulations Rock 'n' Rollers! You did it! [#RnRDAL](http://ow.ly/i/9D2W) yesterday • reply

**mpredli** RT @nj1015: Jim has covered a few headlines this morning. His conclusion: "It's a pretty typical day in the Garden State." Listen onli... 10 hours ago • reply

twitter FOLLOW ME

twitter Join the conversation



April 1, 2011

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20

```
<script src="http://widgets.twimg.com/j/2/widget.js"></script>
<script>
  new TWTR.Widget({
    version: 2, type: 'profile', rpp: 5,
    interval: 6000, width: 175, height: 300,
    theme: {
      shell: {
        background: '#333333',
        color: '#ffffff'
      },
      tweets: {
        background: '#000000',
        color: '#ffffff',
        links: '#4aed05'
      }
    },
    features: {
      scrollbar: true, loop: true, live: true,
      hashtags: true, timestamp: true,
      avatars: true, behavior: 'default'
    }
  }).render().setUser('mpredli').start();
</script>
```





# Facebook API

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## 🐼 Facebook Developers

- ☐ <http://developers.facebook.com/>

## 🐼 Facebook Connect

## 🐼 Facebook-enabled iPhone applications

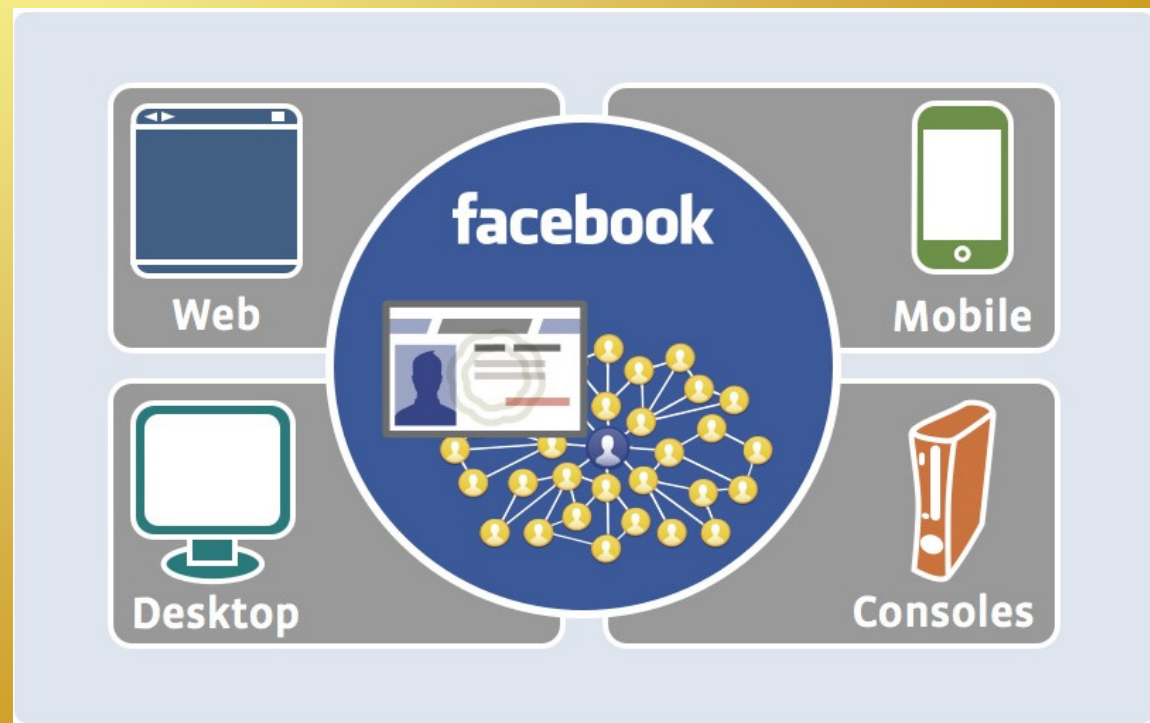
- ☐ iPhone SDK

## 🐼 Facebook dropped support for the Java API in May 2008

- ☐ Third party support

# Facebook Connect

- ⚠ A set of APIs for developers
- ⚠ Allows users to bring their identity and connections everywhere





# Getting Started with the Facebook API for Java



## 🔗 Download Facebook API for Java

☐ <http://code.google.com/p/facebook-java-api/>

## 🔗 Facebook Java API example to publish on Wall

☐ <http://blog.theunical.com/facebook-integration/facebook-java-api-example-to-publish-on-wall/comment-page-1/>





# Twitter API

▲ Supported by 17 languages

□ <http://apiwiki.twitter.com/Libraries>

▲ Easy to use

▲ Develop command-line and GUI apps

▲ The Official Twitter Developer Conference



<http://chirp.twitter.com/>



## *Supported Languages for Twitter API*

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- 🐱 ActionScript/Flash
- 🐱 C++
- 🐱 C#/.NET
- 🐱 Coldfusion
- 🐱 Eiffel
- 🐱 Erlang
- 🐱 Java
- 🐱 JavaScript
- 🐱 Objective-C/Cocoa
- 🐱 Perl
- 🐱 PHP
- 🐱 PL/SQL
- 🐱 Python
- 🐱 Ruby
- 🐱 Scala
- 🐱 T-SQL
- 🐱 VB.NET

# Getting Started with the Twitter API for Java



- Download one of the Java-supported APIs



- Obtain an instance of the `TwitterFactory` class

```
Twitter twitter = new TwitterFactory().getInstance();
```

- From there, you can obtain such data as:

- Obtaining your followers
- Get your timeline
- Update your status



t4j\_news



*Are You Ready...*

---



**...for the demo?**



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28



## Summary

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- ▲ Social networks have evolved significantly since the 1970s
  - Social network integration and APIs have contributed to this
- ▲ Social networks are a great resource, but...
  - ...be careful
- ▲ You can get this presentation and source code from:
  - <http://www.redlich.net/publications/>
- ▲ If you happen to be in the Scotch Plains, NJ area, please visit us at an ACGNJ Java User Group meeting!



## Local Java Users Groups

### ▲ ACGNJ Java Users Group

☐ facilitated by Mike Redlich

☐ <http://www.javasig.org/>



javasig

mpredli

### ▲ Princeton Java Users Group

☐ facilitated by Yakov Fain

☐ <http://www.myflex.org/princetonjug/>

### ▲ NYJavaSIG

☐ facilitated by Frank Greco

☐ <http://www.javasig.com/>



nyjavasig

### ▲ Capital District Java Developers Network

☐ facilitated by Anthony DeBonis

☐ <http://www.cdjdn.com/>



*Many Thanks...*

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🔥 Trenton Computer Festival

☐ <http://www.tcf-nj.org/>

