Application Development for Social Networks
Emerging Technologies for the Enterprise 2010

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My Background (1)

- **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)**
  - **President (2007-2009)**
  - **Secretary (2006)**

My Background (2)

♠ **Publications**
- ❏ **Java Boutique (`http://www.javaboutique.com/`)**
  - ❖ **Co-authored with Barry Burd**
  - ❖ **Design Patterns**
- ❏ **`http://publications.redlich.net/`**

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

Upcoming Event

Trenton Computer Festival (TCF) 2010

- ❏ **April 23-25, 2010**
- ❏ **IT Professional Conference (April 23, 2010)**
- ❏ **General Show (April 24-25, 2010)**
- ❏ **The College of New Jersey**
- ❏ **Ewing, New Jersey**
- ❏ **http://www.tcf-nj.org/**

Objectives

♨ **What is a Social Network?**

♨ **History of Social Networks**

♨ **The Good, the Bad, and the Ugly**

♨ **Social Network Integration**

♨ **Twitter API**
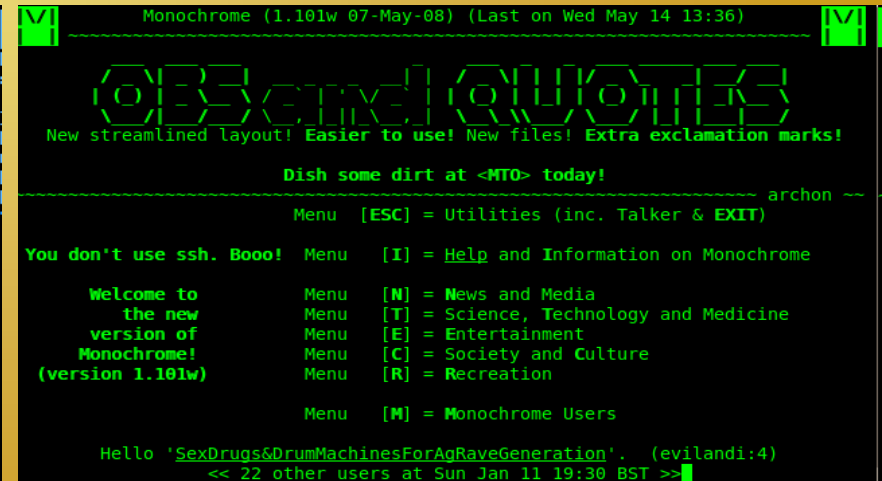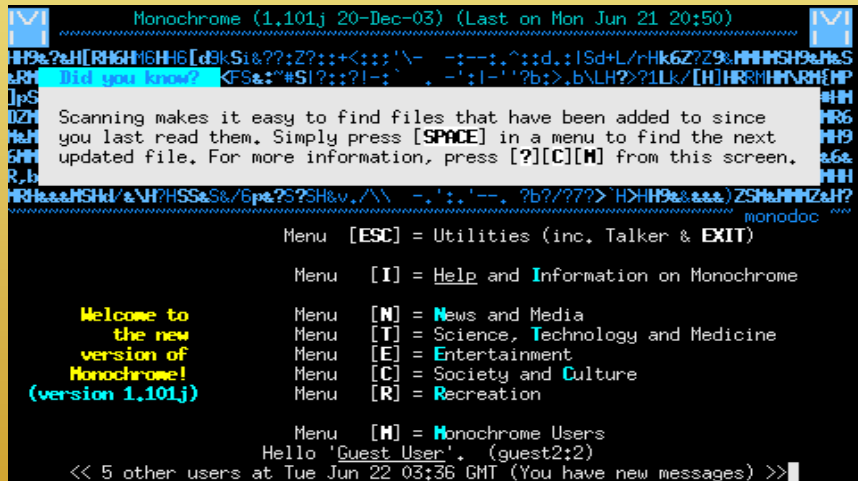
♨ **Facebook API**

What is a Social Network?

- 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

Social Networks - The Early Years…

[Monochrome](#), a modern BBS, still running as of January 2010.

Social Networks – The Adolescent Years...

classmates·com

AOL

sixdegrees **1997**

MiGente.com
THE POWER OF LATINOS

BlackPlanet.com
THE WORLD IS YOURS

Social Networks – All Grown Up…

2002

2004 2006

2006

2003

2003

Other Popular Social Networks

YAHOO! GROUPS

chemistry.com

Google groups

flickr

eHarmony

http://en.wikipedia.org/wiki/List_of_social_networking_websites

ACGNJ

The Good…

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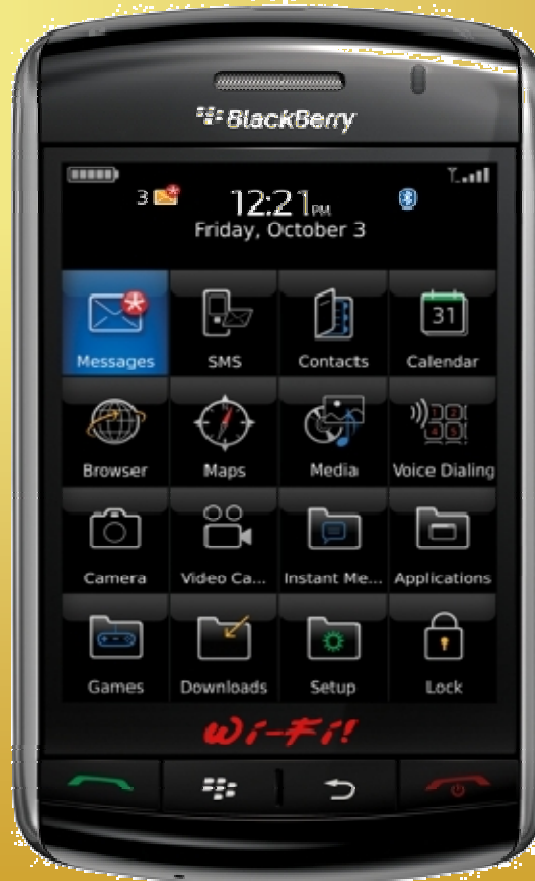- Organizations can easily communicate their message

The Bad…

- 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…

- 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 Network Integration (1)

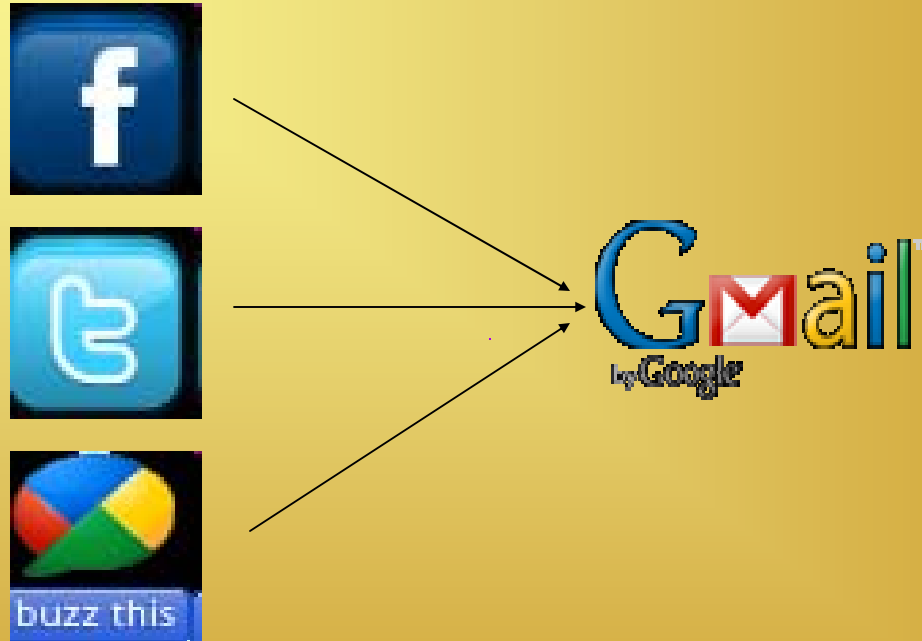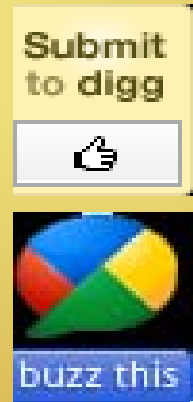# *Social Network Integration (2)*

- 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

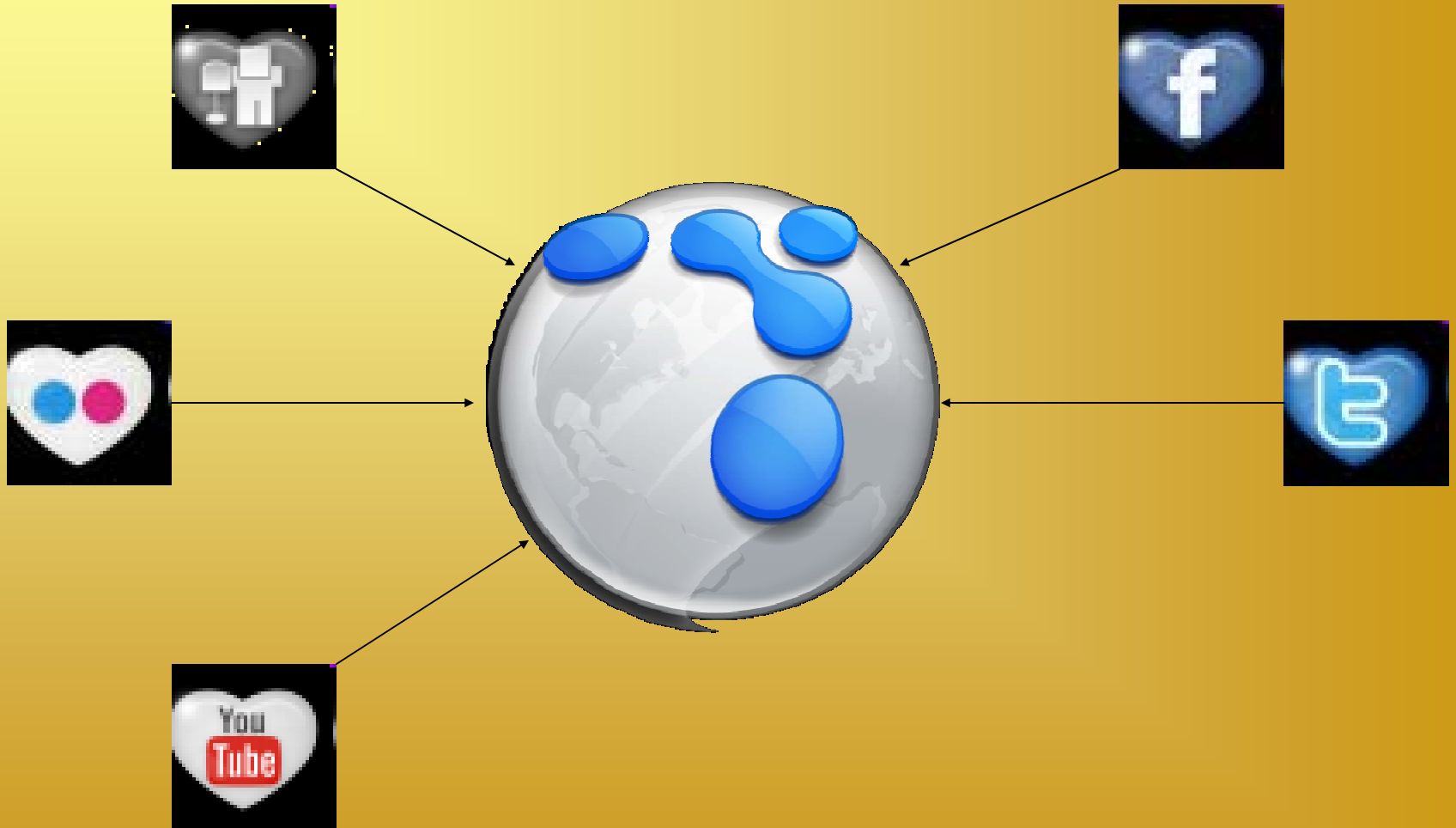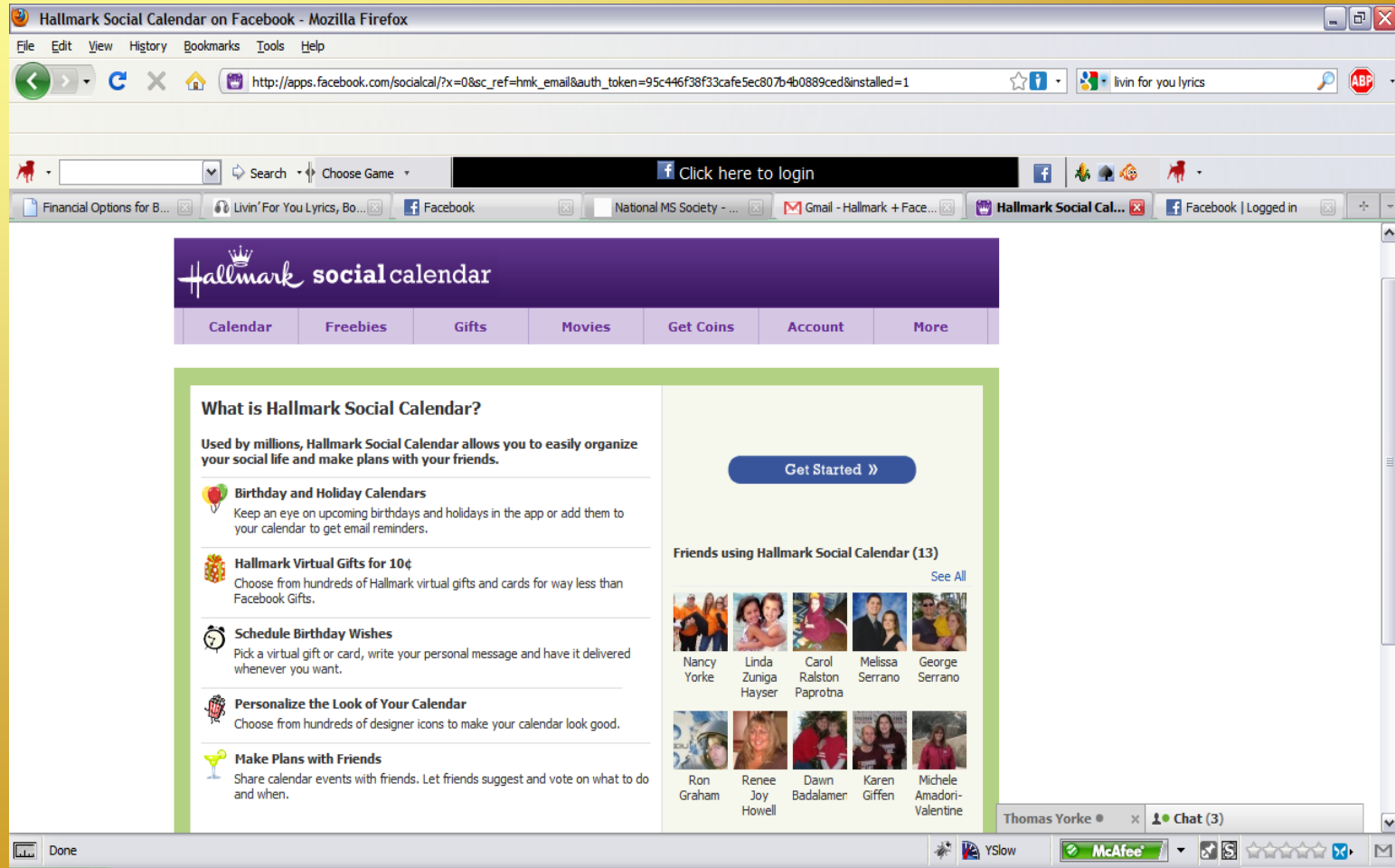**http://www.trellon.com/services/.**

Social Network Integration (3)

Social Network Integration (4)

Social Network Integration (5)

Social Network Integration (6)

Facebook API

- 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

- 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 `Twitter` class

```
Twitter twitter = new Twitter();
```

♣ From there, you can obtain such data as:
- ❑ Obtaining your followers
- ❑ Get your timeline
- ❑ Update your status

Are You Ready…

…for the demo?

Summary

- 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.chariotsolutions.com/
  - http://presentations.redlich.net/
- If you happen to be in the Scotch Plains, NJ area, please visit us at an ACGNJ Java User Group meeting!

References

- **Trellon, LLC**
  - http://www.trellon.com/services/social networks
- **Why Social Networks Are Good for the Kids**
  - http://techcrunch.com/2009/02/24/why-social-networks-are-good-for-the-kids/
- **Social networking sites evolve into powerful job-hunting tools**
  - http://www.startribune.com/37029434.html?page=1&c=y
- **The History of Social Networking**
  - http://www.digitaltrends.com/features/the-history-of-social-networking/

Local Java Users Groups

- **ACGNJ Java Users Group**
  - **facilitated by Mike Redlich**
  - **http://www.javasig.org/**
- **Princeton Java Users Group**
  - **facilitated by Yakov Fain**
  - **http://www.myflex.org/princetonjug/**
- **NYJavaSIG**
  - **facilitated by Frank Greco**
  - **http://www.javasig.com/**
- **Capital District Java Developers Network**
  - **facilitated by Anthony DeBonis**
  - **http://www.cdjdn.com/**

javasig

mpredli

Many Thanks...

♠ **Chariot Solutions**

❏ **http://www.chariotsolutions.com/**