Application Development for Social Networks
TCF IT Professional Conference 2010

Michael P. Redlich

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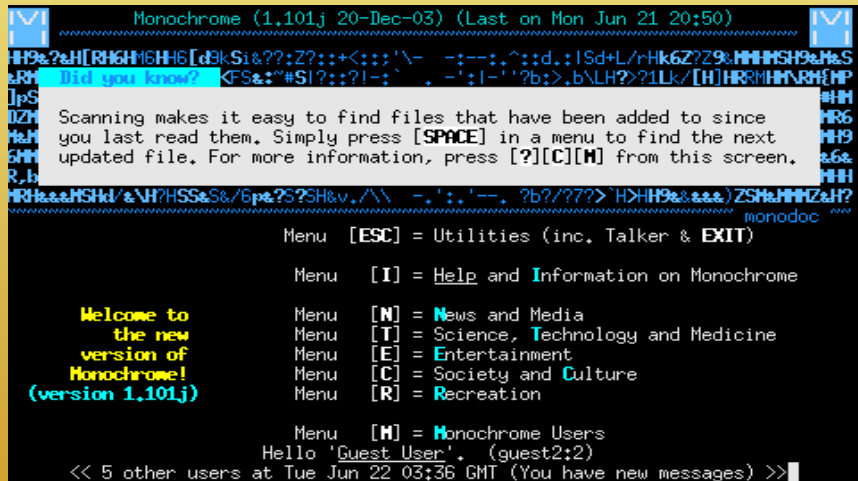
- ❑ **Friendship**
- ❑ **Kinship**
- ❑ **Financial exchange**
- ❑ **Dislike**
- ❑ **Sexual relationships, or**
- ❑ **Relationships of beliefs, knowledge or prestige**

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

eHarmony

flickr

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)

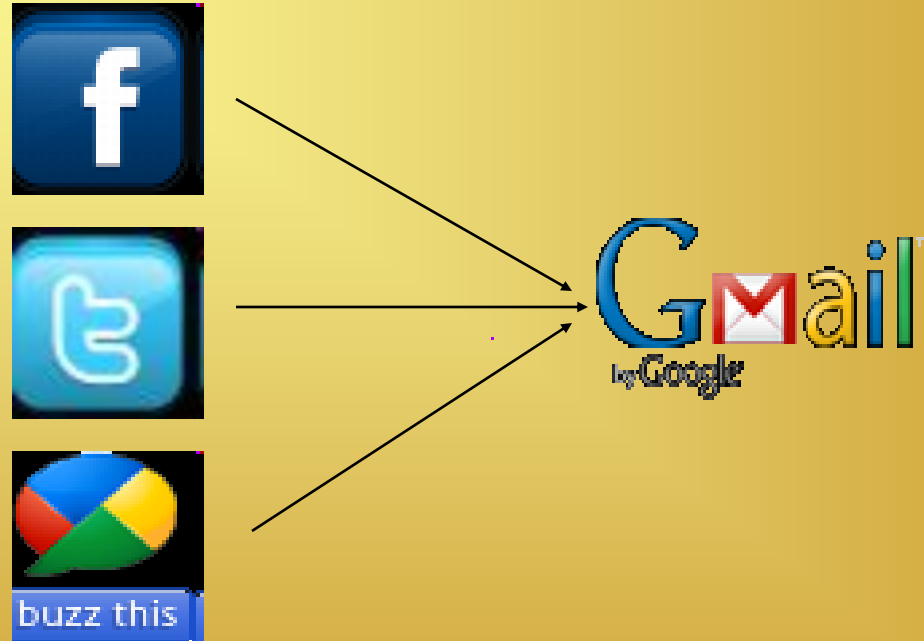# *Social Network Integration (2)*

- 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

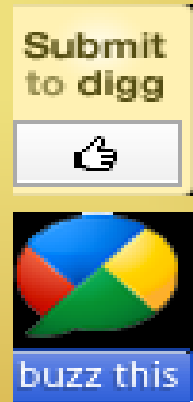- Social media strategies often include integration with major social networking portals

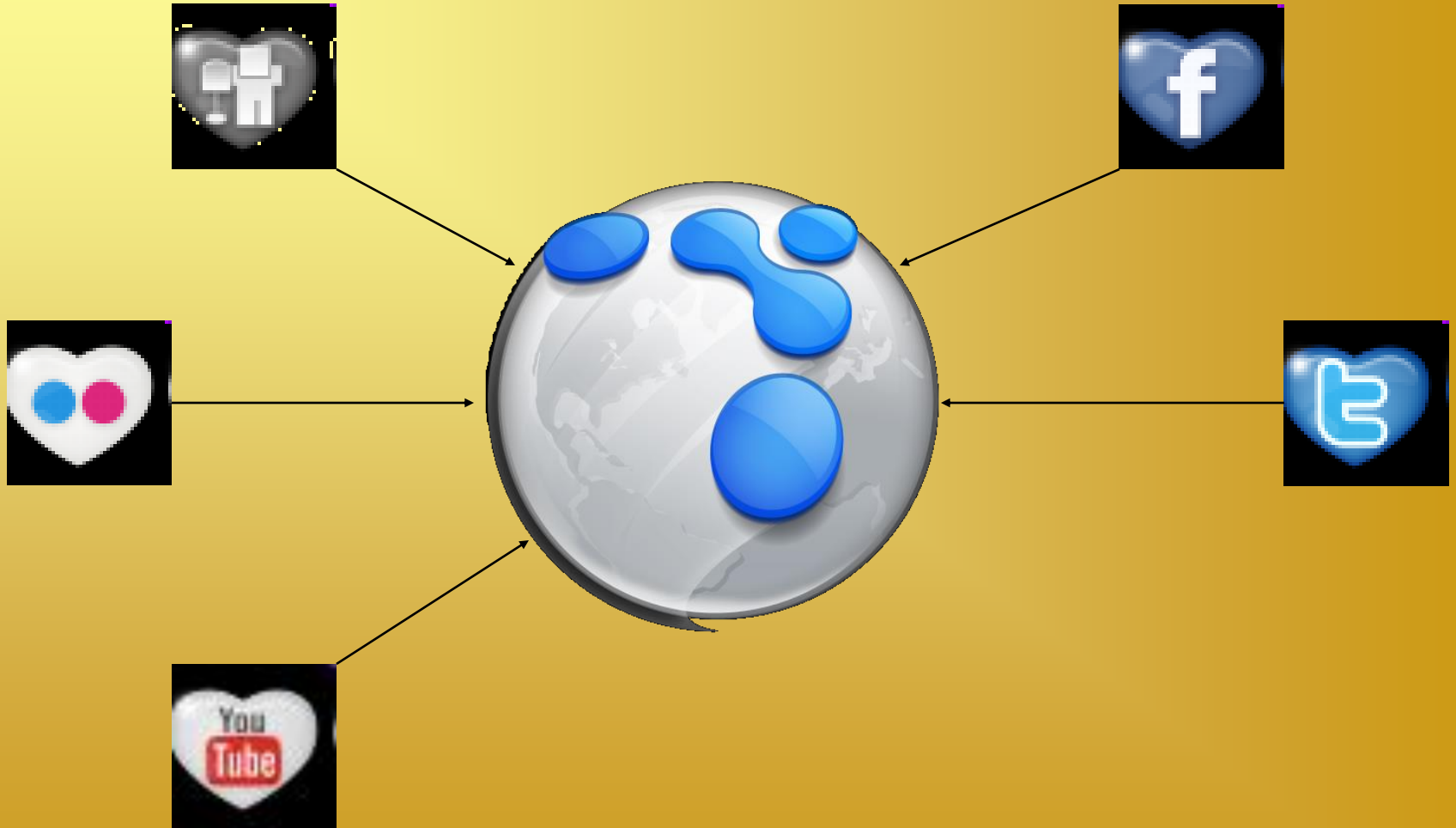**http://www.trellon.com/services/**.

Social Network Integration (3)

Social Network Integration (4)

Social Network Integration (5)

Social Network Integration (6)
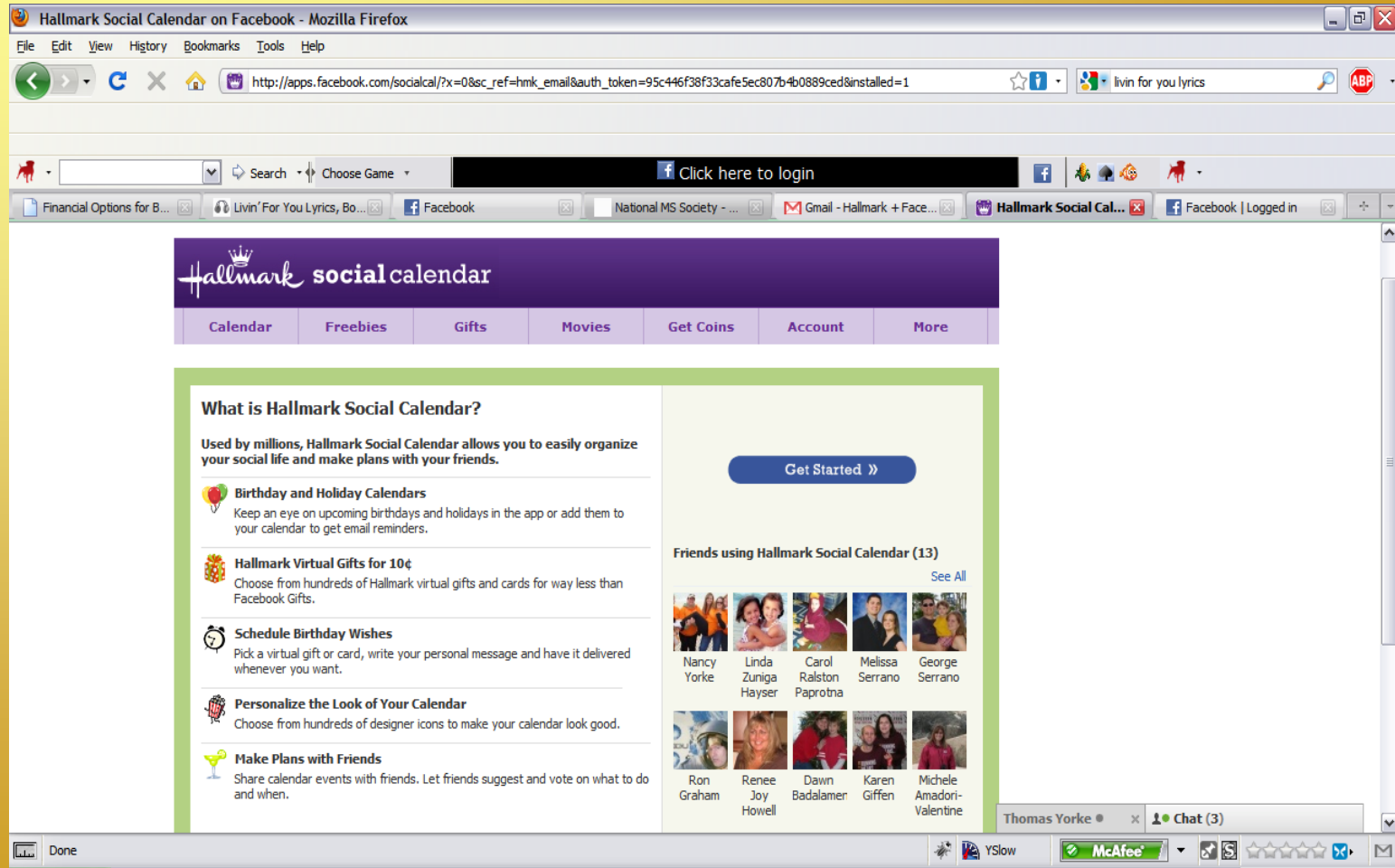
Facebook API

- **Facebook Developers**
  - **http://developers.facebook.com/**
- **Facebook Connect**
- **Facebook-enabled iPhone applications**
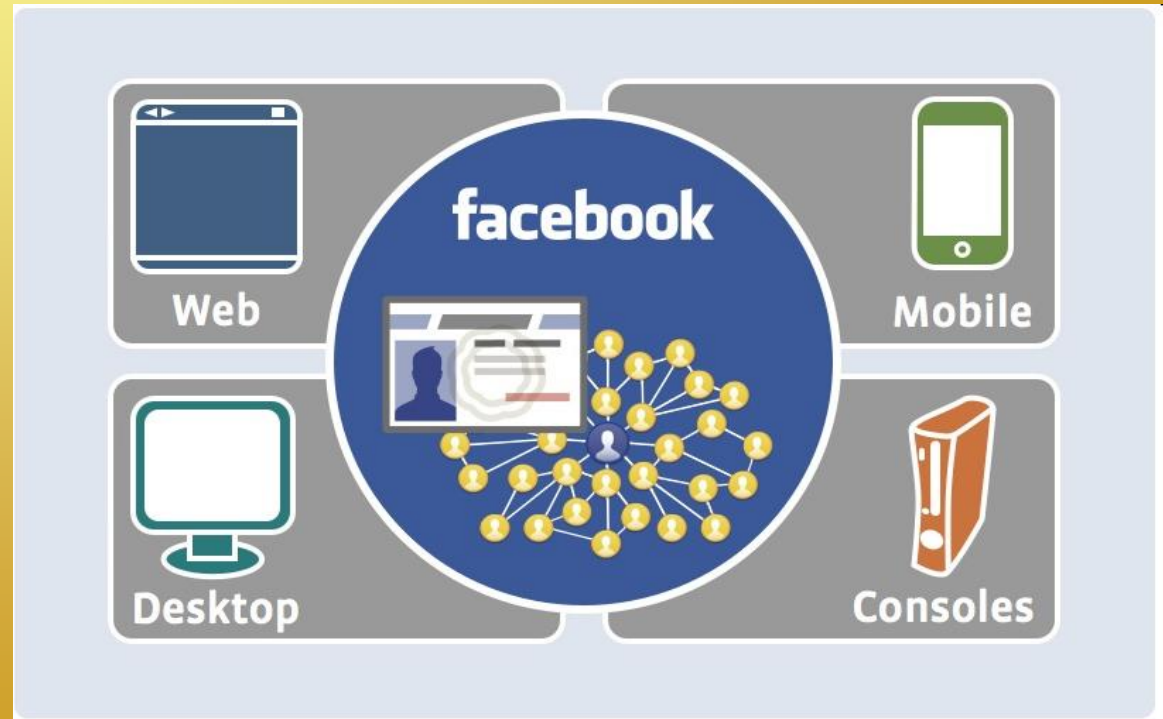 - **iPhone SDK**
- **Facebook dropped support for the Java API in May 2008**
  - **Third party support**

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** 🐦 (twitter FOLLOW ME) ← **javasig**

   ❑ **facilitated by Mike Redlich** ← **mpredli**

   ❑ **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/**