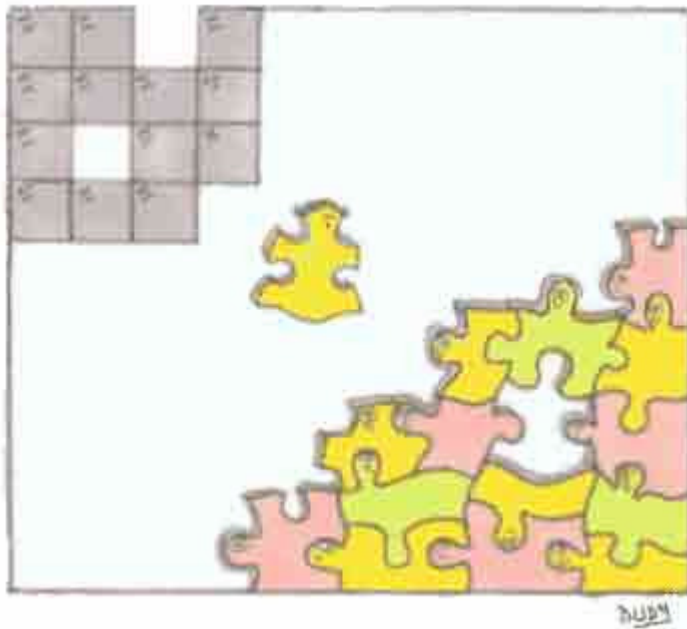


Web 2.0-mashups



Modules of Virtual Organizations

Oliver Bohl

Hong Chun

ISNM 2006

What is mashup?



Mashup originated from pop music. From two different songs (usually belong to different styles) it is mixed singing and musical instruments, which constitute track in a new song.

<http://www.jamglue.com/>

Definition:

a Web page or application that combines data from two or more external online sources. The external sources are typically other Web sites and their data may be obtained by the mashup developer in various ways, including, but not limited to APIs, XML feeds, and screenscraping.

Example

Summary Comments (1) 803 of 1257 Mashups

Overview



Description
Rich mashup with live weather, forecasts, webcams, and more on a Google Map.


URL
[http://www.weatherbonk.com/weather/index ...](http://www.weatherbonk.com/weather/index...)

APIs	Total
Google AdWords	12
Google Maps	686
hostip.info	9
Microsoft Virtual Earth	50
NASA	2
NOAA Weather Service	4
WeatherBug	2
Yahoo Geocoding	43
Yahoo Maps	63
Yahoo Traffic	8

Tags	Total
mapping	790
weather	19
webcams	11

★★★★★ Click stars to vote

Related Mashups



<http://www.weatherbonk.com/>

Mashup uses data from external sources to retrieve the contents to create a new innovative services.

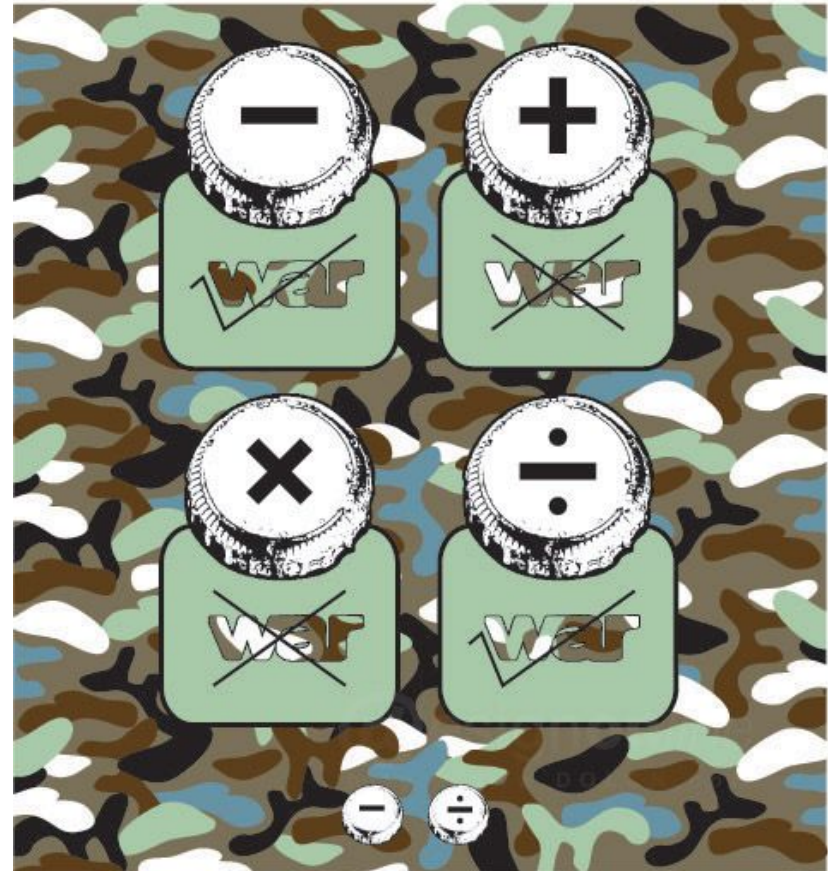
The map information is from Google Map, the weather information is from NOAA.com and so on. It is not merely a real-time view of the weather throughout the text information. Besides, we can see real-time map images through webcams in Google.

Formula

Application A +
Application B +
Application C +
.....(Mashup) =
Application X

More examples can be seen in the following website:

<http://www.programmableweb.com/mashups>



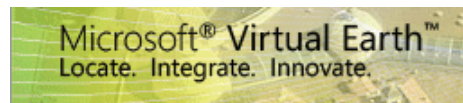
Type of Mashups

Map mashups

Google maps



virtual Earth



Yahoo maps



MapQuest



Search and shopping mashups

BizRate



PriceGrabber



MySimon



Froogle



Type of Mashups

Video and photo mashups

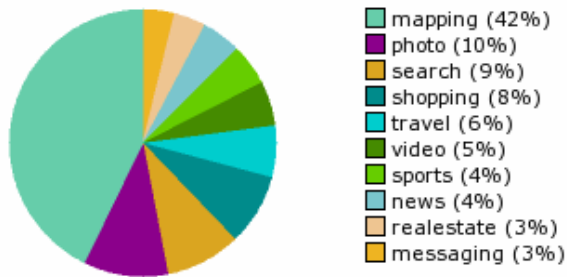


News mashups



Top Mashup Tags »

Last 14 days **All**

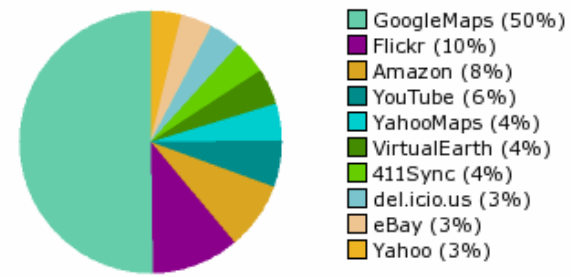


ProgrammableWeb.com 05/30/07

Click on a slice or label to see those mashups

Top APIs for Mashups »

Last 14 days **All**



ProgrammableWeb.com 05/30/07

Click on a slice or label to see that API

Some problems with Mashups



1. Add value? Mashups sit on the shoulders of others.
2. Build real applications? Developing a proprietary data source is a high cost route to differentiation.
3. Consumer processes are simple.
4. Consumer business models are tough on mashups.

What mashup brings?

Advertisement

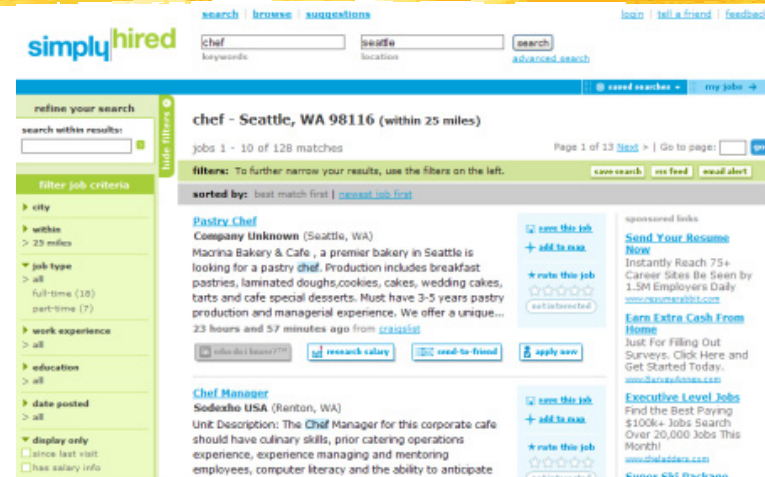
Simplyhired

Instructions and services

Dude, Where's My Used Car?

Others

Including subscription, payment.



<http://www.simplyhired.com/>



Vehicle Make	Model	Within	ZIP Code
-	-	100 Miles of	95125

Search



<http://www.dudewheresmyusedcar.com>

Reference links



Some Problems with Mashups

http://earlystagevc.typepad.com/earlystagevc/2006/02/the_problems_wi.html

Mashups: The new breed of Web app

<http://www-128.ibm.com/developerworks/xml/library/x-mashups.html>

mashup商业模式-写在mashup camp china开始之际

<http://blog.donews.com/sayonly/archive/2006/03/16/770601.aspx>