Mashup (web application hybrid)

From Wikipedia, the free encyclopedia

A **mashup** is a website or web application that seamlessly combines content from more than one source into an integrated experience.

Content used in mashups is typically sourced from a third party via a public interface or API. Other methods of sourcing content for mashups include Web feeds (e.g. RSS or Atom) and JavaScript.

The etymology of this term almost certainly derives from its similar use in pop music where DJ's take the vocal track from one song and combine it with the instrumental track of another song resulting in an entirely new composition.

Many people are experimenting with mashups using eBay, Amazon, Google, and Yahoos APIs. The increased use and popularity of mashups has increased with the emergence of Web 2.0, which is characterized by active user participation and interaction.

Much like how blogs revolutionized online publishing, mashups are revolutionizing web development by giving creative power to the masses. Many mashups are relativley easy to design with minimal technical knowledge, and thus custom mashups are being designed by unlikely innovators, utilizing data in creative and unique ways. While there are several useful mashups, many are simple novelties or gimmicks, with minimal practical utility.

Most mashups interface with and utitilize information from establised companies and web applications, occasionally without asking for permission. It is not uncommon for a mashup to display this information in a manner that the larger entity does not approve of, and a few scuffles have occurred on ethical grounds. Currently, mashups cannot be used for commercial purposes, and they are strictly non-profit, so the financial risk to the larger companies is minimal. Still, it is possible that if mashups prove to be a useful business tool or a viable market then corporate mashups will emerge as a paid-for service.

It is postulated that mashups are the beginning of the end for traditional operating systems. While operating systems currently serve as a collection of APIs for organizing and storing files and applications, it is quite possible that in a few years all APIs will exist entirely online, and that operating systems will be replaced by browsers.

### Contents

- 1 Mapping Mashups
- 2 Mashup Camp 2006
- 3 Quotes
- 4 See also
- 5 External links
  - 5.1 Articles about mashups
  - 5.2 Sites about mashups
  - 5.3 Mashup-related events
  - 5.4 Notable mashups
  - 5.5 Restaurants, Weather, etc.
Mapping Mashups

Mashups, though they have been around since the first API was released, have begun to garner more media attention since the beginning of 2006 due to many web companies beginning to fully embrace Web2.0 technologies that enable many people (and more specifically web developers) to easily interface with the primary company’s intellectual property. A good example of this would be Google letting the public interface with their Google Maps software and databases so that individuals can develop many new and creative uses for the mapping software. One of the more popular Google Maps mashups is the Chicago Crime map (http://chicagocrime.org). There is an entire blog devoted to popular Google Mapping mashups at http://googlemapsmania.blogspot.com/. Mashups can take the form of many other projects from the ingenious HousingMaps.com (a combination of Craigslist and Google Maps) to the obscure, such as birth places of Oscar Winners (http://www.mibazaar.com/oscars/index.html). Other popular mashups include those that allow fans of popular TV series to see where many scenes from each episode were filmed. This data is compiled by devout fans, not the television network. Another mashup allows fans of American Idol to home in on each of the contestants home towns.

Mashup Camp 2006

However, mashups are not just limited to mapping. Mashups jumped into the media spotlight with the first Mashup Camp which took place in Silicon Valley on February 20 – 21, 2006. Co-organized by David Berlind the executive editor of business technology for ZDNet.com and Doug Gold, the agenda (http://mashupcamp.com/index.cgi?CampAgenda) covered the gamut from MashingWikis to APIBestPractices. At the conclusion of mashup camp, the attendees voted on which mashup was the best, which happened to be Podbop, a mashup that allows users to choose a city and learn what bands are playing in town that day and in the future. While the free event was limited to the first 300 registrations, the publicity mashups gained through this event was a major windfall to the community.

Major news sources from CBS News (http://www.cbsnews.com/stories/2006/02/26/scitech/pcanswer/main1346172.shtml) to Newsweek (posted on MSNBC) (http://msnbc.msn.com/id/11569228/site/newsweek/) all took an interest in what mashups can do. The San Jose Mercury News also took an interest in the event, http://www.mercurynews.com/mld/mercurynews/business/technology/personal_technology/14031374.htm. This increased publicity not only increased awareness in the technical community but also introduced many outside to the new concept of combining multiple great technologies together to create an extraordinary program.


Quotes

"Nowadays, there's a lot of talk about Web 2.0, web mashups, Ajax, etc., which in my mind are all facets of the same phenomenon: that information and presentation are being separated in ways that allow for novel forms of reuse." Sho Kuwamoto [1] (http://weblogs.macromedia.com/sho/archives/2005/08/web_20_rias_aja.cfm)

"The mash-up part of this equation, is the offspring of an environment where application developers see it in their own selfish interest to facilitate the creation of integrated, yet highly derivative application hybrids by third parties, something they do by providing rich public APIs to their user base." Mark Sigal [2] (http://www.onlamp.com/pub/wlg/7825)
"We know we don't have a corner on creativity. There are creative people all around the world, hundreds of millions of them, and they are going to think of things to do with our basic platform that we didn't think of. So the mashup stuff is a wonderful way of allowing people to find new ways of applying the basic infrastructures we're propagating. This will turn out to be a major source of ideas for applying Google-based technology to a variety of applications." Vint Cerf [3]
(http://www.computerworld.com/developmenttopics/development/story/0,10801,106535,00.html)

See also

- Web Integration
- Open Source Mashup

External links

Articles about mashups

- Mashup ecosystem poised to explode (http://blogs.zdnet.com/BTL/?p=2484) ZDNet article by David Berlind
- It's all in the mix (http://technology.guardian.co.uk/weekly/story/0,1699502,00.html) The Guardian article
- Mix, Match, and Mutate
  (http://www.businessweek.com/@@76IH*ocQ34AvyQMA/magazine/content/05_30/b3944108_mz063.h Businessweek article
- Mashups mix data into global service
  (http://www.nature.com/nature/journal/v439/n7072/full/439006a.html) An article by Nature's Declan Butler on the emerging applications of the Semantic Web to science and some of the drawbacks (subscription required)
- The Monster Mashup (http://www.firstauthor.org/research_tools.html#Mashups) Reviews of some of the lastest science mashups and discussion of some possible future directions

Sites about mashups

- ProgrammableWeb (http://www.programmableweb.com/) John Musser's list of mashups, APIs, and a blog
- The Tech Beat: Mash-ups
  (http://blogs.businessweek.com/the_thread/techbeat/archives/mash-ups/index.html) Blog entries on mashups from Business Week
- The Web API Tracker (http://www.webapitracker.com) Ivan Pope's API blog
- WSFinder (http://wsfinder.jot.com/WikiHome) List of APIs and blog
- Mashup feeds (http://www.mashupfeed.com/) Subscribe to mashup feeds to receive alerts when new mashups are released
- Open Source GIS (http://www.opensourcegis.org) Master index of Open Source GIS applications.

Mashup-related events

- Mashup Camp (http://www.mashupcamp.com/) Organized by David Berlind (http://blogs.zdnet.com/BTL) for mashup developers, mashup API providers, other mashup enablers (eg: tools), and others with an interest in participating in the now-evolving mashup ecosystem.
- Mix06 (http://www.mix06.com/) A three-day Microsoft-organized event with the tagline "Mix the next Web now."
- TechSoup's NetSquared (http://www.netsquared.org/) Remix the Web for Social Change

Notable mashups

- Collaboradate.com (http://www.collaboradate.com/) Mashup of personals users addresses using Google
Mashup (web application hybrid) - Wikipedia, the free encyclopedia

- GeoSmash (http://geosmash.com/) Geo-based mashup of Fine Art Photo Galleries, Craigslist rental listings, Flickr and US Landmarks,

**Restaurants, Weather, etc.**

- Daily Mashup (http://dailymashup.com/) Mashup of popular links from del.icio.us, news from Yahoo! and photos from Flickr.
- Flickr Contacts Map (http://www.androidtech.com/egowalk/) Displays Flickr contacts on a Yahoo! map.
- Internet Bargain Center (http://www.internetbargaincenter.com) Commercial eBay + Google college, zip code, and airport mashup.
- ISpecies (http://darwin.zoology.gla.ac.uk/~rpage/ispecies) Species search engine, mashup of NCBI data, Yahoo image search, and Google Scholar.
- Panoramio (http://www.panoramio.com) Photo-sharing site with easy to use interface to geolocate photos over Google Maps.
- SkiBonk (http://www.ski bonk.com) Ski resort conditions, camps, and snow forecasts on a Google map.
- System-X Hit Log Mapper (http://system-x.info/?pageid=-1000) open source IP address location mapper.
- Tradefeeds (http://www.Tradefeeds.com) Trade lead search engine from multiple resources.
- Trulia Real Estate (http://www.trulia.com) Real estate search engine and mash-up.
- Upcoming.org (http://Upcoming.org) events on a Yahoo! Flash map.
- WeatherBonk (http://www.weatherbonk.com) Weather observations, cams, and more on a Google map.
- Wikicompany (http://www.wikicompany.org) Business directory that integrates Google maps, company RSS news, sector/region specific blog aggregation, and more.

Retrieved from "http://en.wikipedia.org/wiki/Mashup_%28web_application_hybrid%29"

Categories: Cleanup from January 2006 | Web syndication | WWW stubs

---

- This page was last modified 17:48, 12 March 2006.
- All text is available under the terms of the GNU Free Documentation License (see Copyrights for details).
- Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc.
- Privacy policy
- About Wikipedia
- Disclaimers