



# Activity Streams

The Journey

12-May-2011

#openapprevolution

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# Who am I ?



- {
  - “displayName” : “Monica Wilkinson”,
  - “preferredUsername” : “ciberch”,
  - “emails” : [“[ciberch@socialcast.com](mailto:ciberch@socialcast.com)”],
  - “urls” : [“<http://blog.socialcast.com/author/monica>”]
- ...

# Work



- “organizations”: [
  - {“name” : “Socialcast” , “description” : “Enterprise Activity Streams”},
  - {“name” : “Facebook” , “description” : “Open Standards Advocate”},
  - {“name” : “MySpace” , “description” : “Activity Streams Tech Lead”},
  - {“name” : “Diso Project” , “description” : “Activity Streams Spec Contributor”}]
  - }

# What are Activity Streams?



- Not just a collection of activities...
- Personalized Social Digital Newspaper
- Emphasis on recency
- Emphasis on social actions
  - Recommending
  - Friending
  - Attending events
  - Joining Organizations

# Example on Quora



**Quora** Search Questions, Topics and People [Add Question](#) [Home](#)

**Monica Wilkinson** [Edit](#)  
Loves the Web and Data Portability [Edit](#)

[Profile](#) [About](#) [Questions \(15\)](#) [Answers \(26\)](#) [Posts \(2\)](#) [Edits \(111\)](#)

**Post a Message to Your Followers**

Share your knowledge.

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Monica followed **Mark Horton.** [Unfollow](#)

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Monica followed **Mary Hodder.** [Unfollow](#)


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Monica followed **John Kalucki, Moving your Tweets aro....** [Unfollow](#)

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**Where are lychees grown?**  
[Monica](#) voted up an answer. Apr 30, 2011 • 1 Answer • [Follow](#)

**12** [Nan Waldman, Education Consultant / Quoradina...](#)

 Researching this for you made me want to plant a lychee tree!

The location you seek to know--where lychees are grown--must be answered not only geographically but also wit... [\(more\)](#)

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**Is it ever had to negotiate salary in a job offer?**

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# LinkedIn



AT&T 11:24 AM 100%

## Updates



**Allen Hurff**

On the Muni #10 to SOMA to squat in our new temporary space. A friend hooked Jess and I up. Much appreciated friend ;)

7m ago



**Evan Prodromou**

My Motorola Xoom AC charger only works on certain plugs. No clear distinction yet, which is kind of annoying.

17m ago



**Andrew Dumont**

Ah. the buzz. Not sure if I have

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# ditto



Coffee



In transit



Go out



Event



## Last 3 hours



**Jyri E. is going to a brainstorm at Fjord NY**  
2h ago in New York

1



**Thomas V. is in transit**  
Very happy to be on the NJ Turnpike, finally.  
2h ago in Chelsea, Manhattan, Hoboken



# Activity Streams:



- Highlights key details: name, url, avatar, location
- Offers personalized reactions
- Includes social context: like count, votes, tweets and by who
- Amplifies role of curators: Made for sharing and re sharing
- Great data source for Business Intelligence



# Activity Publishers:



- Some have APIs
  - Typically REST APIs
  - Custom vocabularies
- Consumers have to read the documentation in order to know how to make the calls and process the response
- Little code reuse

# Bi directional exchange



- Harder than it should be:
  - Do I use your vocabulary or mine ?
  - How do I get rid of duplicate activities ?
  - How do I translate this User generated content ?
  - How do I filter ?
  - How do I make your activities match my UI ?



# Our Solution: A standard

# Activity Streams Specification



- Structured representation of activities
- Simple vocabulary with which to express what people are doing.
- Main Concepts in Activity
  - Actor
  - Verb
  - Object
- Person Object Type = Portable Contacts Person

# Why JSON ?



- More compact than Atom
- More readable (No namespaces!)
- More nested, more short circuiting
- Very easy to render using templates
- Templating engines:
  - Mustache: <http://mustache.github.com/>
  - MDV: <https://code.google.com/p/mdv/>
  - OpenSocial :)

# Example



```
{
  "published": "2011-02-10T15:04:55Z",
  "actor": {
    "url": "http://example.org/martin",
    "objectType": "person",
    "id": "tag:example.org,2011:martin",
    "image": {
      "url": "http://example.org/martin/image",
      "width": 250,
      "height": 250
    },
    "displayName": "Martin Smith"
  },
  "verb": "post",
  "object": {
    "url": "http://example.org/blog/2011/02/entry",
    "id": "tag:example.org,2011:abc123/xyz"
  },
  "target": {
    "url": "http://example.org/blog/",
    "objectType": "blog",
    "id": "tag:example.org,2011:abc123",
    "displayName": "Martin's Blog"
  }
}
```

# Development Process



- Open to anyone
- Extensible: To add new verbs or objects simply submit them to our registry (GitHub .yaml file)
- All contributors will sign OWFa
- Url: <http://activitystrea.ms>

# Current Status



- Good progress in 2011 led by IBM, Socialcast, StatusNet, Google, JIVE and others
- Important in the Enterprise where there are multiple Business Systems
- Yesterday we agreed on a 1.0 version of the Activity Streams JSON Spec
- Very happy about OpenSocial adopting the same vocabulary !