

## **Activity Streams**

The Journey

12-May-2011

#openapprevolution

Friday, June 10, 2011

# Who am I?



- "displayName" : "Monica Wilkinson",
- "preferredUsername": "ciberch",
- "emails": ["<u>ciberch@socialcast.com</u>"],
- "urls" : ["http://blog.socialcast.com/
  author/monica"]

 $\bullet$ 

## Work



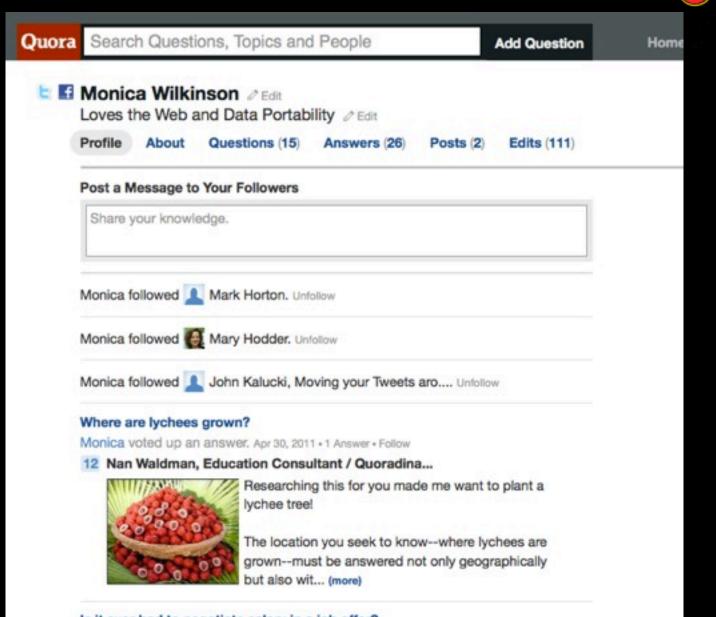
- "organizations": [
  - {"name" : "Socialcast", "description" :
     "Enterprise Activity Streams"},
  - {"name" : "Facebook" , "description" : "Open Standards Advocate"},
  - {"name" : "MySpace", "description" : "Activity Streams Tech Lead"},

## 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



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14111

## LinkedIn



■ AT&T 令 ※ 11:24 AM ※ 100% ■ Updates Share



### 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 ;)

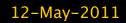
7m ago



### Evan Prodromou

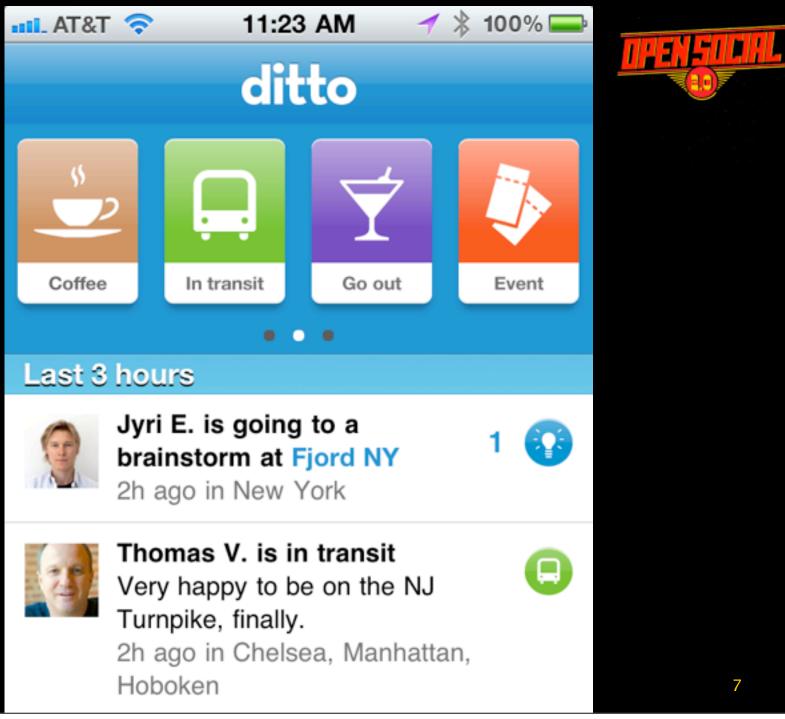
My Motorola Xoom AC charger only works on certain plugs. No clear distinction yet, which is kind of annoying.

17m ago



### Andrew Dumont

Ah. the buzz. Not sure if I have



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## 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**

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## **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: <u>http://mustache.github.com/</u>
  - MDV: <u>https://code.google.com/p/mdv/</u> - 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"
 }
}
```

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## **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: <u>http://activitystrea.ms</u>

## **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 !