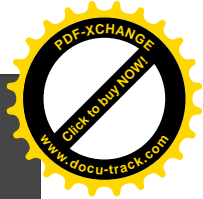
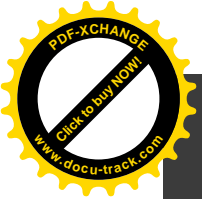


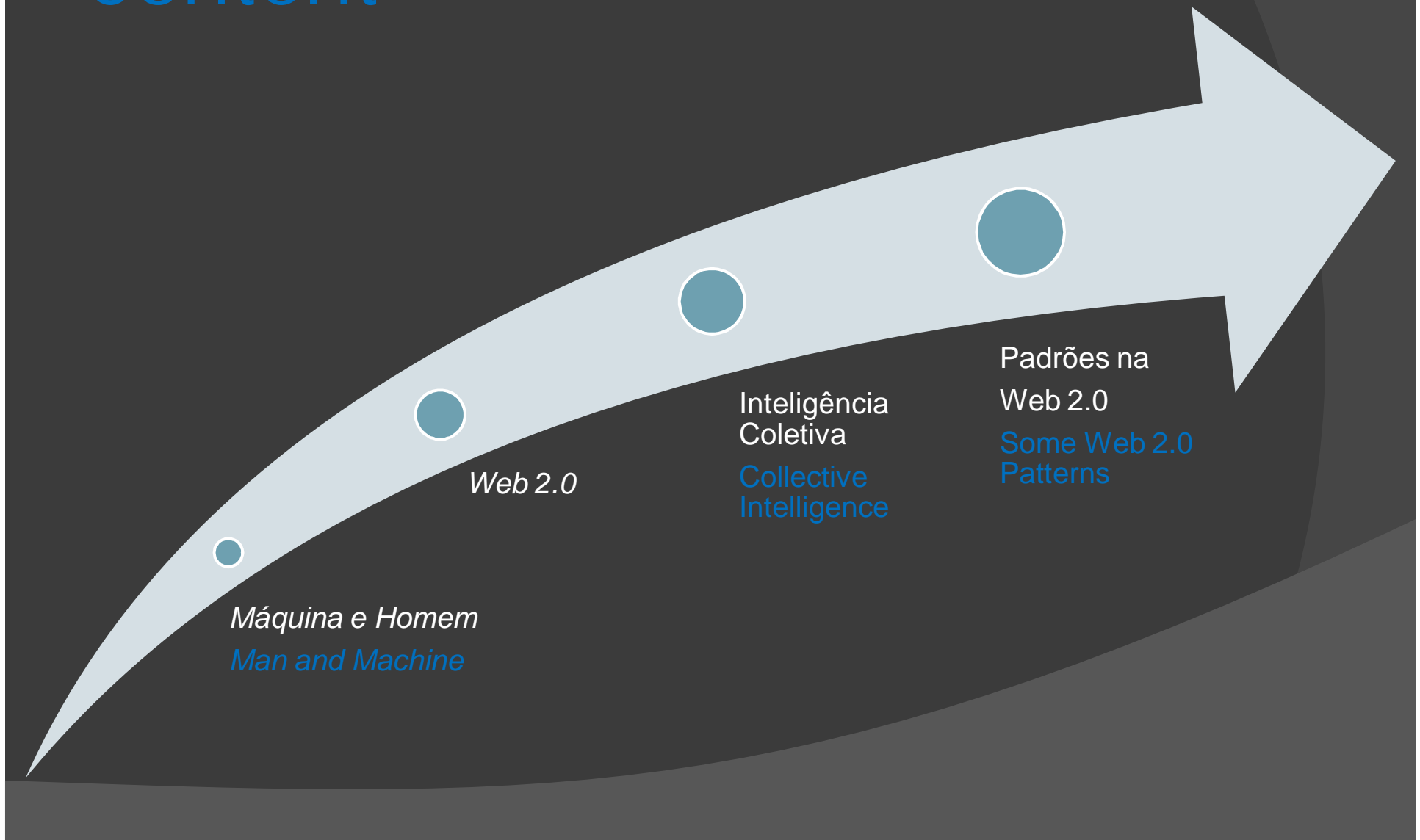


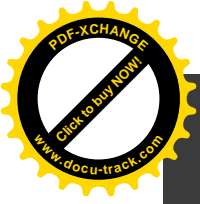
Padrões na Web 2.0



Conteúdo

Content

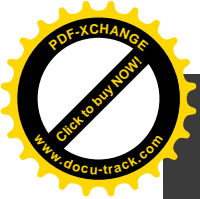




Minha responsabilidade será
prevenir...

My responsibility will be to
prevent...



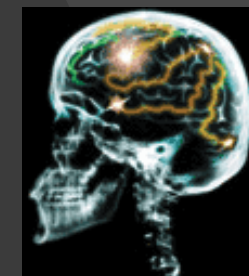


...provocação

...just messing with you

Guerra na corrida para o futuro da inteligência

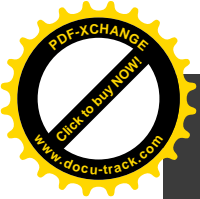
War on where intelligence will be..



Máquina / Machine	Ser Humano / Human
§ Blue Gene/L 596 teraFLOPS (>596 trilhões Instruções por Segundo) e 74 TB memória ¹	§ Uma estimativa de 20.000 trilhões de Instruções por Segundo e 1.000 TB memória ²
§ Linear, Arquitetura Von Neumann	§ Arquitetura paralela massiva
§ Compreensão rígida de linguagem	§ Entende linguagens flexivas e <i>fuzzy</i>
§ Solução de problemas com escopos bem definidos (<i>Deep Blue, Chinook, ATMs</i>)	§ Solução de problemas gerais , funciona bem em novas situações
§ Chassi de metal, fácil de backup	§ Chassi nucleotídeo, sem possibilidade de backup

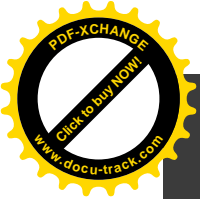
¹fonte: Fastest Supercomputer, November 2007, <http://www.top500.org/system/8968>

²fonte: <http://paula.univ.gda.pl/~dokgrk/bre01.html>



Em 2019, a
previsão é de que
seja construído um
supercomputador
mais potente que a
Mente Humana

Ray Kurzweil



Difícil para acreditar nessa previsão?????

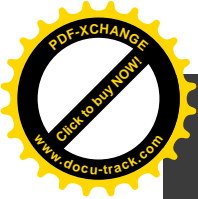
Difficult to beleave?????



O Roadrunner (que é o nome de um pássaro conhecido no Brasil como papa-léguas) atingiu 1,02 petaflop - 1,02 quadrilhão de cálculos por segundo.

Roadrunner is processing information on a 1,02 petaflop (1,02 Quadrillion process per second)

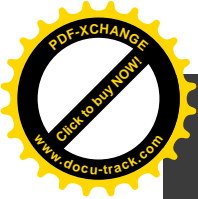
1,000,000,000,000,000,000,000,000



Fazenda de Servidores Google

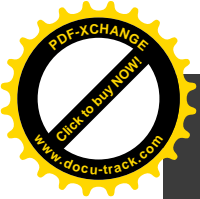
Google's server farm





Fazenda de Servidores Google

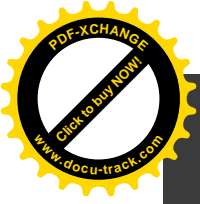




Fazenda de Servidores Google em Oregon

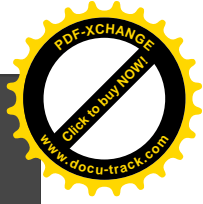
Google's Server Farm at Oregon

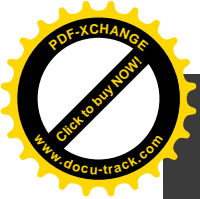




Como podemos combater as máquinas?

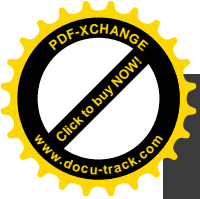
How can we still fight back the machines?





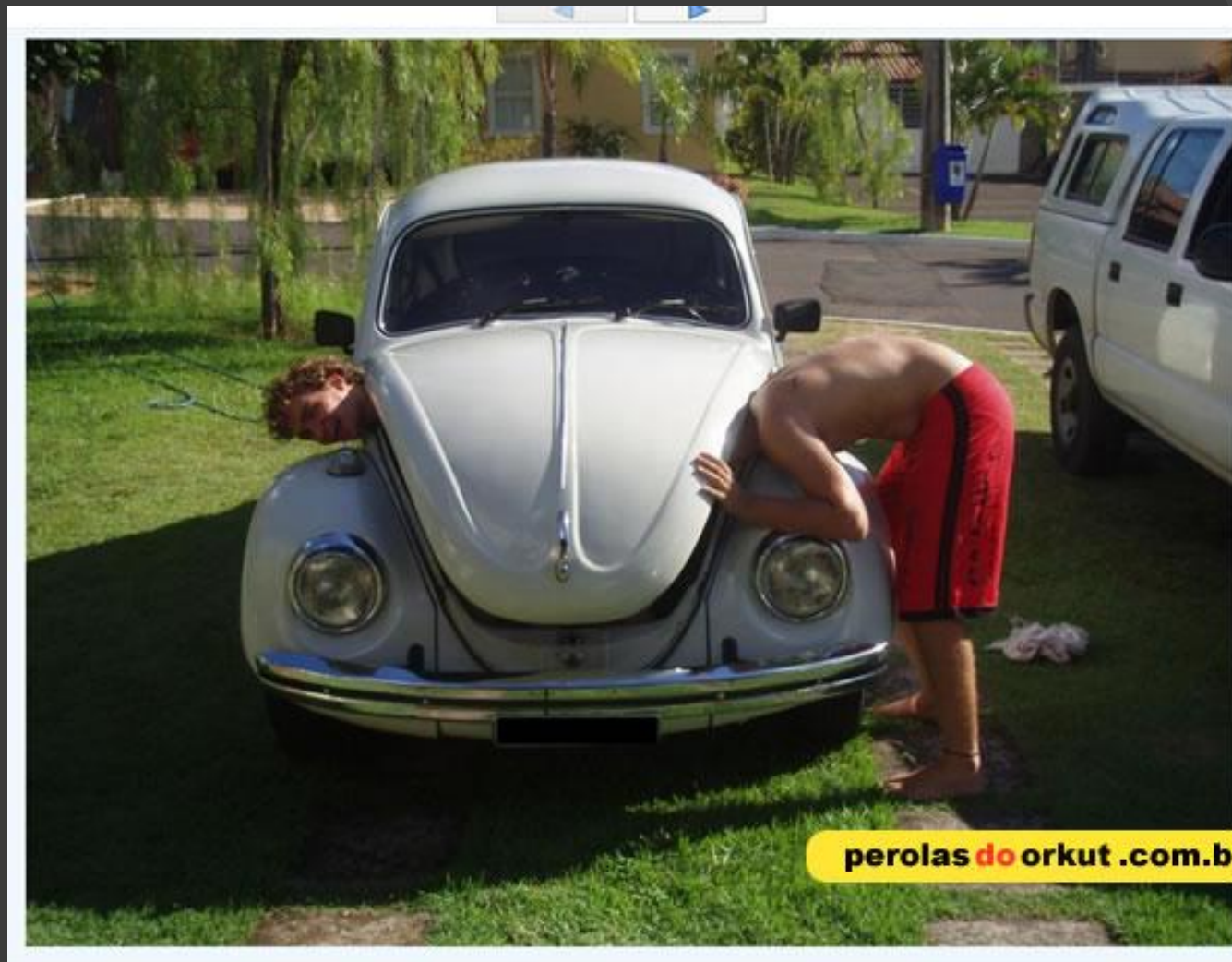
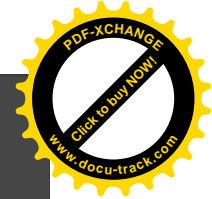
Felizmente o ser humano
supera qualquer máquina
com sua inteligência...

Thank God human capacity is
grater than any machine...

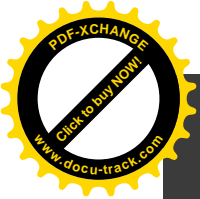


Criatividade..

Creativity...



perolas do orkut .com.br

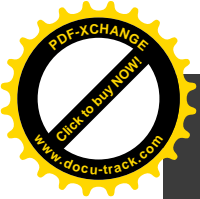


Trabalho em Grupo.. Capacidade de Colaboração

Team Work... Collaboration Capacity



[perolas do orkut .com.br](http://perolas.do.orkut.com.br)



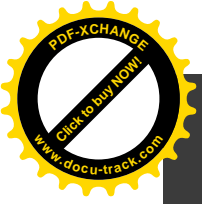
Nas Artes...

Art..



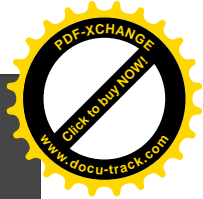
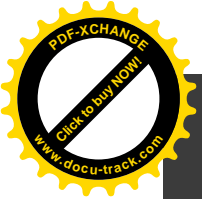
[perolas do orkut .com.br](http://perolasdoorkut.com.br)

Tartaruga Azul, rara no Brasil!



Inteligência Coletiva

Collective Intelligence



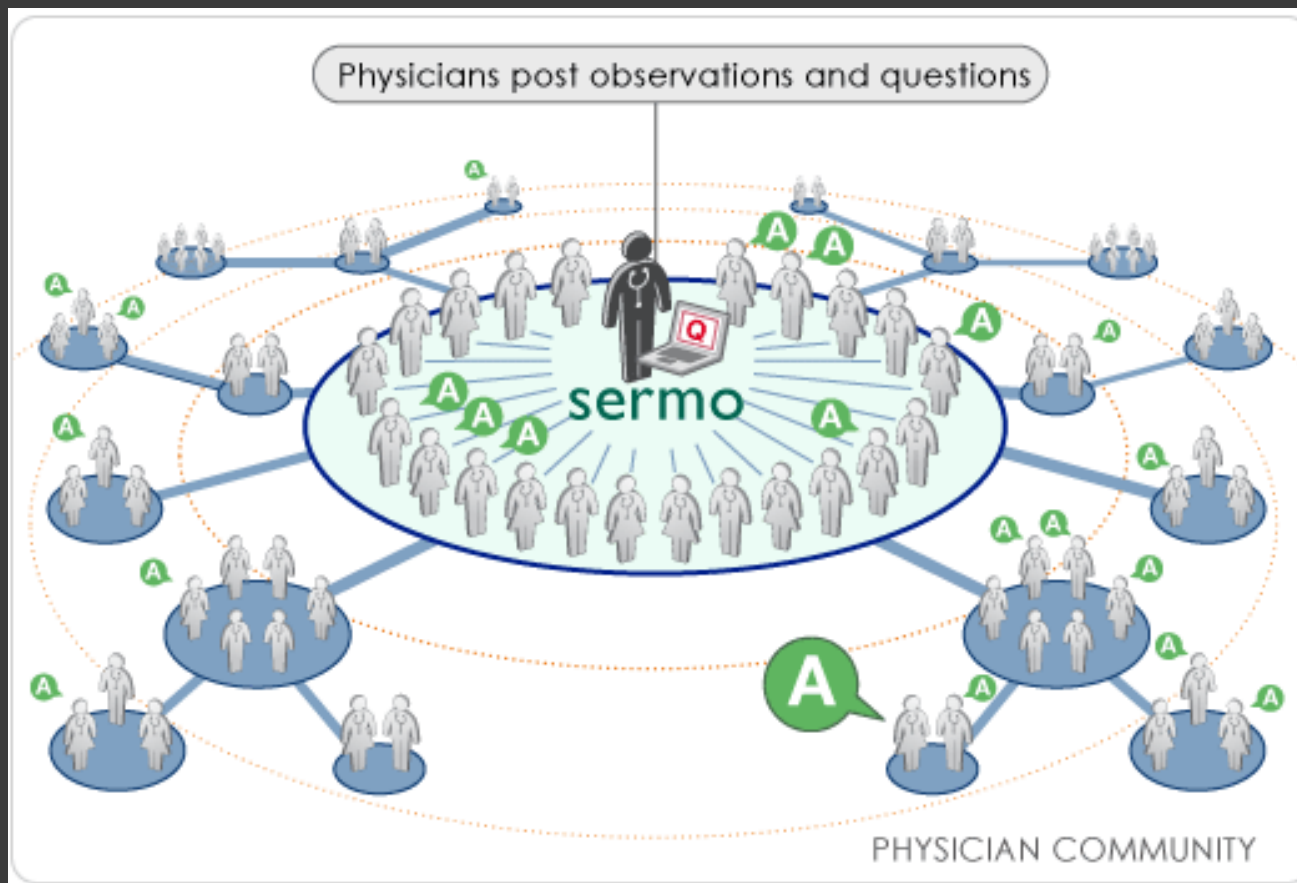
Serviços de Redes Sociais

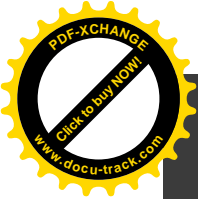
Services on Social Networking



Exemplo na Saúde

Example on Health



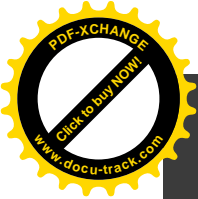


Compartilhando Fotos

Sharing Photos

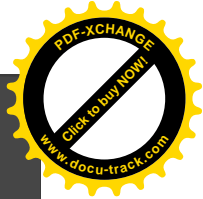


[Library of Congress' Flickr site](#)



Compartilhando Videos

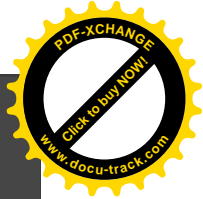
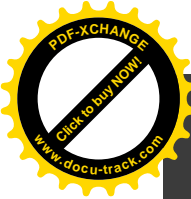
Sharing Videos



Dr. John Thompson - FOSE 2008

Top 10 Sites de Compartilhamento de Videos

1. <http://blip.tv/>
2. <http://www.stage6.com/>
3. <http://www.brightcove.com/>
4. <http://www.revver.com/>
5. <http://www.veoh.com/>
6. <http://video.msn.com/video.aspx?mkt=en-us&tab=soapbox>
7. <http://www.youtube.com/>
8. <http://www.vimeo.com/>
9. <http://www.jumpcut.com/>
10. <http://vids.myspace.com/>

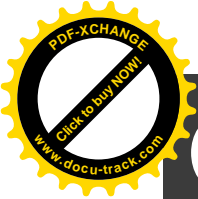


Compartilhando PowerPoints

Sharing PowerPoints

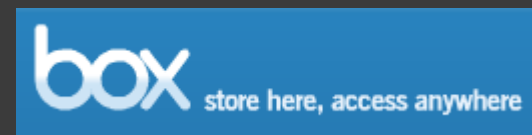


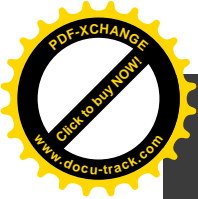
Thumbstacks.com!



Compartilhando Documentos

Sharing Documents





Lembrete: A web social hoje está quebrada...

Reminder: The social web today is broken...

Em cada novo site, temos que:

- ž Re-criar uma conta
- ž Re-digitar nossas informações de profile
- ž Re-encontrar nossos amigos, conhecidos
- ž Re-estabelecer nossas conexões

Novos apps tem limitações

Criação de um novo repositório (e começar do zero)

Ou

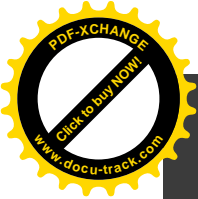
Fazer um novo widget dentro de um repositório existente

On each site, we still have to:

- Re-create an account
- Re-enter our profile info
- Re-find our friends
- Re-establish our relationships

New social apps have limited options:

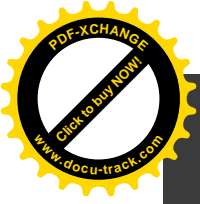
- Create yet-another-silo (and start from scratch)
- or-
- Make a widget inside an existing walled garden



..Vários blocos para montagem de aplicativos ...
..and lots of "open social web" building blocks...

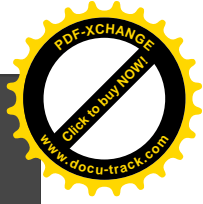


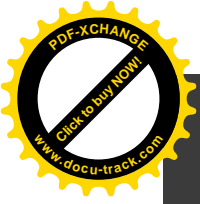
Social Graph API



Como compor esses elementos? Quais serão os impactos para a nova “social web”?

How to join these pieces? What will be the impact of the “new social web”?





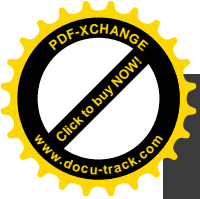
Questões no contexto...

Questions on the context

Quem sou eu na Web?
Who am I on the web?

Quem eu Conheço?
Who I know?

Como compartilhar aplicações sociais?
How to share social apps?



Quem sou eu na Web?

Who am I on the web?

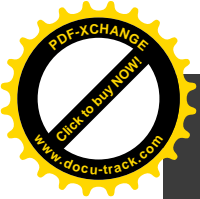
Criar portabilidade e identidade durável on-line

Create a portable, durable online identity

OpenID

- Sign up / sign in sempre com a mesma conta
- Sign up / sign in with an existing account

- Link/ compartilhar seu dados de profile entre sites
- Link / share your profile data between sites



Serviços que já adotam o OpenID

Serviços que já adotam o OpenID

For Developers | Discuss | Demand | OpenID Foundation | Contact

OpenID.net

What is OpenID? | Where can I use it? | How do I get one?

How do I get an OpenID?

Surprise! You may already have one. If you use any of the following services, you already have your own OpenID:

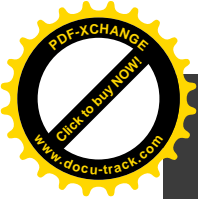
- AOL**
openid.aol.com/screename
- blogger**
blogname.blogspot.com
- Flickr**
www.flickr.com/photos/username
- LiveDoor**
profile.livedoor.com/username
- LiveJournal**
username.livejournal.com
- Orange (France Telecom)**
http://openid.orange.fr/
- SmugMug**
username.smugmug.com
- Technorati**
technorati.com/people/technorati/username
- Vox**
member.vox.com
- Yahoo**

News Archives:

- September 2008 (1)
- August 2008 (2)
- July 2008 (1)
- May 2008 (4)
- April 2008 (3)
- February 2008 (2)
- January 2008 (2)
- December 2007 (3)
- October 2007 (2)

Providers





PIP account on VeriSign (OpenID)



Congratulations

Your VeriSign Personal Identity Portal account has been created. A confirmation email has been sent to salm@stela.org.br.

Your PIP URL

salm.pip.verisignlabs.com

Protect your PIP account from unauthorized access with a VeriSign Identity Protection (VIP) credential or a free VeriSign Browser Certificate.

[Learn about strong authentication](#)



What Can You Do With PIP?



Sign in to online accounts with a single click

Use One-Click Sign In to store your usernames and passwords in PIP. Then click a link in your browser to quickly sign in to your accounts.

[Learn about One-Click Sign In](#)
[Get started with One-Click Sign In](#)



Share your identity on the Web

Use your Personal Identity Page to display information you want people to know about you and to link to your other social networking sites.

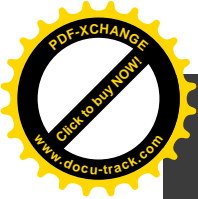
[Set up your Personal Identity Page](#)
[View your Personal Identity Page](#)



Use your PIP URL at sites that support OpenID

Quickly and conveniently sign in or register at any Web site that displays the OpenID logo.

[Learn about OpenID](#)
[Show me OpenID sites](#)
[Get SeatBelt for Firefox](#)



Personal Identity Portal

Favoritos Ferramentas Ajuda

http://pip.verisignlabs.com/authExchAction.do

Web SigmaWeb - UDESC

Home | Sign Out | Help and Support

Signed in as : salm

VeriSign Labs Personal Identity Portal Beta

Invalid e-mail address.

Personal Icon

Sign In with Your OpenID

The Web site, http://*.plaxo.com is requesting verification that **salm** is your OpenID.
Complete the following form, select when you want the trust relationship for this site to expire and click **Allow**.

Click **Deny** to deny this request and return to http://*.plaxo.com.

* Required Information

OpenID Information	
Use the My Information section on the right to help complete the form	
Full Name	José Francisco Salm Junior
Nickname	salm
* Email Address	salm@stela.org.br
Date of Birth	Mar 12 1982
Gender	Male
Postal Code	880000
Country	Brazil
Language	Portuquese

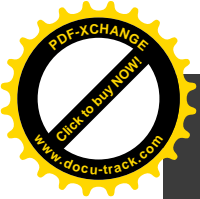
My Information

Click to copy the information to the associated field on the left.

Email Address: salm@stela.org.br

Links

- > [My Account](#)
- > [My Personal Identity Page](#)
- > [One-Click Sign-In](#)
- > [My OpenIDs](#)
- > [Return Home](#)



Quem sou eu na Web? (II)

Who am I on the web? (II)

rel=me (XFN)

- Consolidar sua identidade on-line com *me-links*
- Consolidate your online identity with *me-links*

`...`

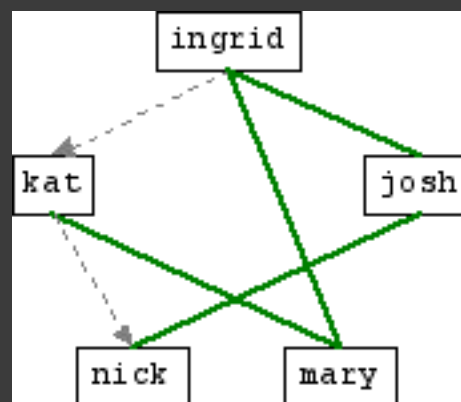
`Jane Dave Darryl James Expert`

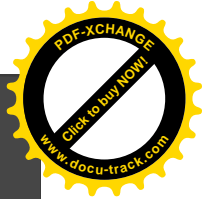
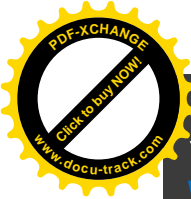
Quem sou eu na Web? (III)

Who am I on the web? (III)

Social Graph API

- Saiba o que os seus usuários (de seu portal/serviço) falaram de si
- See what your users said about themselves





Sem o padrão temos que fazer as conexões de outra forma...

Without the patterns we have to build the relationship differently

Você está visualizando **mapa de conhecimento** (machine translation)

Procurar | Pesquisa avançada
Nova pesquisa

Ver em formato gráfico

Bases de Competências

- Perfil tecnológico
Consulta currículos tecnológicos do Portal
- Perfil científico (Lattes)
Consulta currículos da Plataforma Lattes
- Ambas as bases

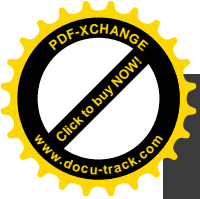
Termos relacionados

- tradução
- Discurso
- crítica
- > Veja outros termos

Crterios

- UF
- Titulação máxima

Fechar



Quem eu Conheço?

Who I know?

Construir manter relacionamentos duradouros

Build and maintain real relationships

Contact APIs

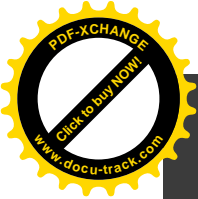
- Localizar pessoas do seu address book (ex: gmail)
- Find people from your current address book

OAuth

- Compartilhar conteúdo entre sites confiáveis
- Share private data between trusted sites




Friends-list or Professional-list portability

- Localização contínua entre múltiplos sites
- Continuous discovery across multiple sites

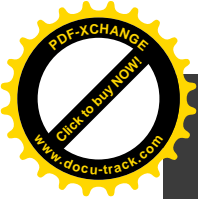


Find your friends

Use an existing address book

	<p>You need to give Flickr permission to access your Gmail address book.</p> <p>We'll take you to Google where you'll be asked to let Flickr take a peek at your address book. Once you get there, click "Grant access" and you'll be returned here to find your friends.</p> <p>GO</p> <hr/> <p>Note: We don't store this information and will be using it only to find your friends on Flickr.</p>
	
	









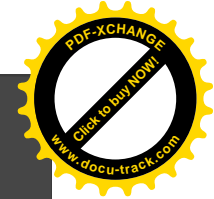
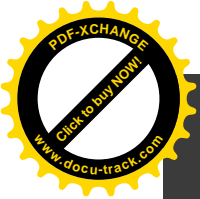
Find your friends

From your Gmail address book

There are **49 people** in your **Gmail** address book who are also on Flickr! (That's not counting 34 people who are already your contacts.)

Choose a contact level for all?

	Silona Silona Bonewald - Austin, TX 1,515 items 234 contacts view their profile	silona@silona.com	<input type="text" value="Do not add"/>
	KEGlab 1,570 items 0 contacts view their profile	chriskim@pangea.stanford.edu	<input type="text" value="Do not add"/>
	aphyd Lawrence Neeley 1,491 items 18 contacts view their profile	wneeley@stanford.edu	<input type="text" value="Do not add"/>
	Digital Crusader 1,330 items 0 contacts view their profile	eric@stumbleupon.com	<input type="text" value="Do not add"/>



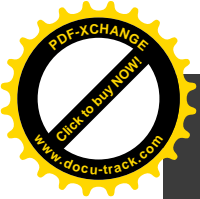
O que é a OpenSocial?

What is OpenSocial?

Criar aplicações sociais para rodar em qualquer lugar
Build social apps that can run anywhere

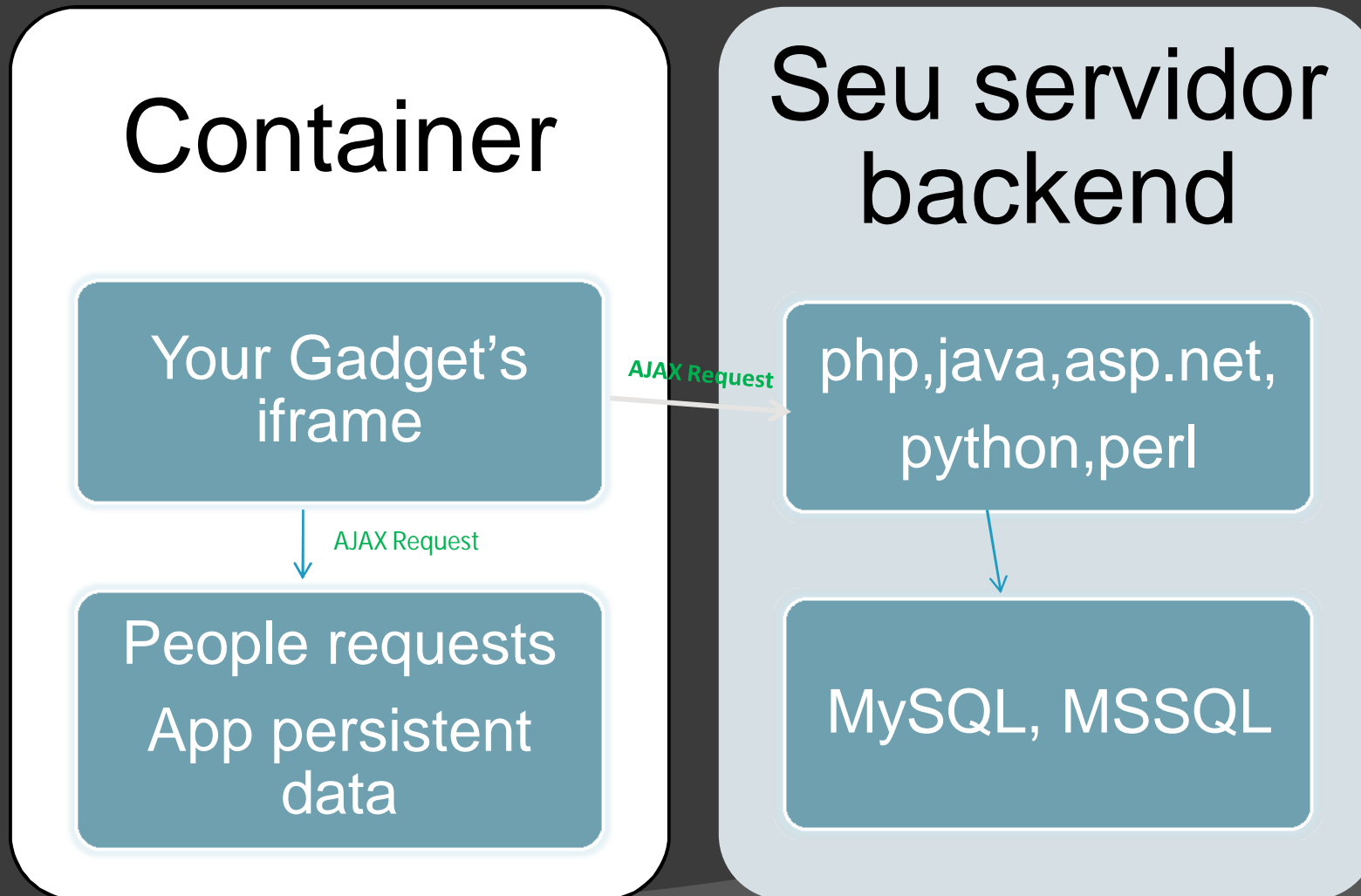
- ⌄ Escrever uma vez e rodar em qualquer lugar
- ⌄ Write Once, Run Anywhere
- ⌄ Utiliza o Gadget API da Goole
- ⌄ Built upon Google Gadget API
- ⌄ Utiliza padrões JavaScript, HTML, e XML.
- ⌄ Uses standard JavaScript, HTML, and XML.

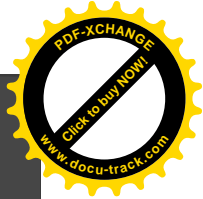
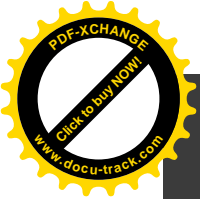




Como um social app funciona

How a social app Works





Suporte para Linguagens

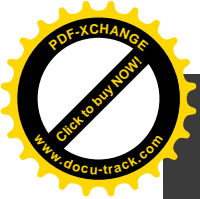
Language Support

Facebook API

- ž FBML
- ž FQL
- ž FBJS
- ž Partial support for AJAX
- ž Linguagens de como: PHP, Java, .NET on Canvas

OpenSocial API

- ž XHTML/XML
- ž JavaScript
- ž Full Support for AJAX
- ž Backend languages like PHP, Java, .NET on Canvas



Facebook:

facebook DEVELOPERS

Get Started Documentation Resources Tools News

TOOLS

API Test Console FBML Test Console Feed Preview Console

FBML Test Console

user: profile:

position:

API Key:

```
<fb:fbml>
  <strong>Hello World, FacebookCampToronto3!</strong>
</fb:fbml>
```

Preview

show outline

▶ Facebook FBML Test Console

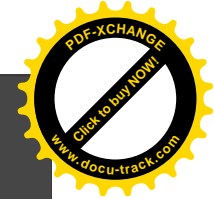
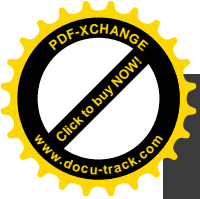
Hello World, FacebookCampToronto3!

Profile Actions

No profile actions

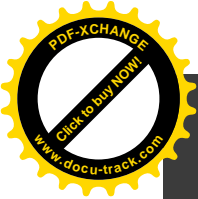
HTML Source

```
<strong>Hello World, FacebookCampToronto3!</strong>
```



OpenSocial:

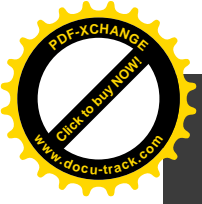
```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <Module>
3   <ModulePrefs title="List Friends Example">
4     <Require feature="opensocial-0.5"/>
5   </ModulePrefs>
6   <Content type="html">
7
8     <![CDATA[
9
10    <script type="text/javascript">
11
12    /**
13     * Request for friend information when the page loads.
14     */
15    function getData() {
16      document.getElementById('message').innerHTML = 'Requesting friends...';
17      var req = opensocial.newDataRequest();
18      req.add(req.newFetchPersonRequest('VIEWER'), 'viewer');
19      req.add(req.newFetchPeopleRequest('VIEWER_FRIENDS'), 'viewerFriends');
20      req.send(onLoadFriends);
21    };
22
```



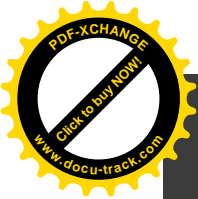
Rede Sociais que dão suporte para o OpenSocial

Social Networks that support OpenSocial






Resultado Final?
What does it look like?




orkut Home Profile Scrapbook Friends Communities Logout

Application Directory


Home > Jawad Shuaib > Application Directory




Penguins (106435 users)
Here are some cute, little, waddling penguins for your homepage.




Duck Hunt (49627 users)
Your Popular Duck Hunt game is back as a Google Homepage Gadget. Add now and start hunting!




BBC News | News Front Page | World Edition (1323371 users)
Visit BBC News for up-to-the-minute news, breaking news, video, audio and feature stories. BBC News provides trusted World and UK news as well as local and regional perspectives. Also entertainment, business, science, technology and health news.



Free iTunes Downloads (73016 users)
Every week Apple puts a few free songs and some free videos on the iTunes Store. Usually these are free for just a week, sometime longer. This gadget helps you by listing all the free stuff in one place by category (music, videos, audiobooks, etc.) and giving you updates as new stuff is released. Put it on your homepage or website and you won't miss another freebie!

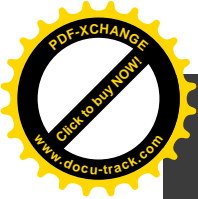


Lady Bugs (100629 users)
This module adds ladybugs (ladybirds) to your homepage! They realistically crawl around and try to avoid your mouse. You can even pick 'em up and move them.



male
Toronto, Canada

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orkut Home Profile Scrapbook Friends Communities Logout search orkut

Pessoa AAA

This is how my profile will look to

Home > My profile

scrapbook 7,479 photos 13 videos 3 fans 44 trusty cool sexy

birthday: March 3
here for: friends, activity partners, business networking

[view full profile](#)

Duck Hunt



Full Screen
Great deals on everything Full Screen themed.

Ads by Google

[remove this app](#)

Test 3

Writing data was successful

my friends (99)

Sarim (112)	Imran (73)	Nadia (61)
Priya (12)	Milad (20)	Red Star (126)

[view all](#) [manage](#)

my communities (930)

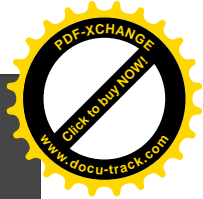
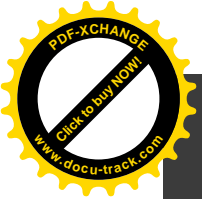
SUPARCO (321)	Military History (343)	Pi (623)
Vinci (3,664)	Pablo Picasso, Georges Picasso	Radio Controlled Flight (248)

Widget



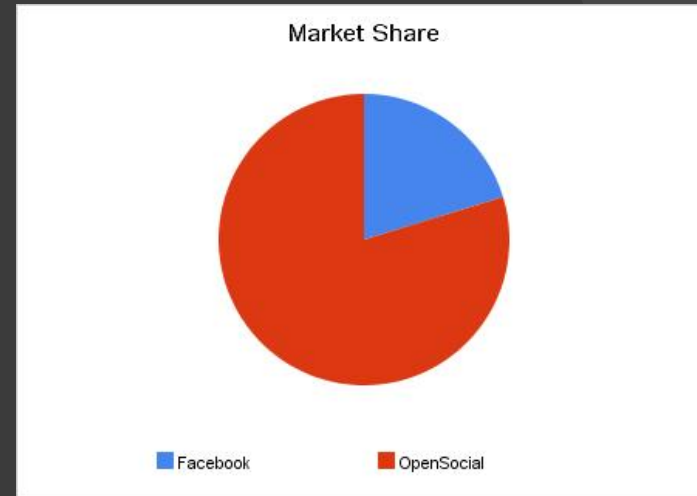
Google AdSense!





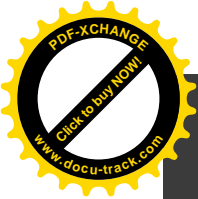
Quem está usando as API's

Whose Using it



Only Orkut, hi5, MySpace have gone live to users with there OpenSocial implementations.

Container	No. of live applications
Facebook	29,230
Orkut	200
Hi5	820
MySpace	1,000

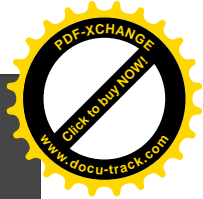
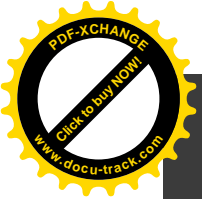


...E A MUDANÇA DE
PARADIGMA

SHIFT HAPPENS

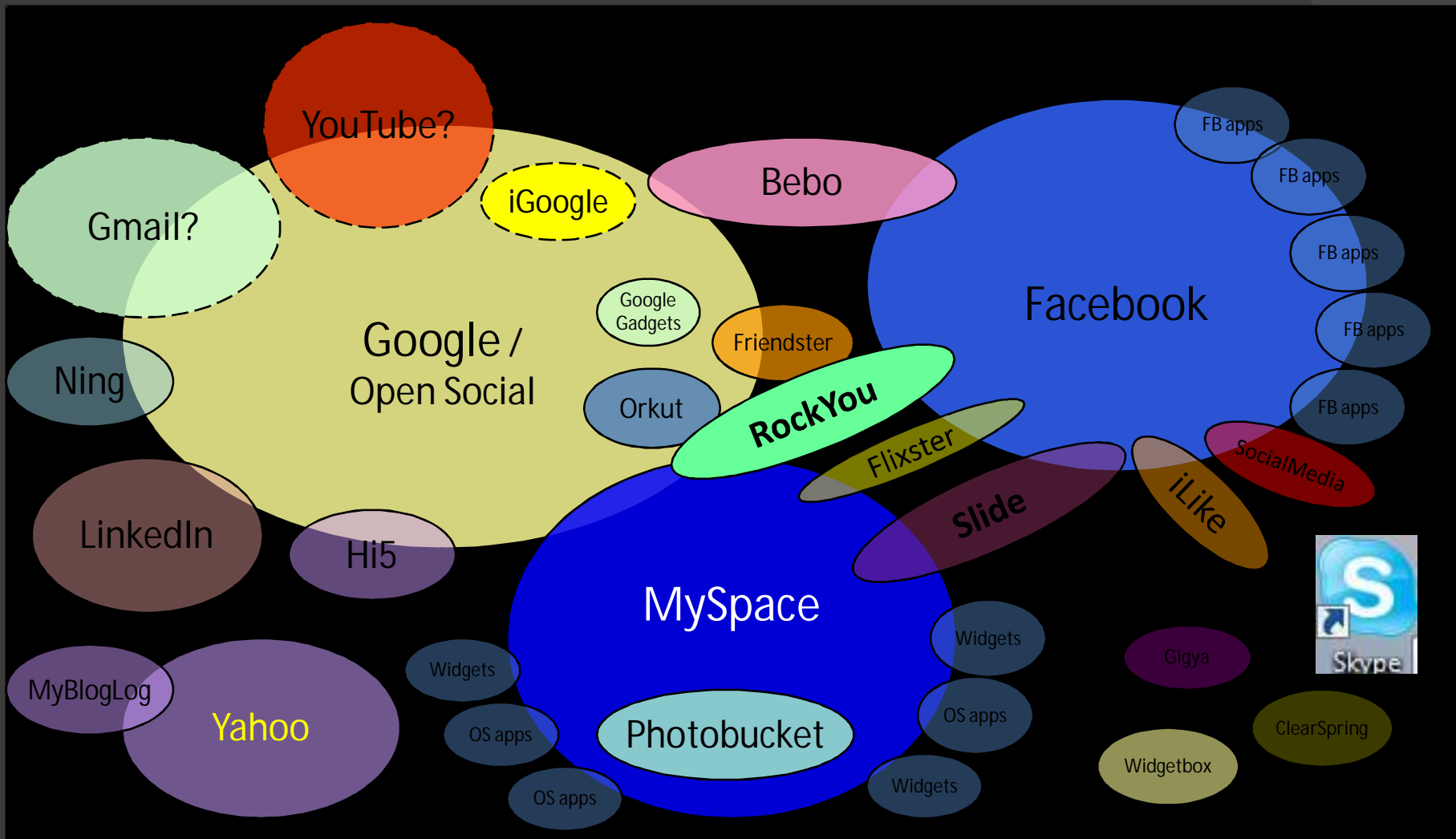
Em 2005, o Papa Benedito XVI mandou sua primeira mensagem de texto “Vamos continuar avançando na alegria de Deus e confiando na sua ajuda constante” para todos os telefones celulares da TIM que haviam se inscrito no serviço de mensagem diária do papa.

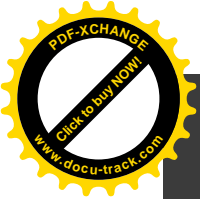




Plataforma de Social apps

Social application platform





Referências

- ☪ OpenSocial homepage
<http://code.google.com/apis/opensocial/>
- ☪ Tutorial, Google Gadget Editor
<http://code.google.com/apis/opensocial/articles/tutorial/tutorial-0.7.html>
- ☪ OpenSocial v0.7 JavaScript API reference
<http://code.google.com/apis/opensocial/docs/0.7/reference/>
- ☪ Usefull code snippets, best practices
<http://code.google.com/p/opensocial-resources/wiki/>
- ☪ Developer forums
<http://groups.google.com/group/opensocial>
- ☪ IRC channel irc.freenode.net/#opensocial



Obrigado!

José Francisco Salm Junior

Instituto Stela