

Contents

Acknowledgments	xi
Introduction	xix

Part I: The Mashup-Friendly Web

Chapter 1: Web 2.0 and del.icio.us **3**

Enter del.icio.us	3
Organizing Your Bookmarks	4
Using Bookmarklets	6
Socializing with Other del.icio.us Users	7
Exploring the del.icio.us Community	9
Summary	10
Exercises	10

Chapter 2: del.icio.us and the Mashup **11**

del.icio.us: A Mashup Pioneer	11
RSS Feeds for (Almost) Every Page	11
An RSS Feed Example	12
RSS Feed Readers	13
The Application Programming Interface (API)	18
Summary	21
Exercises	21

Chapter 3: Going Deeper Inside the del.icio.us API **23**

del.icio.us as a Subsystem	23
Protocols	24
RESTful Call and Response	25
WWW-Authenticate and Other Headers	27
Other Rules and Regulations	28
The del.icio.us API Methods	29
/posts/update	30
The posts Family	30
Tags	35
Bundles	36

Contents

Language-Specific API Libraries	39
RSS versus API	40
Summary	40
Exercises	40
Chapter 4: Other Mashable Software	41
Flickr	41
Yahoo! Search	44
Amazon Web Services	45
eBay	46
Google Search	48
WordPress	49
Firefox Extensions	50
Summary	51
Exercises	52
Part II: Get Ready to Mash	
Chapter 5: Mashup Tools	55
Understanding Editors	55
Setting Up a Web-Development Environment	56
Setting Up a Windows Web-Development Environment	57
Setting Up a Mac OS X Web-Development Environment	60
Installing phpMyAdmin	65
Setting Up a Weblog	67
Accounts and API Keys	71
Summary	71
Exercises	72
Chapter 6: More Mashup Technologies	73
Web Development Technologies: HTML, XHTML, and CSS	73
JavaScript and the Document Object Model API	74
PHP with XHTML	80
Data Storage and Transfer with PHP	85
MySQL	85
XML Parser and Magpie RSS	96
REST	104
XML-RPC	108
JSON	112

Other Methods and Software	113
AJAX and SAJAX	113
PHP Command-Line Scripting and Crontabs	117
Greasemonkey	118
Firefox Extensions	119
Summary	120
Exercises	120
Chapter 7: del.icio.us Mashup Techniques	121
A Deliciously Simple JSON Remix	121
Using PHP and MySQL for Full-Bodied Flavor	131
Taking It to the Desktop	158
Summary	160
Exercises	160
Part III: Mashups and Remixes	
Chapter 8: Mashing del.icio.us and WordPress	165
Sharing Your Daily Discoveries	166
Spreading Your Ideas	173
Tracking Your Popularity	174
Combining Relevant Bookmarks	175
Using the Del.icio.us Play Tagger for Your MP3 Links	181
Summary	183
Exercises	184
Chapter 9: Remixing del.icio.us with Greasemonkey	185
Greasemonkey Explained	185
Skinning del.icio.us	186
Customizing the del.icio.us User Interface	190
Fetching Remote Data	193
Summary	196
Exercises	197
Chapter 10: Remixing RSS Feeds	199
Cleaning Up Tag Feeds	199
Media Tag Remix: An Image Feed Slideshow	211
Media Tag Remix: An MP3 Jukebox	220

Contents

Summary	225
Exercises	226
Chapter 11: Mashing It Up with Web Services	227
The HotJobs, eBay, and Flickr Autobookmarking Scripts	228
Amazon: Caching Pages with S3	248
Summary	260
Exercises	261
Part IV: Mashups Applied: A Research Project Hub	
Chapter 12: Collecting References with a Custom Firefox Plug-In	265
Starting a Firefox Extension	267
Creating the Rally Poster User Interface	278
Completing the Rally Poster Extension	284
Deploying the Rally Poster Extension	288
Summary	289
Exercises	289
Chapter 13: Aggregating, Organizing, and Displaying Your Research	291
Basic Page Layout	291
Adding Styles	299
Adding a Quick Posting Form	307
Summary	309
Exercises	309
Chapter 14: Bringing in Other Web Services	311
Adding a Calendar	312
Implementing Maps	317
Summary	330
Exercises	330
Chapter 15: Managing Incoming Links	331

Part V: Looking Forward with del.icio.us

Chapter 16: New and Different Directions	341
Desktop, Web, and Mobile Clients	341
New Perspectives on del.icio.us Data	342
Effective Mashups	343
The Future of del.icio.us	343
Summary	344
Appendix A: Exercise Answers	345
Appendix B: Sympathy for the API-Enabled Web Services	361
Index	365

