



Working with Web APIs

Indy Nagpal

Who am I

- ◉ A decade of working with ColdFusion
- ◉ A couple of years with Flex
- ◉ Senior Developer with Straker Interactive
- ◉ Trainer -- ColdFusion, Flex, ShadoCMS
- ◉ In New Zealand since last four years
- ◉ And loving it!

The next 45 minutes

- ⦿ What are Web APIs
- ⦿ How do they work
- ⦿ How to use them
- ⦿ Quickly knock together an app

YAHOO!

Google™

msn.
Search

You**Tube**

PayPal
Developer Central



flickr BETA

digg™ api

 Spaces

Blogger

 **macromedia**
xml news aggregator

 **amazon**
web services

 **FeedBurner**™

ebay™

TypePad
Personal Weblogging Service

zoom  **In**

facebook

Technorati

salesforce.com
Success On Demand™

Microsoft® Virtual Earth™

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webex™

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YAHOO!

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Shopping Spaces

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Travel

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Video

facebook

Real Estate

typePad

Bookmarks

Mobile

Technorati

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Messaging

Enterprise

webex™

Reference

plaxo

last.fm

Calendar

AIM

API Listing – ProgrammableWeb
http://www.programmableweb.com/apis/directory/1?sort=category#
RSS
newsmap

Sign up/Sign In
Add a Link
Subscribe
Search PW
Advertise on PW
Contact Us
Press
About
FAQ

Programmableweb
Home
News
Mashups
APIs
Markets
How-To
Contests
Members
Overview
All APIs by Name
APIs by Category
Newest APIs
APIs by Mashups
API Scorecard

Web 2.0 API Listing

You can subscribe to the [API RSS Feed](#) and get automatic updates to this list.

Filter: [View All](#) / [Advanced Search](#) Sort: [Category](#)

Viewing 1 to 492 of 492 APIs

API	Description	Category	Updated
Yahoo Search Marketing	Search advertising platform	Advertising	2007-06-04
Google AdWords	Search advertising	Advertising	2006-05-14
Google AdSense	Advertising management	Advertising	2006-06-04
Wordtracker	Search engine optimization services	Advertising	2006-02-14
UrlTrends	Link tracking and search optimization	Advertising	2005-09-08
Microsoft adCenter	Online advertising services		
Yahoo Ads	Online ad management		
Answerbag	Questions and answers service		
SplogSpot	Database of spam blogs		
Blogwise	Blog and feed search service		
Tailrank	Blog search and news aggregation service		
Technorati	Blog search services		
PubSub	Blog and feed search		
TypePad	Blog management	Blogging	2005-09-04
Windows Live Spaces	Blog services	Blogging	2006-01-19
Akismet	Blog spam prevention service	Blogging	2006-09-27
Performancing	Blog management	Blogging	2006-06-19
LiveJournal	Blogging software	Blogging	2005-08-06

ProgrammableWeb Sponsors

Connect. Collect. Mashup. Everything!

Almost 500 APIs
programmableweb.com

[sports \(143\)](#)
[news \(140\)](#)
[realestate \(129\)](#)
[messaging \(114\)](#)
[\[View as Tag Cloud\]](#)

Mashup Stats

Total Mashups Listed

2224

Past 7 Days: 32

Past 30 Days: 128

Mashups/Day

3.19

7 Days Avg.: 4.57

30 Days Avg.: 4.27

Our Sponsors

CHECK OUT MASHUP CONTEST WINNERS

Utilizing ClearForest
Web Services API



Suggested Searches

Celebrity Mashups
Video Mashups
Popular New Mashups
All Popular Mashups
Maps Mashups
Photo Mashups
Shopping Mashups

Mashup Dashboard

Thousands of web mashups with new updates daily

Mashup of the Day, August 15, 2007



Flotzam

Watch the data that you care about in this screensaver mashup of Facebook, Flickr, Twitter, and blogs. This visualization lets you configure what you want to watch and the speed in which you see it.

APIs: Facebook, Flickr, Twitter

Tags: messaging, photo, rss, visualization



[All Mashups](#) | [Popular Mashups](#) | [Matrix](#) | [Add Yours](#) | [How-To Guide](#)

Newest Mashups more »

- ▶ Flotzam
- ▶ Places of Interest in ...
- ▶ Custom iGoogle Skins
- ▶ Emoface of the Day
- ▶ Oatmeal Music for iPhone
- ▶ TBS Earthquake Monitor

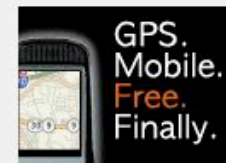
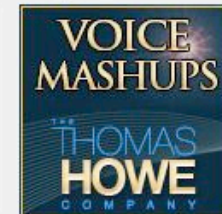
Top Mashup Tags »



mapping (29%)
social (11%)
photo (10%)
shopping (10%)
travel (7%)
video (7%)

ProgrammableWeb Sponsors

openkapow
Connect.
Collect.
Mashup.
Everything!



Over 2000 mashups
3 added every day

Last 14 Days All

sports (143)
news (140)
realestate (129)
messaging (114)
[\[View as Tag Cloud\]](#)



Find a Wii Within? 100 Miles ...of Where? 02101

Find a Wii and Wii Accessories


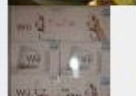







[Search by City/State Directory](#)

Online Inventory Tracker		Next Refresh In: 4:19	
Amazon.com	Nintendo Wii	\$339.77	49 Available
Amazon.com	Wii Action Starter Bundle	\$620.99	5 Available
eBay	Nintendo Wii	N/A	Available

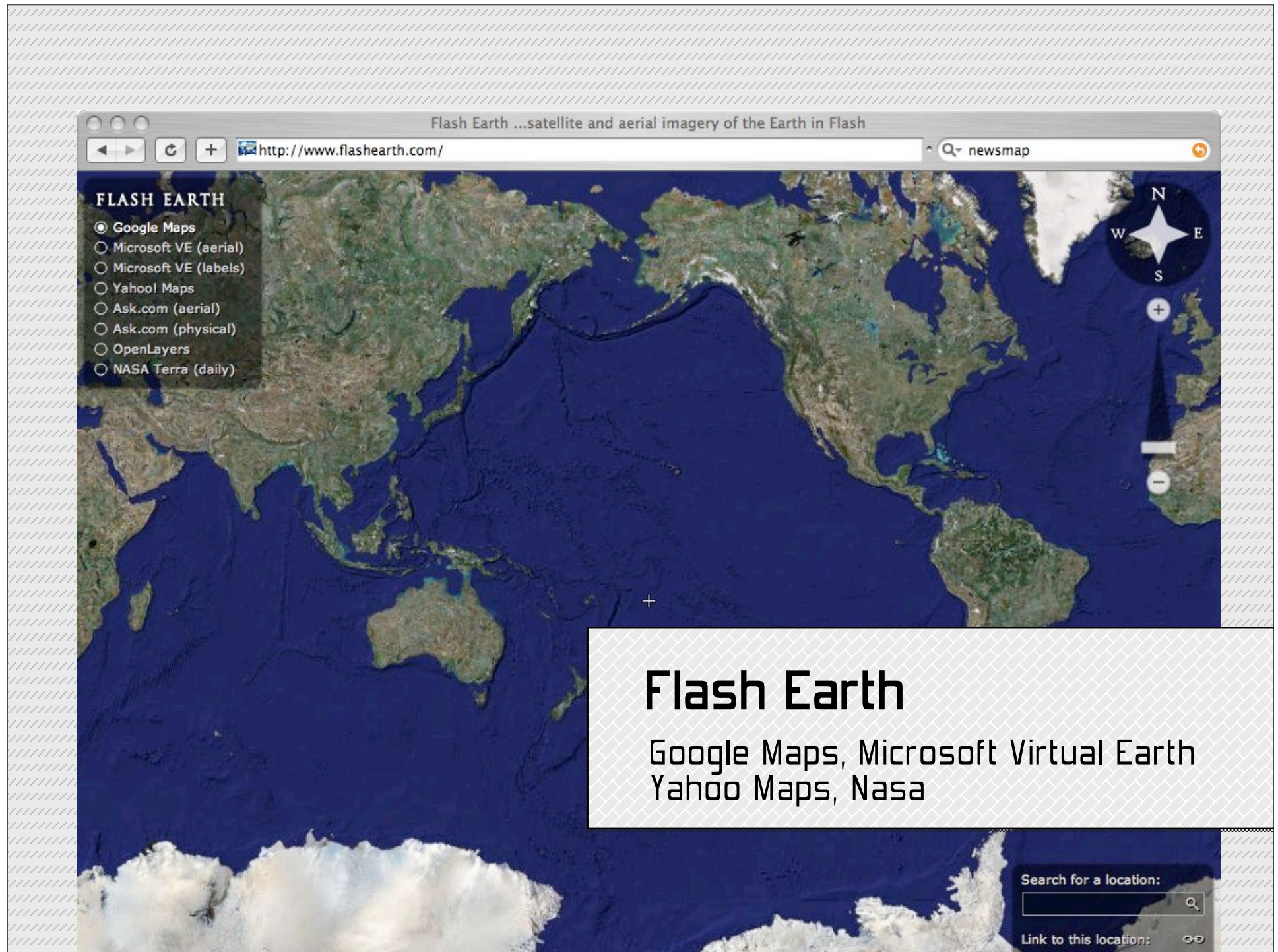
sort: price time distance

[Wii Store](#) [Wii News](#) [Talk to Us!](#) [Register](#) [Log In](#)

Ebay(95 Found)

-  Nintendo Wii - Game console w/ sport games-Brand new
price: \$285.00 Time: 24 Minute(s)
-  @@Brand New Nintendo Wii Game Console w/Receipt LOOK@@
price: \$299.98 Time: 54 Minute(s)
-  New wii console+14 games+4 controllers+receipt+insuranc
price: \$212.50 Time: 2 Hour(s)
-  New Wii Console+5 games+controllers+receipt+insuranc
price: \$177.50 Time: 2 Hour(s)
-  NEW Nintendo Wii Console + 5 Game + 2 Controls + Bonus
price: \$102.50 Time: 2 Hour(s)
-  New wii console+14 games+4 controllers+receipt+insuranc
price: \$217.50 Time: 2 Hour(s)
-  Nintendo Wii - Game console w/5 sports game bundle
price: \$249.00 Time: 2 Hour(s)
-  New Nintendo Wii Console +5 Sports Game +2 Controllers
price: \$212.55 Time: 3 Hour(s)
-  New Wii Console+5





Flash Earth

Google Maps, Microsoft Virtual Earth
Yahoo Maps, Nasa

liveplasma music, movies, search engine and discovery engine

http://www.liveplasma.com/

newsmap

liveplasma
music movies

Search:

Artist / Band

Movie

Director


Actor

🇺🇸 🇫🇷 🇪🇸 🇩🇪 🇬🇧 🇨🇦


LAST MAPS

DISCOGRAPHY


Dire Straits on amazon.com




Sultans of Swing: The Very Best of Dire Straits
1998




Brothers in Arms
2000



Private Investigations: The Best of Dire Straits & Mark Knopfler



Making Movies
2000



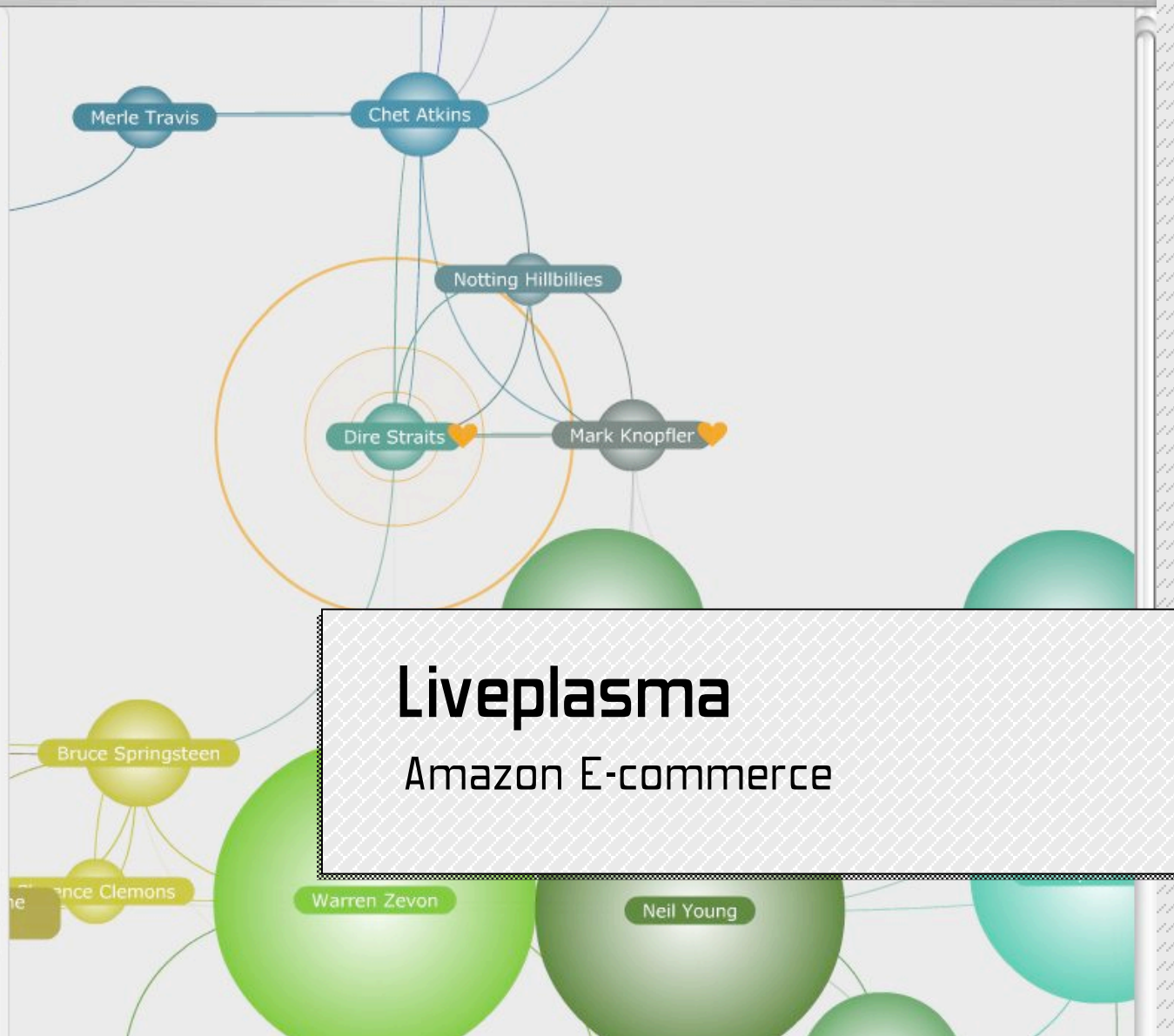
Dire Straits
2000

DESIGN

HELP

MEMBERS ZONE

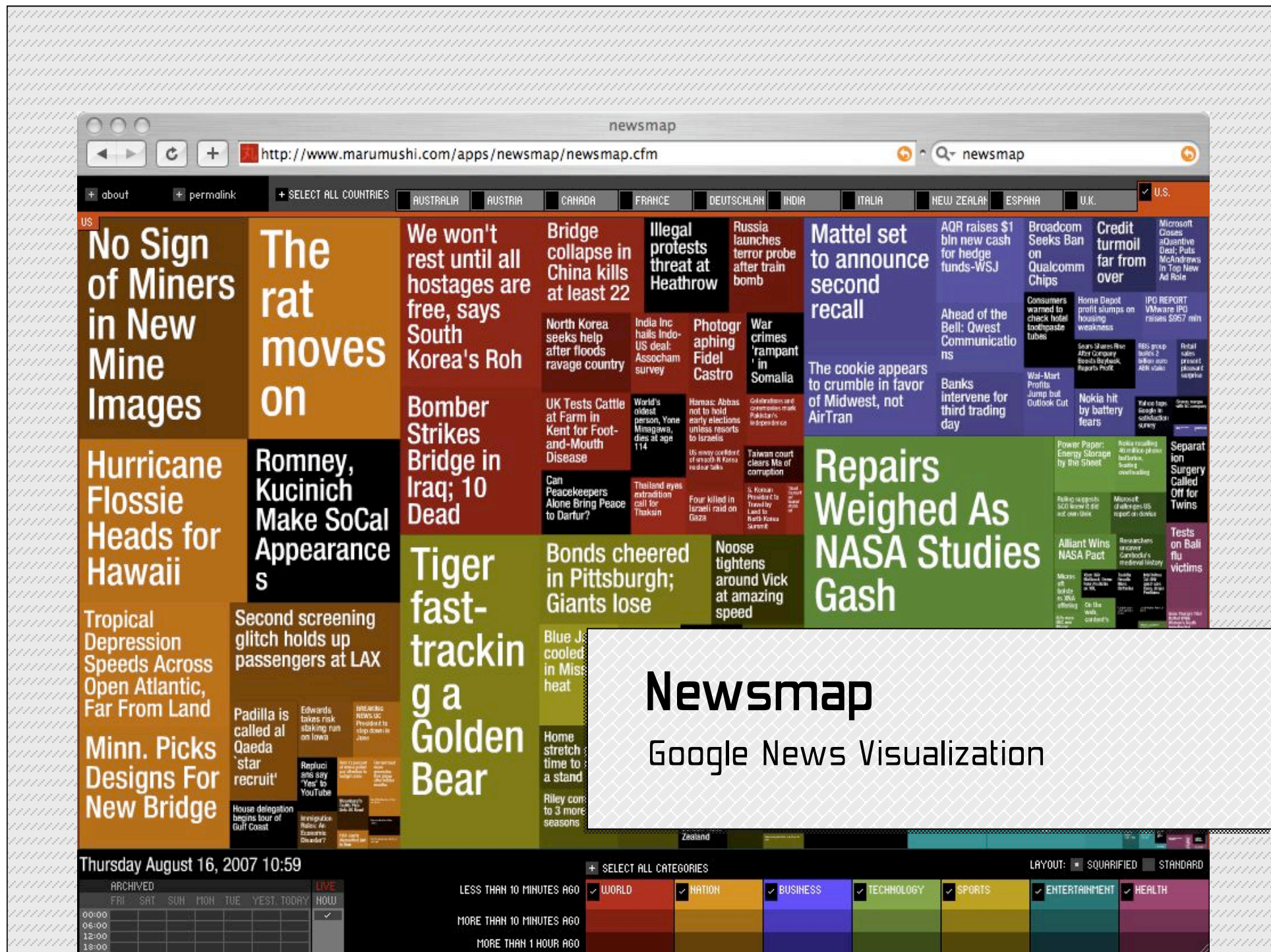
forindy@gmail.com



The network map visualizes connections between various artists. At the center is 'Dire Straits' (teal circle with a heart). It is connected to 'Merle Travis' (blue circle), 'Chet Atkins' (blue circle), 'Notting Hillbillies' (blue circle), and 'Mark Knopfler' (grey circle with a heart). 'Chet Atkins' is also connected to 'Merle Travis'. 'Mark Knopfler' is connected to 'Notting Hillbillies'. 'Bruce Springsteen' (yellow circle) is connected to 'Warren Zevon' (green circle) and 'Neil Young' (green circle). 'Warren Zevon' is connected to 'Neil Young'. 'Dire Straits' is also connected to 'Bruce Springsteen' and 'Warren Zevon'. The map uses concentric circles to group related artists, with 'Dire Straits' at the center of a large orange circle.

Liveplasma

Amazon E-commerce



The Changing Web


- ◉ A **repository** of information
- ◉ Web as a **source of data**
- ◉ **Services** to access and manipulate data
- ◉ Ways in which to **connect services** together
- ◉ **Explore and work** with data

Web APIs

- ⦿ Application Programming Interface (API)
- ⦿ **Interface** a system provides to another
- ⦿ To support requests for **services**
- ⦿ Accessible over a **network** -- the web
- ⦿ Interoperable **interactions** between systems

Web Services

- ⊙ **Web Services**--one way to expose an API
- ⊙ Communicate using XML
- ⊙ Simple Object Access Protocol (**SOAP**)
 - Envelop for messages
- ⊙ Independent of OS or protocol



```
<SOAP-ENV:Envelope xmlns:SOAP-  
ENV="http://schemas.xmlsoap.org/soap/envelope/"  
  xmlns:xsi="http://www.w3.org/1999/XMLSchema-instance"  
  xmlns:xsd="http://www.w3.org/1999/XMLSchema" >
```

```
<SOAP-ENV:Body>
```

```
<ns1:GetStockQuote xmlns:ns1="urn:xmethods-quotes">
```

```
  <SOAP-ENV:encodingStyle=  
    "http://schemas.xmlsoap.org/soap/encoding/">  
    <symbol xsi:type="xsd:string">IBM</symbol>
```

```
</ns1:GetStockQuote>
```

```
</SOAP-ENV:Body>
```

```
</SOAP-ENV:Envelope>
```

REST

Representational State Transfer



REST

- ◉ **Style** of software architecture
- ◉ Uses **HTTP** protocol
- ◉ **URIs** create common ground
- ◉ Uniquely **identifiable** resources
- ◉ **Stateless**
- ◉ **XML** for data transfer



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a YAHOO! service

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Queenstown

Otago / New Zealand

Find events

What? (e.g. jazz, U2, Lakers)

Where?

Auckland, Auckland, New

GO

Web on the Piste

Wednesday, August 22, 2007 - Thursday, August 23, 2007

8:00 PM - 5:00 PM

[Crowne Plaza Hotel](#)

BEACH STREET, PO BOX 102
Queenstown, Otago
([Yahoo! Maps](#), [Google Maps](#))

CATEGORY

Commercial

DESCRIPTION

The Ultimate Conference for Rich Internet Technologies!

Bringing together the world leaders in Rich Internet and associated and instructors for 2 days of Flex, AJAX, SPRY, Apollo and Flash as well as back end technologies such as ColdFusion, .Net, Java and PHP and web based content delivery.

Homepage

<http://www.webonthepiste.com>

Added by [indiver](#) on August 15, 2007

Comments

Photos (None yet!)

[Add your own...](#)

☐ I'm Attending

☐ I'm Watching

1 Attending

[indiver](#)

upcoming.yahoo.com

http://upcoming.yahoo.com/event/239499

Web on the Piste at Crowne Plaza Hotel (Wednesday, August 22, 2007) - Upcoming

http://upcoming.yahoo.com/event/239499

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upcoming

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Queenstown
Otago / New Zealand

Find events What? (e.g. jazz, U2, Lakers) Where? Auckland, Auckland, New

GO

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Homepage
<http://www.webontheviste.com>

Added by **Indiver** on August 15, 2007

1 Attending
Indiver

Comments

Photos (None yet!)

Add your own...

Sign Up or Sign In to comment on this event!

<http://upcoming.yahoo.com/event/239499>

<http://upcoming.yahoo.com/event/239499/edit>

<http://upcoming.yahoo.com/event/239499/delete>

Web on the Piste at Crowne Plaza Hotel (Wednesday, August 22, 2007) - Upcoming

http://upcoming.yahoo.com/event/239499

newsmap

upcoming Sign In or Join now Help?

Home Events Places Friends Groups Popular Add New Event »

My Events My Scrapbook My Friends' Events

Queenstown
Otago / New Zealand

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GO

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Added by **Indiver** on August 15, 2007

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Photos (None yet!)

Add your own...

1 Attending

☐ I'm Attending

☐ I'm Watching

☐ Indiver

Sign Up or Sign In to comment on this event!

event.getInfo

http://upcoming.yahooapis.com/services/rest/?api_key=<API_KEY>&method=event.getInfo&event_id=239499

The screenshot shows a web browser window with the address bar displaying `http://upcoming.yahoo.com/event/239499`. The page features the 'upcoming' logo and navigation links like 'Home', 'Events', 'Places', 'Friends', 'Groups', 'Popular', and 'Add New Event'. A search bar is visible with the text 'Find events' and a 'GO' button. The main content area displays event details for 'Web on the Piste at Crowne Plaza Hotel' in Queenstown, New Zealand, scheduled for Wednesday, August 22, 2007, from 8:00 PM to 5:00 PM. The event is categorized as 'Commercial' and described as 'The Ultimate Conference for Rich Internet Technologies'. The description mentions speakers and instructors covering topics like Flex, AJAX, SPRY, Apollo, and Flash, as well as server-side back end technologies like ColdFusion, .Net, Java, and PHP. The event was added by 'Indiver' on August 15, 2007. There are sections for 'Comments' and 'Photos' at the bottom.

```
<?xml version="1.0" encoding="UTF-8"?>
<rsp stat="ok" version="1.0">
  <event id="239499" name="Web on the Piste"
    description="The Ultimate Conference for Rich Internet
Technologies! "
    start_date="2007-08-22" end_date="2007-08-23"
    start_time="20:00:00"
    end_time="17:00:00" personal="0" selfpromotion="0"
    metro_id=""
    venue_id="81024" user_id="155298" category_id="6"
    date_posted="2007-08-15 15:06:04" watchlist_count="1"
    latitude="0"
    longitude="0" geocoding_precision="address"
    geocoding_ambiguous="0"
    venue_name="Crowne Plaza Hotel" venue_address="BEACH STREET,
PO BOX 102"
    venue_city="Queenstown" venue_state_name="Auckland"
    venue_state_code=""
    venue_state_id="1000000" venue_country_name="New Zealand"
    venue_country_code="nz" venue_country_id="1000000"
    venue_zip=""/>
</rsp>
```



- » all your bookmarks in one place
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» get started «

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

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hotlist

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HOT NOW

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[World Gazetteer: Cities of the world](#)

<https://api.del.icio.us/v1/posts/get?>

<https://api.del.icio.us/v1/posts/recent?>

<https://api.del.icio.us/v1/posts/all?>

<https://api.del.icio.us/v1/posts/dates?>

<https://api.del.icio.us/v1/posts/add?>

<https://api.del.icio.us/v1/posts/delete?>

SOAP vs REST APIs

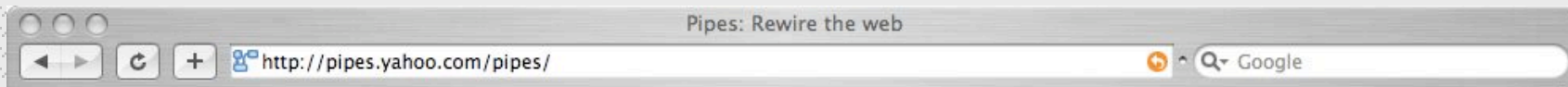
- ⦿ **REST preferred** by developers and vendors
- ⦿ **Lighter** on bandwidth
- ⦿ Uses a standard interface: **URI**
- ⦿ SOAP better at handling
 - Large amounts of data
 - Secure data
- ⦿ Popular APIs tend to use REST (Yahoo, parts of Google)
- ⦿ Some provide both (Flickr)

What? No API?



Hope is not lost

- ⦿ Home grown "API"
- ⦿ **Screen-scraping**
 - Extracting data from the display output of another program
 - Some sites don't like it and tell you in no uncertain terms!
 - You have to code
 - And test
 - And code
- ⦿ Or let **others** do it for you



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[Create a pipe](#)

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Featured Pipe: Apartment Near Something

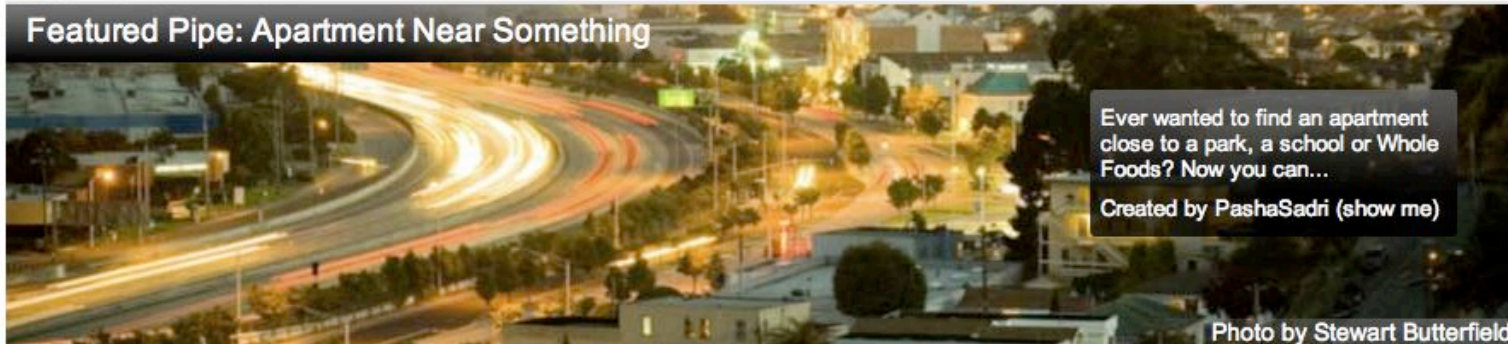


Photo by Stewart Butterfield

About Pipes

Pipes is an interactive data aggregator and manipulator that lets you mashup your favorite online data sources.

Like Unix pipes, simple commands can be combined together to create output that meets your needs:

- combine many feeds into one, then sort, filter and translate to create your ultimate custom feed. [🔗](#)
- geocode your favorite feeds and browse the items on an interactive map. [🔗](#)
- remix your favorite data sources and use the Pipe to power a new application. [🔗](#)
- build custom vertical search pages that are impossible with ordinary search engines. [🔗](#)
- power badges on your web site. [🔗](#)

Hot Pipes

Pipe Name/Author

Clones



[My flickr contacts' faves](#)
by alto maltés

161



[NYT](#)
by thins



[Financial using Sym](#)
by Jy



[Geo](#)
by elB



[Digg, del.icio.us, Reddit, Slashdot mashup v2](#)
by CristiS

206

Recent Updates

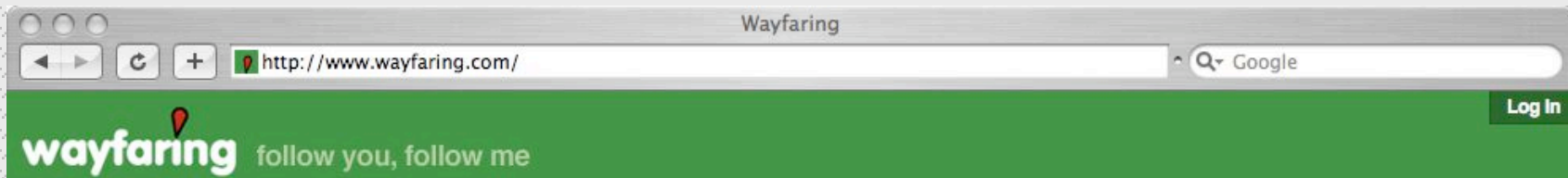
08.13.07: Pipes Adds Entity Detection

The latest updates to Pipes includes a entity detection module and improvements to our existing keyword analysis capabilities. [more](#)

[>](#)

pipes.yahoo.com

[more news >](#)



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Maps, your way.

[Create](#) personalized maps
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Create

Use Wayfaring to create a personalized map.



Share

Share your maps with friends, family, and other creatures.

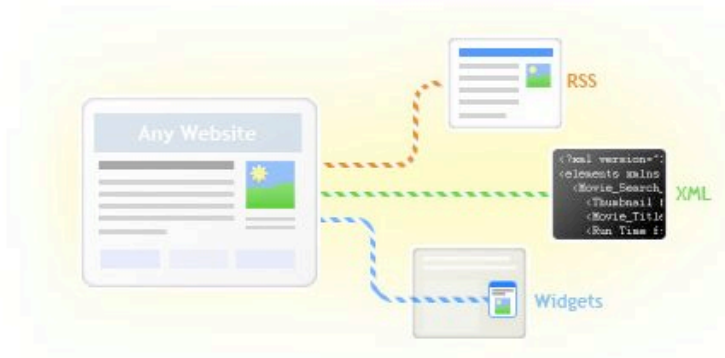
wayfaring.com

"...a remarkable site...the beauty of this approach is that it provides a very personal, almost intimate view of the world."

-Ivor Tossell, The Globe and Mail



dapper



Get any content from the web

Enter a website or the content / services you want:

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Choose format (RSS, XML, Google Maps...)

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Easily provide new means for people to access your content (such as RSS). You can use Dapper to create feeds, widgets, and APIs with your content and links.

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Movie Aggregator



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Blog Statistics
Graphs

[Answers.com](#)



[Snag](#)



[DapperFox](#)

Web API vs home-grown

◉ Web APIs

- Can provide a full range of **CRUD** operations
- And more

◉ Home-grown ones

- Restricted to **exploring, extracting and manipulating** extracted data

Mashups rocks!



The mashed up web

- ⦿ Use web as a **source of data**
- ⦿ Use **services** to access and manipulate data
- ⦿ Provide ways in which to **connect services** together
- ⦿ **Explore and work** with data

Mashup Stats

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Utilizing ClearForest
Web Services API



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Celebrity Mashups
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All Popular Mashups
Maps Mashups
Photo Mashups
Shopping Mashups

Mashup Dashboard

Thousands of web mashups with new updates daily

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Watch the data that you care about in this screensaver mashup of Facebook, Flickr, Twitter, and blogs. This visualization lets you configure what you want to watch and the speed in which you see it.

APIs: Facebook, Flickr, Twitter

Tags: messaging, photo, rss, visualization



[All Mashups](#) | [Popular Mashups](#) | [Matrix](#) | [Add Yours](#) | [How-To Guide](#)

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- ▶ Flotzam
- ▶ Places of Interest in ...
- ▶ Custom iGoogle Skins
- ▶ Emoface of the Day
- ▶ Oatmeal Music for iPhone
- ▶ TBS Earthquake Monitor

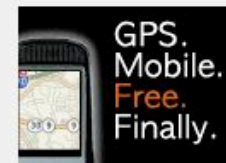
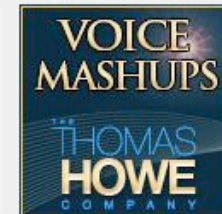
Top Mashup Tags »



mapping (29%)
social (11%)
photo (10%)
shopping (10%)
travel (7%)
video (7%)

ProgrammableWeb Sponsors

openkapow
Connect.
Collect.
Mashup.
Everything!



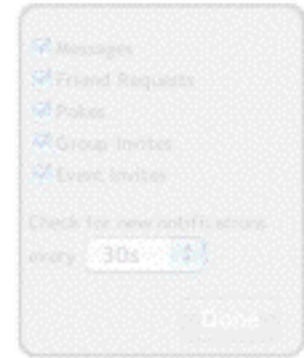
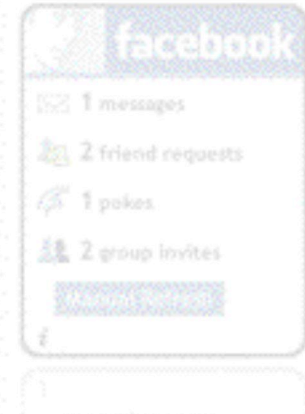
Find a mashup
programmableweb.com

Last 14 Days All

sports (143)
news (140)
realestate (129)
messaging (114)
[\[View as Tag Cloud\]](#)



Everyone loves widgets



66° San Francisco
China Basin Landing

Today is at 4:00 AM PDT
Mostly cloudy with patchy fog in the morning then becoming partly cloudy.
Highs in the upper 50s to lower 70s.

Forecast

FRI	SAT	SUN	MON	TUE	WED
66°	67°	67°	66°	66°	66°
55°	55°	54°	54°	54°	55°

Google Calendar

August 2007

S	M	T	W	T	F	S
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Quick Add Create Event Show Agenda

YouTube Incubus

Incubus - Dig
854,539 views - 6 months ago

A day of a dark band

Go to video >>

PAUSE

BitTorrent

Search for Torrent Files
(what's this?)

Show: All | Video | Audio | Applications | ISO
Sort by: Relevance | Age | Speed | Size

Garfield of the day

WOW...

16, February 2007
Random Strip | Back today
made by tme

Gmail Inbox (2)

Gmail Team It's easy to switch to Gr
Gmail Team Gmail is different. Here!

Sunday 24 June 2007 1:40 PM **Hotmail**

Inbox | Compose | Folders | Contacts | Sign Out | Help

(2) Move (7) Delete

(4) New message
(5) Folders
(6) Contacts
(0) MSN Home
Refresh
Junk e-mail (0)

Hide Icons
Hint: To use shortcut keys, press # to access the menu, or * to go to the top of the page.

Sign Out

(C)2007 Microsoft.
Privacy Statement
Terms Of Use

CLICK HERE! XBOX ONLY

BBC WORLD SERVICE

Station Maintenance

BBC World Service

BBC NEWS 24

facebook

1 messages
2 friend requests
1 pokes
2 group invites

Manual Refresh

Check for new notifications every 30s

Done

Widgets love APIs

- ◎ They are everywhere
 - Web-based dashboards
 - Operating system desktops
 - Browsers
- ◎ Technologies to create widgets maturing
 - Adobe AIR, Microsoft Silverlight, Dekoh
 - Yahoo and Google Widgets SDK

Buckle up -- Code ahead



Using Flickr

- ◉ Flickr ColdFusion Component (CFC)
- ◉ Two methods:
 - tagSearch: flickr.photos.search
 - getInfo: flickr.photos.getInfo
- ◉ Methods take arguments and return a recordset


Using Flickr

Use in ColdFusion


Search Photos using Flickr API

Tags


Arrowtown - Chinese Village Miners Hut




View from Kelvin Heights, Queenstown



Queenstown, New Zealand



View from Kelvin Heights, Queenstown



Use in Flex

Search using Yahoo API

Tags

Results

- Arrowtown - Chinese Village Mir
- View from Kelvin Heights, Quee
- Queenstown, New Zealand
- View from Kelvin Heights, Quee
- Shotover Jet, Queenstown
- Bella



Using Yahoo

- ⊙ Yahoo Term Extraction ColdFusion Component
- ⊙ Three methods:
 - getTerms
 - getRSSTerms
 - getURLTerms
- ⊙ Methods take arguments and return a recordset

Using Yahoo

Use in ColdFusion

Term Extraction from a URL using Yahoo API

URL

query - Top 20 of 20 Rows

	TERMS
1	president vladimir putin
2	pisco peru
3	miami hurricane
4	nzherald
5	unescape
6	search4jobs
7	russia
8	aftershock
9	document write
10	caribbean
11	reuters
12	wises
13	nz herald
14	dean image
15	nz search
16	lifestyle travel
17	health environment
18	kph winds
19	sport technology
20	gas rigs

Use in Flex

URL Term Extraction using Yahoo API

Context

Terms

- nzherald
- rss newsfeeds
- space shuttle endeavour
- fidel castro
- amp
- nasa
- nz index
- white dwarf
- cfm
- guantanamo base
- guantanamo naval base
- apn
- apos
- cuba

Credits

- ◉ <http://www.flickr.com/photos/oberazzi/318947873/>
- ◉ <http://www.flickr.com/photos/josefstuefer/9500503/>
- ◉ <http://www.flickr.com/photos/missnita/509770294/>
- ◉ <http://www.flickr.com/photos/kittymeetsgoat/342920340/>
- ◉ <http://www.flickr.com/photos/amulligan/201772965/>
- ◉ <http://www.flickr.com/photos/leatherartstudio/318453416/>