Online Newspaper using Mashup

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Abstract

Online Newspaper has found a great use in all domains of life, whereas in Albanian speaking areas the development of online newspaper for the gathered information does not have a wide dimension. For this reason we have presented in our paper the methodology of gathering the information and it's filtration from the scattered locations into a single one. By using Mashup technology, through Yahoo! Pipes application we will rank and filter the relevant information, which in this case are job offers. Filtered and selected information will be set in a blogger for distribution.

Keywords: Mashup, Yahoo pipes, blog, newspaper, online.

1. Introduction

The main aim of this paper is gathering the scattered information and their orientation into one location, so we can access them from a website and find them in filtered form and sorted in categories.

The users of this blog will be able to get the scattered information searched on internet faster and in a comfortable way and include the information directly by using scattered systems.

The paper is based on recent developments of the newspapers and electronic dynamic magazines.

2. Web 2.0

Web 2.0, is a phrase firstly created in 2004 from O'Reilly Media, an American media company [1]. It's the second web based generation, like social media sites, Wiki like websites, various communication instruments, and the systems similar with so called folksonomy, which enables the online cooperation.

Web 2.0 gives opportunity to Websites users to do more rather than just browse and find the information. They can expand and improve the interactive facilities of the first Web 1.0 generation for building computer variant network platform, which allows the users to administer the software applications simply with one browser. The users may master data in Web 2.0 and exercise controlling those data. These sites can have "participatory architecture" that encourages users to valorize the application, while they are using it. This also offers great advantage compared to traditional websites which keep their users as followers. On the other hand, the content of those websites can be modified only from the administrator.

Web 2.0 websites are frequently characterized with a rich and user friendly interface, based on Ajax, Flex applications. The sites can also have social networks feature.

Web 2.0 converts the static platform into truly interactive platform. Instead of being simple downloader for clients, the users are able to uploading and create. Therefore the media is indeed convergent instead of fragmented.

Most tools of Web 2.0 websites are free programs which can replace entirely the traditional applications, for which users usually pay.

There are many Web 2.0 technologies, but the four most used are: blog, podcast, social network and wiki [2].

3. Blog

Often blogs are described and defined mostly as personal online diaries. This is true and is only one aspect of blogs. Web-bloggers are a type of a website. Blog is the abbreviation of the Web- log (network diary) [8]. Web-bloggers present an easy and comprehensive way for publishing all sorts of contents, such as: news, education, analysis, humor, personal observations and opinions.

Publishers can be groups, organizations and individuals. Web-blogs are destined for all types of people and for various purposes. Web-blogs can be very strict and formal, or extremely informal. They can exist in the internet or inside an intranet. Blogs contain personal thoughts, arguments, news or other multimedia documents such as photos, video and audio recordings [4].

Someone can raise the question on what is a blog, or how can we know that a particular site is a blog? The easiest way to find out the answer is to ask the blog creator. If the creator calls it a blog, then we also should accept it as such [4]. The reason for this is that there isn't a clear distinction between a blog and other forms of publishing. But, there is much coverage between each other.

Most creators do not consider online publishing as blogs even though most sites have blog characteristics.

4. Mashup

Mashup is a combination of two, or more data, presented and set in one tool [9]. Mashup can include text, graphics, maps, video, or other various forms of digital media. Usually internet applications also can be viewed through a web browser. Third parties often take the existing data and combine them, in order to include these data or create an all new meaning which is not in disposal by the individual data.

The term mashup was introduced into the everyday dictionary referring to the new created tunes by combining two or more existing ones. One data mashup has reached to describe the combined practice of two or more groups of electronic data for increasing the actual meaning, or creating a new meaning, where as a result the original data and the product are available on internet.

Mashup applications are issued by some of the major companies in the information industry, such as Google, Yahoo, IBM and Microsoft. Lately there is a considerable effort for creating tools that can allow users with no particular programming skills to create their own mashup [10]. An important feature of this kind allows the possibility for those internet users that don't have experience in programming, to use thousands of mashup that are in disposal.

5. Yahoo Pipes

Yahoo Pipes is a well-known, widely used visual programming application for creating data mashup by aggregating, manipulating, and publishing web feeds [11]. Large amount of information sometimes can be a double edged sword; especially when the amount of information increases so it becomes difficult to process and to follow it. Pipes use a flowchart approach for building mashup [12]. RSS atom feed and similar forms for information share have fastened the sharing to users, but dealing with information of that kind becomes an increasing problem. Yahoo has started lately a public solution of this problem through Yahoo Pipes service (pipes.yahoo.com).

A general view of yahoo pipes application is presented in the following figure:

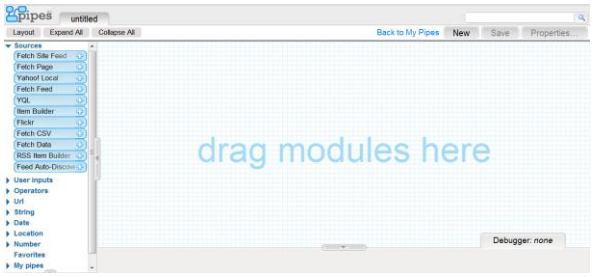

Fig. 1. Yahoo Pipes view and its modules.

Yahoo Pipes (http://pipes.yahoo.com/) is an interactive web application for data management. A yahoo pipe summarizes information from web sources by using a user friendly graphic interface. This is used for creating a Mashup web, by building a diagram where the information flows through various activity elements, used for analyzing and taking the process of information. This tool allows all users to search, as well as filtrate the actual data from internet sources, at any time.

Internet users are empowered with new abilities by shaping the content of the web, which presents a different thing in the web history. Users can share the created information and comments for norms, products, services and various notes made by companies and institutions, but also and those created by other users. Traditional phrase Web 2.0 symbolizes this change in the internet. In a passive way, users are inactive clients of information in disposal, managed by redactors and publishers of information, where the users create data for other users thus putting aside mediators. This tendency brought a need for new technical and organizational user oriented solutions that support this active role. The final result is the increase of the amount of available information online, and the problem of finding relevant information.

Term "pipes" comes from UNIX, meaning the way how applications communicate among themselves in data exchange [4]. In Yahoo Pipes Service, term "pipe" means the way information is combined from numerous sources.

A simple example is the possibility to combine information from numerous RSS feeds and to present them as a provider. Surely, Yahoo Pipes service offers more than this and allows users to combine various contents of Internet services for their needs.

Figure 2 presents the way data are combined from numerous RSS through Yahoo Pipes, and the information filtering.

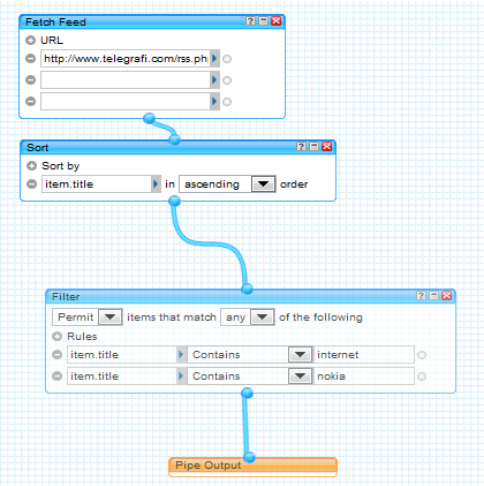

Fig 2. Usage of RSS and information filtration.

Fortunately, Web has done many innovations, so all users can fulfill their desires. Free services from Google and other companies allow organizing your job, sharing and synchronizing calendars, or creating maps for specific aims. You do not need to know what is API, and how to do JavaScript or XML programming, even though you can learn if you want.

It is understandable that Google is not the only "player" on the web. Here are some of our preferable services that allow us to create our sources for providing information, small and different programs as well, for applications where demands are limited only in your imagination.

A service that is offered by services for finding information is the one for finding locations by using Google Maps.

RSS is a good way for other users that read your content in the web. As RSS is supported almost in every browser, e-mail clients, web portals and search engines, and your site can be available for interested users on the subjects you write. RSS Feed is a file text that contains the title of your page and individual articles with URL addresses. When it comes to the simple sites, users can create photos manually, by using a text editor and RSS 2.0 specifications. On internet sites, RSS board can enter in values and variables for proving their source [5].

However, it is easier to use one of numerous automatic RSS generators, which can find HTML tags and generate an XML file. From tens of such services, it's preferred for starters to use FeedYes (feedyes.com), because do not only searches automatically for web sites, but it helps you use sources manually. When you do this, you can use feedvalidator.org to control your mistakes in RSS, or you can use a tool for controlling the place of RSS board. If everything is correct, the source will pass through a free service called FeedBurner (www.feedburner.com). When you are in FeedBurner site, you consider the source of information as separated by others through Google Adsense program.

News sources enable you to be updated with events, without taking your time. But, if you want to find detailed information, Yahoo Company enables it through Yahoo pipes service.

Yahoo Pipes is an online free service, that allows people without experience in programming to create applications and to use them (e.g. Really Simple Syndication [RSS]) [4] and to create Mashup of data by using a visual drag-and-drop editor. Yahoo Pipes also offers a library of pipes (momentarily enumerates with thousands), that enables users to copy, reuse and modify pipes for their needs. Yahoo Pipes can offer a more focused group that provides news, rather than a traditional combined provider offered from sites like Yahoo. Our web site in Yahoo allows users to choose news from imposed pre-projections, whereas Yahoo Pipes allows users to design data and information sources that are interesting for users in a particular moment, despite from the previous design of the owner.

Pipes also allow data supply analyses that previously were unreachable because of conditions such as: large amount of data or foreign language limitations [5].

Another unique attribute of pipes is the ability of including RSS feeds in the site of the Web publisher, without the need for prior specific software configuration on server-side.

6. Online Newspaper

For this paper we exploited applications from Yahoo Pipes, http://pipes.yahoo.com based on demands for creating an online newspaper, which will provide information for employment in Kosovo, Macedonia and Albania. Beside this we are concentrated in providing daily and technology information.

Figure 3 presents one of the employment applications searching engine which has generated a code as written below.

<script src="http://l.yimg.com/a/i/us/pps/listbadge_1.6.js">{"pipe_id":"2e69414d2ad868c6b197494de4e75ea2","_btype":"list","pipe_params":{"Lokacioni":"","Puna":"programmer"}}</script>

Below is the image of modules which we have used for employment application, set for various rankings. In our case, we have searched for a Programmer, Oracle, Teacher, and PHP by using mentioned modules in Yahoo Pipes.

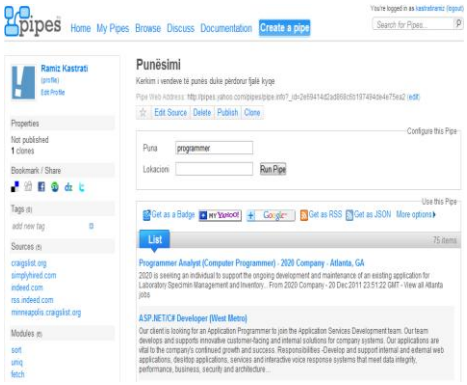

Fig 3. Image of an application for search engine.

The code below is generated for searching in the employment application in Kosovo, Albania and Macedonia.

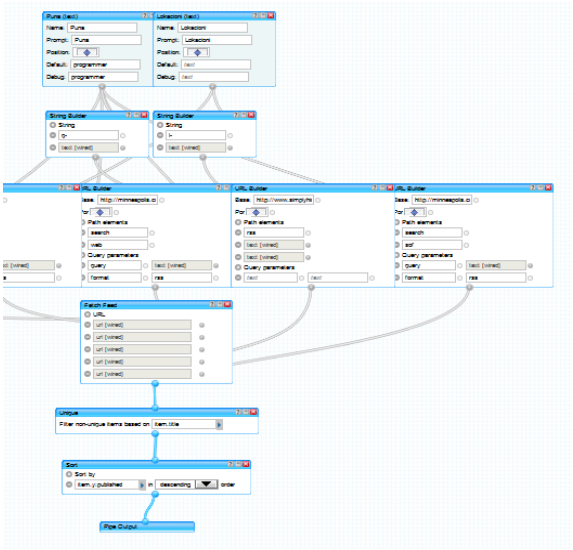

Fig 4. Modules created in Yahoo Pipes for employment by using search engine for jobs and location.

The code below is generated for searching in the employment application in Kosovo, Albania and Macedonia.

Whereas the application module for this search which uses various web portals is presented in Figure 5.

<script src="http://l.yimg.com/a/i/us/pps/listbadge_1.6.js">{"pipe_id":"177d2d1b7e5661852cd5287a2a6eae7a","_btype":"list"}</script>

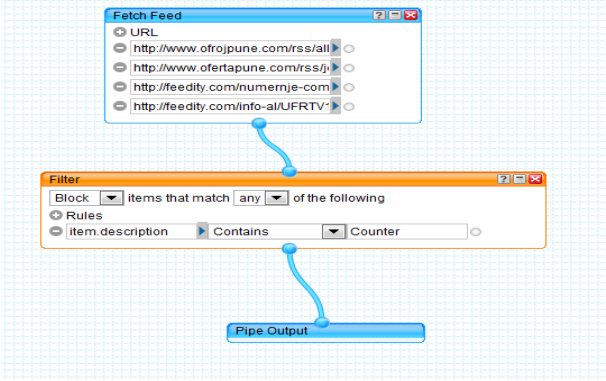

Fig 5. Application for selection from various employment web portals.

The generated code for information on Technology created from the application in Figure 6 is given below.

<script src="http://l.yimg.com/a/i/us/pps/listbadge_1.6.js">{"pipe_id":"28a752db487c62bd0d319d090fc7105e","_btype":"list"}</script>

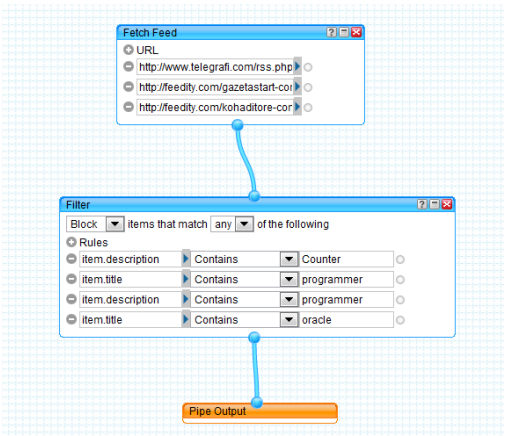

Fig 6. Application for filtering and finding information for Technology.

We also used RSS direct services to demonstrate their functionality for e.g.: For finding jobs which are presented

as gathered information according to given filters in Yahoo Pipes application.

Usage of Mashup technology and its application on blog is seen as an efficient and fast method for extracting information from various web sites and setting them in a particular place, in order to use them.

The created blog gives enough information thanks to this technology and its usage is satisfactory.

The image of the blog is given in Figure 7, whereas registration of this blog is done on www.bloogspot.com which is a very appropriate platform that supports Mashup technology.

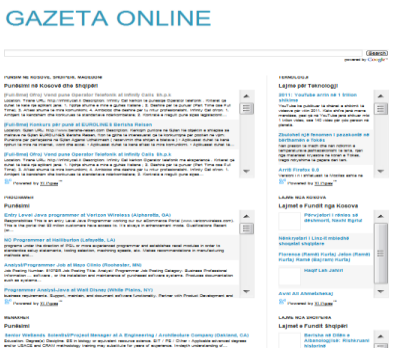

Fig 7. Finalized newspaper blog.

7. CONCLUSIONS

In this paper we have managed to gather in one particular place the needed information through Mashup technology with visual application of Yahoo Pipes. This information is set in blogger which provides users to filter the information according to their requirements. Various module usages which Yahoo Pipes offers, with gathered information offered for employment, or published from numerous websites, are usable in one particular place. Also we made categorization of employment offers. Furthermore, for completing a newspaper, we filtered daily news from portals in Albanian language in order to offer completed services.

From this paper we can conclude that this technology gives satisfactory results for those individuals that don't have enough knowledge to work with pure code, but they are willing to use information technology.

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