

Destroying Walled Gardens

Microformats syndication and API's

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Microformats Contact - hCard

```
<div id= "column1" class="vcard" >
```

```
<h1>About
```

```
<span class= "fn" >Glenn Jones</span></h1>
```

```
<p>
```

I am a web designer and information architect working and living in Brighton. I am currently the

```
<span class="title">Creative Director</span> of
```

```
<span class="org">Madgex</span>
```

```
</p>
```

```
</div>
```

Contacts

Relationships

Reviews

Licensing

Events

Tagging

Bookmarks

Voting

Articles

Posts

It's your data

**Using microformats and
RSS you can create a
loosely coupled
syndication of structured
data between sites**

Demo

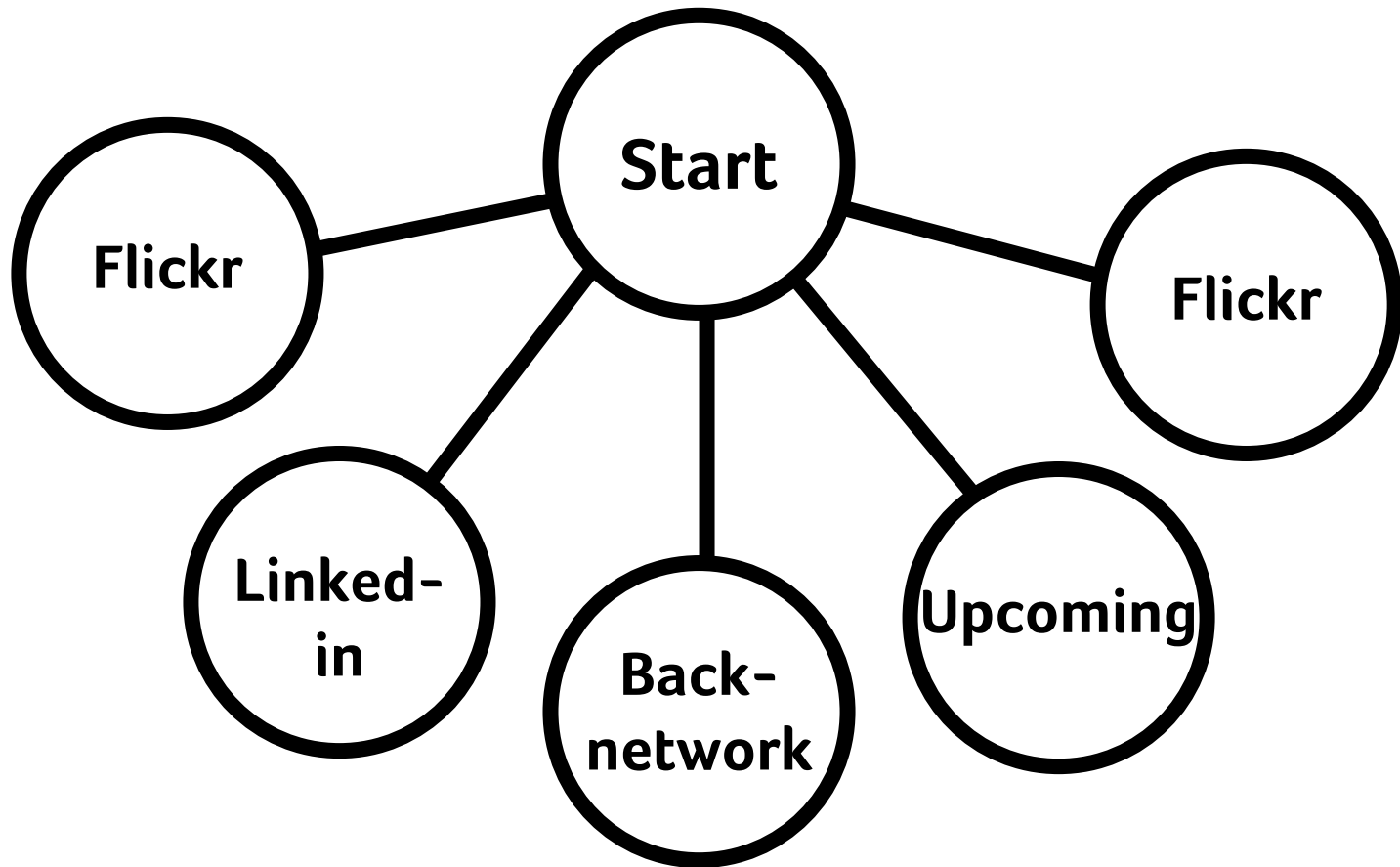
backnetwork capturing
reviews from RSS feeds

Portable social network

The power of rel="me"

```
<a  
href="http://dconstruct06.madgex.com/people/person.  
aspx?person=glennjones"  
rel="me">  
d.construct Backnetwork  
</a>
```

The power of rel="me"



RSS like auto discovery

The address tag

```
<address>
```

```
<a rel="me" href="http://www.glennjones.net/about">
```

```
Glenn Jones
```

```
</a>
```

```
</address>
```

Implied Relationships

```
<a href="http://jameswragg.com"  
rel="friend met co-worker colleague">  
James Wragg</a>
```

```
<p id="footer">Copyright &copy;  
<address>  
<a rel="me"  
href="http://www.glennjones.net/about">Glenn  
Jones</a>  
</address>  
<p>
```

Demo

backnetwork proof of concept
profile importer

“Indicate authoritative source”

**Could be a red herring
if we let the user choose
and we weight results**

Microformats as an API



But that's the beauty of it! Something I'm calling “**oblivious development**”. I've always looked at microformats as “planting seeds” that later grow into things you never even thought of.

Dan Cederholm, Cork'd

By definition microformats are simple blocks data embedded across multiple pages with-in a web site

To create an API we need to bring all this information together into a coherent schema

Design URLs for maximum clarity & discoverability?

`http://webdd.backnetwork.com/
people/person.aspx?person=glennjones`

`http://webdd.backnetwork.com/
person/glennjones`

Describe logical objects not physical file paths
Remove hierarchies where possible

URLs have semantic importance

```
<a href="http://webdd.backnetwork.com/tag/dog/"  
rel="tag">Fish</a>
```

It's a "dog" not a "fish"

Faceted Structures

<http://traintimes.org.uk/london/leeds>

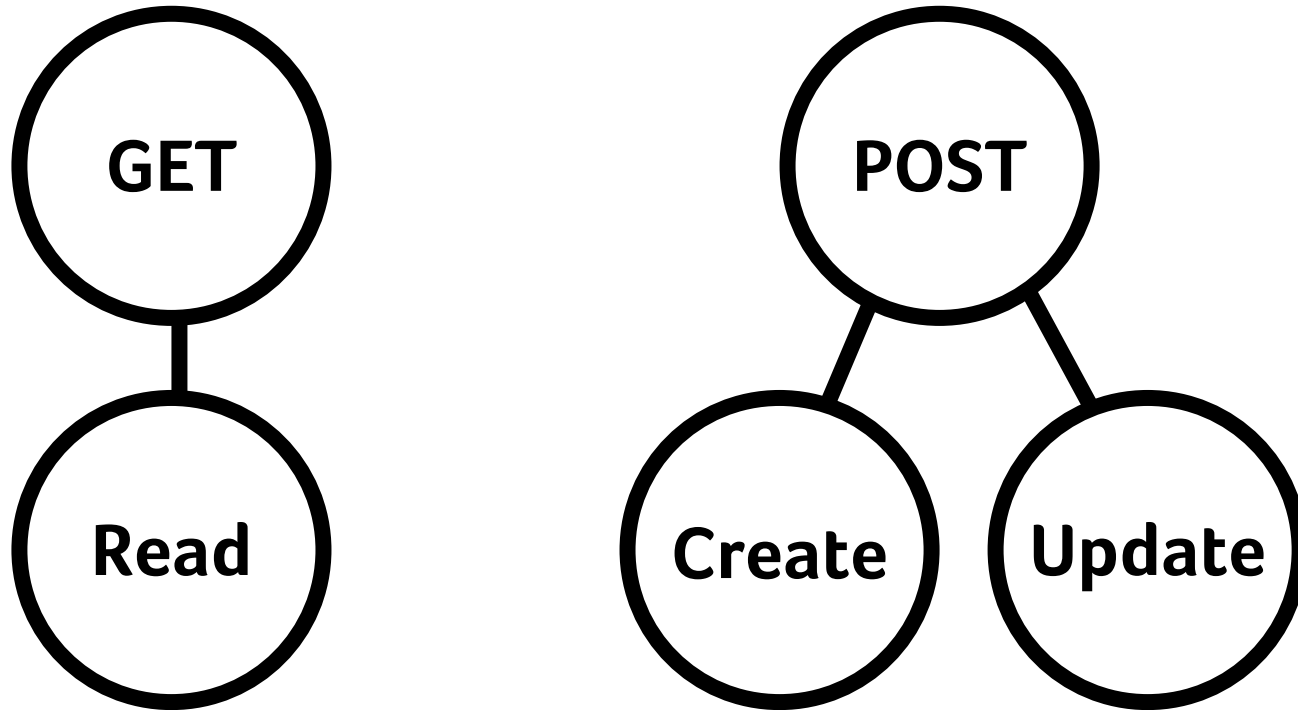
<http://traintimes.org.uk/brighton/london/08:30>

<http://webdd.backnetwork.com/tag/creative>

backnetwork.tags.getList(“creative”)

**URLs – that look and act like
method calls**

Using HTTP Verbs that work



<http://webdd.backnetwork.com/people/> Create

<http://webdd.backnetwork.com/person/glennjones> Update

Is this just not REST?

(Representational State Transfer)

- **URLs clarity & discoverability**
- **Uses HTTP Verbs GET, POST, PUT, DELETE**
- **Deal with the concept of resources**

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**oblivious development by
planting seeds**

VS

**the conscious development
of an interface**

**Can you develop a
Microformats API**

YES

Simplicity gives you

**lower barrier to entry
more chance of traction**

Microformats, the AK-47 of the web

I think history has shown us over and over again that the most successful “things” are those that are only as complex as they needed to be. I can think of the AK-47 rifle, for example.. With Web 2.0, we’re seeing that as well.

Pat Ramsey

Thank You
glennjones.net



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