

Mashups

Overview

- **What are mashups?**
- **Mashup examples**
- **Discussion questions**
- **Next steps**

What are mashups?

Mashup definition:

A mashup is a web hybrid application that combines data from more than one source into an integrated experience. The etymology of this term derives from its similar use in pop music, possibly from the hip-hop music practice of mixing two or more songs. (wikipedia)

Mashup examples

www.programmableweb.com (portal)

www.mashupawards.com (portal)

<http://www.smartmoney.com/marketmap/>
(finance/visualization)

www.trulia.com (real estate)

www.latimes.com/homicidemap/ (mapping)

www.resultr.com/ (search)

www.audiomap.tuneglue.net/ (shopping)

www.twittervision.com/maps/show_3d/
(mapping/messaging)

www.iphonemaniacs.com (products)

<http://www.theadgenerator.org/> (advertising/photos)

Mashup examples

www.hitgeist.com (analytics/mapping)

www.mapskrieg.com/view (mapping)

http://aws.typepad.com/aws/2006/08/improved_amazon.html (e-commerce/virtual worlds)

(shopping)

www.diggcontest.com/diggcity (news/virtual worlds)

<http://debates.news.yahoo.com> (news/video)

(products)

<http://audiomap.tuneglue.net/>

(music/e-commerce/visualization)

Discussion questions

- How are mashups currently being used?
- What are specific UX issues associated w/ mashups?
- What are the pros and cons of developing a mashup?
- What are some good examples of mashups?
- What is the future of mashups?
- Additional questions...

Next steps

- Break into smaller groups after introducing the mashup topic/examples/discussion questions to the group for further discussion.
- Follow-up with commentary/presentations by the groups of their mashup topics.

