

# Ning

create your own social websites!

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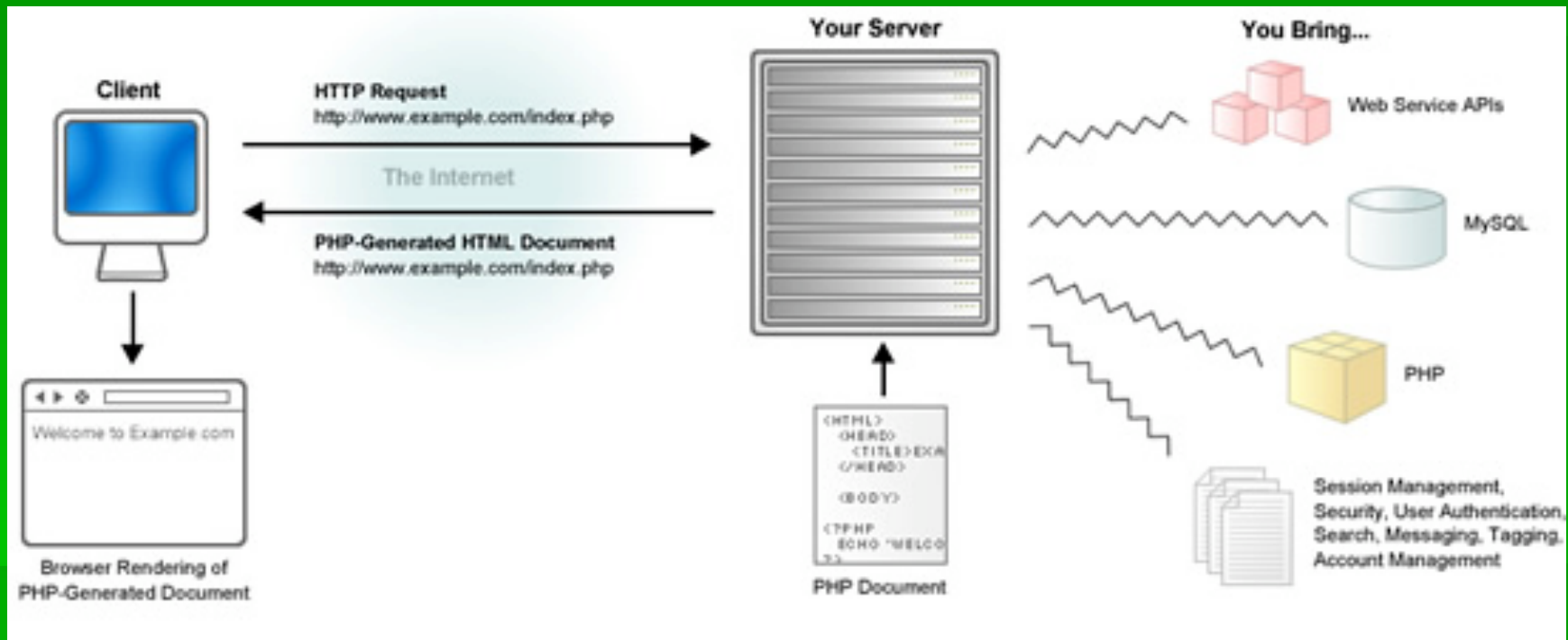
# Ning?

- Start-up co-founded by Marc Andreesson, the co-founder of Netscape.
- October 2005
- Ning is an online platform for painlessly creating web apps in a jiffy. There is no software to download, no databases to manage, and no system administration headaches. All it takes is a couple of clicks, and you can have a brand new app to share with the world.

# Ning??

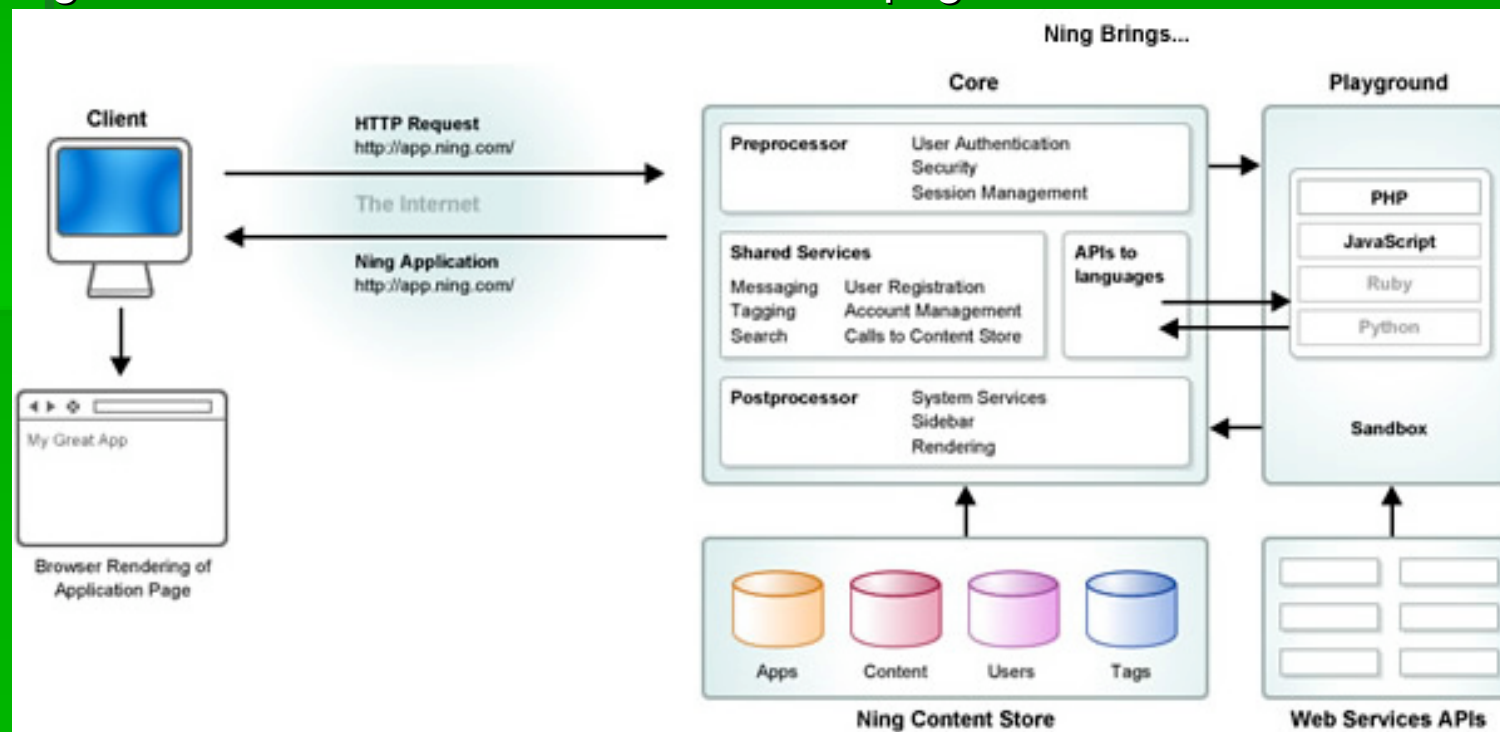
- Ning is a free platform for creating and sharing Social Web Apps, or websites, on the Internet today. You can:
  - \* Create a Group website - make it public or private, customize member profiles, photo sharing, a discussion board, and an events calendar just for your group!
  - \* Connect your friends or family all over the world in one place
  - \* Upload, tag, and share photos among your family, friends, or fellow hobbyists
  - \* Map photos on a Google Map
  - \* Create your own Hot or Not™ Website for any topic or group

# Before Ning



# How Ning Apps Work

- The Ning Core analyzes the request. PHP requests are handed off to the PHP interpreter.
- The PHP interpreter does all of the wonderful PHP-y things you know and love, but some Ning-specific things as well.
- Ning's PHP interpreter hands the output of the web page back to the Ning core.
- If our handy HTML-tag like short cuts, XN functions, are present, the Ning core runs them, modifying the page being served.
- Ning's web server then sends off that final page to the web browser.



# Web Services

- **Every Ning website automatically has a web services API (uses REST)**
  - **Embed Ning Content in Blogs and Websites**
  - **Instant Feeds for Subscription or Embedding**
  - **Get Information about Apps, Tags and User Profiles**
  - **Push Data to Your Website from Outside**
  - **Export Your App's Data**
  - **Use More Power in the Browser**

# Mashups

- Use Ning to Build Mash-Ups with Web Services APIs



# Ning features (1/2)

- Offer Instant Feeds for Subscription or Embedding
  - Web services API exports data in the well-supported Atom format
    - App's users can subscribe to it in their feed readers or embed it in their own external sites
- Query Your Data Instantly
  - REST API makes it easy to formulate powerful Content Store queries as URLs which produce standard Atom feeds.
  - Filter and sort an App's objects by any combination of attributes with query syntax
- Export Your App's Data
  - API makes it even easier to pick up all your data and move it elsewhere, or just back it up for safe-keeping
- Push Data to Your App from Outside
  - The Atom Publishing Protocol can be used to create, update and delete Content Store objects
    - Any operating system and any programming language that can deal with HTTP and XML



# Ning features (2/2)

- Get Information about Apps, Tags, User Profiles and Friend Lists
  - It's not just Content Store data that's accessible; you can query information about Apps and users, then subscribe to this query as a feed.
- Import Contacts, Send Messages
  - Ning's social features are fully exposed through JSON-based operations. Not only can you deal with social network data, your App can too.
- Move Your Server-Side Logic to the Client
  - The REST API makes AJAX even smoother! Now you can write complete Apps that read and write Content Store objects in pure HTML and Javascript
    - Can mix-and-match with PHP as well

# Getting and Playing With Your Own Apps

- The easiest way to jump in and start playing with Ning is to *get an App for yourself*. It only takes a minute, it's free, and you can delete it when you're done.
  - Start by looking through this selection of base Apps. When you find one which takes your fancy, click the "Get Your Own!" button in the bar at the top of the page (the Ningbar).
  - Process of taking a copy of an App for yourself is called *cloning*. It's not the only way to get an App for yourself, but it's the easiest.
  - The concept of cloning is fundamental to Ning: people can clone an App and enhance it, then someone else can clone *that* App, and so on. It lets people build on each others' work.
  - Can have up to ten Apps on a single user account

# Demo/Conclusion

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- Word on the web:
  - Not simple enough for beginners to master
    - PHP/HTML
  - Too generic and weak for programmers
    - At the moment
- Questions?