

An Introduction to Mashing Web 2.0 content into BLS/WEBCT Vista Courses

Eileen McMahon
Communication Studies/Ed Tech
Ellen Hume, Communication Studies
Irene Yukhananov, Ed Tech/Instructional Design
Gene Shwalb, Ed Tech/Instructional Design

What is a Mashup?

- A Mashup is internet content that is created by linking two or more Web 2.0 applications together in a new context.

Why is it significant?

- Mashups represent a big step away from “one size fits all” applications; they allow faculty to customize the presentation of content according to their own unique interests and cognition.

Why is it significant?

- Mashups leverage the revolutionary architecture and collective chaos of the internet. They are built from applications designed to live on the edge of the web and use a variety of different protocols that can be mixed together to harness the massive amount of real-time data that pulses through the internet.

What are Web 2.0 applications?

- Web 2.0 applications are second generation internet applications that leverage the power of the internet to harness collective intelligence.

Web 1.0

Britannica Online
Personal Websites
Publishing
Mp3.com
Directories
News sites
bookmarks



Web 1.0	Web 2.0
Britannica Online	Wikipedia
Personal Websites	Blogging
Publishing	Participation
Mp3.com	Podcasting
Directories	Tagging
News sites	Social news
bookmarks	Tag Clouds



Mashups are dynamic!

- The best Mashups are dynamic displays of real time data culled from RSS feeds, public databases, or any open data source to display this information in a novel way
- Many states are now making their public databases available online!



What are the educational applications?

- Educational Mashups used for teaching and learning are just starting to emerge
- Map Mashups are being created by students as class projects in geography, geology, community service, media, communications, urban planning and a wide variety of other subjects.



Who is doing it?

- Faculty and students are both experimenting with and creating new applications using a wide variety of different tools, including Google Maps, Google Earth, Facebook, Google gadgets, AOL, Yahoo, flickr, youtube, blogger, live journal, and del.icio.us.



How can they be added to WEBCT?

- Mashups can be added to virtually any html page either by embedding code into HTML or by adding it as a link.



How are they being used at UMB?

- Let's look at some examples



Mashup Examples

- Ellen Hume, Communication Studies
 - [Map Mashup](#)
- Irene Yukhananov, Ed Tech/Instructional Design
 - [Flickr Mashup](#)
- Gene Shwalb, Ed Tech/Instructional Design
 - [Google Spreadsheet Mashups](#)



Mashup Resources

Map Mashup Guide:

http://prog.trincoll.edu/gis/documents/Google_Mashup_User_Guide.pdf

<http://fullmeasure.co.uk/mashups/ecsitemap.htm>

<http://www.programmableweb.com/>