Discovery

Login credentials

Identity

• Given/family name
• User name(s)
• Assigned number(s) (e.g., governmental)

Addressing

• Snail mail address
• Email address
• URI

Profile page ??

Profile data

Presence

Location

Skills

Social Graph

Contacts

Groups

Brands

Access control ??

Addressing

• Snail mail address
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About the human *

Ubiquitous attributes

• Threading
• Sorting (by 'likes', 'most recent',...)
• Hyperlinks
• Variable device display
• Variable security settings
• Search
• Biz/Mining Intelligence (??)
• ...

* Note: professional profile, inside corporate firewall, is separate from one's personal profile.

Technical foundations

Client APIs

JavaScript

REST

Widgets

Embedded

External

Analytics

Engagement

Scoring

Recommendations

Trends

Real-time Notifications

Mobile

Browser

Login credentials

Data structures

Content 'structures'

• Wiki
• Blog
• HTML+
• Microblog

Version 4a; May 7, 2012

• New items from David Robinson's April 16 diagram are indicated in red
• Does not include standards & technology references, for 1 unified overview. (See subsequent pages for technical details.)
• v4a added technologies back into Login and Discover boxes, pg 4
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Key
- Standardized at W3C
- W3C Community Group
- Standardized at another body
- Standardization candidate
- Independent standard group
- Public standard
- No standards body
- Known IP issues

Technical foundations

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- JavaScript
- REST

Widgets
- Embedded
- External

Analytics
- Engagement
- Scoring
- Recommendations
- Trends

Real-time Notifications
- Mobile
- Browser

Login credentials
- OpenID
- OAuth
- WebID
- Browser ID

Data structures
- JSON
  - Activity Streams
  - Portable Contacts
- XML
  - Atom
  - XRD
- RDF
  - FOAF
  - SIOC
- HTML5

Discovery
- Webfinger, LRDD
- SWD
- Open Graph

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