Building Social Networks

NYC Camp

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#nyccamp @careernerd & @thinkdropNYC

Jon Pugh

Founder & CTO, ThinkDrop Consulting thinkdrop.net drupal.org/user/17028



Jonathan Pugh

jon@thinkdrop.net twitter.com/careernerd Jon Pugh on drupal.org

Professional Web Developer since 1999 Exclusively Drupal since 2004

ThinkDrop Consulting

http://thinkdrop.net Clients have included Institute twitter.com/thinkdropNy&or Integrative Nutrition, facebook.com/thinkdrop BlogHer, Sony Music, Imbee.
Now on Google+! com, & FoodPop.com

We help organizations learn and leverage Drupal.

from Brooklyn New York

WARNING:

Some of the modules you are about to see may be innappropriate for some users (and most developers).

WARNING:

If you see something you don't like, please write a patch, a workaround, or just deal with it.

DO NOT complain to the module But seriously, a patch would be great contributors. They work for free.

WARNING:

Building a social network is a challenging, demanding, and often frustrating experience. Your goals should be modest. Don't ever agree to build a feature that works "like Facebook does" without thorough research.

in other words...

PROCEED WITH CAUTION

What is a social network?

Define network?

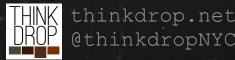
A group or system of interconnected people or things

Define social network?

A network of social interactions and personal relationships

A dedicated website or other application that enables users to communicate with each other by posting information, comments, messages, images, etc

Every Drupal site is a network, but its social tools are limited.



What does it take to be a social

Relationships network? Communication

Friends, Followers, Circles...
Choose something.
(But don't do everything.)

Distribution

Get content to interested viewers. (but not too much content!)
Let users subscribe to content.

Integration

Don't build a walled garden.

Public & Private.
"Write on my Wall"
"Send me a message"
"Mention Me"
"Share This"

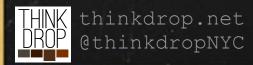
Activity

"Joe, Jane, and Pat changed their profile pictures." "3 of your friends liked <u>kittens</u>" "Sam is now friends with Alex and

Privacy & Permissions

Be thoughtful.

Let users have some control, but don't overwhelm them.



How do they do it?

	Facebook	Twitter	LinkedIn	Drupal Core
Relationships	Friends Networks Fans (now Likes)	Following	Complex Connections	None.
Communication	The Wall Comments The "Share"	Open Stream Direct Messages Mentions Retweet	Exclusive Limited Network	comment.module contact.module
Distribution	News Feed Content and Activity by Friends	Following	Copy of News Feed	/node /taxonomy/term/ %
Privacy & Permissions	Friends, Friends of Friends, Everyone Per Post Permissions	Public or Private Accounts		"access content" "access user profiles"
Integration	Applications Platform Connect Social Plugins Open Graph	API First Open API Open Philosophy	Applications Platform	There's a module for that.

How do we do it?

Relationships user_relationships privatemsg flag_friend oq relation

Communication dxmpp references

Distribution search_api search_api_solr search_api_views entity

Privacy & Permissions flag_friend_access user_relationships_access rpx spaces_permissions

Integration twitter services views_datasource

Oh, and these...

addressfield admin_menu advanced_help apachesolr apc backup_migrate backup_migrate_files captcha coder commentaccess comment_notify compact_forms

contact_importer context ctools date devel diff ds dummyimage dxmpp entity entity cache

eva extlink fbconnect features feeds field_group fivestar flag flag_friend galleryfor matter

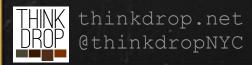
google_analytics job_scheduler jquery_ui lexicon libraries link logintoboggan memcac

messaging mimemail module_filter multiform nodereference_url oauth og panels alias xt pathauto plupload porterstemmer privatemsg profile2 quicktabs realna @thinkdropNYC

reterences remember_me rpx rules search_api search_api_context

Best Practices

Use them or lose them.



Best Practices!!!

Complex Stories, Complex Testing

Social Networks are more complex than most sites because you have to imagine multiple users interacting with the same content with different configurations while imagining the data and your code simultaneously.

In an ideal world, when all best practices are in place, developing a complex platform can actually be fun.

Higher Expectations

Social Networks are more sensitive to uptime and bug-free functionality than most sites, since they usually cater to some innate human need and are therefor used much more than most websites.

Best Practices!!!

Exportable.

If you can't "export", you can't safely and easily deploy. If its not in code, its volatile, and you can't go back. EXPORT and COMMIT!

See http://drupal.org/project/features and http://drupal.

org/project/ctools

Testable.

Run tests. Build tests. Learn test-driven development. Or crying will become a part of your debugging experience and you will lose more of your life to clicking than you would like to keep track of. See http://drupal.org/simpletest

Programmable, not configurable.

Rules.module: BAD. PHP Input Filter: VERY BAD. Any PHP you input through a web browser, even in views: BAD BAD BAD!. Drupal Hooks: good. Rules uses hooks to trigger "Rules". You should too. If you can

Best Practices!!!

One "Drupal" Development Site, localhost for code only.

Features and exportables can be troublesome when developers are passing around exported code and databases from and to a development site and localhost. An old view in a developers database could be exported as new when rebuilding a feature module.

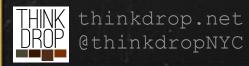
Use ONE central site for ALL Views, Pages, Configuration, Content types, Fields development, and other Drupal web-configurable systems.

EXPORT features from the Dev site to code, but the dev site is the bleeding edge configuration model for your system.

When it is nearing update time, use
THINK thinkdrop.net
OROP OthinkdropNYC drush features-update-all

Relationships

I like you, do you like me?



Relationships

How do we do it?

User Relationships complex relationships drupal. org/project/user_relationships

Flag Friend

Two-way approval drupal.org/project/flag_friend

Organic Groups Moderated Membership drupal.org/project/og

Relations

API Module. Needs Interface, but

- Complex setup, Complex relations
- Overkill for simple relationships
- UI and UX is rough, at best.
- Mature (as in Old. Not Exportable!)
- Simple UI (uses flag.module, for the most part)
- Only supports basic friendship
- Allows grouping of users and content
- Provides generic way to link all content to group (and give access to only the members of that group)
- Provides a new Entity type:
 Relation. Relations are fieldable, but don't have to be.
- Relations can be "symmetrical" (Friends)

or "directional" (Followers)

The Purpose of Relationships

- Define Content Privacy: Who can see my content?
 Who can I limit the visibility of my content to?
- Define Content Subscription: What do I see?
 Who's content shows up on my feed?
- Define Permissions: Who can do what with me?
 Write on my Wall, Direct Message me, Request Friendship, etc.

Why do you want relationships?

What value does adding relationships to your site have? Without functionality behind it, relationships are pointless.

Be sure to think about what creating a relationship does.

Is this going to help or hurt?

Without an extremely polished and fluid User Experience, managing another social list will become a chore.

Types of Relationships

Following

flag.module or user_relationships.module

- One way. Follow a person (or thing) to subscribe to their content. They don't have to follow you back.
- Does not necessarily make sense to use for access control.
 flag_friend.module or user_relationships.module

Friendship

- Both users approve of the relationship.
- Usually a misnomer, because its the only relationship on a site.
- Difficult to maintain for popular users (celebrities, etc.)
- Usually comes with a way to make content "friends only". This implies there as well as the problem of the pro
- Both users are subscribed to each others content.

Types of Relationships

Automatic & Discovered

- Users can be related by their mutual interests, location, or any other piece of data you collect.
- Use this to help users discover one another, even if they are already friends.

DrupalcampNYC

Community Page about Drupal











Wall

DrupalcampNYC · Everyone (Top Posts)







Write something...



DrupalcampNYC

Last chance to join the fun...registration closes tomorrow!!! http://drupalcampnyc.org/



Create a Page

You and DrupalcampNYC



4 friends like this.

<u>n</u> Drupal

Sponsored

Create an Ad

Creating iPhone Apps 101

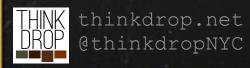
appsumo.com



Want to build iPhone/iPad apps, but have NO clue? This course is so easy even your grandma can do it - 72% OFF today!

Communication

"You've Got Mail"
"Can you hear me now?"
"Facebook Me"



Communication How do we do it?

Private Messages another inbox drupal.org/project/privatemsg

- A simple messaging system.
- UI and UX is rough. Really rough.
- Mature (as in Old.)

Notifications

Don't forget to remind me. drupal.org/project/notifications drupal.org/project/messaging

- Manage your email templates with care.
- There may be more than one person to email when the time comes.
- Don't spam your users. Allow personalization and use sensible def
- Drupal 7 Core allows fields on a User.
- This gets lumped in with all of the account settings a Drupal user already has to deal with.
- Profile2.module allows "Profile Types" to be created, just like node types, allowing one user to have one of each type of

User Profiles

user.module is ok with fields, profile types are better.



Communication How do we do it?

Status Posts & Post to "Wall"

Targeted but open messages.

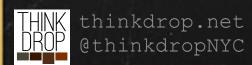
Custom Node Type, User Reference Field, & Code

- Allow friends to post something targeted at one person, but visible to many.
- Starts discussions among groups of friends

Sharing

Take this node and share it.

Custom Node Type, Node Reference Field, & Code The ability to reference and share an existing piece of content on your site



privatemsg.module

another inbox

Private Messages is a very old and reliable module that looks and acts its age.

You will want to heavily alter the presentation and display

logic.

Think long and hard about whether you really need to give your users another inbox to check.



You will never make it as smooth

"Status & Wall Posts"

node.type: status

Fields

title: 255 Characters max in the database. You don't need a field for a tweet.

uid: The author of this post.

field_ref_user: The target of this post.

- If posted on another user's "wall", field_ref_user will = that user.
- defaults to node:uid for easier filtering: a profile page uses this field for an argument
- This user needs ability to delete this post (and comments!)
- This user's friends should be able to see this post (possibly)

Usage node/add/status? no. (unless you want a popup)
Use hook_block_info() and hook_block_view() to create a block. Load
drupal_get_form('status_node_form') into the block. Place the block in
the content region on (almost) every page. Voila! Status Form.

hook form alter() allows you to do lots of other modifications to the form to

"Share Posts"

node.type: share

Fields

title: 255 Characters max in the database. You don't need a field for a tweet.

uid: The author of this post.

field_ref_user: Same as a status node.

field_ref_node: A node reference field storing the node to be shared.

- Drupal paths ignore additional arguments:
 node/add/share/12354/self returns the same page as node/add/share
- Create a link on every share-able node type to "node/add/share/\$NID/self"
- Use form_alter() to set and hide this field, just like field_ref_user.

Its nice to add the option to "share with a friend" in addition to "post to my wall". if (arg(4) != self), UNHIDE field_ref_user and use the autocomplete for "enter a friend



User Profiles

Drupal 7 Goodness

Fields in Core!

Fields possible on all Entities: Nodes, Users, Terms, Files, etc.

Taxonomy is linked to nodes via "Term Reference" fields

You can add "Term Reference" fields to Users, giving us the ability to link users to content and each other through similar terms.

Add image and link fields to Terms.

Profile2.module

System for creating "Profile Types", allowing grouping of fields for each user. Emulates the old profile.module which had "categories" of user profiles.

User Profiles

Drupal 7 Goodness

Taxonomy as "Things to Like"

Using taxonomy terms as the storage for "things people like" opens up a lot of possibilities.

We are able to build lists of the "Most popular things".

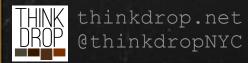
We are able to show you content that is tagged with those things. (written on that thing's "Wall")

We are able to match you with other users based on those things.



Distribution

Feed Me!



Distribution

How do we do it?

Search API

Index Everything.
drupal.org/project/search_api

Entity API

Specifically...
hook_entity_property_info()
drupal.org/project/entity

Apache Solr

Document-based index storage = fast

THINK upad nkdrop.net

DROP

g/project/search_api_solr

- So much more than search...
- Basically an interface to No-SQL data sources (Solr, Mongo, you name it)
- Can index all entities
- All Views can be Search API powered
- Everything Drupal 7 wanted to be
- Define properties with arbitrary getters and setters
- Automatically access all properties in Search API
- References Fields connects the referenced entities and some index not be hed, fields ger, faster
 - Powered by Views means Easy, Powerful, Flexible
 - Search API means

Distribution Channels

How are your users fed content?

Your Feed

A list of content and activity created by users you are related to or want to see content and activity from.

May or may not include posts on friends walls by non-friends.

Your "Wall"

Your posts (when not targeted at another user), and other users posts on your wall.

Access control is important here. Users must be able to delete posts on their "walls".

Additional Feeds

Usually, having at least one other thing to let users find content with is helpful.

Groups, Lists,
Taxonomy Terms...

Something.

Entity API

Enhance the Entities

The Entity API allows you to do many things, including set extra properties of entities as they are saved.

In order to build things like a "Friends Feed", a "Following Feed" or a "Wall", we can build extra properties of a user and a node.

Those properties are then loaded by the Search API into its index.

Entity API

hook_entity_property_info_alter()

By creating the "friends" property of the user entity, we will be able to load it when we index a node, which means each node has a list of "friends" it should be shown to in their friends feed.

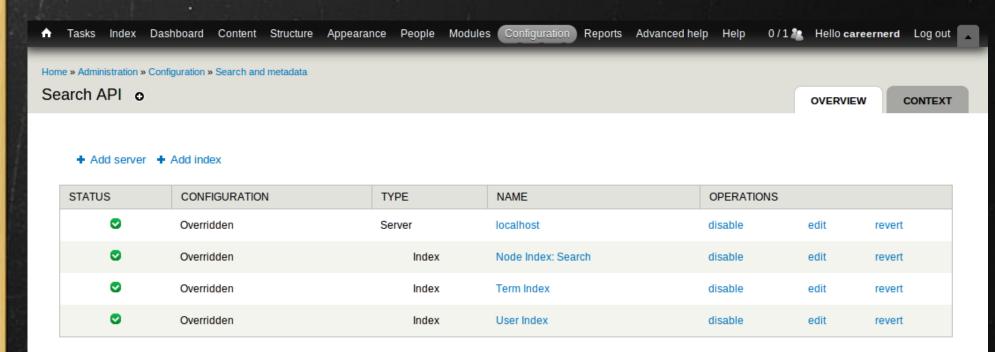
Then, we can build a Search API View with the current \$user->uid as the

```
function foodpop entity property info alter(&$info) {
 //Load all friends UIDs into a field
 $info['user']['properties']['friends'] = array(
   'label' => t("User friends"),
    'description' => t("The friends of the user."),
    'type' => 'list<integer>',
   'getter callback' => 'foodpop user get friends',
   'access callback' => 'entity metadata user access',
 //Pseudo field: user target. node.uid or field ref user.uid
 $info['node']['properties']['target'] = array(
   'label' => t("Node Target"),
   'description' => t("The two targets of a node, author and shared with."),
    'type' => 'list<integer>',
   'getter callback' => 'foodpop node get targets',
   'access callback' => 'entity metadata user access',
 //Field for all taxonomy terms
 $info['node']['properties']['taxonomy term'] = array(
   'label' => t("Taxonomy Terms"),
   'description' => t("All terms associated with a node."),
   'type' => 'list<integer>',
    'getter callback' => 'foodpop node get terms',
    'access callback' => 'entity metadata user access',
 $info['taxonomy term']['properties']['profile count'] = array(
   'label' => t("User count"),
    'type' => 'integer',
   'description' => t("The number of users tagged with the taxonomy term."),
   'getter callback' => 'foodpop count tag users',
```

Search API

Extrapolate the Index

Creates multiple Indexes and allows multiple servers Have an index for each thing you want to search or display from a Search API backend like Solr.

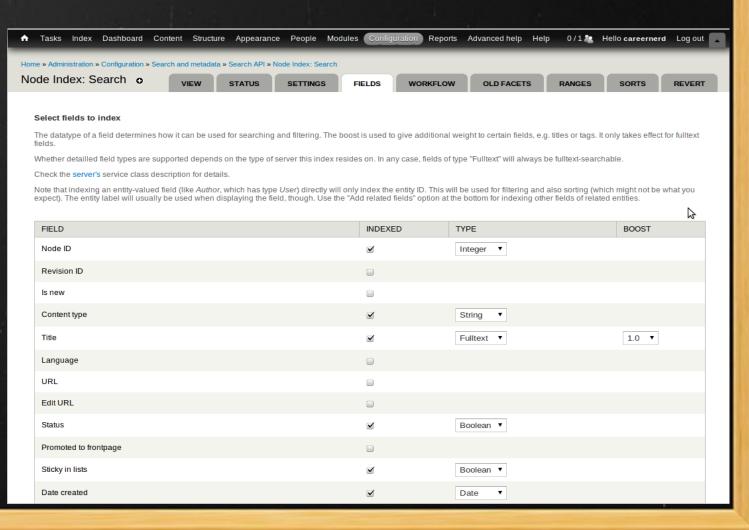


Search API Extrapolate the Index

Choose your entity type, then choose your fields. Entity relationships allow you to branch out and load related fields as well.

Allows you to build specific indexes with only the fields you need.

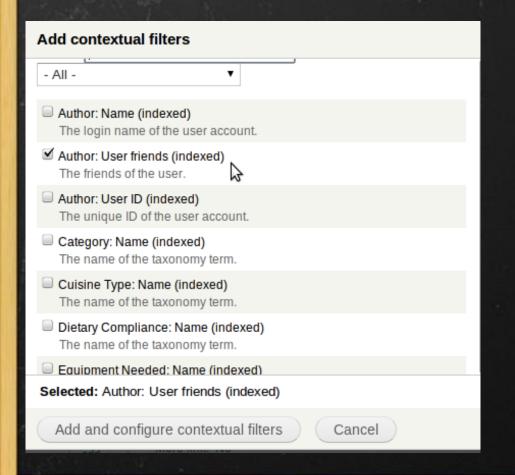
The indexes and Fields you create then become available in Views for your building pleasure.

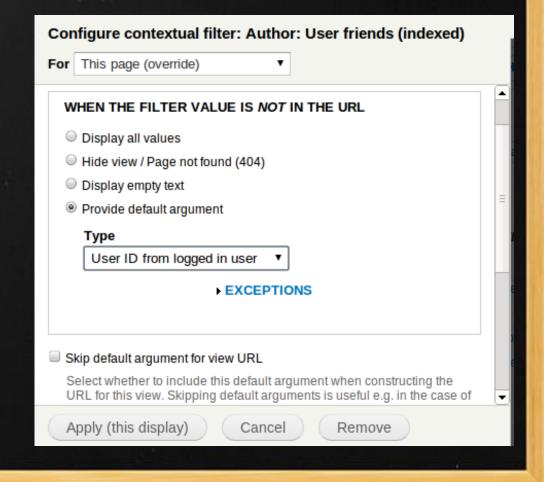


"Friend Feed"

Content from any of your friends

A view with the a Contextual filter for User Friends, that defaults to \$global->user;



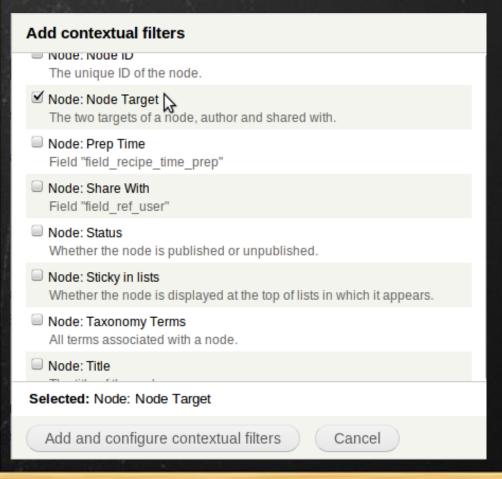


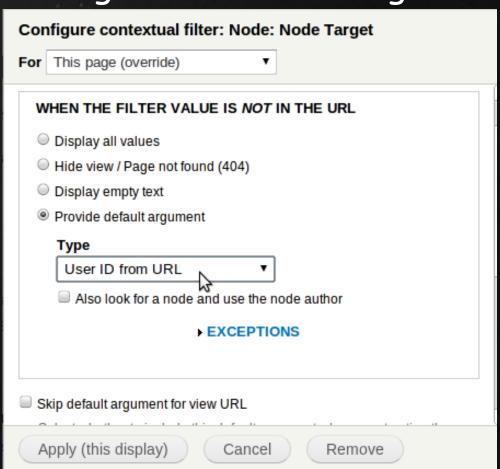
"Wall Feed"

Your Posts (not on friends walls) and Friends Posts (on your wall)

A view with the a Contextual filter for Node: Target,
that defaults to the User ID in the current URL.

Path: user/% Overrides existing "User Profile Page"

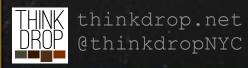




Privacy & Permissions

"Control! Control! You must have control!"





Why do you need Privacy & Permissions Control?

How much control do your users really need?

A balance must be struck between security and access. With privacy and permissions control, micromanagement can also become a problem. Make it as easy as possible for your users.





Remember: Every Site is Different!

How do we do it?

Node Access

Low Level Protection.
Core System. Requires contrib
modules to take advantage.

User Relationships or Flag Friend Access
Relationship modules provide access control.

Profile Fields can be used for user settings. Or just use your custom

module, a form alter and

Safely hide content using modules. Nodes only. System-Wide access control.

Plugs into node_access. Provides user interface for choosing what relationships can view your nodes.

Create settings based on how your site works and what is best for your users.

Common Access Checkpoints

hook_menu_alter()

Add your own function to "access callback" to check if your users are allowed to view the page on some special conditions.

```
THNK thinkdrop.net 
DROP @thinkdropNYC
```

```
* Implements hook menu alter()
function socialnetwork privacy menu alter(&$items) {
 //Block node access
 //This is done because removing 'access content' permission from anonymous
 //users messes with the node access system and prevents ALL nodes from being
 //viewed, even pages and blog posts.
 $items['node/%node']['access callback'] = 'socialnetwork privacy node access view';
 $items['node/%node']['access arguments'] = array(1);
 // Makes default user/x profile visibility configurable by the user
 $items['user/%user']['access callback'] = 'socialnetwork privacy profile access';
* Special access check for foodpop nodes

    Currently forcing authenticated user access.

 * @See node menu()
function socialnetwork privacy node access view($node){
 //Allow access if logged in and normal access control passes...
 if ((user is logged in() && node access('view', $node))
   //Or if a blog, respect the authors privacy option
    || ($node->type == 'blog' && socialnetwork privacy blog access($node))
   // Or the node type is one of our "public" types
    || $node->type == 'webform' || $node->type == 'page'){
   return TRUE;
 } else {
   //If not logged in or doesn't have access to view, pass through to default callback
   return node access('view', $node);
```

Common Access Checkpoints

Build Elements

(a.k.a. Forms API a.k.a "render-able arrays")

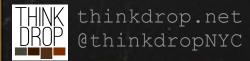
To hide an element in a form or a build array:

\$element['#access'] = FALSE;

hook_node_access()
Simple True/False access check.

hook_menu_alter()

\$item['user/%user']['access callback'] = 'custom access check';



Saving User Settings
User or Profile2 Fields

More configurable. (Can be good or bad!)

Data is more accessible. Uses Field API storage.

Don't forget to "Manage Display" and hide setting fields!

\$user->field_setting[LANGUAGE_NONE][0]['value']

\$user->data

Not accessible with views or queries at all.

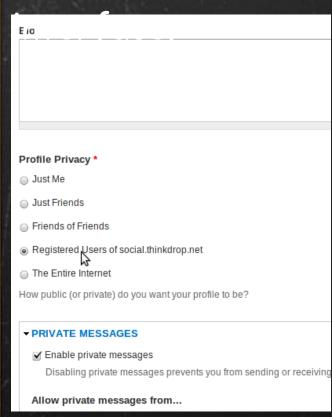
Can only load if you've loaded the user.

Data is serialized into the {users}.data table column.

Custom Module

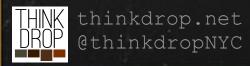
Saving User Settings

Using a Field offers flexibility and a nice friendly, familiar,



```
function socialnetwork privacy profile access($account){
 //The Acting User
 global $user:
 //Acting user always has access to their own profile
 if ($user->uid == $account->uid)
    return TRUE;
 //Check configured field
 switch ($account->field profile privacy[LANGUAGE NONE][0]['value']){
   //Only Me
   case 'me':
     return $user->uid == $account->uid;
   //Friends Profile Access
   case 'friends':
   case 'foaf':
     //@TODO: PICK A FRIENDS MODULE!
     return TRUE;
   //Registered Users
   case 'users':
     return user is logged in();
   //The Entire Internet
   case 'public':
     return TRUE;
   //don't accidentally expose data if the profile field data is wrong for some reason.
   default:
     return FALSE;
```

Nodes are boring.
What are you doing?



How do we do it?

Activity.module

Not Recommended. Can't get it to work on Drupal 7. drupal.org/project/activity

Heartbeat.module

Better, but still more trouble

than

its worth.

Statuses.modulerupal.org/project/heartbeat

Formerly Facebook-Style

Statuses drupal.org/project/statuses

We don't recommend any of the existing Drupal Contrib "activity" type modules. They are buggy, and very rigid because of their custom storage and code. Drupal FieldAPI can be leveraged to build a new A node can represent systemivity, and there are a number of reasons this is ideal.

How do **we** do it? With Nodes!

Myth: Node's are "Heavy".

Reality: Node's have a lot of features that other entities (or custom "objects" like a "heartbeat" message) don't have, that are required for certain fumoidenality: Node's have an owner, who is granted higher permissions over the node.

 Node Access: Nodes have access control, so you can keep activity private using other node access modules.

isted in a View with other Nedes so you don't have

- Comments: Nodes can be commented on.
- They are Nodes. This means they can be easily

node.type: activity

Fields

title: Not used. Display is processed with code.

uid: The actor of the activity

field_activity_type: A machine-name defining what type it is. The message theming is changed based on this.

field_activity_ref_nodes & field_activity_ref_terms & field_activity_ref_users: References to each type of object that might be connected to an activity.

lse situational logic to look up

Activity Types:

comment profile changes flag_favorite flag_follow flag_like friends photos signup videos

Integration

Don't build a walled garden.



thinkdrop.net

Integration

Janrain RPX

Multiple Network
Integration
drupal.org/project/rpx

Twitter

It just works
Imports tweets, allows users to
tweet when they create nodes.
drupal.org/project/twitter

Easiest "Social Network Registration & Login" service we have used.

Built and maintained by the Janrain company

Simple module, not the best UI, but has decent Tweet storage, views support, and it just works.

Services

Build your own API.
drupal.org/project/services



thinkdrop.net @thinkdropNYC

Pluggable API system.

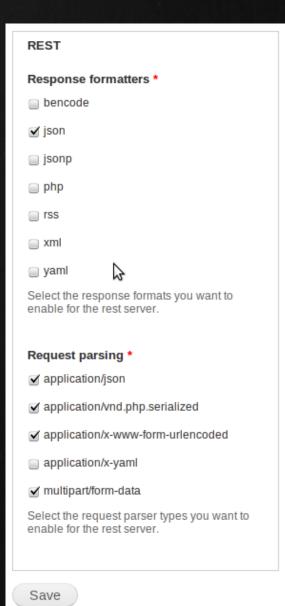
REST/JSON/XML/Whatever

Opens up all basic Drupal functions like user registration, login, update

Services API

Framework for Web Services

- Pluggable system for Web Service Endpoints
- Allows 3rd Party App developers to interact with your web app.
- Lets you provide multiple response formats, authentication types, and more while abstracting the actual API commands.
- Most commands simply pass through to forms their respective forms, allowing altering via book form alter()



Questions?



thinkdrop.net @thinkdropNYC

Building Social Networks NYC Camp July 21 2012

Jonathan Pugh

jon@thinkdrop.net twitter.com/careernerd Jon Pugh on drupal.org

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