Mashups

Increasingly, sites and services on the Web offer the means for end-users to consume and re-use the site’s content outside of the site itself. In Web 2.0 applications, the term “Mashup” refers to displaying data from one third-party application in another application. For example, a real estate listing service that maps the homes-for-sale listing data onto Google Maps.

In educational settings, this ability to consume and re-use external content offers the opportunity for Instructors to incorporate content generated and hosted elsewhere into instructional or learning activities. The new Mashup integrations with popular services allow Instructors and Students to discover, select, and embed content from those services without ever leaving the Blackboard Learn interface. This provides a seamless, easy-to-use experience that does not require the user to jump between Blackboard Learn and other sites or to have any particular knowledge about or comfort with HTML codes.

The Mashup tools, which are delivered as Building Blocks, are available by default. As long as a Mashup tool remains available, Instructors can add that Mashup type anywhere in a Course and Students can add Mashups anywhere the text editor is available to them, such as when creating Discussion Board or Blog posts.

Uploading Mashups Content

This release supports the uploading of Mashups content from the following third-party services:

- **YouTube**: YouTube enables users to share videos.
- **Flickr**: Flickr enables users to share photos.
- **SlideShare**: SlideShare enables users to share presentations.

Building Block Developers can also take advantage of new APIs to create their own Mashup integrations.

Filtering YouTube Content

Administrators can configure the YouTube Mashup to filter out videos that have been flagged as inappropriate by YouTube users. This setting can be especially useful for K-12 clients.

**Note** Because YouTube users flag content based on their perceptions, inappropriate content may still appear in search results even when this option is enabled.

Frequently Asked Questions

**Are there any exceptions based on licensing?**


**Where does this feature appear?**

Users can add Mashup content using the action bar menu in content areas or through the text editor (VTBE).

The action bar item is available only to Course roles with the ability to add content to a content area. Each individual Mashup will have its own content handler under the main Build Content action bar button. Clicking this button presents a drop-down to choose the specific type of Mashup.
The VTBE action is available to all users anywhere that a VTBE is displayed, as long as the third row of buttons has been enabled.

If created from the action bar, Mashup content will appear as its own content item. If created through the VTBE, Mashup content will appear within a content item.

System Administrators manage Building Blocks from the Administrator Panel under **Building Blocks** by clicking **Building Blocks** and then clicking **Installed Tools**.

**Did this feature change any existing workflows?**

This feature introduces new search, select, and embed workflows for third-party content. It does not change any existing workflows.

**Can anything be a Mashup?**

No. Mashups are not automatic. A developer has to create a Mashup building block to pull the third-party service’s content into Blackboard Learn. Also, not all services have APIs that allow that sort of integration to occur.

**Why didn't Blackboard build a Mashup with ____________?**

For this release, Blackboard targeted stable, free, web-based services that focus on sharing user generated content. Mashups may be possible with other types of services, but the goal was to provide an easy and effective way to incorporate user-generated content from these services into Blackboard Learn.

In addition, not all services allow for use of their public APIs in commercial products.

**Can we build our own Mashups?**

Yes. The APIs necessary to take advantage of the Mashups deployment points in the action bar and VTBE and the Mashups framework are available as part of the Release 9.1 Building Blocks APIs. For more information, see [http://www.blackboard.com/Support/Extensions.aspx](http://www.blackboard.com/Support/Extensions.aspx).

**Will Blackboard build more Mashups with other services?**

Blackboard may build additional Mashups, but the hope is that the client base will be proactive in creating new Mashups using the Building Blocks APIs.