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Unification of Social Media APIs

Social media could help enterprises to increase their outreach. In 2015, from 39% of EU enterprises that use social media (e.g. social networks, blogs, content-sharing sites and wikis), 79% of them used the media to build their image and market their products¹.

Developing a social media-based application to help enterprises in managing their social media communication more efficiently is highly required. The challenge is every social media platform uses different Application Programming Interface (API) specifications. To access multiple platforms, developers need to handle every API differently.

In this theses work, APIs from multiple social media platforms will be integrated through a common generic specification. This generic API specification would ease any social media developer to access multiple platforms.

References:

- Breslin, J., Decker, S., "The Future of Social Networks on the Internet: The Need for Semantics", IEEE Internet Computing 11(6), 2007
- Togias, K., Kameas A., "An Ontology-based Representation of the Twitter REST API", In Proceedings of the IEEE 24th International Conference on Tools with Artificial Intelligence, 2012

¹ http://ec.europa.eu/eurostat/statistics-explained/index.php/Social_media_statistics_on_the_use_by_enterprises