AIDS.gov

GUIDE TO USING NEW MEDIA TOOLS IN RESPONSE TO HIV/AIDS

MASHUPS

What are mashups?

A mashup combines data from many sources into a single tool. Data sources often include maps (such as Google Maps �)) and databases (such as a spreadsheet of clinic locations).

Creating your own mashup requires a certain level of comfort with software technology, but there are several online tools that do not require technical expertise. You can customize many ready-made mashups by using your own data. If you are interested in creating your own mashup, tools such as ZeeMaps 🖸, Dapper 🖸, and Yahoo Pipes 🖸 can help you get started.

Mashups in response to HIV

- Connect people living with HIV to services such as housing and HIV testing.
- Post and find HIV-related job openings.
- Host AIDS candlelight memorials.
- Track information such as disease outbreaks.

Examples from the field

Examples of mashups addressing HIV and AIDS include:

- U.S. Federal Government HIV Prevention and Service Provider Locator: locator.aids.gov/
- AIDSportal: www.aidsportal.org/ 🖸
- International AIDS Candlelight Memorial of the Global Health Council: www.candlelightmemorial.org/coords/map/ 🖸

Examples of other public health mashups include:

- Healthmap: www.healthmap.org/en/ 🖸
- HubMed: www.hubmed.org/ 🖸
- New York City Coalition Against Hunger: www.whoissick.org/sickness/ 🖸
- Who is Sick?: www.whoissick.org/sickness/ 🖸

Where can I learn more about mashups?

- ProgrammableWeb "Mashup code, tools and resources": www.programmableweb.com/code 🖸

Thinking about using mashups?

- Check out "Understanding Your Audiences" at AIDS.gov to help decide if mashups are an appropriate way to reach your target audience(s).

🖸 Exit Disclaimer: Links marked with this image are non-government websites

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