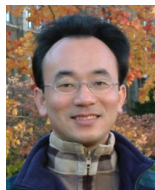




Social Media Apps Programming

Introduction to Android / iOS Apps Programming

1021SMAP02
TLMXM1A (8687) (M2143) (Fall 2013)
(MIS MBA) (2 Credits, Elective) [Full English Course]
Thu 9,10 (16:10-18:00) B310



Min-Yuh Day, Ph.D.
Assistant Professor

Department of Information Management
Tamkang University

<http://mail.tku.edu.tw/myday>



Course Schedule (1/3)

- | Week | Date | Subject/Topics |
|------|------------|---------------------------------------------------------------------------------|
| • 1 | 2013/09/19 | Mid-Autumn Festival (Day off) |
| • 2 | 2013/09/26 | Course Orientation and Introduction to Social Media and Mobile Apps Programming |
| • 3 | 2013/10/03 | Introduction to Android / iOS Apps Programming |
| • 4 | 2013/10/10 | Double Tenth Day (Day off) |
| • 5 | 2013/10/17 | Developing Android Native Apps with Java (Eclipse) (MIT App Inventor) |
| • 6 | 2013/10/24 | Developing iPhone / iPad Apps Native Apps with Objective-C (Xcode) |

Course Schedule (2/3)

Week Date Subject/Topics

- 7 2013/10/31 Mobile Apps using HTML5/CSS3/JavaScript
- 8 2013/11/07 jQuery Mobile
- 9 2013/11/14 Create Hybrid Apps with Phonegap
- 10 2013/11/21 Midterm Exam Week (Midterm Project Report)
- 11 2013/11/28 jQuery Mobile/Phonegap
- 12 2013/12/05 Google App Engine

Course Schedule (3/3)

Week	Date	Subject/Topics
• 13	2013/12/12	Google Map API
• 14	2013/12/19	Facebook API (Facebook JavaScript SDK) (Integrate Facebook with iOS/Android Apps)
• 15	2013/12/26	Twitter API
• 16	2014/01/02	Case Study on Social Media Apps Programming and Marketing in Google Play and App Store
• 17	2014/01/09	Final Project Presentation
• 18	2014/01/16	Final Exam Week (Final Project Report)

Introduction to Android /iOS Apps Programming

Native Apps

Hybrid Apps

Mobile Web Apps



Android / iOS Apps Programming

- Native Apps
- Mobile Apps (Web Apps)
- Hybrid Apps

Building Android Apps with HTML, CSS, and JavaScript: Making Native Apps with Standards-Based Web Tools, Jonathan Stark & Brian Jepson, O'reilly, 2012



Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa

Jonathan Stark, O'Reilly, 2010

Making App Store Apps Without Objective-C or Cocoa



Building

iPhone
Apps

with HTML, CSS, and JavaScript

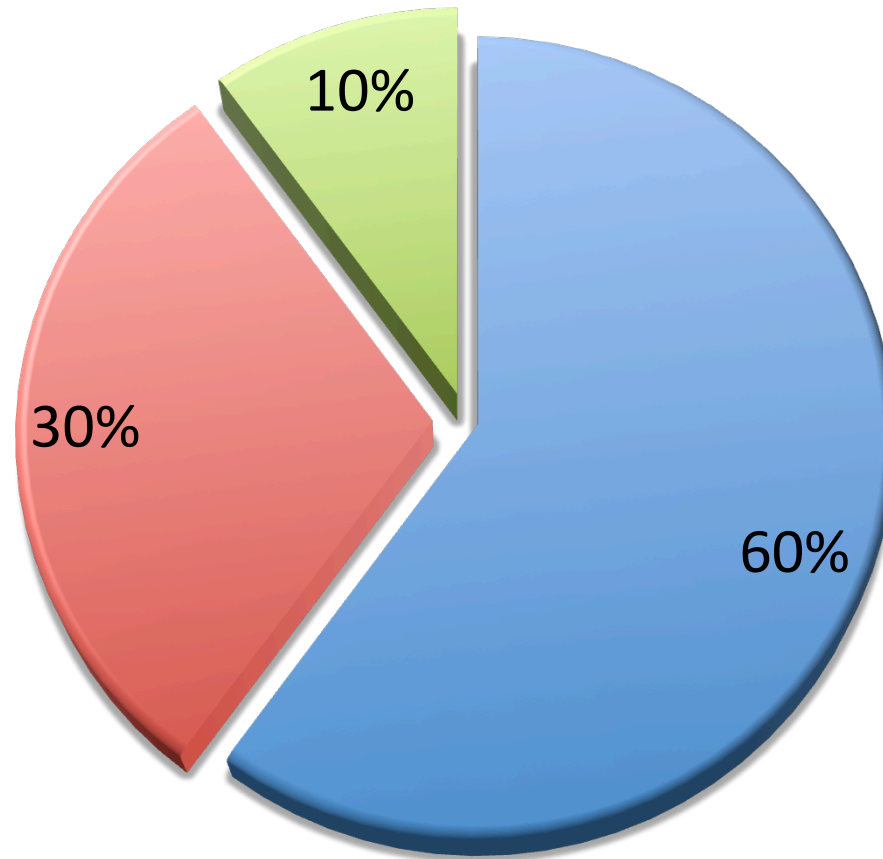
O'REILLY®

Jonathan Stark

Copyrighted Material

Enterprise Apps in 2015

■ Hybrid Apps ■ Native Apps ■ Web Apps



Gartner recommend **hybrid apps** over **native apps** development for businesses

App Development Comparison



Native Apps



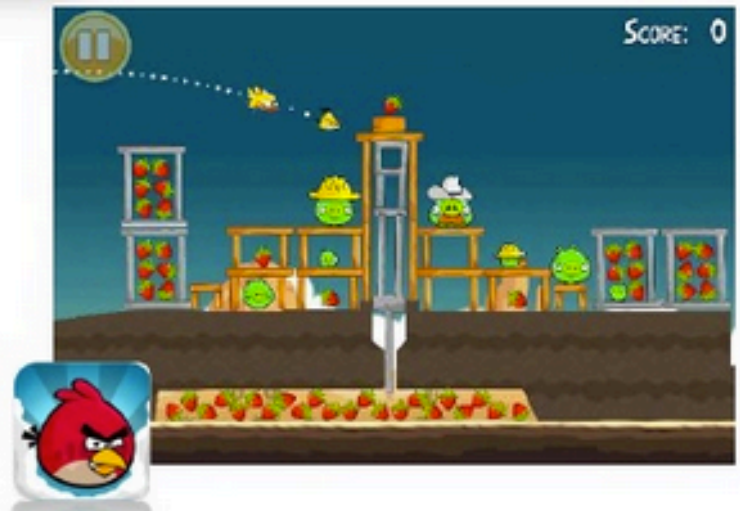
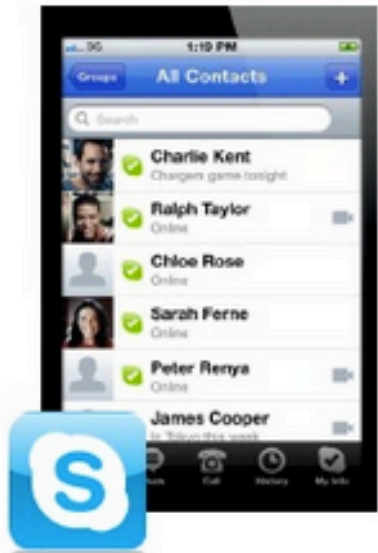
Hybrid Apps



Web Apps



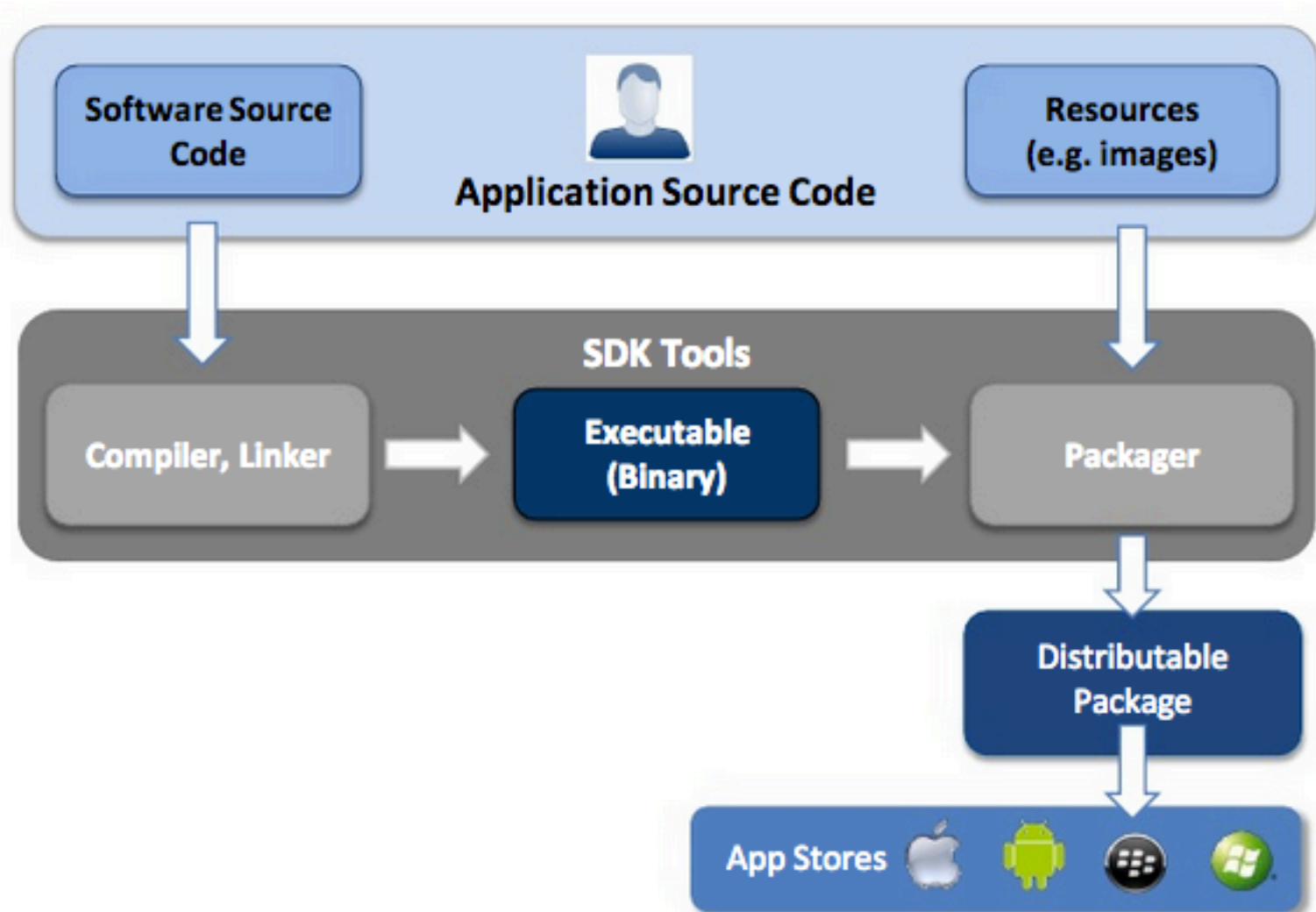
Examples of Purely-Native Mobile Apps



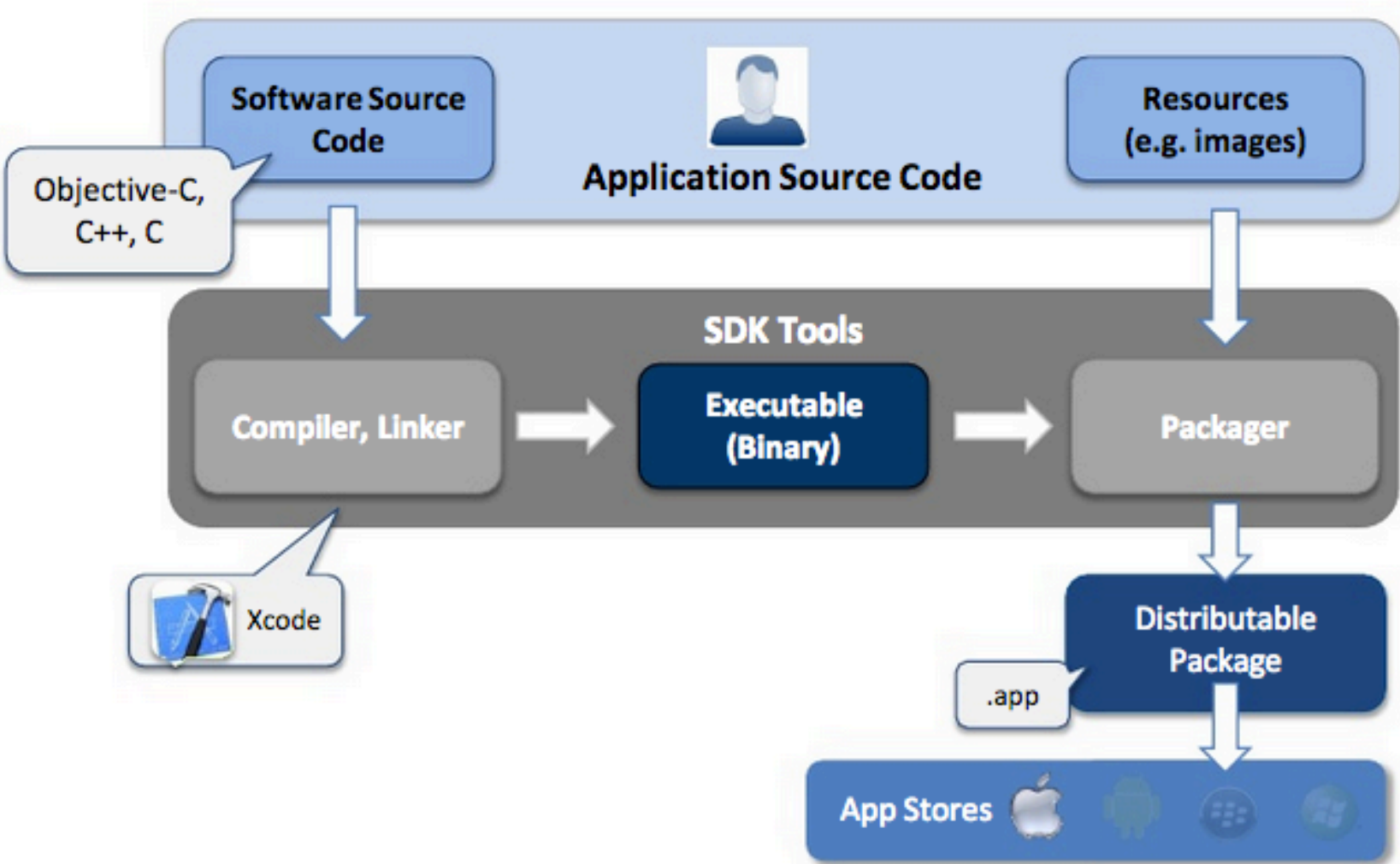
Characteristics of a Purely-Native Mobile App

- A **binary** “executable image”, that is explicitly downloaded and stored on the file system of the mobile device
- **Distributed** through the popular app store or marketplace of the device, or via an enterprise distribution mechanism
- **Executed directly** by the operating system
 - Launched from the home screen
 - Does not require another “container app” to run it
- Makes explicit use of **operating-system APIs**

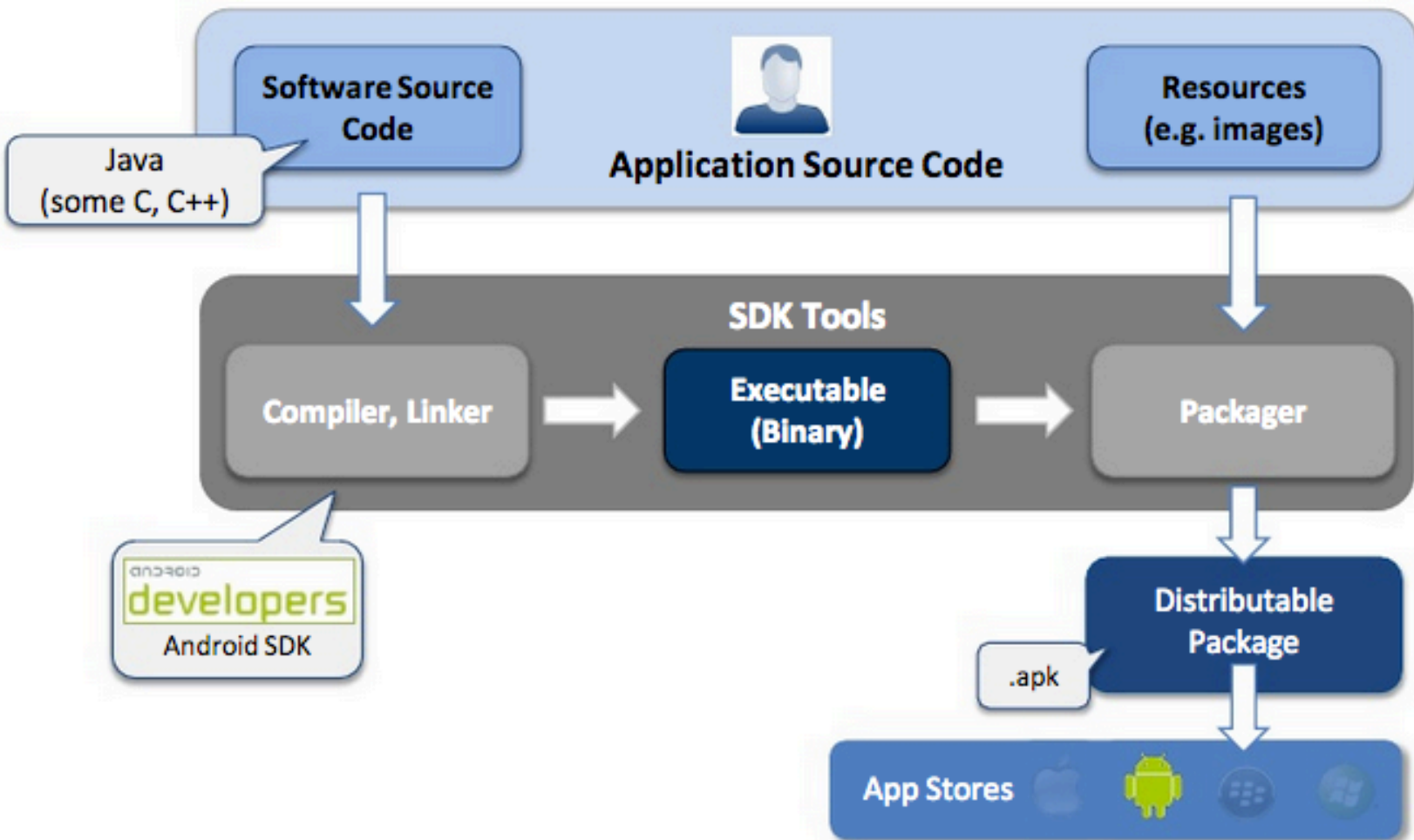
Native App Development



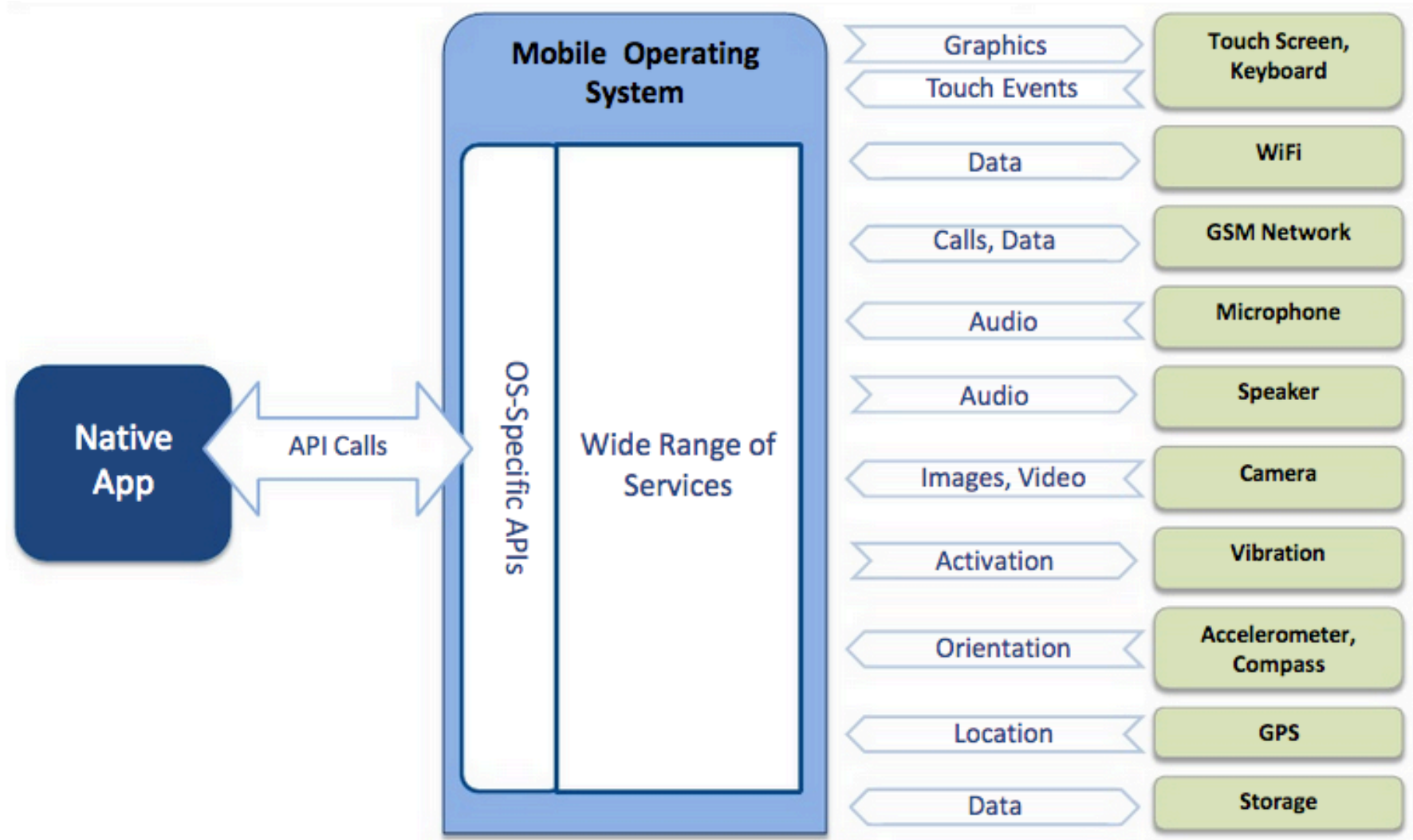
iOS - Native App Development



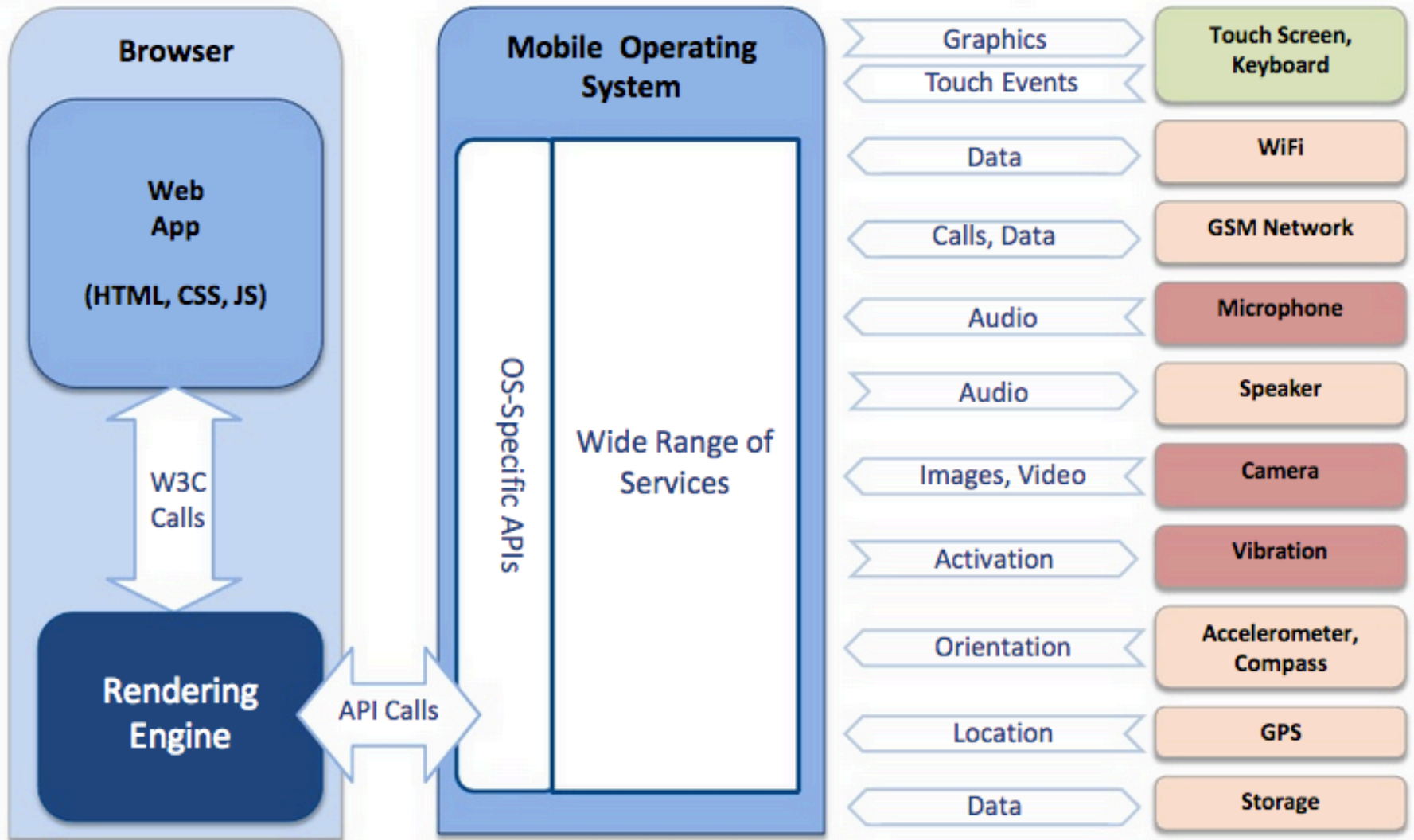
Android - Native App Development



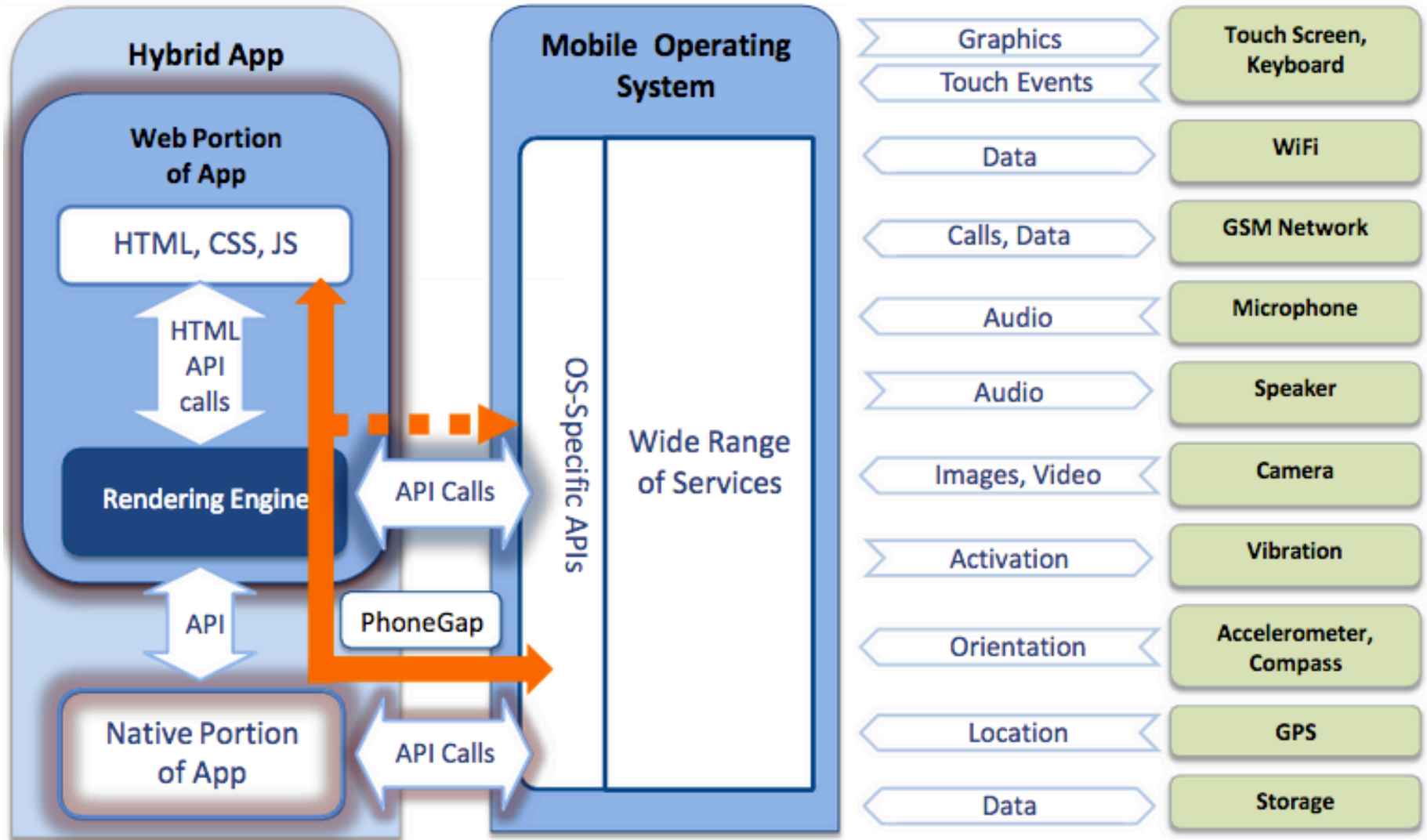
Native App – Interaction with Mobile Device



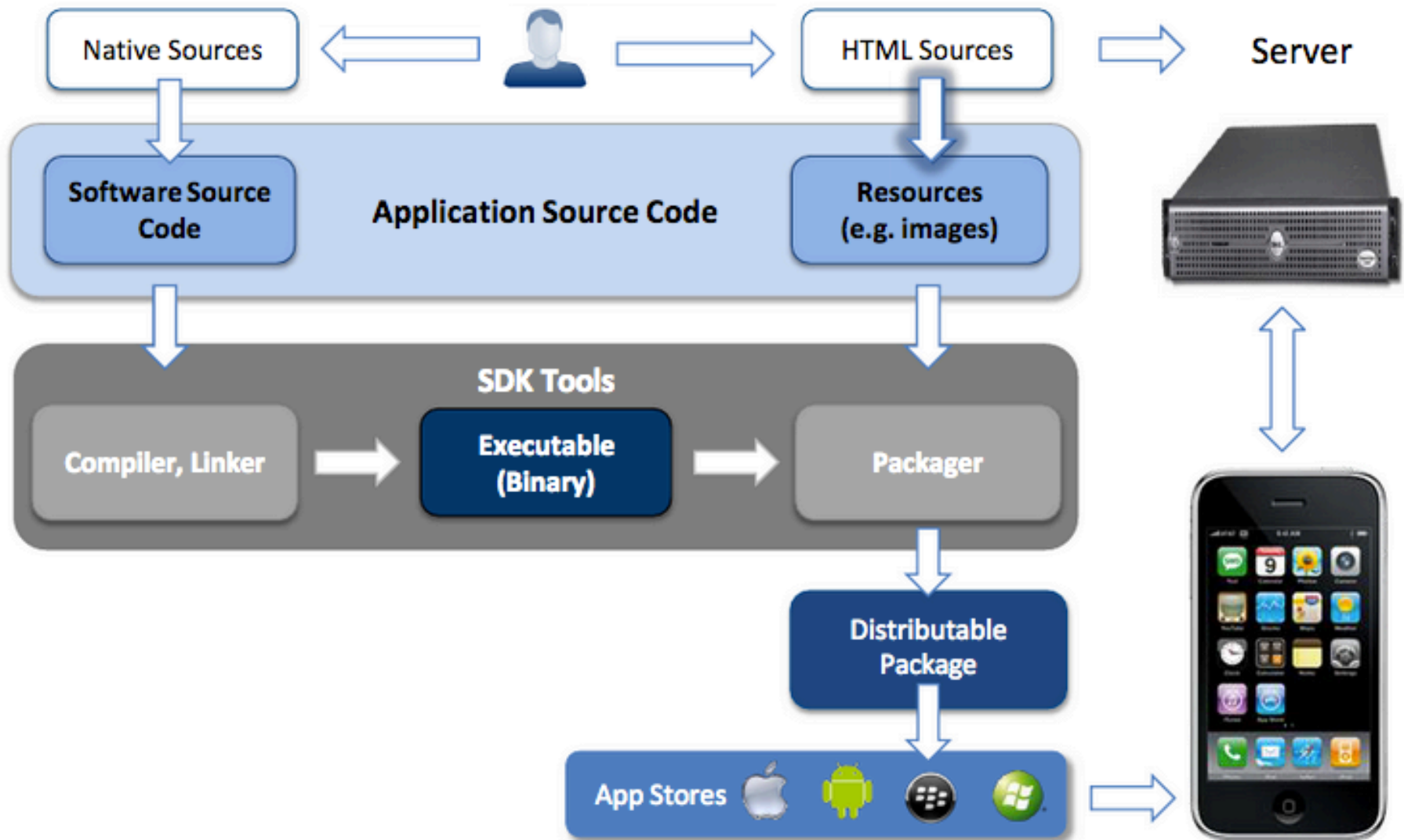
Web App – Interaction with Mobile Device



Hybrid App – Interaction with Mobile Device

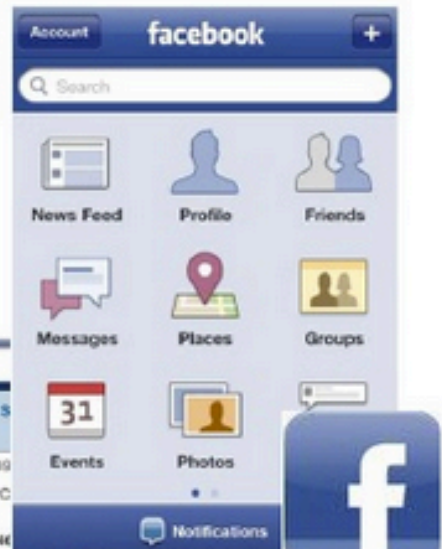


Hybrid App Development



Hybrid App Examples

Bank of America



Facebook

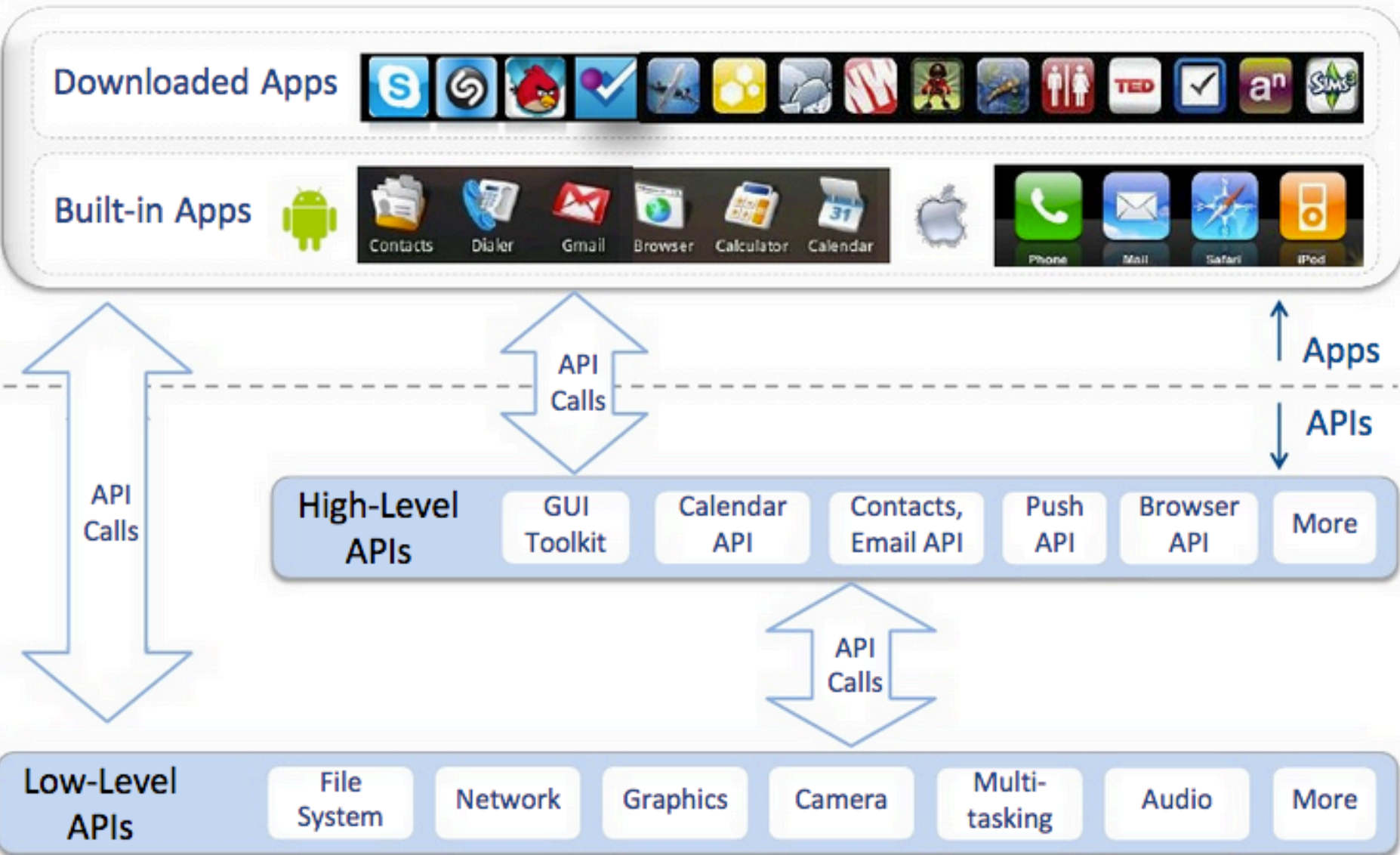


Morgan Stanley



Lotte Card (Korea)

Native App – High-level APIs and Built-in Apps



GUI Toolkit Provides App With “Native” Look



Mobile Web Apps and Mobile Browsing



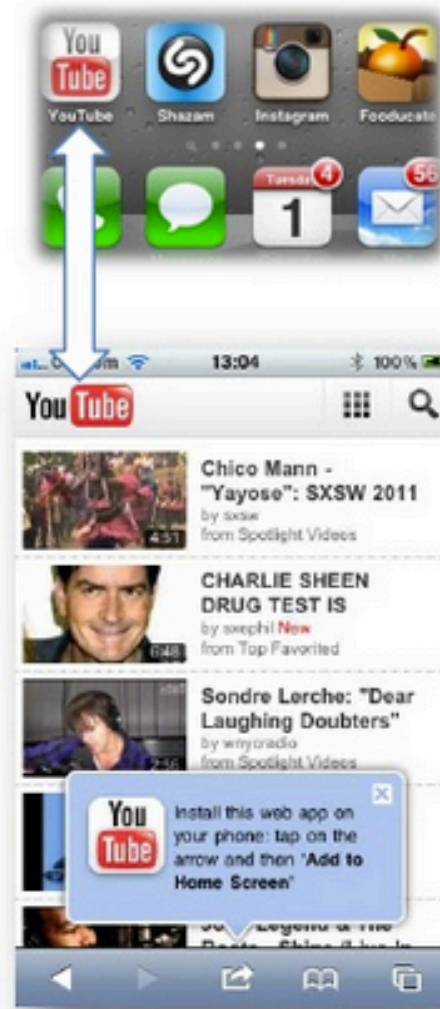
Mobile Browsing and Mobile Web Apps



Google, Wikipedia:
Mobile-optimized
websites



Dremel:
Launch using
QR-Codes



YouTube: Web App



2B: Web App

Mobile Browsing vs. Mobile Web Apps



Pure Mobile Web Sites

- Visited by browsing
- Static, navigational UI
- Generic look & feel
- Server-side rendering
- Require connectivity

... Gray Area ...

Pure Mobile Web Apps

- Installed and launched
- Interactive UI
- Touch optimized
- Client-side rendering
- Available offline

Characteristics of Mobile Web Apps

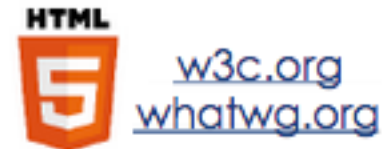
- Entirely written using web technologies
 - HTML, CSS and JavaScript
- Code is executed by the browser, not by the OS
- Various launch mechanisms
 - Typing URL, clicking hyperlink, scanning QR Code or clicking home-screen shortcut
- Installation is optional
- Combine cross-platform HTML5 and device-specific features optimize apps
 - Touch-optimized look & feel
 - No address bar
 - Suggestion to pin to home screen
 - Offline availability

HTML5 and related technologies

Static Pages

Dynamic Pages

Web Applications

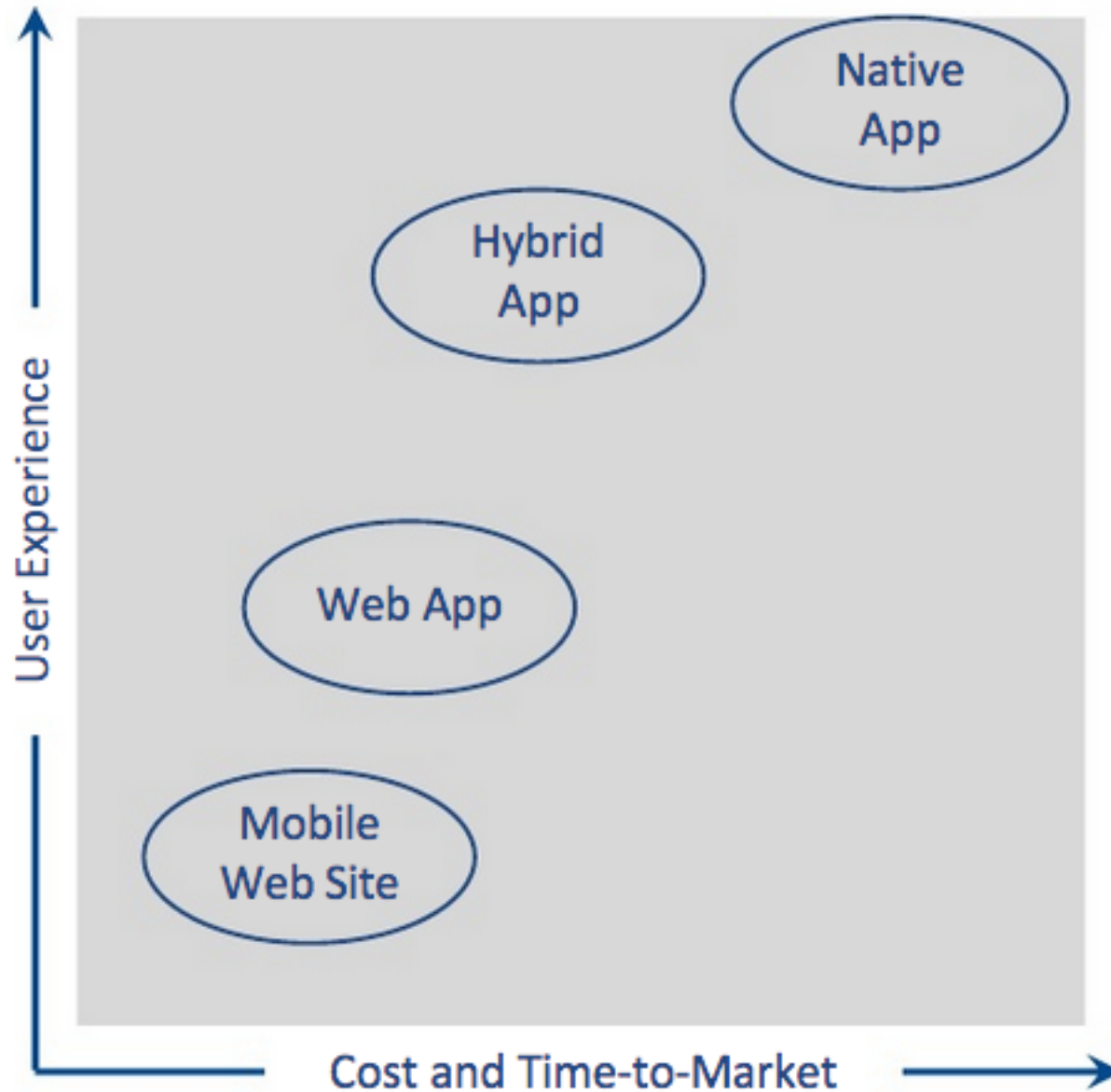


- Main HTML5/CSS3 features on mobile
 - Bitmapped and vector graphics, including animations
 - Offline support and data URLs
 - Geolocation
 - Video and Audio
 - Continuous communications with the server
 - More...

Characteristics of Hybrid Apps

- A Hybrid App is a native app with embedded HTML
- It has all the benefits of native apps: full access to APIs, app-store presence, etc.
- Selected portions of the app are written using web technologies
- The web portions of the app can either be downloaded from the web or packaged within the app

Native Apps vs. Hybrid Apps



HTML5 vs. Hybrid vs. Native



39%

SPEND TIME DEVELOPING THE SAME APP/FEATURE FOR MULTIPLE PLATFORMS



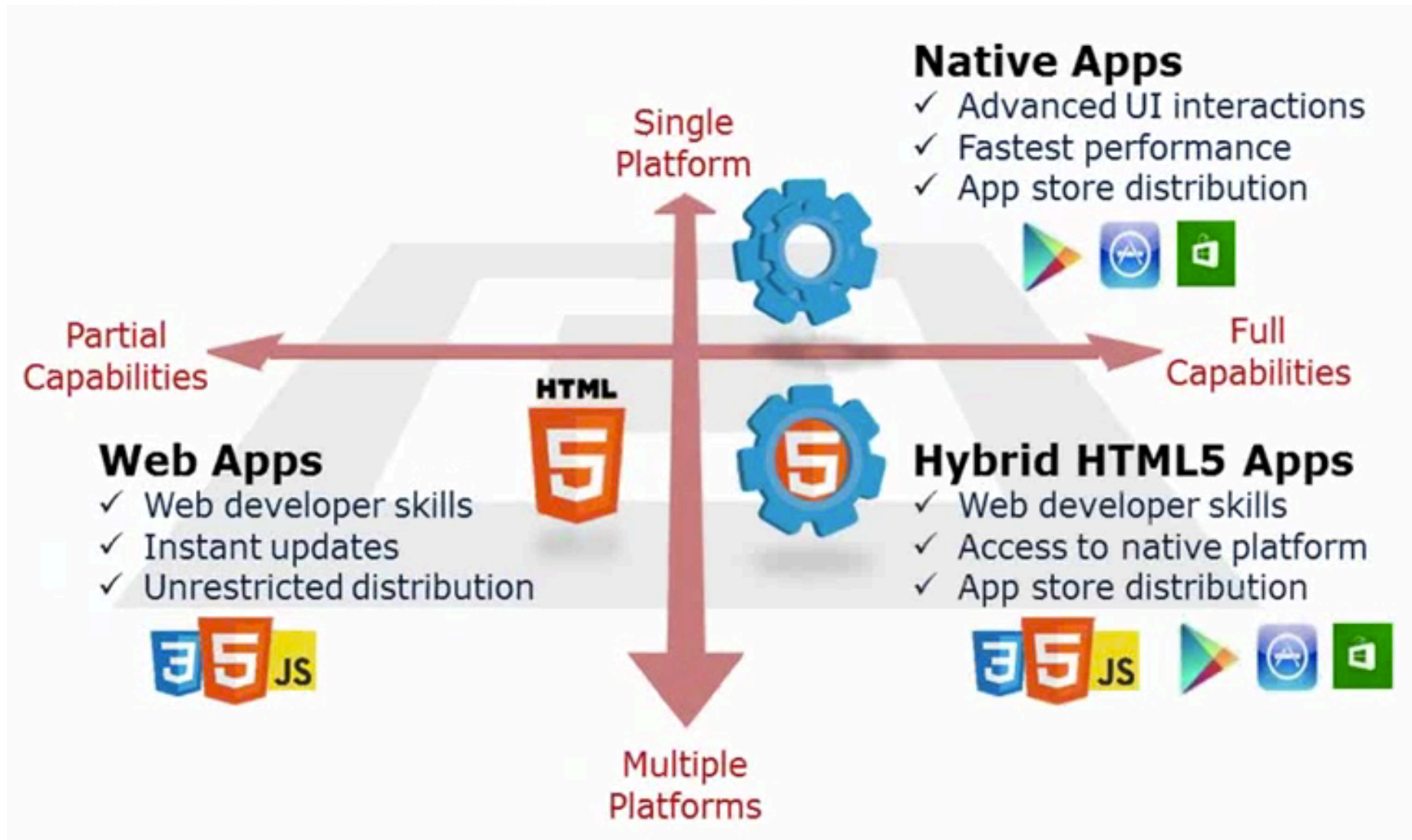
HTML5 is #1

CHOICE FOR BUILDING APPS FOR MULTIPLE MOBILE PLATFORMS



Source: KendoUI.com

Native Apps vs. Hybrid HTML5 Apps



HTML5, JavaScript, CSS3

HTML



CSS



JS



jQuery Mobil: <http://jquerymobile.com/>



The image shows a screenshot of the jQuery Mobile website homepage. The browser's address bar displays "jquerymobile.com". The navigation menu includes "jQuery", "UI", "Mobile", "Plugins", "Meetups", "Forum", "Events", "About", and "Donate". The main navigation bar features "Demos", "API", "Download", "Platforms", "Themes", "Resources", and "Blog". The main content area has a yellow banner announcing "JQUERY MOBILE 1.4.0 BETA RELEASED!". Below this is the heading "jQuery Mobile: Touch-Optimized Web Framework for Smartphones & Tablets" and a paragraph describing the framework. A section titled "Seriously cross-platform with HTML5" explains the "write less, do more" mantra. On the right side, there is an image of various mobile devices (tablet, smartphone, and feature phone) displaying the jQuery Mobile logo.

jQuery Mobile | jQuery Mo x

jquerymobile.com

jQuery UI **Mobile** Plugins Meetups Forum Events About Donate

jQuery
mobile

Demos API Download Platforms Themes Resources Blog

JQUERY MOBILE 1.4.0 BETA RELEASED!

jQuery Mobile: Touch-Optimized Web Framework for Smartphones & Tablets

A unified, HTML5-based user interface system for all popular mobile device platforms, built on the rock-solid jQuery and jQuery UI foundation. Its lightweight code is built with progressive enhancement, and has a flexible, easily themeable design.

Latest stable version - 1.3.2 ↗

Legacy versions: **1.2.1** - **1.1.2** - **1.0.1**

Seriously cross-platform with HTML5

jQuery mobile framework takes the "write less, do more" mantra to the next level: Instead of writing unique apps for each mobile device or OS, the jQuery mobile framework allows you to design a single highly-branded web site or application that will work on all popular smartphone, tablet, and desktop platforms. **Device support** ↗



PhoneGap: <http://phonegap.com/>

The screenshot shows the PhoneGap website homepage. At the top, there is a navigation bar with links for "About", "Developer", "Community", "Apps", and "Support", along with an "Install" button. The main content area features a large heading: "Easily create apps using the web technologies you know and love: **HTML, CSS, and JavaScript**". Below this, a paragraph states: "PhoneGap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about." There are two buttons: "Install PhoneGap" and "Getting Started Guides". To the right, a video player is embedded with a "Watch Intro" button. At the bottom, a process flow diagram illustrates the workflow: "Wrap your app with PhoneGap" (represented by a box containing JS, CSS, and HTML icons) followed by "Deploy to mobile platforms!" (represented by mobile device icons).

PhoneGap | Home

phonegap.com

PhoneGap About Developer Community Apps Support Install

Easily create apps using the web technologies you know and love: **HTML, CSS, and JavaScript**

PhoneGap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about.

Install PhoneGap ▶ Getting Started Guides ▶

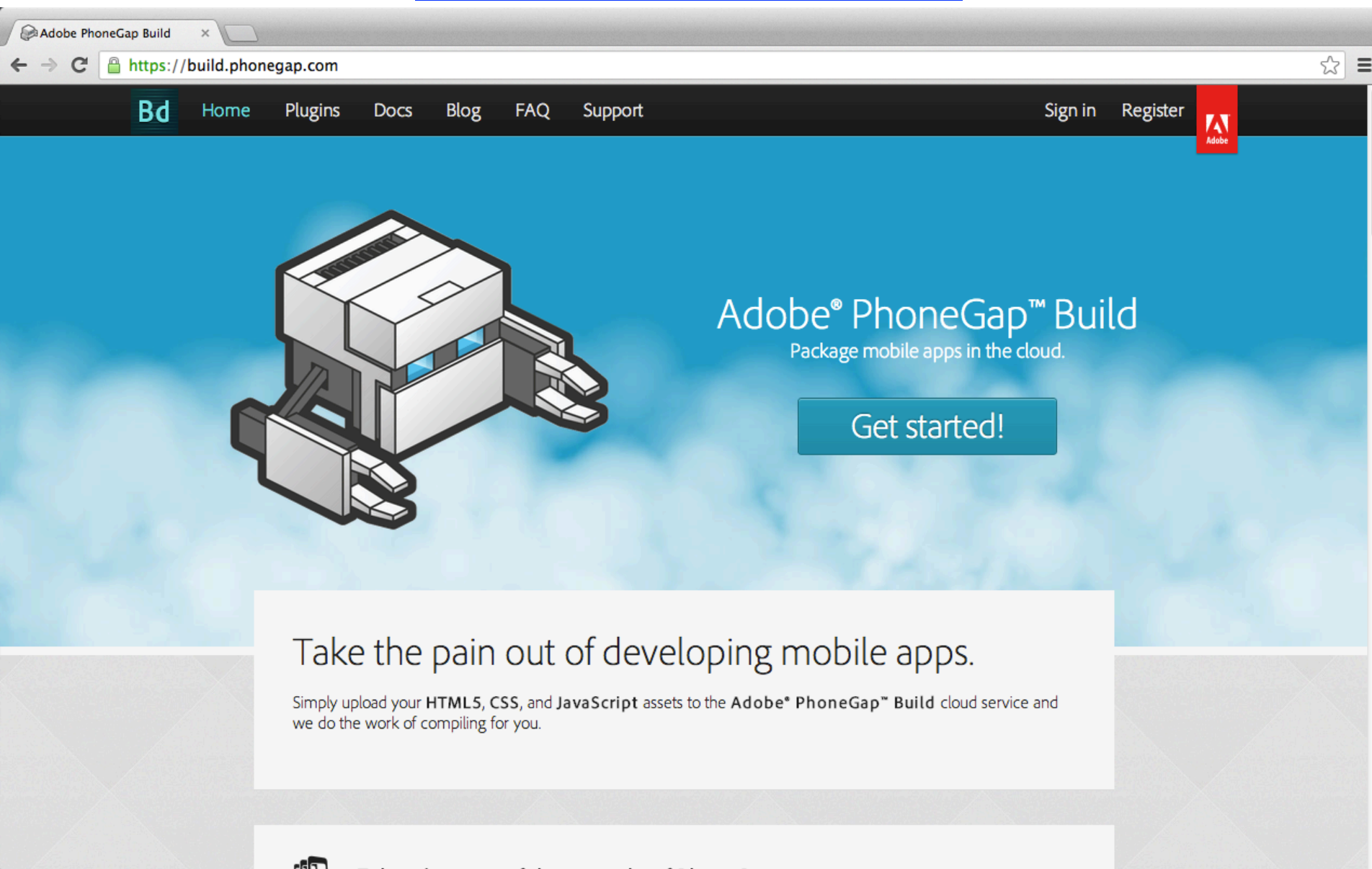
Watch Intro

Wrap your app with PhoneGap

Deploy to mobile platforms!

Adobe PhoneGap Build: Package mobile apps in the cloud

<https://build.phonegap.com/>



The screenshot shows the Adobe PhoneGap Build website. The browser's address bar displays <https://build.phonegap.com/>. The navigation bar includes a 'Bd' logo, links for 'Home', 'Plugins', 'Docs', 'Blog', 'FAQ', and 'Support', and buttons for 'Sign in' and 'Register'. The Adobe logo is in the top right corner. The main content area features a 3D illustration of a mobile phone on the left. To its right, the text reads 'Adobe® PhoneGap™ Build' followed by the tagline 'Package mobile apps in the cloud.' and a prominent 'Get started!' button. Below this, a white box contains the text 'Take the pain out of developing mobile apps.' and a sub-headline 'Simply upload your HTML5, CSS, and JavaScript assets to the Adobe® PhoneGap™ Build cloud service and we do the work of compiling for you.'

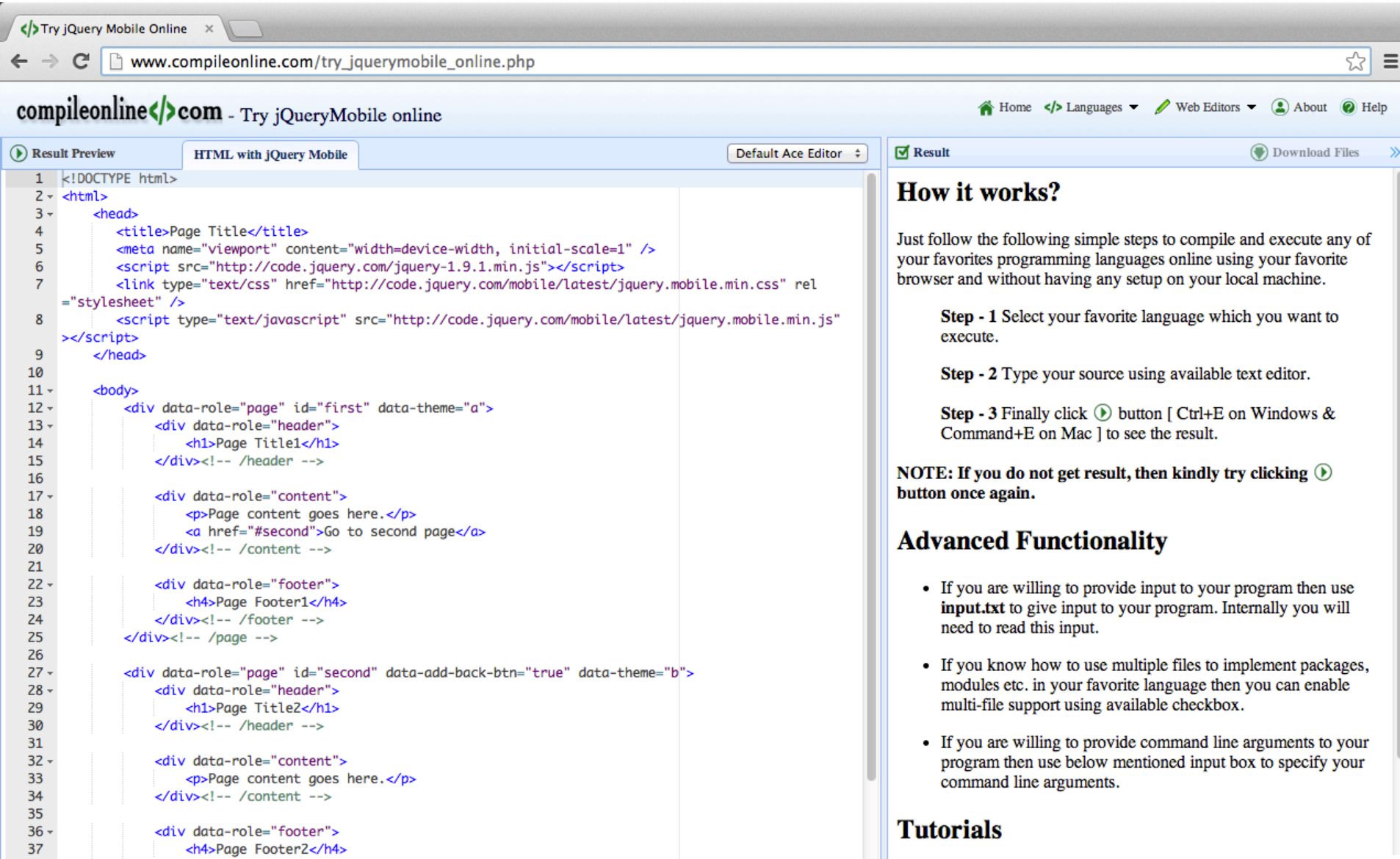
Demo

CompileOnline: Try jQueryMobile
Online

http://www.compileonline.com/try_jquerymobile_online.php



CompileOnline: Try jQueryMobile Online



Try jQuery Mobile Online

www.compileonline.com/try_jquerymobile_online.php

compileonline.com - Try jQueryMobile online

Home Languages Web Editors About Help

Result Preview HTML with jQuery Mobile Default Ace Editor

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Page Title</title>
5     <meta name="viewport" content="width=device-width, initial-scale=1" />
6     <script src="http://code.jquery.com/jquery-1.9.1.min.js"></script>
7     <link type="text/css" href="http://code.jquery.com/mobile/latest/jquery.mobile.min.css" rel
8   ="stylesheet" />
9     <script type="text/javascript" src="http://code.jquery.com/mobile/latest/jquery.mobile.min.js"
10  ></script>
11  </head>
12  <body>
13    <div data-role="page" id="first" data-theme="a">
14      <div data-role="header">
15        <h1>Page Title1</h1>
16      </div><!-- /header -->
17
18      <div data-role="content">
19        <p>Page content goes here.</p>
20        <a href="#second">Go to second page</a>
21      </div><!-- /content -->
22
23      <div data-role="footer">
24        <h4>Page Footer1</h4>
25      </div><!-- /footer -->
26    </div><!-- /page -->
27
28    <div data-role="page" id="second" data-add-back-btn="true" data-theme="b">
29      <div data-role="header">
30        <h1>Page Title2</h1>
31      </div><!-- /header -->
32
33      <div data-role="content">
34        <p>Page content goes here.</p>
35      </div><!-- /content -->
36
37      <div data-role="footer">
38        <h4>Page Footer2</h4>
39      </div><!-- /footer -->
40    </div><!-- /page -->
41  </body>
42 </html>
```


Result


How it works?

Just follow the following simple steps to compile and execute any of your favorites programming languages online using your favorite browser and without having any setup on your local machine.

Step - 1 Select your favorite language which you want to execute.

Step - 2 Type your source using available text editor.

Step - 3 Finally click  button [Ctrl+E on Windows & Command+E on Mac] to see the result.

NOTE: If you do not get result, then kindly try clicking  button once again.

Advanced Functionality

- If you are willing to provide input to your program then use **input.txt** to give input to your program. Internally you will need to read this input.
- If you know how to use multiple files to implement packages, modules etc. in your favorite language then you can enable multi-file support using available checkbox.
- If you are willing to provide command line arguments to your program then use below mentioned input box to specify your command line arguments.

Tutorials

Try jQuery Mobile Online

www.compileonline.com/try_jquermobile_online.php

compileonline.com - Try jQueryMobile online

Home Languages Web Editors About Help

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31
32       <div data-role="content">
33         <p>Page content goes here.</p>
34       </div><!-- /content -->
35
36       <div data-role="footer">
37         <h4>Page Footer2</h4>

```

Result Download Files

Page Title1

Page content goes here.

[Go to second page](#)

Page Footer1

javascript:void(0)

Try jQuery Mobile Online

www.compileonline.com/try_jquermobile_online.php

compileonline.com - Try jQueryMobile online

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Result Download Files

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Page content goes here.

[Go to second page](#)

Page Footer1

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Result Download Files

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Page content goes here. Hello World Myday

[Go to second page](#)

Page Footer1

http://www.compileonline.com/try_jquerymobile_online.php


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<!DOCTYPE html>
<html>
  <head>
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  </head>

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  </div><!-- /footer -->
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Try jQuery Mobile Online

www.compileonline.com/try_jquerymobile_online.php

compileonline.com - Try jQueryMobile online

Home Languages Web Editors About Help

Result Preview HTML with jQuery Mobile Default Ace Editor

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14 <h1>Page Title1</h1>
15 </div><!-- /header -->
16
17 <div data-role="content">
18 <p>Page content goes here. Hello World Myday</p>
19 <a href="#second">Go to second page</a>
20 </div><!-- /content -->
21
22 <div data-role="footer">
23 <h4>Page Footer1</h4>
24 </div><!-- /footer -->
25 </div><!-- /page -->
26
27 <div data-role="page" id="second" data-add-back-btn="true" data-theme="b">
28 <div data-role="header">
29 <h1>Page Title2</h1>
30 </div><!-- /header -->
31
32 <div data-role="content">
33 <p>Page content goes here.</p>
34 </div><!-- /content -->
35
36 <div data-role="footer">
37 <h4>Page Footer2</h4>
38 </div><!-- /footer -->
39 </div><!-- /page -->
```

Result Download Files

Page Title1

Page content goes here. Hello World Myday

[Go to second page](#)

Page Footer1

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Try jQuery Mobile Online

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Result Preview HTML with jQuery Mobile Default Ace Editor

```
8 <script type="text/javascript" src="http://code.jquery.com/mobile/latest/jquery.mobile.min.js"
></script>
9 </head>
10
11 <body>
12 <div data-role="page" id="first" data-theme="e">
13 <div data-role="header">
14 <h1>Page Title1</h1>
15 </div><!-- /header -->
16
17 <div data-role="content">
18 <p>Page content goes here. Hello World Myday</p>
19 <a href="#second">Go to second page</a>
20 </div><!-- /content -->
21
22 <div data-role="footer">
23 <h4>Page Footer1</h4>
24 </div><!-- /footer -->
25 </div><!-- /page -->
26
27 <div data-role="page" id="second" data-add-back-btn="true" data-theme="b">
28 <div data-role="header">
29 <h1>Page Title2</h1>
30 </div><!-- /header -->
31
32 <div data-role="content">
33 <p>Page content goes here.</p>
34 </div><!-- /content -->
35
36 <div data-role="footer">
37 <h4>Page Footer2</h4>
38 </div><!-- /footer -->
39 </div><!-- /page -->
40 </body>
41 </html>
42
```

Result Download Files

Page Title1

Page content goes here. Hello World Myday

[Go to second page](#)

Page Footer1

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Result Preview HTML with jQuery Mobile Default Ace Editor

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Page Title</title>
5     <meta name="viewport" content="width=device-width, initial-scale=1" />
6     <script src="http://code.jquery.com/jquery-1.9.1.min.js"></script>
7     <link type="text/css" href="http://code.jquery.com/mobile/latest/jquery.mobile.min.css" rel
8   ="stylesheet" />
9     <script type="text/javascript" src="http://code.jquery.com/mobile/latest/jquery.mobile.min.js"
10  ></script>
11  </head>
12  <body>
13    <div data-role="page" id="first" data-theme="e">
14      <div data-role="header">
15        <h1>Page Title1</h1>
16      </div><!-- /header -->
17
18      <div data-role="content">
19        <p>Page content goes here. Hello World Myday</p>
20        <a href="#second">Go to second page</a>
21      </div><!-- /content -->
22
23      <div data-role="footer">
24        <h4>Page Footer1</h4>
25      </div><!-- /footer -->
26    </div><!-- /page -->
27
28    <div data-role="page" id="second" data-add-back-btn="true" data-theme="b">
29      <div data-role="header">
30        <h1>Page Title2</h1>
31      </div><!-- /header -->
32
33      <div data-role="content">
34        <p>Page content goes here.</p>
35      </div><!-- /content -->
36    </div><!-- /page -->
37  </body>
38 </html>
```

Result Download Files

Back Page Title2

Page content goes here.

Page Footer2

project.tar.gz Show All

http://www.compileonline.com/try_jquermobile_online.php

```
TextWrangler File Edit Text View Search Go Window #! Help
index.htm
File Path: ~/Downloads/Project1/index.htm
index.htm (no symbol selected)
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Page Title</title>
5     <meta name="viewport" content="width=device-width, initial-scale=1" />
6     <script src="http://code.jquery.com/jquery-1.9.1.min.js"></script>
7     <link type="text/css" href="http://code.jquery.com/mobile/latest/jquery.mobile.min.css" rel="stylesheet" />
8     <script type="text/javascript" src="http://code.jquery.com/mobile/latest/jquery.mobile.min.js"></script>
9   </head>
10
11   <body>
12     <div data-role="page" id="first" data-theme="a">
13       <div data-role="header">
14         <h1>Page Title1</h1>
15       </div><!-- /header -->
16
17       <div data-role="content">
18         <p>Page content goes here. Hello World Myday</p>
19         <a href="#second">Go to second page</a>
20       </div><!-- /content -->
21
22       <div data-role="footer">
23         <h4>Page Footer1</h4>
24       </div><!-- /footer -->
25     </div><!-- /page -->
26
27     <div data-role="page" id="second" data-add-back-btn="true" data-theme="b">
28       <div data-role="header">
29         <h1>Page Title2</h1>
30       </div><!-- /header -->
31
32       <div data-role="content">
33         <p>Page content goes here.</p>
34       </div><!-- /content -->
35
36       <div data-role="footer">
37         <h4>Page Footer2</h4>
38       </div><!-- /footer -->
39     </div><!-- /page -->
40   </body>
41 </html>
42
43
Recent Documents
index.htm
Line 18 Col 1 HTML Unicode (UTF-8) Unix (LF) Last saved: 13/9/30 上午06:40:32 1,455 / 154 / 43
```

http://www.compileonline.com/try_jquerymobile_online.php

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- Porting your Apple iOS and Android Apps to HTML5, <https://www.youtube.com/watch?v=-k43St4LCe0>
- jQuery Mobil: <http://jquerymobile.com/>
- PhoneGap: <http://phonegap.com/>
- Adobe PhoneGap Build: Package mobile apps in the cloud, <https://build.phonegap.com/>