

# JSP

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## JavaBean

Simple object  
responds to getXXX

## FooBean

```
// FooBean.java
/*
 * A simple bean that contains a single "magic" string.
 */
public class FooBean {
    private String magic;

    public FooBean(String string) {
        magic = string;
    }

    public FooBean() {
        magic = "";
    }

    public String getMagic() {
        return(magic);
    }

    public void setMagic(String magic) {
        this.magic = magic;
    }
}
```

## HelloWorld Servlet

Put bean on request

```
request.setAttribute("foo", new FooBean(...));
```

Get dispatcher object

**.include to "/hello.jsp"**

It will pull the bean off the request to get its info

## Servlet Code

```
import java.io.*;
import java.util.*;
import javax.servlet.*;
import javax.servlet.http.*;

public class HelloWorld extends HttpServlet
{

    public void doGet(HttpServletRequest request,
        HttpServletResponse response)
        throws IOException, ServletException
    {

        response.setContentType("text/html");
        PrintWriter out = response.getWriter();

        //System.out.println("Hello world is leaving the building...");

        out.println("<html><body>");
        out.println("<h1>Hello World</h1>");

        request.setAttribute("foo", new FooBean("Peanut butter sandwiches!"));

        RequestDispatcher rd = getServletContext().
            getRequestDispatcher("/hello.jsp");

        rd.include(request, response);

        out.println("</body></html>");
    }
}
```

## JSP

up in the index.html directory

**jsp:usebean**

pull the bean off the request

**jsp:getProperty**

pull a string out of the bean and paste it into the HTML

**picky syntax**

It has to be exactly correct + the error messages are terrible

## hello.jsp

```
<!-- hello.jsp -->
```

```
<%@ page language="java" %>

<hr>

<h2>Hello JSP</h2>

Behold -- I bring forth the magic property from the Foo bean...

<jsp:usebean id="foo" scope="page" class="FooBean" />

<table border=1>
<tr>
<td bgcolor=pink>
  <jsp:getProperty name="foo" property="magic" />
</td>
</tr>
</table>
```



## Web Technology

Cheap publishing  
Consumer initiated  
unlike TV

## Results

Higher volume  
Higher diversity  
Range of quality

## "Attention Scarce"

Having "eyeballs" is valuable

### 1. Free, voluntary content

Info you want to give away and other people want to consume. e.g. Caltrain schedule

### 2. Advertising supported content

trade eyeballs for \$

### 3. Bought content

Maybe, send the \$ right to the content producers instead of the the advertisers.

## Point: advertiser driven currently

## Corporate Web Site

Have some eyeballs  
Bad: glossy marketing  
Good: information & value -- attract more eyeballs