



# Facebook

The world's largest  
social media network.

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CSE 5539 In-Class Presentation

# Timeline

- 2003 Mark Zuckerberg creates Facemash.
- 2004 Thefacebook.com begins.
- 2005 Expands from Harvard to other universities/schools.
- 2006 Facebook newsfeed is launched.
- 2007 Mobile support is added.
- 2008 Comment feature is revealed.
- 2009 Facebook “like” is introduced.

# Timeline

- 2010 Site redesign based on the lives of users.
- 2011 Facebook Messenger is introduced.
- 2012 Advertisements start to show up in news feed.
- 2013 Facebook graph search developed.
- 2014 Trending topics is added.
- 2015 1 billion users accessed Facebook in one day.
- 2016 Facebook reactions revealed.

# FACEMASH

Were we let in for our looks? No. Will we be judged on them? Yes.

Who's Hotter? Click to Choose.



Amy

OR



Maria

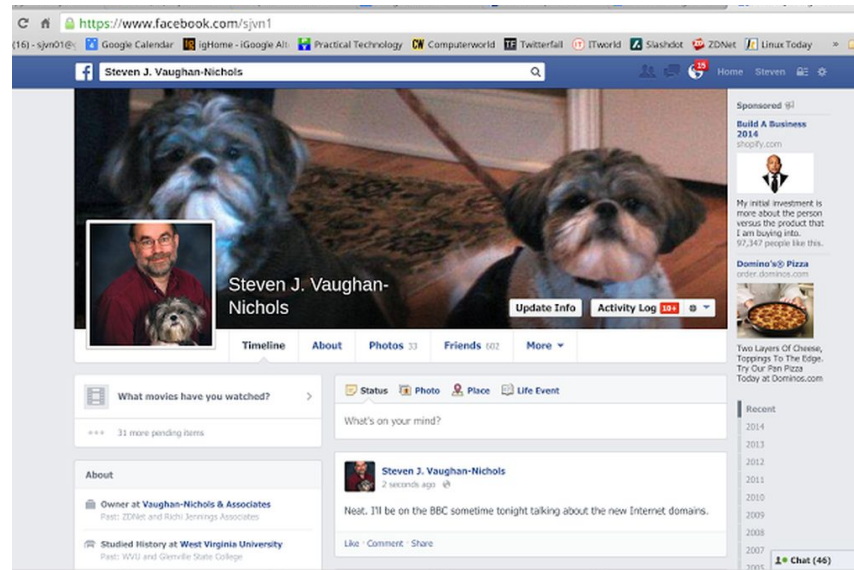
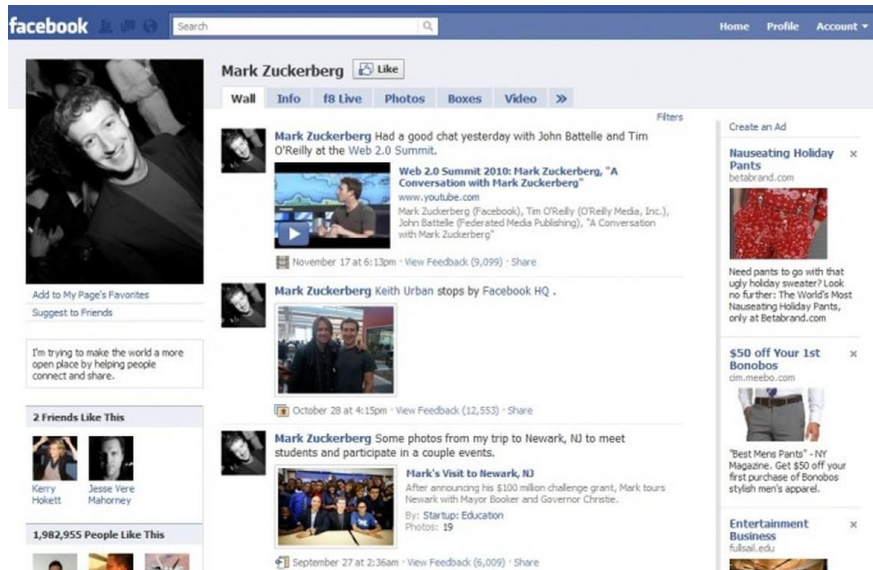


The screenshot shows the homepage of Thefacebook.com. At the top left is a pixelated version of Mark Zuckerberg's face. To its right is the logo "[ thefacebook ]" in blue, with "login register about" links below it. On the left side, there is a login form with fields for "Email:" and "Password:", and "register" and "login" buttons. The main content area has a blue header "Welcome to Thefacebook!" and a sub-header "[ Welcome to Thefacebook ]". Below this, it says "Thefacebook is an online directory that connects people through social networks at colleges. We have opened up Thefacebook for popular consumption at **Harvard University**." It then lists features: "You can use Thefacebook to:" followed by a bulleted list: "• Search for people at your school", "• Find out who are in your classes", "• Look up your friends' friends", and "• See a visualization of your social network". At the bottom of this section, it says "To get started, click below to register. If you have already registered, you can log in." with "Register" and "Login" buttons. At the very bottom, there are links for "about contact faq terms privacy" and the text "a Mark Zuckerberg production Thefacebook © 2004".

# 2003



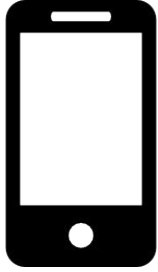
# 2004



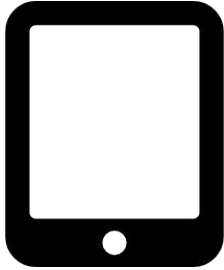
2008 —————> 2014

# Platforms

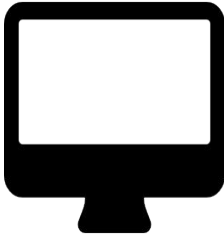
iPhone  
Android



iPad  
Android  
Kindle



Browser  
Windows  
App



# Why People Use It

## The Need To Belong

Self-esteem

Self-worth

Benefited Socialization and Social Learning Outcomes

Disconnection

## The Need For Self Presentation

Highlight-Reel of Life

Idealized Version of Self

Overall Impression

# Graph API Overview

Low-level HTTP-based API.

**Primary way to get data in and out of Facebook.**

**Uses:** query data, post new stories, manage ads, other assorted tasks.



# Graph API Structure

**Representation:** nodes, edges, and fields.

**Nodes:** "things" (ex. a User, a Page, a Photo, or a Comment).

**Edges:** connections between nodes (ex. Page's Photos or Comments).

**Fields:** information about the nodes (ex. User's birthday, name of Page).

# API Reading Data

**Reading:** all nodes and edges can be read by HTTP GET request to relevant endpoint.

## Response

```
{  
  "fieldname": {field-value},  
  ....  
}
```

## Fields

```
GET graph.facebook.com  
/bgolub?  
fields=id,name,picture
```

# Special Notes

**If requests are larger than a couple thousand characters, Facebook servers may deny them.**

**For large requests, use a POST request and add a method=GET parameter. This will act like GET.**

**For multiple requests, queries should be batched. It is not best practice to use multiple HTTP requests.**



# Data Set Example

Mypersonality.org has a data set of

**10,000** Status Updates  
**250** Users

**Includes:**

**User ID**

**Status**

**Date**

**Personality**

**Network Size**

**Brokerage**

**Density**

**Transitivity**

This data set is famous for its analysis of the 250 users. It includes information on:

User Extraversion

User Neuroticism

User Agreeableness

User Conscientiousness

User Openness

# Notable Publications Based On MyPersonality

## 2015

1. **Elevated romantic love and jealousy if relationship status is declared on Facebook** (2015) by Orosz Gábor, Szekeres Adam, Kiss Gergo Zoltán, Farkas Peter, Roland-Levy Christine in Frontiers in Psychology
2. Gilad Feldman, Melody Manchi Chao, Jiing-Lih Farh, Anat Bardi, **“The motivation and inhibition of breaking the rules: Personal values structures predict unethicity”**, Journal of Research in Personality
3. **Are You Satisfied with Life?: Predicting Satisfaction with Life from Facebook** by S. Collins, Y. Sun, M. Kosinski, D. Stillwell, N. Markuzon, Proceedings of 2015 International Social Computing, Behavioral Modeling and Prediction Conference, 2015.

## 2014

1. **Your Digital Image: Factors Behind Demographic And Psychometric Predictions From Social Network Profiles** by Y. Bachrach, M. Kosinski, D. Stillwell, P. Kohli, T. Graepel , Autonomous Agents and Multiagent Systems (AAMAS), 2014.
2. **Who Can Wait for the Future? A Personality Perspective** by V. Mahalingam, D. Stillwell, M. Kosinski, J. Rust, A. Kogan, Social Psychological and Personality Science, 2014.
3. **How are you doing? Emotions and Personality in Facebook** by G. Farnadi, G. Sitaraman, M. Rohani, M. Kosinski, D. Stillwell, M-F. Moens, S. Davalos, M. De Cock, 22nd International Conference on User Modelling, Adaptation and Personalization (UMAP), 2014.

**Questions?**