



Le web, social, personnalisé et sémantique.

Par Jonathan Beurel
Xposé – Ingénieurs 2000

Plan

1. Présentation de Facebook
2. Social Plugins
3. Open Graph Protocol
4. Graph API

Plan

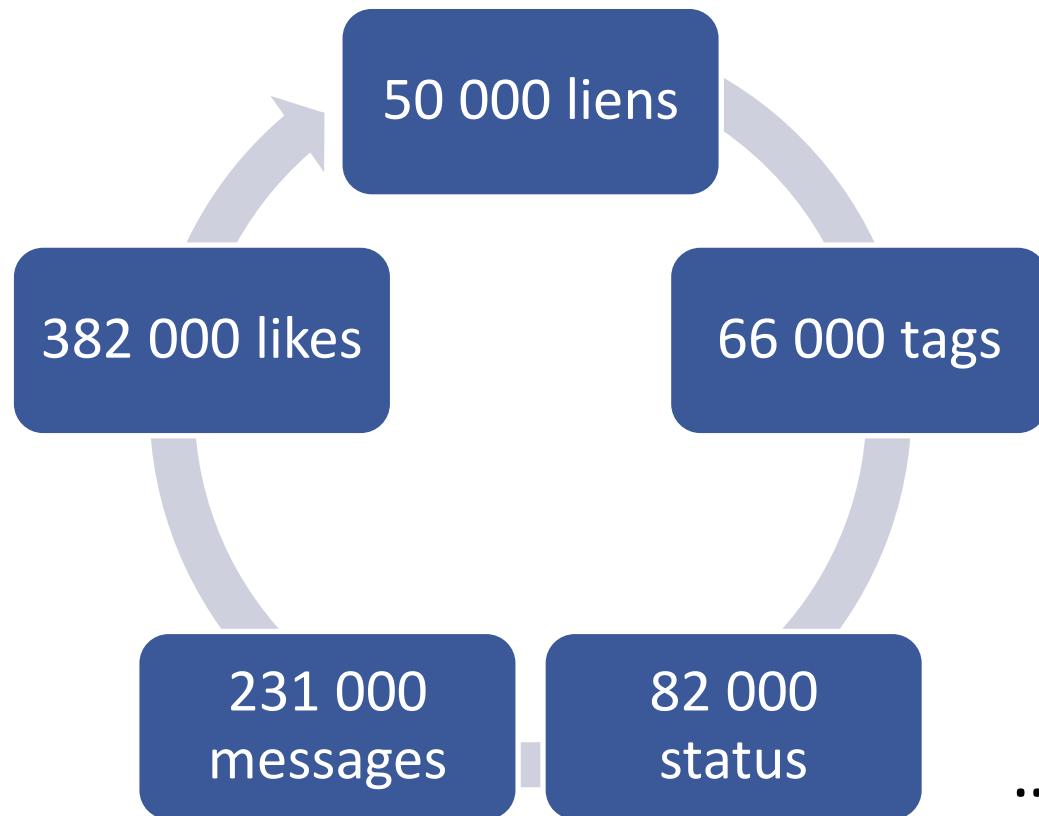
- 1. Présentation de Facebook**
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Chiffres sur l'entreprise

- Mark Zuckerberg
- 1700 salariés
- CA : 2 milliards USD
- Bénéfices : 500 millions USD
- Estimation : 50 milliards USD

Chiffres sur le réseau social

500 millions d'utilisateurs...



...par minute

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Caractéristiques

- Une ligne de code
- Pas de boîte de dialogue
- Pas besoin de s'identifier

Like Button



```
<iframe src="http://www.facebook.com/plugins/like" />
```

OW Money.com - Confirming reports that have earned for weeks, Facebook said Friday that it has raised \$1.5 billion from LinkedIn, Google, and Digital City Technologies. The investment gives the company a valuation of approximately \$80 billion.

The company also confirmed that it plans to begin filing public financial reports by April 2011 - a move likely to coincide with an IPO.



Like Button

Facebook raises \$1.5 billion

 Recommend  742 people recommend this. Be the first of your friends.

By Laurie Segall, staff reporter January 22, 2011: 9:44 AM ET

NEW YORK (CNNMoney) — Confirming reports that have swirled for weeks, Facebook said Friday that it has raised \$1.5 billion from Goldman Sachs and Digital Sky Technologies. The investment gives the company a **valuation of approximately \$50 billion**.

The company also confirmed that it plans to begin filing public financial reports by April 2012 — a move **likely to coincide with an IPO**.

Right Now

Earnings onslaught coming

Possible JFK ambulance sells for

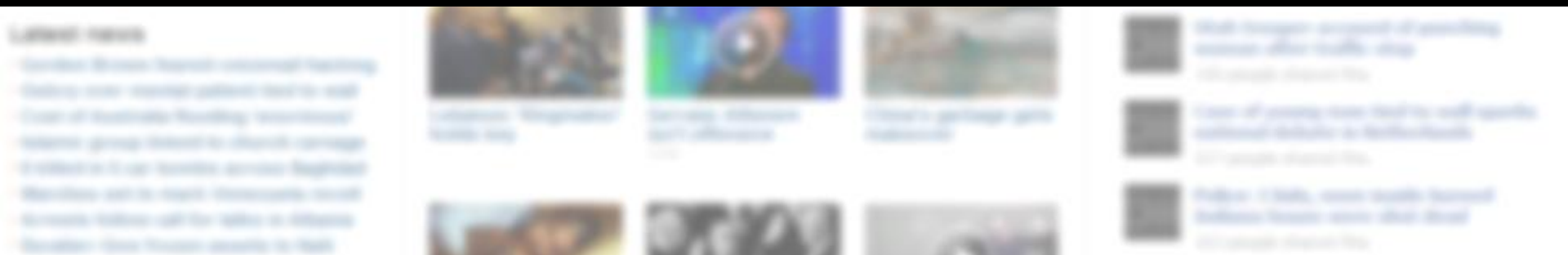
100 Best Companies to Work For



Activities Feed Plugin



```
<iframe src="http://www.facebook.com/plugins/activity" />
```



Activities Feed Plugin



Tunisians protest against 'sham' government

As Tunisia mourns those killed in protests that ousted the country's long-term president, demonstrations against the new interim government continue. [FULL STORY](#)

- Will army hinder democracy?
- In pictures: Tunisia in turmoil

Latest news

- Gordon Brown feared voicemail hacking
- Outcry over mental patient tied to wall
- Cost of Australia flooding 'enormous'
- Islamic group linked to church carnage
- 6 killed in 5 car bombs across Baghdad
- Marches set to mark Venezuela revolt
- Arrests follow call for talks in Albania
- Duvalier: Give frozen assets to Haiti



Why did Google's CEO step down?

Google has offered no clear explanation on why co-founder Larry Page will take over from current CEO Eric Schmidt. Observers, however, offered some theories on the giant tech company's management shake up. [FULL STORY](#)

HIGHLIGHTS



Lebanon: 'Kingmaker' holds key



Gervais: Atheism isn't offensive
3:04



China's garbage gets makeover



SOUND ON

PHILIPS

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FRIENDS' ACTIVITY

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Utah trooper accused of punching woman after traffic stop

159 people shared this.



Case of young man tied to wall sparks national debate in Netherlands

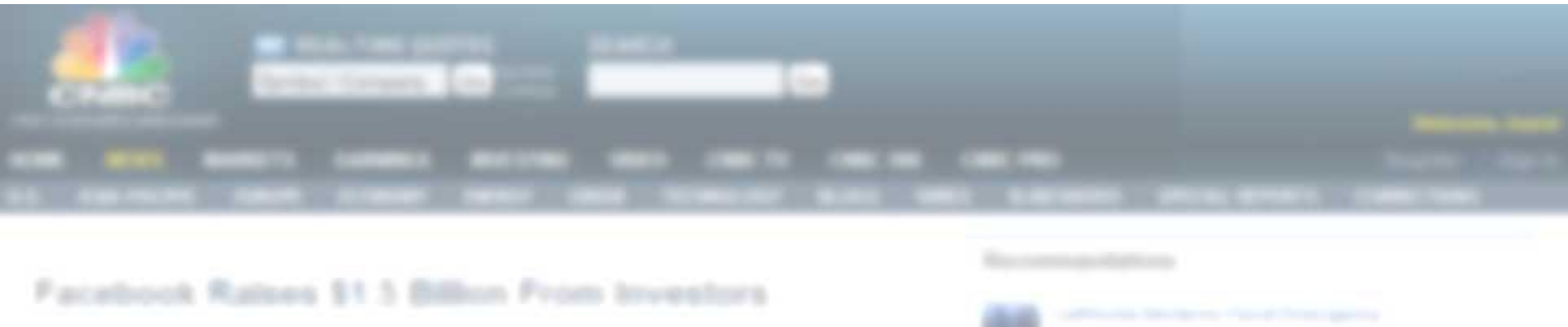
527 people shared this.



Police: 3 kids, mom inside burned Indiana house were shot dead

163 people shared this.

Recommendations Plugin



```
<iframe src="http://www.facebook.com/plugins/recommendations" />
```



Recommendations Plugin



FIRST IN BUSINESS WORLDWIDE

RT REAL-TIME QUOTES

Symbol / Company Symbol Lookup

SEARCH

Welcome, Guest [Register](#) [Sign In](#)

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Facebook Raises \$1.5 Billion From Investors

Published: Friday, 21 Jan 2011 | 5:30 PM ET Text Size - +

By: Reuters

38

Facebook has raised \$1.5 billion from investors, under terms which the world's No. 1 online social network says gives it a value of about \$50 billion.

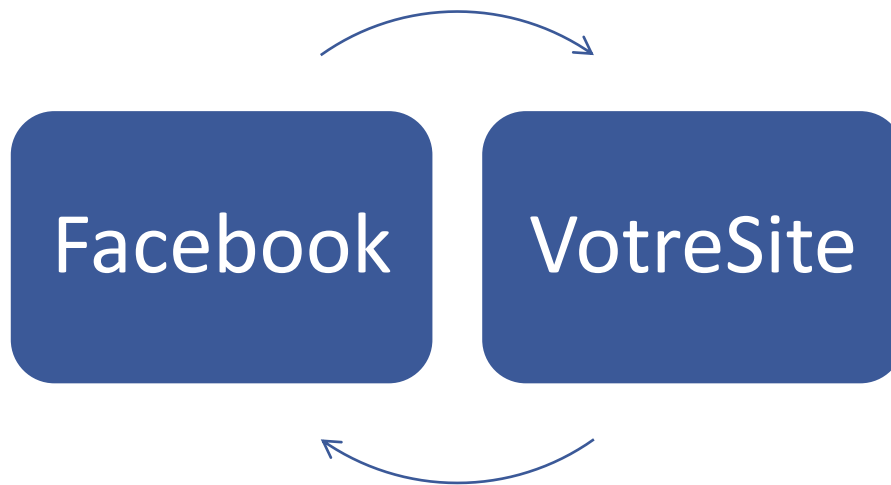


The company, founded in 2004, said it would begin to file public financial reports no later than April 30, 2012, which many see as a precursor to an initial public offering. It could be one of the largest IPOs ever in the technology sector.

Recommendations

-  **California Declares Fiscal Emergency**
2 440 personnes ont partagé ça.
-  **Accounting Tweak Could Save Fed From Losses**
755 personnes ont partagé ça.
-  **U.S. Supreme Court Issues Landmark Decision: Constitution is Void**
120 personnes ont partagé ça.
-  **Survey: US Doctors Fear Healthcare Reform**
3 008 personnes ont partagé ça.
-  **Path Is Sought for States to Escape Debt Burdens**
220 personnes ont partagé ça.
-  **UAB: The Most Exciting Team In College Football?**
126 personnes ont partagé ça.

Module social Facebook



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Open Graph Protocol

<http://ogp.me>

“The Open Graph Protocol enables any web page to become a **rich object** in a **social graph**.”

Description au format XML

```
<html xmlns:og="http://ogp.me/ns#">
```

...

```
<meta property="og:LaPropriété" content="LaValeur" />
```

Description au format XML

Propriétés de bases :

- og:title
- og:image
- og:url
- og:type

Les types

Products and Entertainment

- album
- book
- drink
- food
- game
- movie
- product
- song
- tv_show

People

- actor
- athlete
- author
- director
- musician
- politician
- profile
- public_figure

Businesses

- bar
- company
- cafe
- hotel
- Restaurant

Exemple

Avec



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le Social Graph

Objets : personnes, photos, événements, pages, groupes, messages, vidéos...

Connexion: amitié, contenu partagé, "like"

L'API

<http://graph.facebook.com>

L'API

<http://graph.facebook.com/identifiant/>

L'API

<http://graph.facebook.com/identifiant/connexion>

L'identifiant

<http://graph.facebook.com/identifiant>

<http://graph.facebook.com/68310606562>

<http://graph.facebook.com/markzuckerberg>

La connexion

<http://graph.facebook.com/identifiant/connexion>

<http://graph.facebook.com/markzuckerberg/friends>

<http://graph.facebook.com/markzuckerberg/likes>

<http://graph.facebook.com/markzuckerberg/videos>

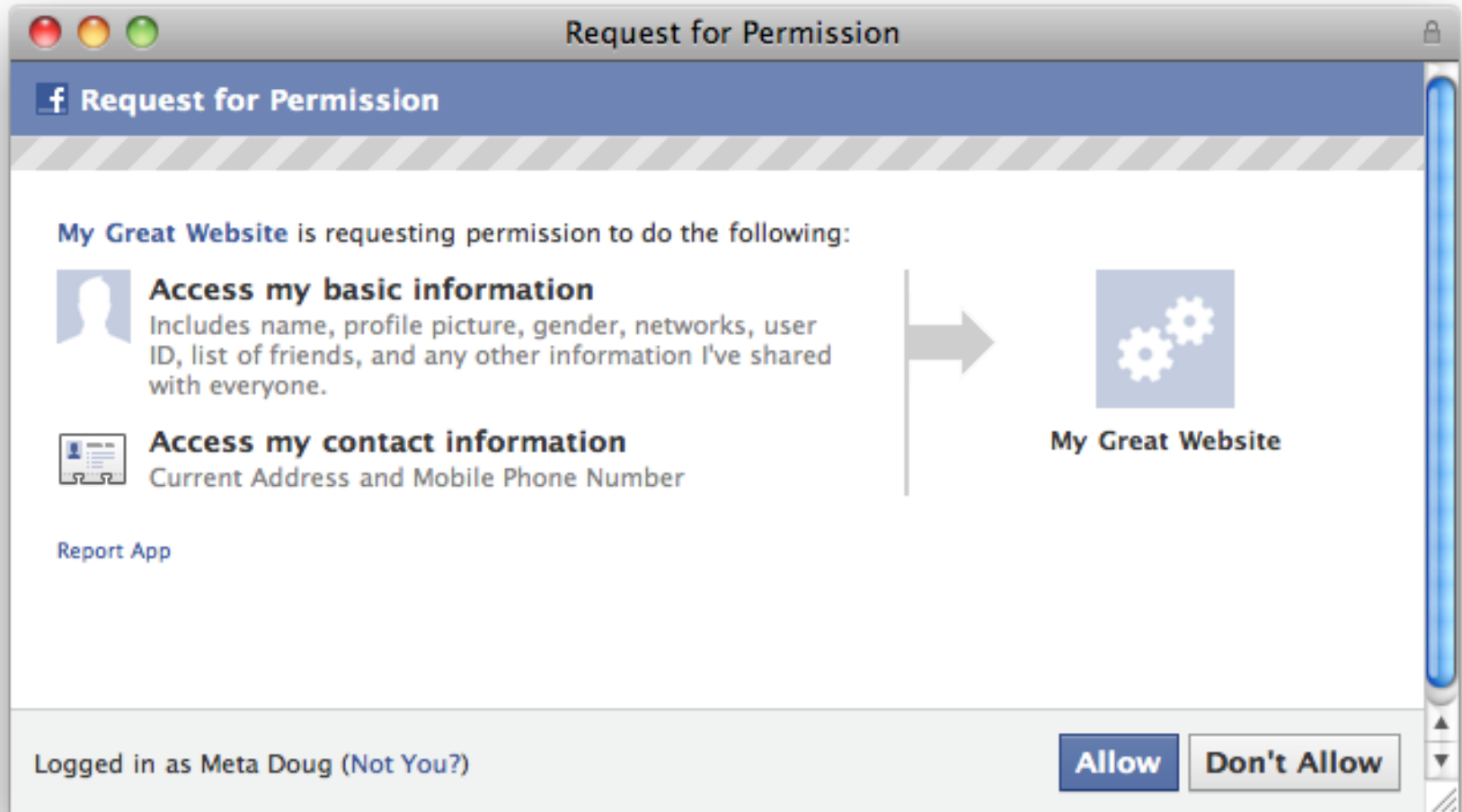
Real Time

- Une **mise à jour** de vos données par **Facebook**
- Utile pour les **développeurs** mais également pour les **utilisateurs**

Oauth 2.0

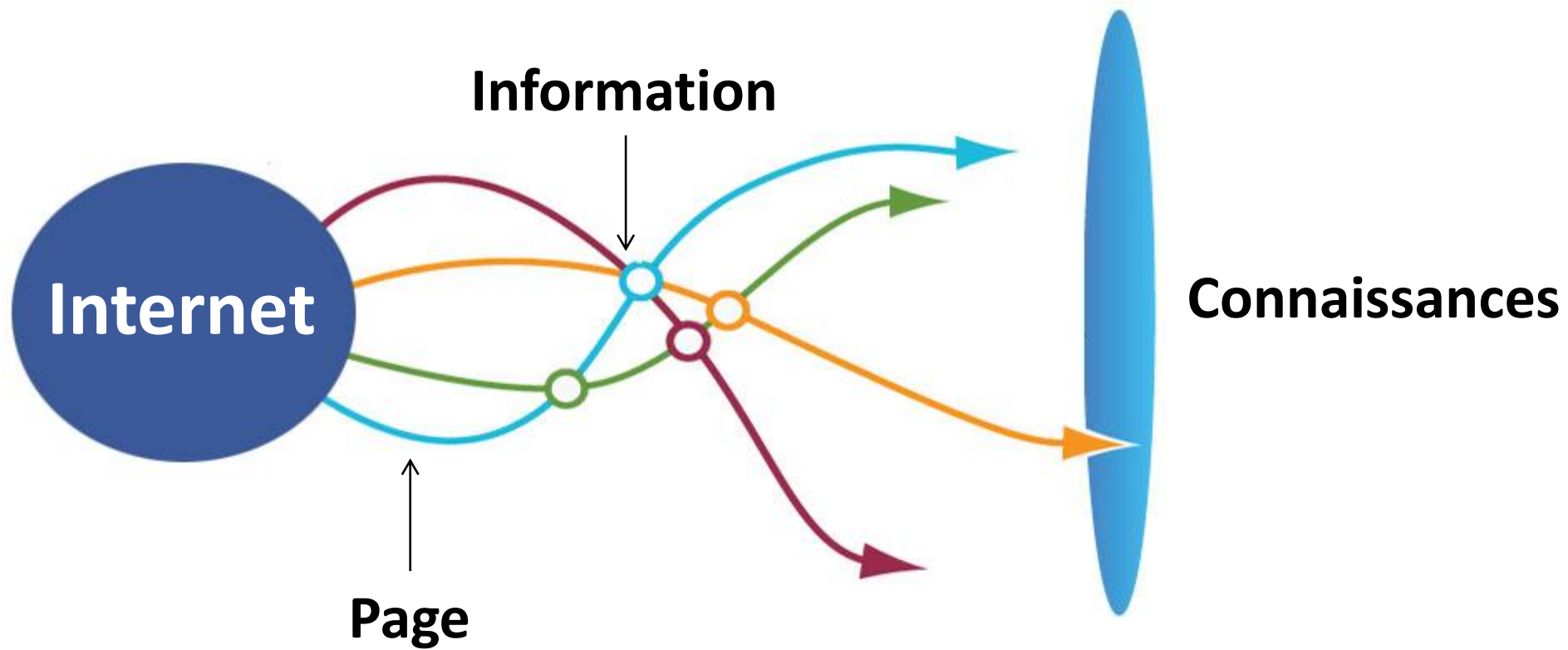
- Standard IETF
- Compréhensible en 5 minutes

Oauth 2.0



Sources

- *F8 : 21 avril 2010*, pour la description fonctionnelle des technologies
- *developers.facebook.com*, pour la description technique des technologies
- *readwriteweb.com*, pour l'esprit critique
- *nouvelobs.com*, pour les chiffres





Questions ?

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