

Summer Training Project Report

on

“Developing Application on Facebook & Using Google visualization APIs”



(SUBMITTED TOWARDS PARTIAL FULFILLMENT OF B.Tech IT)



(Approved by AICTE, Govt. of India)
ACADEMIC SESSION
(2007-11)

Under the guidance of:

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Submitted by:

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(0722013019)

Declaration

I hereby declare that work entitled “**summer training project report**”, submitted towards completion of summer training after 3rd year of B.Tech(IT) at Hi-Tech Institute of Engineering and Technology, Ghaziabad, comprises of my original work pursued under the guidance of Mr. Satish Sharma.

The results embodied in this report have not been submitted to any other Institute or University for any award.

Khagesh Sharma

(0722013019)

CERTIFICATE

This is to certify that the project work entitled “*Developing Application on Facebook*” is a bonafide work carried out by *Mr. Khagesh Sharma*, a candidate of the B.tech IT Hi-Tech Institute of Technology & Management, Ghaziabad under my guidance and direction.

Signature of the Guide

Mr. Satish Sharmal

Acknowledgement

“It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception.”

On the very outset of this report, I would like to extend my sincere & heartfelt obligation towards all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

First and foremost, I would like to express my sincere gratitude to my project guide, **Mr. Satish Sharma.**

I was privileged to experience a sustained enthusiastic and involved interest from his side. This fuelled my enthusiasm even further and encouraged me to boldly step into what was a totally dark and unexplored expanse before me. He always fuelled my thoughts to think broad and out of the box.

I would also like to thank Mr. Dilip who, instead of his busy schedule, always guided me in right direction to head and also helped in understanding PHP code.

Last but not least, I would like to thank Mr. Brajeh Kumar for teaching and helping me in every sphere of Wordpress.

I extend my gratitude to Hi-Tech for giving me this opportunity.

Any omission in this brief acknowledgement does not mean lack of gratitude.

Thanking You

Khagesh Sharma

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Abstract

This project is part of summer training, from **Unyscape Infocom pvt. ltd.**, which includes various analysis on usage of Facebook in India. This includes representing some statistics like number of users in Facebook and number of men and women user on Facebook. Facebook released its APIs to let the programmers integrate Facebook's technology to someone's site or blog. The facebook has very good documentation for their APIs and have three major categories for APIs Facebook for Websites, Facebook for Mobile, and Facebook for Application. I took the Facebook for Website APIs and Facebook for Application APIs and used various Facebook users controls like **Like button**, **Activity Feed plug in**, **Comment using Facebook account** on anyone's site or blog. At last it ends with some of the good examples of using **Google Visualization APIs** and its use in various fields.

1. Introduction to Company

1.1. Company Overview: Facebook

Facebook is a social networking website launched in February 2004 that is operated and privately owned by Facebook, Inc., with more than 500 million active users in July 2010. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Facebook allows anyone who declares themselves to be aged 13 or older to become a member of the website.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities before opening to high school students, and, finally, to anyone aged 13 and over.

Facebook has met with some controversy. It has been blocked intermittently in several countries including Pakistan, Syria, the People's Republic of China, Vietnam, and Iran. It has also been banned at many places of work to discourage employees from wasting time using the service. Facebook's privacy has also been an issue, and the safety of their users has been compromised several times. Facebook settled a lawsuit regarding claims over source code and intellectual property. The site has also been involved in controversy over the sale of fans and friends.

A January 2009 [Compete.com](#) study ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace. *Entertainment Weekly* put it on its end-of-the-decade 'best-of' list, saying, "How on earth did we stalk our exes, remember our co-workers' birthdays, bug our friends, and play a rousing game of Scrabulous before Facebook?"

1.2. Company History

Mark Zuckerberg wrote Facemash, the predecessor to Facebook, on October 28, 2003, while attending Harvard as a sophomore. The site represented a Harvard University version of Hot or Not, according to the Harvard Crimson. According to *The Harvard Crimson*, Facemash "used photos compiled from the online facebook of nine Houses, placing two next to each other at a time and asking users to choose the 'hotter' person"

Mark Zuckerberg created Facebook in his Harvard dorm room.

To accomplish this, Zuckerberg hacked into the protected areas of Harvard's computer network and copied the houses' private dormitory ID images. Harvard at that time did not have a student directory with photos, and basic information and the initial site generated 450 visitors and 22,000 photo-views in its first four hours online. That the initial site mirrored people's physical community—with their real identities—represented the key aspects of what later became Facebook.

The site was quickly forwarded to several campus group list-servers but was shut down a few days later by the Harvard administration. Zuckerberg was charged by the administration with breach of security, violating copyrights, and violating individual privacy, and faced expulsion, but ultimately the charges were dropped. Zuckerberg expanded on this initial project that semester by creating a social study tool ahead of an art history final by uploading 500 Augustan images to a website, with one image per page along with a comment section.

He opened the site up to his classmates and people started sharing their notes. The following semester, Zuckerberg began writing code for a new website in January 2004. He was inspired, he said, by an editorial in *The Harvard Crimson* about the Facemash incident. On February 4, 2004, Zuckerberg launched "Thefacebook", originally located at thefacebook.com.

Membership was initially restricted to students of Harvard College, and within the first month, more than half the undergraduate population at Harvard was registered on the service. Eduardo Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes soon joined Zuckerberg to help promote the website. In March 2004, Facebook expanded to Stanford, Columbia, and Yale. This expansion continued when it opened to all Ivy

League schools, New York University, MIT, and gradually most universities in Canada and the United States.

Facebook incorporated in the summer of 2004 and the entrepreneur Sean Parker, who had been informally advising Zuckerberg, became the company's president. In June 2004, Facebook moved its base of operations to Palo Alto, California. Facebook received its first investment later that month from PayPal co-founder Peter Thiel. The company dropped *The* from its name after purchasing the domain name facebook.com in 2005 for \$200,000.

Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. Facebook was then opened on September 26, 2006, to everyone of ages 13 and older with a valid e-mail address.

On October 24, 2007, Microsoft announced that it had purchased a 1.6% share of Facebook for \$240 million, giving Facebook a total implied value of around \$15 billion. Microsoft's purchase included rights to place international ads on Facebook. In October 2008, Facebook announced that it was to set up its international headquarters in Dublin, Ireland. In September 2009, Facebook claimed that it had turned cash flow positive for the first time. In June 2010, an online marketplace for trading private company stock reflected a valuation of \$11.5 billion.

Traffic to Facebook has increased exponentially since 2009. More people visited Facebook than Google for the week ending March 13, 2010. Facebook has also become the top social network across eight of individual markets in the region, Philippines, Australia, Indonesia, Malaysia, Singapore, New Zealand, Hong Kong and Vietnam, while other brands commanded the top positions in certain markets, including Google-owned Orkut in India, Mixi.jp in Japan, CyWorld in South Korea and Yahoo!'s Wretch.cc in Taiwan.

1.3. Company Introduction

Entrance to Facebook's current headquarters in the Stanford Research Park, Palo Alto, California.

Most of Facebook's revenues comes from advertising. Microsoft is Facebook's exclusive partner for serving banner advertising, and as such Facebook only serves advertisements that exist in Microsoft's advertisement inventory. According to comScore, an internet marketing research company, Facebook collects as much data from its visitors as Google and Microsoft, but considerably less than Yahoo!. In 2010, the security team began expanding its efforts to counter threats and terrorism from users. On November 6, 2007, Facebook launched Facebook Beacon, which was an ultimately failed attempt to advertise to friends of users using the knowledge of what purchases friends made.

Facebook generally has a lower clickthrough rate (CTR) for advertisements than most major websites. For banner advertisements, they have generally received one-fifth the number of clicks on Facebook compared to the Web as a whole. This means that a smaller percentage of Facebook's users click on advertisements than many other large websites. For example, while Google users click on the first advertisement for search results an average of 8% of the time (80,000 clicks for every one million searches), Facebook's users click on advertisements an average of 0.04% of the time (400 clicks for every one million pages).

Sarah Smith, who was Facebook's Online Sales Operations Manager, confirmed that successful advertising campaigns can have clickthrough rates as low as 0.05% to 0.04%, and that CTR for ads tend to fall within two weeks. Competing social network MySpace's CTR, in comparison, is about 0.1%, 2.5 times better than Facebook's but still low compared to many other websites. Explanations for Facebook's low CTR include the fact that Facebook's users are more technologically savvy and therefore use ad blocking software to hide advertisements, the users are younger and therefore are better at ignoring advertising messages, and that on MySpace, users spend more time browsing through content while on Facebook, users spend their time communicating with friends and therefore have their attention diverted away from advertisements.

Revenues

(estimated, in millions US\$)

Year	Revenue	Growth
2006	\$52	—
2007	\$150	188%
2008	\$280	87%
2009	\$800	186%
2010(Q1)	\$1,100	38%

On Pages for brands and products, however, some companies have reported CTR as high as 6.49% for Wall posts. Involver, a social marketing platform, announced in July 2008 that it managed to attain a CTR of 0.7% on Facebook (over 10 times the typical CTR for Facebook ad campaigns) for its first client, Serena Software, managing to convert 1.1 million views into 8000 visitors to their website. A study found that for video advertisements on Facebook, over 40% of users who viewed the videos viewed the entire video, while the industry average was 25% for in-banner video ads.

Facebook has approximately 1,400 employees and offices in eight countries. Regarding Facebook ownership, Mark Zuckerberg owns 24% of the company, Accel Partners owns 10%, Dustin Moskovitz owns 6%, Digital Sky Technologies owns 5%, Eduardo Saverin owns 5%, Sean Parker owns 4%, Peter Thiel owns 3%, Greylock Partners and Meritech Capital Partners own between 1 to 2% each, Microsoft owns 1.3%, Li Ka-shing owns 0.75%, the Interpublic Group owns less than 0.5%, a small group of current and former employees own less than 1% each, including Matt Cohler, Jeff Rothschild, Chris Hughes, and Owen Van Natta, while Reid Hoffman and Mark Pincus have sizable holdings of the company, and the remaining 30% or so are owned by employees and outside investors. Adam D'Angelo, chief technology officer and friend of Zuckerberg, resigned in May 2008. Reports claimed that he and Zuckerberg began quarreling, and that he was no longer interested in partial ownership of the company.

1.4. Facebook Business: Website



The screenshot displays the Facebook homepage interface. At the top left is the Facebook logo. On the top right, there is a login section with fields for 'Email' (containing 'khagesh1et@gmail.com') and 'Password' (masked with dots), and a 'Login' button. Below the login fields are checkboxes for 'Keep me logged in' and a link for 'Forgot your password?'. The main content area is split into two columns. The left column features a promotional message: 'Heading out? Stay connected for free. Get fast and free access to Facebook on your mobile.' Below this is a blue square icon with a white '0.' and the text '0.facebook.com'. To the right of the icon, it says '0.facebook.com is a fast-only version of our mobile site that you can access for free.' with a 'Learn more' button and 'Try it today on Reliance, Airtel or Videocon.' The right column is titled 'Sign Up' and 'It's free, and always will be.' It contains a registration form with fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email' (pre-filled with 'khagesh1et@gmail.com'), 'New Password' (masked with dots), 'I am:' with a 'Select Sex' dropdown, and 'Birthday:' with 'Month', 'Day', and 'Year' dropdowns. A link 'Why do I need to provide this?' is below the birthday fields. A green 'Sign Up' button is at the bottom of the form. At the very bottom of the page, there is a link: 'Create a Page for a celebrity, band or business.'

Facebook's homepage features a login form on the top right for existing users and a registration form directly underneath for new visitors.



Profile shown on Facebook in 2010.

Users can create profiles with photos, lists of personal interests, contact information and other personal information. Communicating with friends and other users can be done through private or public messages or a chat feature. Users can also create and join interest groups and "like pages" (formerly called "fan pages" until April 19, 2010), some of which are maintained by organizations as a means of advertising.

To allay concerns about privacy, Facebook enables users to choose their own privacy settings and choose who can see what parts of their profile. The website is free to users and generates revenue from advertising, such as banner ads. Facebook requires a user's name and profile picture (if applicable) to be accessible by everyone. Users can control who sees other information they have shared, as well as who can find them in searches, through their privacy settings.

The media often compares Facebook to MySpace, but one significant difference between the two websites is the level of customization. Another difference is Facebook's requirement that users utilize their true identity while MySpace does not. MySpace allows users to decorate their profiles using HTML and Cascading Style Sheets (CSS), while Facebook only allows plain text. Facebook has a number of features with which users may interact. They include the Wall, a space on every user's profile page that allows friends to post messages for the user to see.

Pokes, which allows users to send a virtual "poke" to each other (a notification then tells a user that

they have been poked); Photos, where users can upload albums and photos; and Status, which allows users to inform their friends of their whereabouts and actions. Depending on privacy settings, anyone who can see a user's profile can also view that user's Wall. In July 2007, Facebook began allowing users to post attachments to the Wall, whereas the Wall was previously limited to textual content only.

Over time, Facebook has added features to its website. On September 6, 2006, a News Feed was announced, which appears on every user's homepage and highlights information including profile changes, upcoming events, and birthdays of the user's friends. This has enabled spammers and other users to manipulate these features by creating illegitimate events or posting fake birthdays to attract attention to their profile or cause. Initially, the News Feed caused dissatisfaction among Facebook users; some complained it was too cluttered and full of undesired information, while others were concerned it made it too easy for other people to track down individual activities (such as changes in relationship status, events, and conversations with other users).

In response to this dissatisfaction, Zuckerberg issued an apology for the site's failure to include appropriate customizable privacy features. Since then, users have been able to control what types of information are shared automatically with friends. Users are now able to prevent friends from seeing updates about certain types of activities, including profile changes, Wall posts, and newly added friends. On February 23, 2010, Facebook was granted US patent 7669123 on certain aspects of their News Feed. The patent covers News Feeds where links are provided so that one user can participate in the same activity of another user. The patent may encourage Facebook to pursue action against websites that violate the patent, which may potentially include websites such as Twitter.

One of the most popular applications on Facebook is the Photos application, where users can upload albums and photos. Facebook allows users to upload an unlimited number of photos, compared with other image hosting services such as Photobucket and Flickr, which apply limits to the number of photos that a user is allowed to upload. During the first years, Facebook users were limited to 60 photos per album. As of May 2009, this limit has been increased to 200 photos per album.

Privacy settings can be set for individual albums, limiting the groups of users that can see an album. For example, the privacy of an album can be set so that only the user's friends can see the album, while the privacy of another album can be set so that all Facebook users can see it. Another feature of the Photos application is the ability to "tag", or label users in a photo. For instance, if a photo contains a user's friend, then the user can tag the friend in the photo. This sends a notification to the friend that they have been tagged, and provides them a link to see the photo.



Profile shown on facebook in 2005

facebook Profile edit Friends Networks Inbox (8) home account privacy logout

Search +

Applications edit

- facebook
- Photos
- Groups
- Events
- Marketplace
- My Questions
- Top Friends
- + more

Stanford Flyer

Malaria Vaccine Study



The Stanford-LPCH Vaccine Program is seeking adults for a research study of an experimental malaria vaccine. You must be 18-45 yrs old and in good health. Participants will be compensated.

[create | see all]

Show

Stanford Friends edit

13 friends at Stanford. See All

		
Valerie Rozycki	Reid Hoffman	David See
		
Steve Vassallo	Ian McCarthy	Hollie Moore

Handbell Podcast Player edit X

Handbell Podcast 071file - Listener F

00:17

Handbell Community

1. Handbell Podcast 071file -
 2. Handbell Podcast 071 - An
 3. Handbell Podcast 070 file -
 4. Handbell Podcast 070 - Paq
 5. Handbell Podcast 069 - Lis
 6. Handbell Podcast 068 - Bal
 7. Handbell Podcast 067 - Int
 8. Handbell Podcast 066 - Re

Gina Bianchini Profile +

Update your status...

Networks: Stanford Alum

Mini-Feed edit

Displaying 10 stories. See All

Today

- Gina added the Handbell Podcast Player application. 5:40pm X

June 19

- Gina and Paul Weller are now friends. 12:02pm X

June 18

- Gina and Jay Tannenbaum are now friends. 4:53pm X

June 17

- Gina added the Ning Network Creator's Video application. 7:52pm X
- Gina and Sam Jadalalah are now friends. 7:51pm X
- Gina and Ian McCarthy are now friends. 7:51pm X
- Gina added the House of Kyle Latest Photos application. 7:50pm X
- Gina added the Top Friends application. 7:48pm X
- Gina added the My Questions application. 7:48pm X
- Gina and Brooke Hammerling are now friends. 7:47pm X

Information edit

Contact Info [edit]

Email: gina_bianchini@stanfordalumni.org

To fill out the rest of your profile, click here.

Education and Work edit

Education Info [edit]

College: Stanford
Political Science

High School: Lynbrook High

Work Info [edit]

Employer: Ning
Position: CEO
Time Period: June 2004 - Present
Location: Palo Alto, CA

Facebook profile shown in 2007

Facebook Notes was introduced on August 22, 2006, a blogging feature that allowed tags and embeddable images. Users were later able to import blogs from Xanga, LiveJournal, Blogger, and other blogging services. During the week of April 7, 2008, Facebook released a Comet-based instant messaging application called "Chat" to several networks, which allows users to communicate with friends and is similar in functionality to desktop-based instant messengers.

Facebook launched Gifts on February 8, 2007, which allows users to send virtual gifts to their friends that appear on the recipient's profile. Gifts cost \$1.00 each to purchase, and a personalized message can be attached to each gift. On May 14, 2007, Facebook launched Marketplace, which lets users post free classified ads. Marketplace has been compared to Craigslist by CNET, which points out that the major difference between the two is that listings posted by a user on Marketplace are only seen by users that are in the same network as that user, whereas listings posted on Craigslist can be seen by anyone.

On July 20, 2008, Facebook introduced "Facebook Beta", a significant redesign of its user interface on selected networks. The Mini-Feed and Wall were consolidated, profiles were separated into tabbed sections, and an effort was made to create a "cleaner" look. After initially giving users a choice to switch, Facebook began migrating all users to the new version beginning in September 2008. On December 11, 2008, it was announced that Facebook was testing a simpler signup process.

On June 13, 2009, Facebook introduced a "Usernames" feature, whereby pages can be linked with simpler URLs such as <http://www.facebook.com/facebook> as opposed to <http://www.facebook.com/home.php?#!/profile.php?id=100000673072129>. Many new smartphones offer access to the Facebook services either through their web-browsers or applications. An official Facebook application is available for the iPhone OS, the Android OS, and the WebOS. Nokia and Research in Motion both provide Facebook applications for their own mobile devices.

1.5. Reception

According to comScore, Facebook is the leading social networking site based on monthly unique visitors, having overtaken main competitor MySpace in April 2008. ComScore reports that Facebook attracted 130 million unique visitors in May 2010, an increase of 8.6 million people. According to Alexa, the website's ranking among all websites increased from 60th to 7th in worldwide traffic, from September 2006 to September 2007, and is currently 2nd. Quantcast ranks the website 2nd in the U.S. in traffic, and Compete.com ranks it 2nd in the U.S. The website is the most popular for uploading photos, with 50 billion uploaded cumulatively. In 2010, Sophos's "Security Threat Report 2010" polled over 500 firms, 60% of which responded that they believed that Facebook was the social network that posed the biggest threat to security, well ahead of MySpace, Twitter, and LinkedIn.

Facebook is the most popular social networking site in several English-speaking countries, including Canada, the United Kingdom, and the United States. The website has won awards such as placement into the "Top 100 Classic Websites" by *PC Magazine* in 2007, and winning the "People's Voice Award" from the Webby Awards in 2008. In a 2006 study conducted by Student Monitor, a New Jersey-based company specializing in research concerning the college student market, Facebook was named the second most popular thing among undergraduates, tied with beer and only ranked lower than the iPod.

In 2010, Facebook won the Crunchie "Best Overall Startup Or Product" the third year in a row and was recognized as one of the "Hottest Silicon Valley Companies" by Lead411. However, in a July 2010 survey performed by the American Customer Satisfaction Index, Facebook received a score of 64 out of 100, placing it in the bottom 5% of all private sector companies in terms of customer satisfaction, alongside industries such as the IRS e-file system, airlines, and cable companies. Reasons for why Facebook scored so poorly include privacy problems, frequent changes to the website's interface, the results returned by the News Feed, and spam.

In December 2008, the Supreme Court of the Australian Capital Territory ruled that Facebook is a valid protocol to serve court notices to defendants. It is believed to be the world's first legal judgement that defines a summons posted on Facebook as legally binding. In March 2009, the New Zealand High Court associate justice David Glendall allowed for the serving of legal papers on Craig Axe by the company Axe Market Garden via Facebook. Employers (such as Virgin Atlantic

Airways) have also used Facebook as a means to keep tabs on their employees and have even been known to fire them over posts they have made.

By 2005, the use of Facebook had already become so ubiquitous that the generic verb "facebooking" had come into use to describe the process of browsing others' profiles or updating one's own. In 2008, Collins English Dictionary declared "Facebook" as their new Word of the Year. In December 2009, the New Oxford American Dictionary declared their word of the year to be the verb "unfriend", defined as "To remove someone as a "friend" on a social networking site such as Facebook. As in, "I decided to unfriend my roommate on Facebook after we had a fight.""

As of April 2010, according to *The New York Times*, countries with most Facebook users are the United States, the United Kingdom and Indonesia. Also in early 2010, Openbook was established, an avowed parody website (and privacy advocacy website) that enables text-based searches of those Wall posts that are available to "Everyone," i.e. to everyone on the Internet.

1.6. Impact

The stage at the Facebook – Saint Anselm College debates in 2008.

Facebook's effect on the American political system became clear in January 2008, shortly before the New Hampshire primary, when Facebook teamed up with ABC and Saint Anselm College to allow users to give live feedback about the "back to back" January 5 Republican and Democratic debates. Charles Gibson moderated both debates, held at the Dana Center for the Humanities at Saint Anselm College. Facebook users took part in debate groups organized around specific topics, register to vote, and message questions.

Over 1,000,000 people installed the Facebook application 'US politics' in order to take part, and the application measured users' responses to specific comments made by the debating candidates. This debate showed the broader community what many young students had already experienced: Facebook was an extremely popular and powerful new way to interact and voice opinions. An article written by Michelle Sullivan of Uwire.com illustrates how the "facebook effect" has affected youth voting rates, support by youth of political candidates, and general involvement by the youth population in the 2008 election.

In February 2008, a Facebook group called "One Million Voices Against FARC" organized an event that saw hundreds of thousands of Colombians march in protest against the Revolutionary Armed Forces of Colombia, better known as the FARC (from the group's Spanish name). In August 2010, one of North Korea's official government websites, Uriminzokkiri, joined Facebook.

1.7. Facebook In media

American author Ben Mezrich published a book in July 2009 about Mark Zuckerberg and the founding of Facebook, titled *The Accidental Billionaires: The Founding Of Facebook, A Tale of Sex, Money, Genius, and Betrayal*. Due to the Everybody Draw Mohammed Day controversy and the ban of the website in Pakistan, an Islamic version of the website was created, called MillatFacebook.

Facebook, and social networking sites in general, have been parodied in the British sitcom *The IT Crowd* in their December 2008 episode "FriendFace". Facebook has also been directly parodied in the American animated comedy series *South Park* in their "You Have 0 Friends" episode of April 2010.

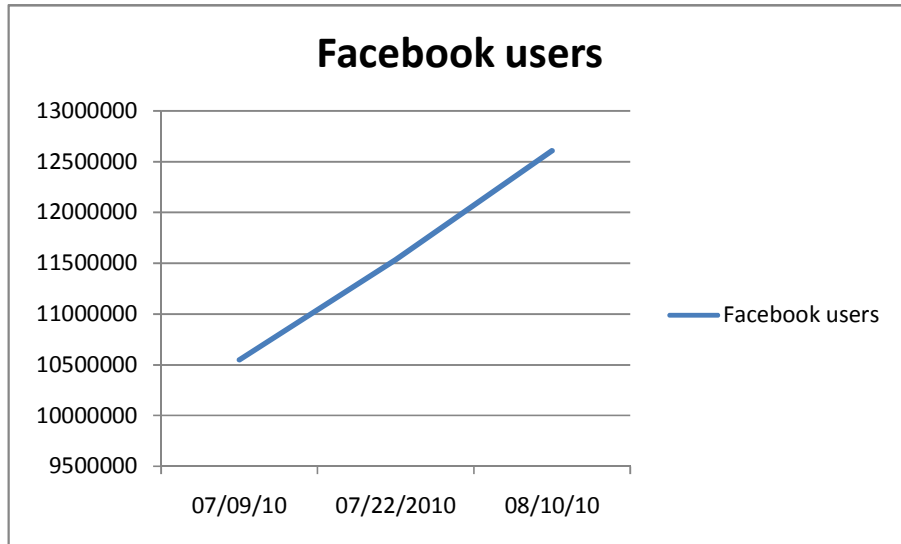
The Social Network, an upcoming comedy-drama film directed by David Fincher about the founding of Facebook, is set to be released October 1, 2010. The film features an ensemble cast consisting of Jesse Eisenberg as Mark Zuckerberg, Justin Timberlake as Sean Parker, Brenda Song as Joanna Simmons, Andrew Garfield as Eduardo Saverin, Rooney Mara as Erica, and Armie Hammer as Cameron Winklevoss. The film is written by Aaron Sorkin and adapted from Ben Mezrich's 2009 book *The Accidental Billionaires: The Founding Of Facebook, A Tale of Sex, Money, Genius, and Betrayal*. The film will be distributed by Columbia Pictures. None of the Facebook staff, including Zuckerberg, are involved with the project. One of the co-founders, Eduardo Saverin, was a consultant for Mezrich's book.

At the age of 102, Ivy Bean of Bradford, England joined Facebook in 2008, making her one of the oldest people ever on Facebook. An inspiration to other residents, she quickly became more widely known, and several fan pages were made in her honour. She visited Prime Minister Gordon Brown and his wife Sarah in Downing Street early in 2010. Some time after creating her Facebook page, Bean also joined Twitter, when she passed the maximum number of friends allowed by Facebook. She became the oldest person to ever use the Twitter website. At the time of her death in July 2010, she had 4,962 friends on Facebook and more than 56,000 followers on Twitter. Her death was widely reported in the media and she received tributes from several notable media personalities.

1.8. Growth Statistics of Facebook

Some data interpretation of facebook as on 11th August 2010

1.8.1. *Growth of facebook*



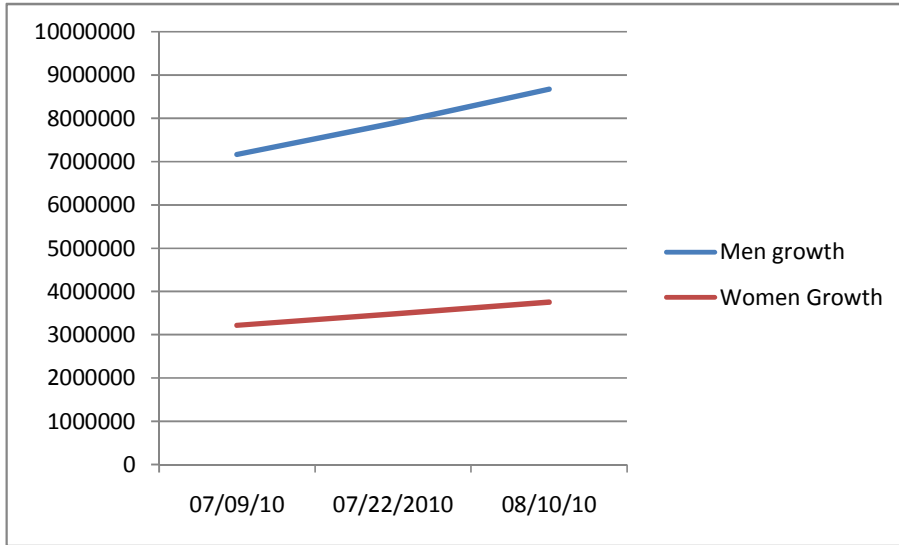
Facebook number of users	07/09/10	07/22/2010	08/10/10
	10547420	11534480	12608840

Total percentage growth in Facebook is over a period of a month is **19.55%**

over a period of week is 9.314%

as compared to previous growth 9.36%

1.8.2. Growth in Men vs. Women of all age groups

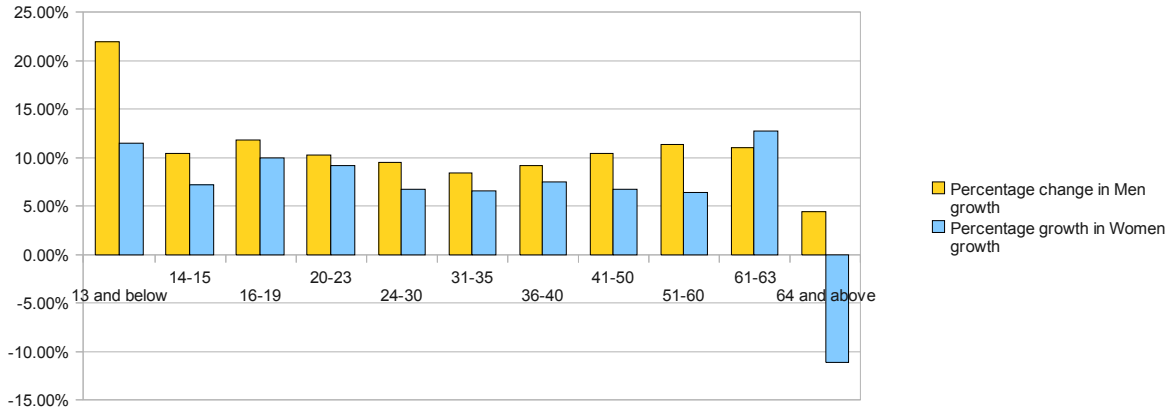


Facebook growth of Men vs Women	07/09/10	07/22/2010	08/10/10
Men growth	7161080	7881040	8668500
Women growth	3216680	3478080	3751280

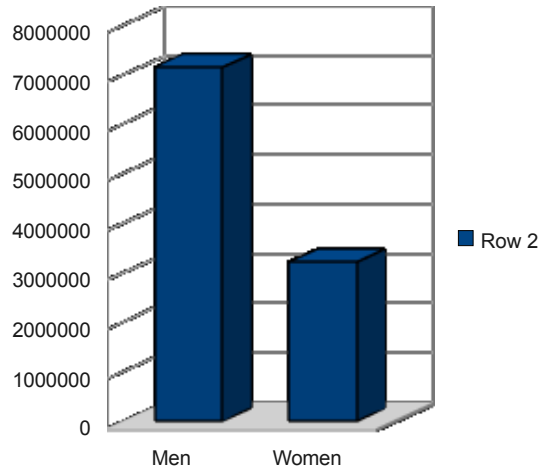
Total percentage growth in Men over a period of month is **21.05%**
over a period of week is ~10%
comparing to last growth of 10.054%

Percentage growth in Women over a period of a month is **16.6%**
over a period of week is 7.855%
comparing to last growth of 8.127%

1.8.3. Growth in different age groups



Facebook growth of Men vs Women in different age groups	13 and below	14-15	16-19	20-23	24-30	31-35	36-40	41-50	51-60	61-63
Percentage change in Men growth	21.86%	10.33%	11.71%	10.27%	9.41%	8.42%	9.23%	10.45%	11.37%	10.94%
Percentage growth in Women growth	11.44%	7.18%	9.96%	9.11%	6.67%	6.62%	7.40%	6.67%	6.39%	12.65%



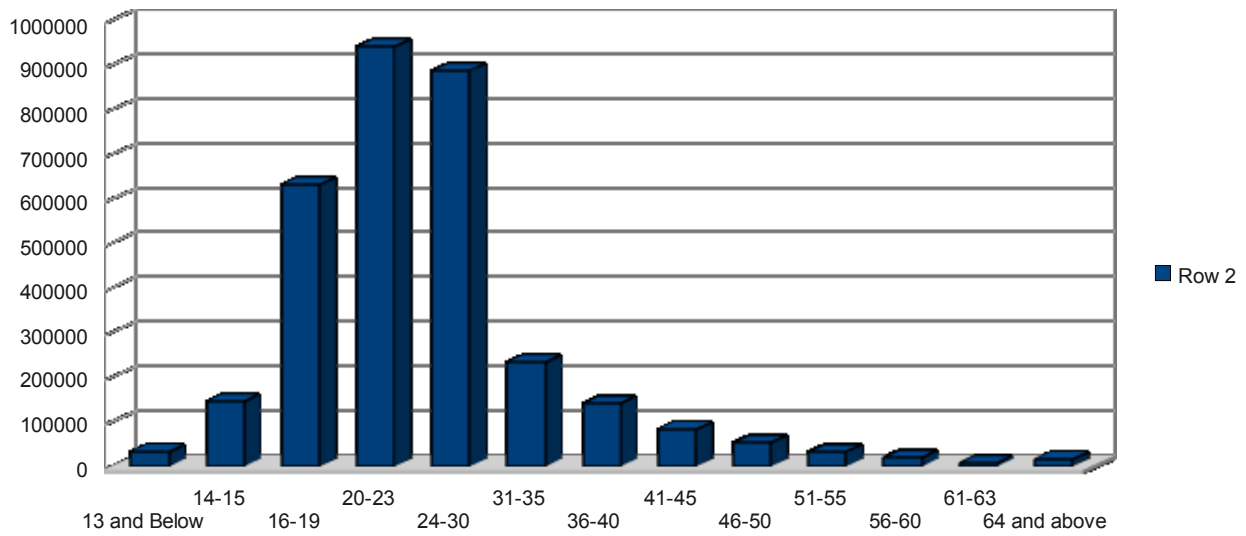
1.8.4. For age group comparison between Men and Women

Men and Women of any age

Men- 7161080 Women-3216680

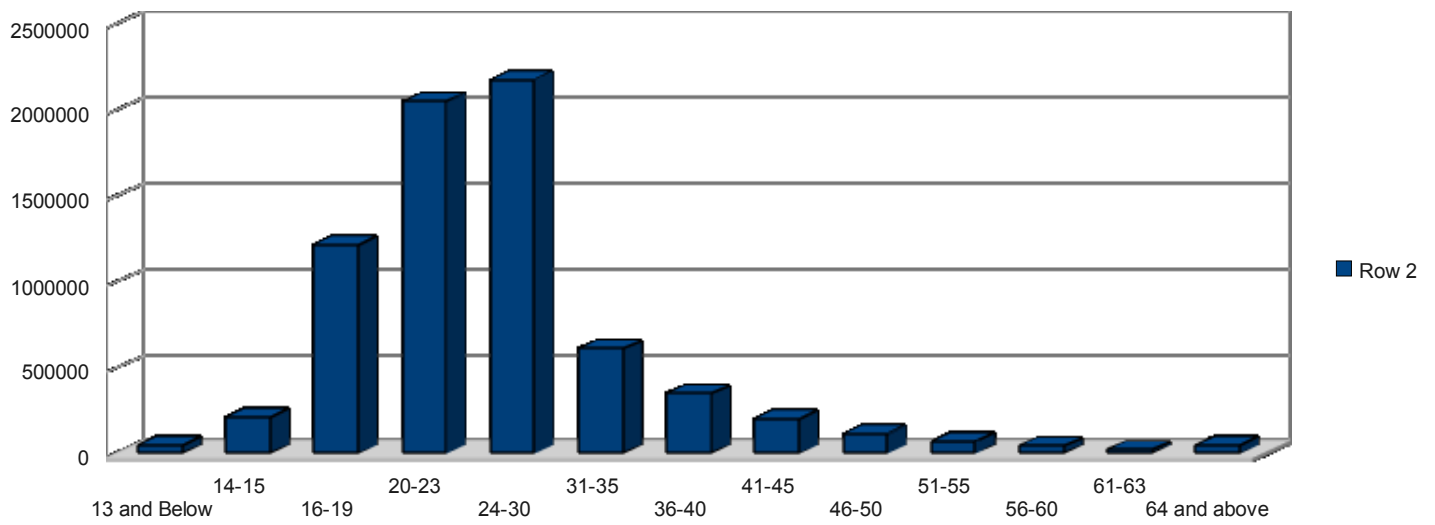
All-10,547,240

difference=-169480



Women in different age groups

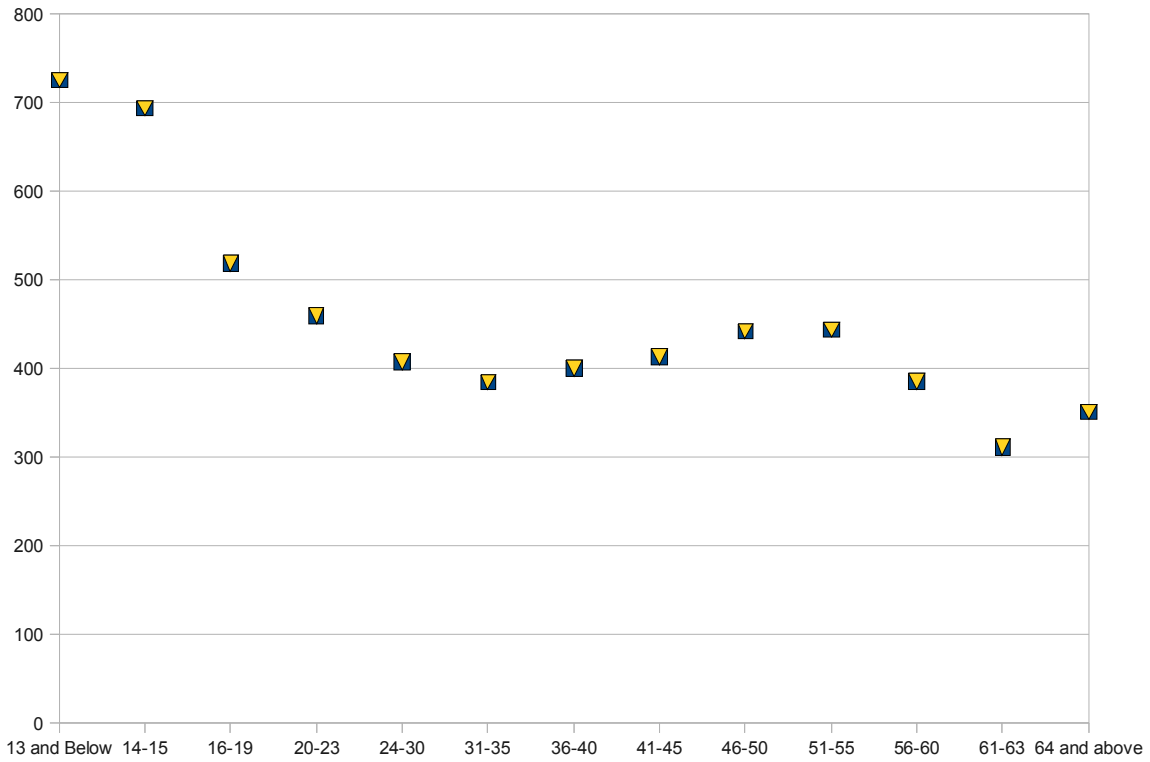
***13 and below-33740, 14-15-145860, 16-19-631800, 20-23-941080, 24-30-886380,
31-35-233760, 36-40-139780, 41-45-83600, 46-50-51320, 51-55-30720, 56-60-17820,
61-63-6640, 64 and above-16400***



Men in different age groups

13 and Below	14-15	16-19	20-23	24-30	31-35	36-40	41-45	46-50	51-55	56-60	61-63
46560	210580	1218460	2048780	2176380	609460	349540	202740	116140	69360	46280	21380

1.8.5. Women per thousand Men On facebook in India



13 and below	14-15	16-19	20-23	24-30	31-35	36-40	41-45	46-50	51-55	56-60	61-63
33740	145280	631540	941080	886380	233760	139780	83640	51660	30920	17640	6860
46560	210720	1218460	2048780	2175280	609280	349540	202740	116100	69320	46280	21380
725	689	518	459	407	384	400	413	445	446	381	321

1.9. Facebook pages on Facebook in India Politics

- ban shiv sena
 - <http://www.facebook.com/pages/BAN-Shiv-Sena/296699900777?ref=pdb>
 - 29872 like this
- Dr. Manmohan singh
 - <http://www.facebook.com/pages/Dr-Manmohan-Singh/17780227654?ref=pdb>
 - 30366 people like this
- All india congress community
 - <http://www.facebook.com/pages/New-Delhi-India/All-India-Congress-Committee-AICC/107179353784>
 - 3428 people like this
- The achievements of UPA government
 - <http://www.facebook.com/pages/Achievements-Of-The-UPA-Government/118606518160375?ref=sgm>
 - 487 people like this
- Sonia Gandhi
 - <http://www.facebook.com/pages/Sonia-Gandhi/416668458573?ref=sgm>
 - 3624 like this
- President of india
 - <http://www.facebook.com/pages/The-President-Of-India/312915995799?ref=sgm>
 - 876 people like this
- Rahul gandhi
 - <http://www.facebook.com/pages/Rahul-Gandhi/27605962090?ref=sgm&v=wall>
 - 64,412 like this
- Raj Thackeray
 - <http://www.facebook.com/pages/Raj-Thackeray/110347190445?ref=pdb>
 - 9203 like this
- Dr. Shashi tharoor
 - <http://www.facebook.com/pages/Dr-Shashi-Tharoor/57473024123?ref=pdb&v=wall>
 - 8961 like this

2. Application on Facebook

For developers, the launch of the Facebook Platform in 2007 brought about many things: a new language to learn, an easy way to build valuable user relationships and access personal data, and most importantly, the opportunity to easily and quickly launch an application that can potentially reach millions of people. Although the initial opportunity for application developers was monumental, the opportunity that exists today should not be discounted. Today, developers can build applications that reach a large portion of users on Facebook, the world's largest social networking website on the Internet. Not only can your applications have massive reach, but there is also a substantial business opportunity to develop applications for others who recognize the opportunity.

Whether you are programming in PHP, .NET, Ruby on Rails, or any other language, you will surely be satisfied with the Facebook Platform. But keep in mind that although it is easy to develop and launch an application quickly, maintaining your application takes time. Once a week, Facebook administrators fix the platform bugs that can occasionally make your application go down. Your app won't be destroyed, but these disruptions are a part of life while developing on Facebook. You are at the forefront of development and this is just part of what it's like to be on the bleeding edge.

If I could give you one word of advice for success on Facebook, it would be this: community. Leverage the developer community for all it's worth because this is one of the most active developer communities I have ever seen. People will constantly give you feedback, and they also will alert you to errors and to other developers' bad practices. The Facebook Platform is by no means a typical platform. It is constantly evolving and will continuously be under development.

2.1. Some Important Terms to Know

To fully understand what I am talking about in this book, there are a few terms you should be familiar with before you start reading. I'll list these here:

Facebook Platform

The Facebook Platform is the underlying engine that powers the Facebook API. It is what parses your FBML and enables you as a developer to write apps on top of Facebook.

F8

F8 is the developer's conference that first made the Facebook Platform popular. At this conference in 2007, Mark Zuckerberg, founder of Facebook, announced the launch of the Facebook Platform for all developers.

Facebook profile

Each user on Facebook has a profile that displays information about who they are, what their interests are, their birthday, location, and other information. At the time of this writing, the profile is a single page within Facebook. In July 2008 a new design will be launched, which will spread the user's profile across multiple pages via tabs.

Facebook Page

When I mention a Facebook Page with a capital "P," I am referring to what is the equivalent of a Facebook profile for a business or company. Each Facebook Page provides a place for the business to put a description of itself, an image, and other miscellaneous information. Each Page also has a place for a discussion board, a Wall, images, and videos. The Facebook Page even allows apps to be installed that can be customized for businesses instead of just single users.

Facebook application (or app)

The Facebook app is the core of what we are building in this book. It has many different integration points for engaging the user and for informing the user's friends about how they use your app. I strongly suggest you research the Facebook API and see what else you can do with your app.

Canvas page

The canvas page is essentially any page within your application that is not a profile box. Clicking on the link of any application in Facebook will take you to its canvas page. As a developer, you are in full control of your canvas page. You can advertise on canvas pages and monetize them however you want, and you earn 100% of the revenues!

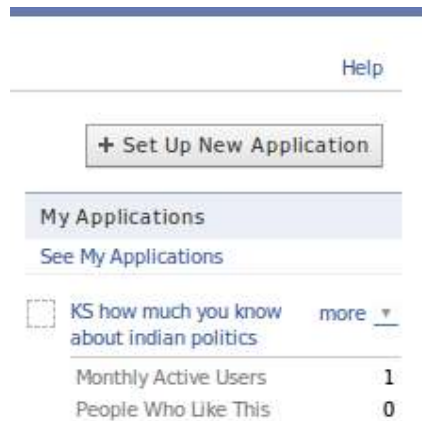
Profile box

At the time of this writing, each Facebook profile allows you to install applications on your profile page, which is just a single page on Facebook. When the new tabbed profile design is rolled out in July, you will be able to add profile boxes via a simple click on a button created with the `<fb:add-section-button/>` tag (see references for documentation on facebook.com). You can use this button to specify where within your profile you'd like to add an application. You can set an app to appear on a special "Boxes" tab on your profile, or as additional information on the "Info" tab, or as a narrow box on other tabs.


3. Preparing for Application Development

3.1. Set Up the App

1. Click on the “Developer” link on the left in your developer account.
2. That should take you to the Developer page. Click on “Set up New Application.”




3. You now have the opportunity to enter an application name. We'll call this app “KS how much you know about Indian Politics”. Click on the checkbox:

 [Create Application](#) [Back to My Applications](#)



The screenshot shows the "Essential Information" form for creating a Facebook application. The form has a title "Essential Information" in a grey bar. Below the title, there are two main sections. The first section is "Application Name" with a text input field containing "KS how much you know about indian politics". To the right of this field is a warning message: "Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook." The second section is "Terms" with the text "Do you agree to the Facebook Terms?". Below this text are two radio buttons: "Agree" (which is selected) and "Disagree". At the bottom of the form is a blue button labeled "Create Application".



4. Click on “Optional Fields,” and more form fields should become available for you. Here are the optional fields and what they will do:

 [Edit KS how much you know about indian politics](#) [Back to My Applications](#)

About

- Web Site
- Facebook Integration
- Mobile and Devices
- Advanced

Basic Information

Application Name	<input type="text" value="KS how much you know about indian politics"/>	Cannot contain Facebook trademarks
Description	<input type="text"/>	The plaintext description of your application
Icon	<input type="checkbox"/> Change your icon	Appears next to your application name throughout Facebook (16x16)
Logo	 Change your logo	Appears in authorization dialogs, search results, and the app directory (75x75)
Language	<input type="text" value="English (US)"/> 	The native language of your application
User Support Address	<input checked="" type="radio"/> Email <input type="radio"/> URL <input type="text" value="khageshhiet@gmail.com"/>	The email address or URL where users can contact you about your application
Privacy Policy URL	<input type="text"/>	The URL to your application's privacy policy required for the permissions dialog

Developers

Developers	<input type="text" value="Khagesh Sharma"/> Remove	Developers can edit this application and may appear on the Application Profile
Add Developers	<input type="text" value="Start typing a friend's name"/>	Developers added here will be sent a request and shown as "pending" until they accept the request
Contact Email	<input type="text" value="khageshhiet@gmail.com"/>	The email address where Facebook can contact you or your company

[Save Changes](#)

3.2. Developer Contact Email

This is the email address Facebook will use if it ever needs to contact you about your application. I used this as khageshhiet@gmail.com

3.3. User Support Email

On your app's Help page, users can send support requests. Requests from that page will be sent to the address you set here. I used this as khageshhiet@gmail.com

The screenshot shows the Facebook Developer Console interface. At the top, there is a search bar and navigation links for 'Home', 'Profile', and 'Account'. Below the navigation, the application name 'KS how much you know about indian politics' is displayed with a 'Back to My Applications' link. The main content area is titled 'Core Settings' and contains a table of application details:

Field	Value	Label
Application ID	137951899574255	Your OAuth client_id
Application Secret	c70899183b91f7be6f7fa961474c3d0	Your OAuth client_secret
Site URL	<input type="text"/>	Your site's URL
Site Domain	<input type="text"/>	If set, Facebook will enable authentication on all subdomains (e.g., 'example.com' will enable '*.example.com')

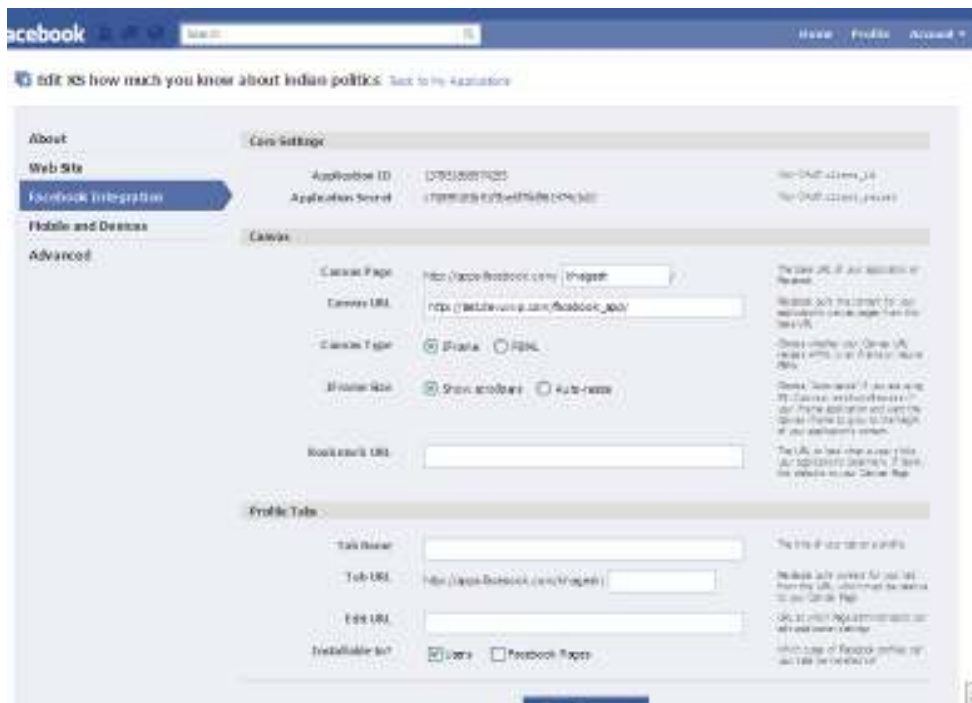
At the bottom of the settings area, there is a 'Save Changes' button. The footer of the page includes 'Facebook © 2010 · English (US)' and a list of links: 'About · Advertising · Developers · Careers · Privacy · Terms · Help'.

3.4. Callback URL

The callback URL is the anchor for your entire application. All Facebook requests get forwarded to this URL behind the scenes. For the purposes of this app, we'll use http://test.devuiwp.com/facebook_app. You will want to enter the URL of your own website, one that you control. It is important to add a trailing slash to this URL because all requests to <http://apps.facebook.com/khagesh> (see the "Canvas Page URL" field, next) get translated to this URL behind the scenes, and adding a slash ensures that the URL <http://apps.facebook.com/khagesh/foo.php> does not end up becoming something like http://test.devuiwp.com/facebook_appcomfoo.php.

3.5. Canvas Page URL

There is one box here that follows apps.facebook.com. The text you enter in this box must be unique and unused by other Facebook app developers. For the purposes of this app, we'll enter "khagesh" in the box, which means that the canvas page URL will be http://apps.facebook.com/. (You'll want to choose your own when working on your own app, of course.) If the address is available, it will say "available" next to the box.



Use FBML (or Use iframe)

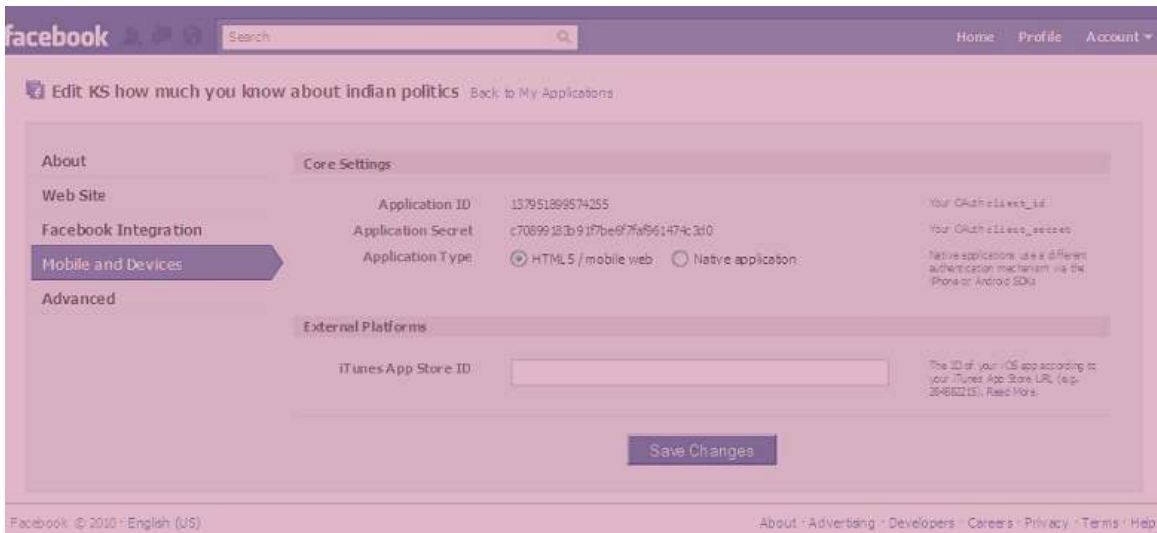
Rarely do you want to make your entire application an iframe. Although that gives you more flexibility for highly intensive JavaScript or Flash applications, it keeps you from valuable uses of FBML. I suggest you select "Use FBML" and use the <fb:iframe/> tag to insert rich JavaScript applications into your Facebook app. For the purposes of this app, we'll select "Use iframe."

3.6. Application Type

This can be “Website” or “Desktop.” “Desktop” enables the application for use outside of a web environment. For the purposes of this app, however, we’re going to select “Website.”

Mobile Integration

Check this option if you need your app to use mobile features on Facebook. This enables SMS and mobile browser viewing. For now, leave this unchecked.



IP Addresses of Servers Making Requests

This is a comma-separated list of IP addresses of your servers that might be communicating with Facebook. This is a great security feature, but for this app, we’ll leave this blank.

Can Your Application be added on Facebook?

Sometimes you may not need the user to add your application to Facebook in order to use it. If this is the case, you can choose “No” here. For this app, choose “Yes,” and a new set of installation options will become available to you.

TOS URL

This is an optional URL that, if entered, forces the user to click a link to accept a Terms of Service (TOS) agreement if they want to install the app. We’ll leave this blank for now.

Post-Add URL

This is the URL to which your application gets redirected after a user adds the app. This can be a great place to encourage a user to sign up or add friends. For this app, we'll enter <http://apps.facebook.com/khagesh> in this field.

Edit KS how much you know about indian politics [Back to My Applications](#)

- About
- Web Site
- Facebook Integration
- Mobile and Devices
- Advanced**

Authentication

Deauthorize Callback

Sandbox Mode Enable Disable

Facebook prgs this URL when a user deauthorizes your application.
If enabled, only the developers of your application will be able to sign in to your application.

Migrations

JSON Encoding Empty Arrays Enabled Disabled

Stream post URL security Enabled Disabled

Canvas Session Parameter Enabled Disabled

OAuth 2.0 for Canvas (beta) Enabled Disabled

Properly encode empty JSON arrays as [] instead of {}.
Links in stream posts must go to the application's canvas or connect URL.
Includes a 'session' parameter for canvas apps, which contains an OAuth token that can be used with the Graph API.
Includes a 'signed_request' parameter for canvas apps. <https://developers.facebook.com/docs/authentication/canvas>. This is beta since the implementation might change slightly as the OAuth 2.0 signature spec evolves.

Security

Server Whitelist

If specified, Facebook will block requests from your application unless they come from an IP in this comma-separated list.

Advertising

Advertising Accounts

Comma-separated list of Facebook advertising accounts associated with your app. Enter the email address you used when creating the account.

3.7. Application Description

When a user adds your application, this text appears on the page asking the user to add the application. For this app, we'll just enter "This application is developed as a test"

Post-Remove URL

A non-Facebook.com URL, this is a place to redirect the user after the user removes your app, which will notify your application that it has been removed. This can be a great way to disable a user's account in your database for tracking purposes. We'll leave this blank for this app.

** Note that this will probably be deprecated when the new Facebook design is launched.*

Side Nav URL

If you want a link to appear on the lefthand side of the page when you are logged into your Facebook account, you will need to enter an apps.facebook.com URL in this box. For this application, we will enter `http://apps.facebook.com/khagesh`

Privacy URL

This can be any URL. In FBML, you can specify the insertion of a privacy link. The contents of this field will be the location to which the privacy link takes the user. For this app, we'll leave it blank.

Help URL

This can be any URL. In FBML, you can specify the insertion of a help link (similar to the privacy URL). The contents of this field will be the location to which the help link takes the user. For this app, we'll leave it blank.

Private Installation

When developing a Facebook application, there may be times when you don't want others to know you are working on it. Check this box to prevent information about the app from appearing in your friends' News and Mini- Feeds. For this app, this box is optional.

Attachments – Attachment Action

This action can be text or FBML. It appears when a user wants to add an attachment to a Wall post or message. We'll leave this blank for this app.

Attachments – Callback URL

A non-apps.facebook.com URL that loads the content to be attached to a Wall post or message. We'll leave this blank for this app.

Hit "Submit," and you've created your first application! Let's add it and see what it looks like. On the resulting page after you hit "Submit," find your application and click "View About Page." Now, click "Add Application." On the following page, leave everything checked and click the button to add the app.

4. Facebook for Websites or Blogs

4.1. Introduction

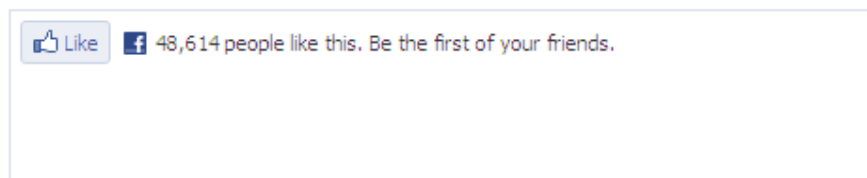
The Facebook Platform enables you to make your website more personalized and social. You can mix and match Facebook's APIs to best meet your goals:

- **Registration + Login** — With a single dialog, you can access data including a user's real name, email address, profile picture and list of friends. Replace or supplement your user account system with Facebook to help drive signups and improve data quality.
- **Engagement** — With Facebook users comes their friends; incorporate these connections to make your product more engaging. Social plugins like the [Like button](#) and the [activity feed](#) enable you to offer social experiences with just a line of HTML. The [Graph API](#) enables you to integrate the social graph into your site in deep and compelling ways.
- **Growth** — You can publish content from your site into the social graph to reach your users' friends. The [Like button](#) enables users to share your site's content back to their Facebook stream with one click. In addition, you can integrate pages deeply into the social graph via the [Open Graph protocol](#).

4.2. Social Plugins

[Social plugins](#) are the easiest way to get started with Facebook Platform. The plugins are embeddable social features that can be integrated in your site with a line of HTML. Because they are hosted by Facebook, the plugins are personalized for all users who are logged into Facebook — even if the users haven't yet signed up for your site.

The most important social plugin is the [Like button](#), which enables users to post pages from your site back to their Facebook profile with one click. You can add a Like button to any page with an iframe tag:

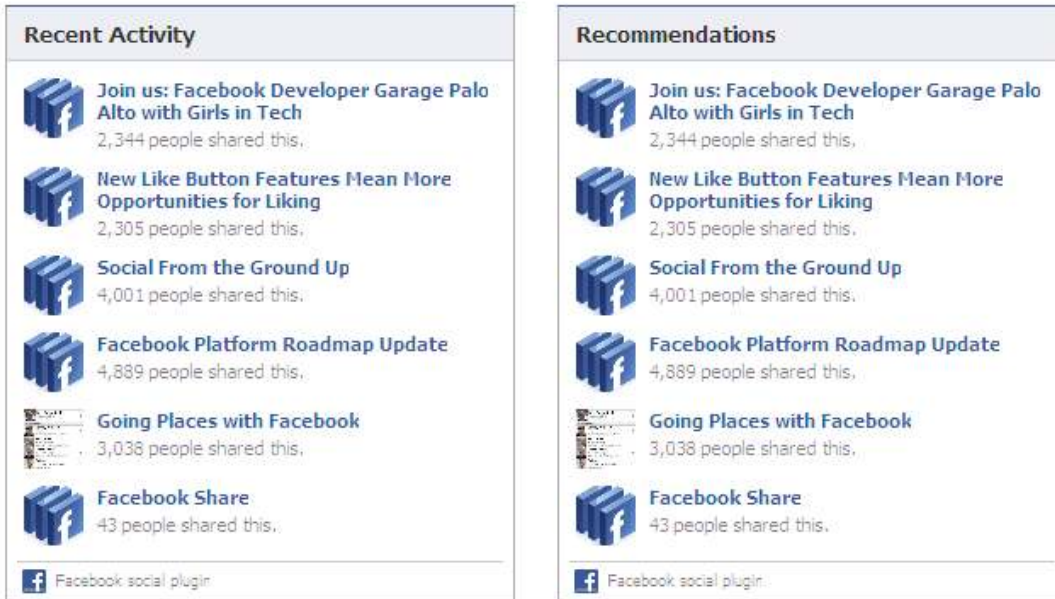


```
<iframe src="http://www.facebook.com/widgets/like.php?href=http://example.com"
        scrolling="no" frameborder="0"
        style="border:none; width:450px; height:80px"></iframe>
```

There are a [number of options](#) for the Like button, including the option to include the names and profile pictures of the user's friends who have also liked the page. Here is a like button for the Facebook Developers site:

Once you have included Like buttons on a lot of your pages, you can use other social plugins to turn those user interactions into more engaging experiences throughout your site.

For example, you can use the [activity feed plugin](#) to show users a stream of the recent likes and comments from their friends on your site, and you can use the [recommendations plugin](#) to show personalized page recommendations to your users based on the likes and comments across your entire site. Here are the activity and recommendations plugins for the Facebook Developers site:



All social plugins can be integrated with your site with iframe tags or [XFBML tags](#), special XML tags that can be included in your HTML pages and parsed by the [JavaScript SDK](#). IFRAME tags don't have any dependencies, but XFBML tags are more flexible because they are not limited to the fixed size of the iframe. For example, the XFBML version of the [Like button](#) enables additional functionality like commenting that is not available in the iframe version. Here is the activity feed plugin as an iframe:

```
<iframe src="http://www.facebook.com/widgets/activity.php?site=example.com"/>
```

and the XFBML equivalent:

```
<fb:activity-feed site="example.com"/>
```

- **Like plugin**

1. The Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.
2. When your Web page represents a real-world entity, things like movies, sports teams, celebrities, and restaurants, use the [Open Graph protocol](#) to specify information about the entity. If you include Open Graph tags on your Web page, your page becomes equivalent to a Facebook page. This means when a user clicks a Like button on your page, a connection is made between your page and the user. Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user. Your page will show up in same places that Facebook pages show up around the site (e.g. search), and you can target ads to people who like your content.
3. There are two Like button implementations: XFBML and Iframe. The XFBML version is more versatile, but requires use of the [JavaScript SDK](#). The XFBML dynamically re-sizes its height according to whether there are profile pictures to display, gives you the ability (through the Javascript library) to listen for like events so that you know in real time when a user clicks the Like button, and it always gives the user the ability to add an optional comment to the like. If users do add a comment, the story published back to Facebook is given more prominence.
4. To get started, just use the configurator from <http://developers.facebook.com/docs/reference/plugins/like> below to get code to add to your site.

URL to Like (?)

Layout Style (?)
standard

Show Faces (?)
 Show faces

Width (?)

Verb to display (?)
like

Font (?)

Color Scheme (?)
light

Configurator for like button on facebook

- **Attributes**
 - href - the URL to like. The XFBML version defaults to the current page.
 - layout - there are three options.
 - standard - displays social text to the right of the button and friends' profile photos below. Minimum width: 225 pixels. Default width: 450 pixels. Height: 35 pixels (without photos) or 80 pixels (with photos).
 - button_count - displays the total number of likes to the right of the button. Minimum width: 90 pixels. Default width: 90 pixels. Height: 20 pixels.
 - box_count - displays the total number of likes above the button. Minimum width: 55 pixels. Default width: 55 pixels. Height: 65 pixels.
 - show_faces - specifies whether to display profile photos below the button (standard layout only)
 - width - the width of the Like button.
 - action - the verb to display on the button. Options: 'like', 'recommend'
 - font - the font to display in the button. Options: 'arial', 'lucida grande', 'segoe ui', 'tahoma', 'trebuchet ms', 'verdana'
 - colorscheme - the color scheme for the like button. Options: 'light', 'dark'
 - ref - a label for tracking referrals; must be less than 50 characters and can contain alphanumeric characters and some punctuation (currently +/=.-:_.). The ref attribute causes two parameters to be added to the referrer URL when a user clicks a link from a stream story about a Like action:
 - fb_ref - the ref parameter
 - fb_source - the stream type ('home', 'profile', 'search', 'other') in which the click occurred and the story type ('online' or 'multiline'), concatenated with an underscore.

- **Activity feed plugin**

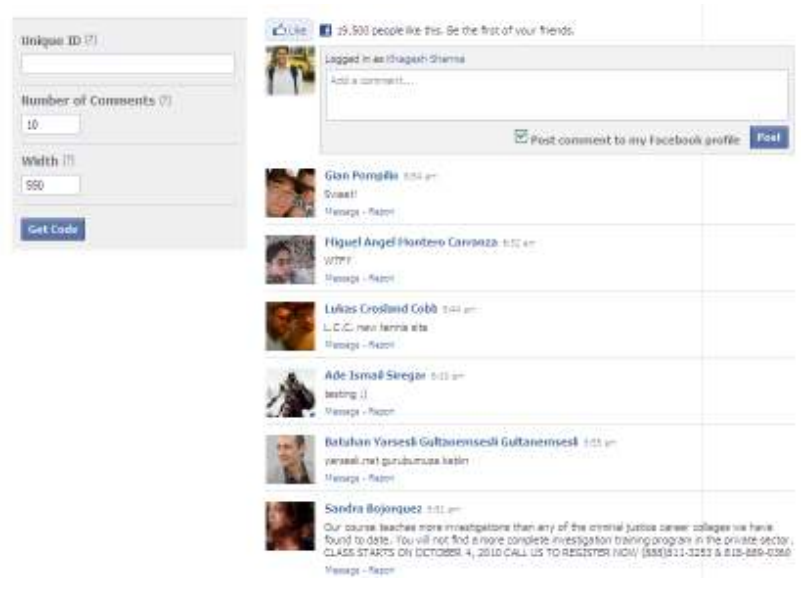
1. The Activity Feed plugin displays the most interesting recent activity taking place on your site. Since the content is hosted by Facebook, the plugin can display personalized content whether or not the user has logged into your site. The activity feed displays stories both when users [like](#) content on your site and when users share content from your site back to Facebook. If a user is logged into Facebook, the plugin will be personalized to highlight content from their friends. If the user is logged out, the activity feed will show recommendations from your site, and give the user the option to log in to Facebook.
2. The plugin is filled with activity from the user's friends. If there isn't enough friend activity to fill the plugin, it is backfilled with recommendations. If you set the recommendations param to true, the plugin is split in half, showing friends activity in the top half, and recommendations in the bottom half. If there is not enough friends activity to fill half of the plugin, it will include more recommendations.
3. You specify a domain to show activity for. The domain is matched exactly, so a plugin with site=facebook.com would not include activity from developers.facebook.com. You cannot currently aggregate across multiple domains.
4. The plugin is available either via a simple iframe you can drop into your page, or if you are using the new [JavaScript SDK](#), you can use the <fb:activity> XFBML tag.



Configurator for Recent Activity Button

- **Comments**

1. The Comments Box easily enables your users to comment on your site's content — whether it's for a web page, article, photo, or other piece of content. Then the user can share the comment on Facebook on their Wall and in their friends' streams.
2. To administer your comments box, you need to be listed as a developer on the application used to initialize the [JavaScript SDK](#). An 'Administer Comments' link will appear below the 'Post' button for developers of the application.



5. Google visualization APIs

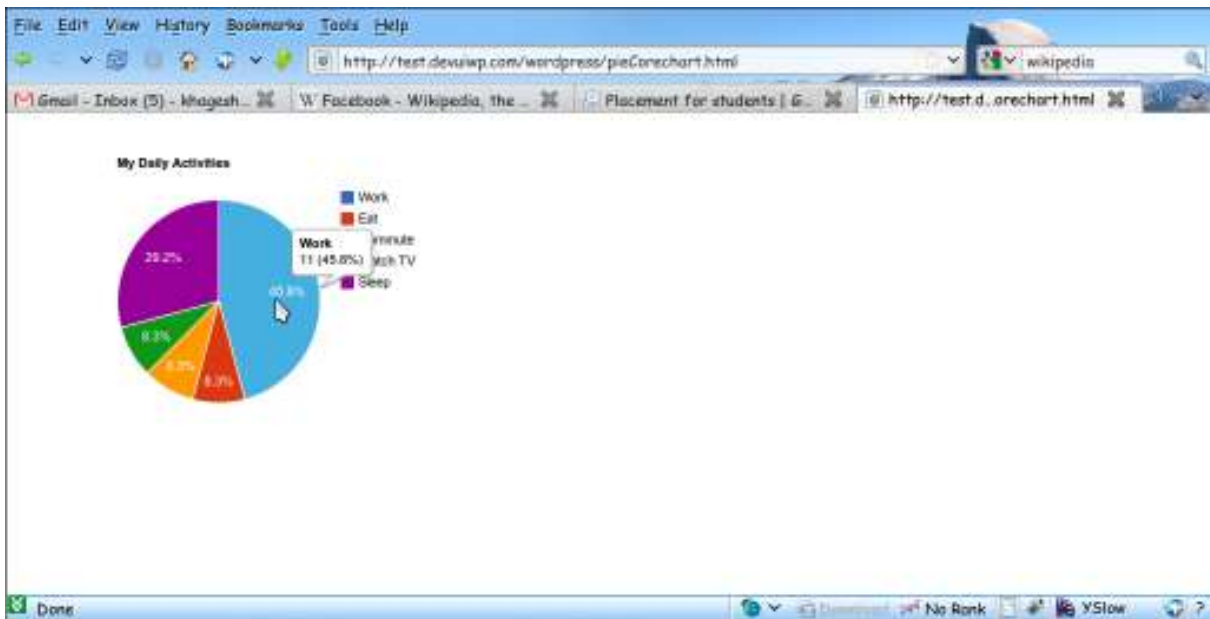
Pie Chart Using API

To create a Pie chart by using google visualization we write the following code

```
pieCorechart.html
1 <html>
2 <head>
3 <script type="text/javascript" src="http://www.google.com/jsapi"></script>
4 <script type="text/javascript">
5 google.load('visualization', '1', {packages:['corechart']});
6 google.setOnLoadCallback(drawChart);
7 function drawChart() {
8   var data = new google.visualization.DataTable();
9   data.addColumn('string', 'Task');
10  data.addColumn('number', 'Hours per Day');
11  data.addRow();
12  data.setValue(0, 0, 'Work');
13  data.setValue(0, 1, 11);
14  data.setValue(1, 0, 'Eat');
15  data.setValue(1, 1, 2);
16  data.setValue(2, 0, 'Commute');
17  data.setValue(2, 1, 2);
18  data.setValue(3, 0, 'Watch TV');
19  data.setValue(3, 1, 2);
20  data.setValue(4, 0, 'Sleep');
21  data.setValue(4, 1, 7);
22
23  var chart = new google.visualization.PieChart(document.getElementById('chart_div'));
24  chart.draw(data, {width: 450, height: 300, title: 'My Daily Activities'});
25
26 </script>
27 </head>
28
29 <body>
30 <div id="chart_div"></div>
31 </body>
32 </html>
```

This is Geany 0.18.

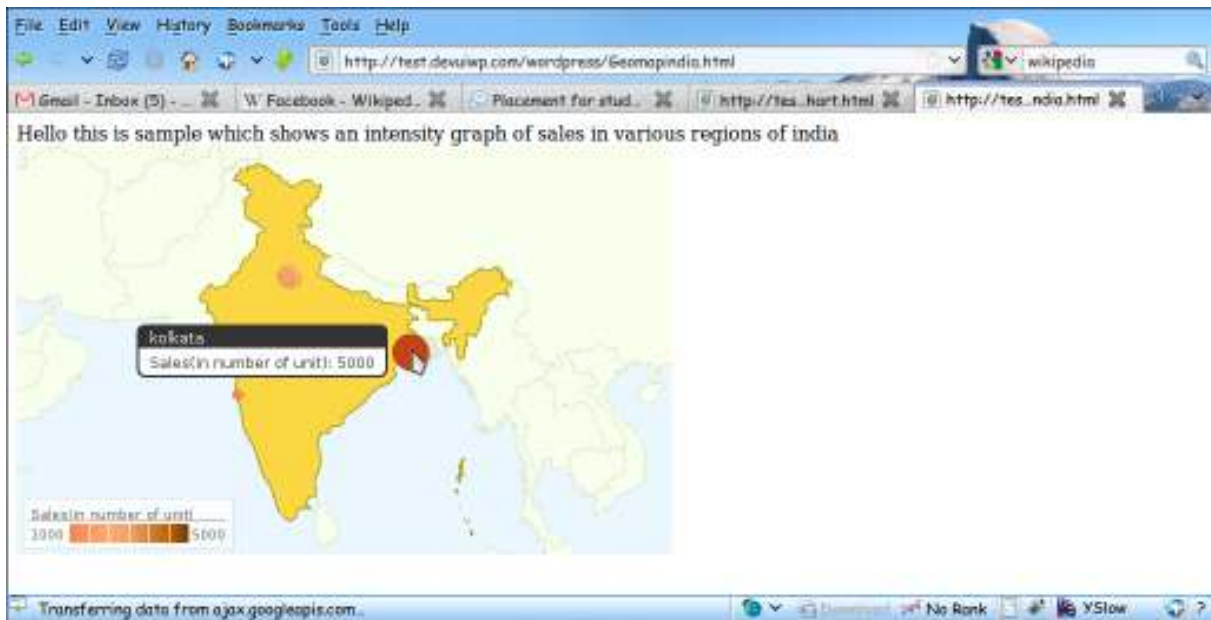
The output we get after using this code is



Intensity Chart

```
IntensityMap.html
1 <html>
2 <head>
3 <script type="text/javascript" src="http://www.google.com/jsapi"></script>
4 <script type="text/javascript">
5 google.load('visualization', '1', {packages:['IntensifyMap']});
6 google.setOnLoadCallback(drawChart);
7 function drawChart() {
8     var data = new google.visualization.DataTable();
9     data.addColumn('string', 'Country');
10    data.addColumn('number', 'Population (mil)', 'w');
11    data.addColumn('number', 'Area (sqmi)', 'b');
12    data.addColumn('');
13    data.setValue(0, 0, 'IN');
14    data.setValue(0, 1, 1324);
15    data.setValue(0, 2, 9686821);
16    data.setValue(1, 0, 'ID');
17    data.setValue(1, 1, 11331);
18    data.setValue(1, 2, 3207203);
19    data.setValue(2, 0, 'US');
20    data.setValue(2, 1, 304);
21    data.setValue(2, 2, 9629911);
22    data.setValue(3, 0, 'D');
23    data.setValue(3, 1, 232);
24    data.setValue(3, 2, 1304509);
25    var chart = new google.visualization.IntensityMap(document.getElementById('chart_div'));
26    chart.draw(data, {});
27 }
28 </script>
29 </head>
30 <body>
31 <div id="chart_div"></div>
32 </body>
</html>
line: 12 col: 22 sel: 0 INS TAB mode: Unix (LF) encoding: UTF-8 filetype: HTML scope: drawChart
```

Output using this code



6. Conclusion

6.1. Facebook

If I could give you one word of advice for success on Facebook, it would be this: community. Leverage the developer community for all it's worth because this is one of the most active developer communities I have ever seen. People will constantly give you feedback, and they also will alert you to errors and to other developers' bad practices. Make sure that you keep up-to-date with all the changes taking place on the platform.

Facebook's platform is constantly changing and evolving. Every day Facebook Administrator identifies new problem and developers fix a bug and put forward another way for doing same thing more securely this puts you always on a bleein edge.

On the same hand Facebook is increasing very fast at a rate of more than 100% a year in India and has already a reach of more than 13million active users in India and more than 500 million worldwide. This gives an immense amount of opportunity for companies and new business enterprenuers to reach to very large customer and in very effective and efficient way.

Facebook has very good demographics and ad-targeting options and gives deep insights of users in terms of Sex, likes, languages. Also facebook allows you to control the time your ad is to be displayed and how much you want to spend on that specific ad and at what time you want it to be show.

Developing application on Facebook has a very good advantage that you don't have to pay facebook for putting your application on facebook and the revenue generated from application will be all yours.

In USA Facebook surpassed Google in terms of number of unique visits in year 2009. This shows how much potential does facebook has to make an impression on people round the globe.

6.2. Google visualization APIs

Without writing a lot of code and putting a lot of server side code, like JSP, ASP.NET RUBY on RAILS , now the visualization can be created in a lot easier way by using google visualization APIs. The google visualization APIs has application in various fields

- Intensity graph can be used in
 - Sales of companies in different areas in interactive way
 - Crime in different cities
 - Votes gained
 - Intensity of Hotels, Resturants or Hospitals or various other things can be shown easily by geocoding or naming convention.

Pie chart can be used in almost every statistics computation. For example

- Contribution of various items in total sales of a company.
- Work division
- Daily activity

Shortcomings

- It cannot hold data larger than 500KB
- It cannot be visualized offline
- A new data source implementation has to be created for every other database and new model is to created for seprate business models.

References

Facebook statistics

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