

Developing

facebook

Applications

and

 The
rtists

Web



Chris Kirkland (Founder of The Artists Web)

- Not affiliated with Facebook

The Sentence-Game.com



The Sentence Game

©The Goat and his Boiled Chairman - [Facebook Announcement](#)

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The Sentence Game

This is a simple game open to all.

You may have already played a game where you take turns to write part of a story on a piece of paper, fold it to reveal the last few words of your 'sentence' and hand it to the next person who then continues the story. Well this is the online version!

[Play Sentence Game](#) [Full Instructions](#)

News

The latest sentence game news and events!

[Sentence Game Facebook Application](#) (10 comments)

[\[read more\]](#)

[New Look](#) (11 comments)

The Goat and his Boiled Chairman having been busy beaver away creating a n... [\[read more\]](#)

[Sentence Game Forum](#) (0 comments)

After some requests, the Goat has deemed it appropriate to add a forum to the... [\[read more\]](#)

[1000th Story](#) (1 comments)

Congratulations to Porgy, Crowfeeder, Johngillett, kali, Vern Acula and Big ... [\[read more\]](#)

[Prize for the 1000th Story](#) (7 comments)

So we are approaching 1000 stories!

Should there be a prize for th... [\[read more\]](#)

[New Rating System](#) (2 comments)

Game Statistics

Stories 25015

Sentences 165263

Comments 16741

Users 29085

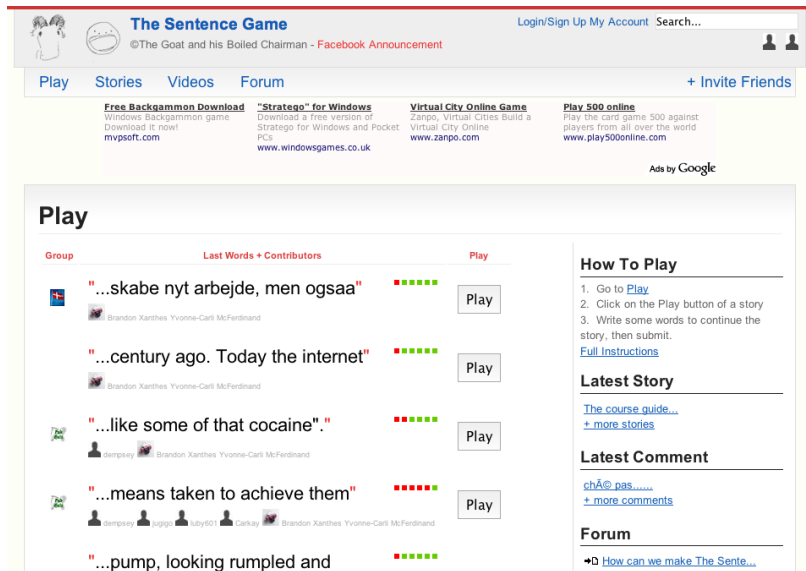
Top Users

	User	Score
09/07/2007	The Bishop of Southwark	17534
02/06/2007	JanW	17055
28/12/2006	623316866	14944
14/12/2006	514828202	13970
30/11/2006	540155602	13254
	B...	11417

Original 'Classic' Paper Version

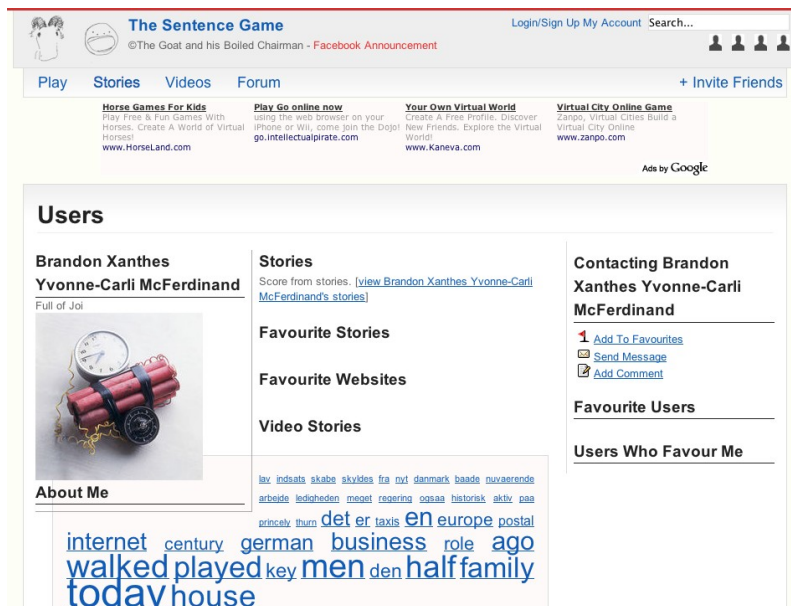
A long time ago in a galaxy far, far away I
found a

Sentence-Game.com In Action



The Screenshot shows the 'Play' section of the website. It features a list of story prompts, each with a 'Play' button. The prompts are: '...skabe nyt arbejde, men ogsaa', '...century ago. Today the internet', '...like some of that cocaine', '...means taken to achieve them', and '...pump, looking rumped and'. Each prompt has a 'Play' button and a small progress indicator. The page also includes a 'How To Play' section, a 'Latest Story' section, and a 'Latest Comment' section.

- 'cool web2.0' stuff
- Rate Stories
- Block users
- User profiles
- tags, tag clouds, large fonts etc. etc.
- Video Readings



The Screenshot shows the 'Users' section of the website. It features a user profile for Brandon Xanthes Yvonne-Carli McFerdinand. The profile includes a profile picture, a bio, and a list of stories. The stories are: '...skabe nyt arbejde, men ogsaa', '...century ago. Today the internet', '...like some of that cocaine', '...means taken to achieve them', and '...pump, looking rumped and'. The page also includes a 'Contacting Brandon Xanthes Yvonne-Carli McFerdinand' section, a 'Favourite Stories' section, and a 'Favourite Websites' section.

Videos

videos 13, 89, 132, 14, 58

Incomming Searches + Adsense

Keyword	Visits
frotage	43
if she wants to dance and drink all night	40
looking at your picture from when we first met	32
vagisal	32
birching	30
dominatrix outfit	28
driving along in my automobile	26
horse masturbation	23
playgroundlaw.com	22
r kelly pees on girl	20
one sunny day i was riding my bike	19
sentence game	19
milkshake game	18
wanking game	18
need to pee	15
tied to the bed	15
sweet sentence	13
horscope	12
ovaries hurting	12
the great suprendo	12
mammoth cock	11
nice sentence	11
runny poo	11
a bear walks into a bar and says""	10

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www.jamilsonfarms.com

Imaginary Living

Imagine Christmas... Books, Gifts, Holiday Info...

www.Imaginary-Living.com

Labor & Delivery of Baby

The Big Day Has Arrived. Are You Ready For Labor and Delivery?

www.fitpregnancy.com

Mature Lesbian ?

Lesbian first Coming Out, Mature Lesbian, Lesbian Chatting

www.elle-community.com

Dog Seizure Remedy

Safe. Vet Formula. Works Great. Help Your Dog the Natural Way.

www.allergicpet.com

"Diabetes Breakthrough" --

What Your Doctor Doesn't Know About Curing Diabetes! 100% Guaranteed.

MicroNutra.com

Ads by Google

What is Facebook/Facebook Applications



- 55million active users
- Alexa traffic rank 7
- Application platform at the end of May
- Deep integration with facebook

Sentence Game + Facebook



- Need More Users
- A Facebook App seemed perfect

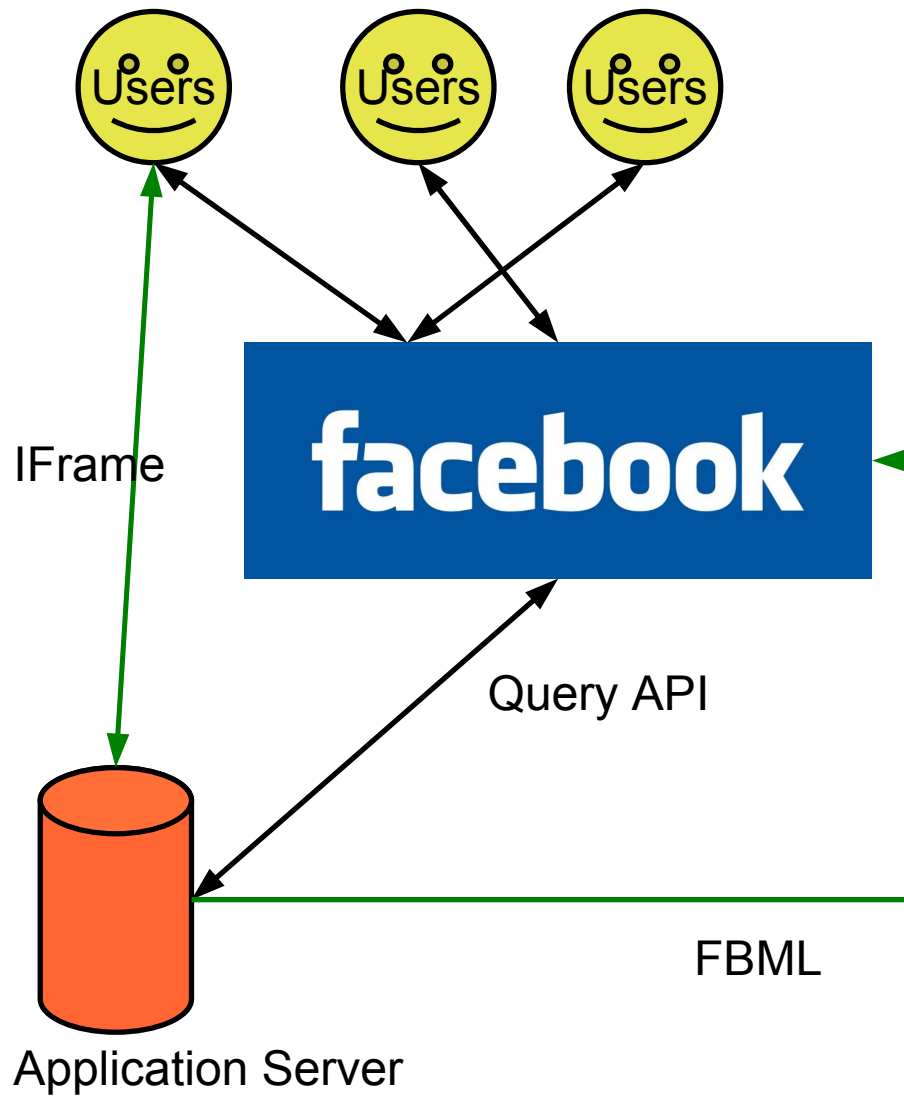
facebook

Developing A Facebook App

- ASP.NET, ASP (VBScript), ColdFusion, C++, C#, D, Emacs Lisp, Java, Lisp, Perl, PHP, Python, Ruby on Rails, VB.NET, Windows Mobile
- about me, sex, status, birthday, books, movies, music, pictures, politics, friends, education, hometown, interests, affiliations, looking for...



Facebook Architecture



- Simple API
- Serve FBML
- Or IFRAME
- “FQL” interface
- `SELECT name, affiliations FROM user WHERE uid IN (SELECT uid2 FROM friend WHERE uid1=211031) AND "Facebook" IN affiliations.name AND uid < 10`

Sentence Game Facebook App

- App Launched quickly
- API quite easy
- SG is actually quite complex
- FB app plugs into existing site
- Mostly the same functionality
- With FBML, easy user messaging, profiles, avatars, video upload



Sentence Game Facebook App

facebook

Search ▾

Applications edit

Photos

SentenceGame


Developer

poke the pig

Photo Box

more

Zen Abstract Paintings



Original spiritual zen abstract design, art wall paintings oil on canvas for home or office decor.

Sponsored Advertise

Profile edit Friends ▾ Networks ▾ Inbox ▾


home account privacy logout

Family Tree

Discover Your Relatives on Facebook Today!

→ Add Family Tree

Play! | Read Stories | Read Comments | Top Users | My Account

5 online  Help Me!

SentenceGame


+ Play!

Start Friends Only All Facebook My Stories


Contributors

Last Words


Play




"...goddess of illusions offered herself"




Play




"...blown clean off. Fortunately, however,"




Play




"...because it's my new favorite"




Play




"...new favorite writing website because"




Play




"...got lots and lots of"




Play




"...some horrible teeth. Murmuring darkly"



Play



"...source of the whole calamity"

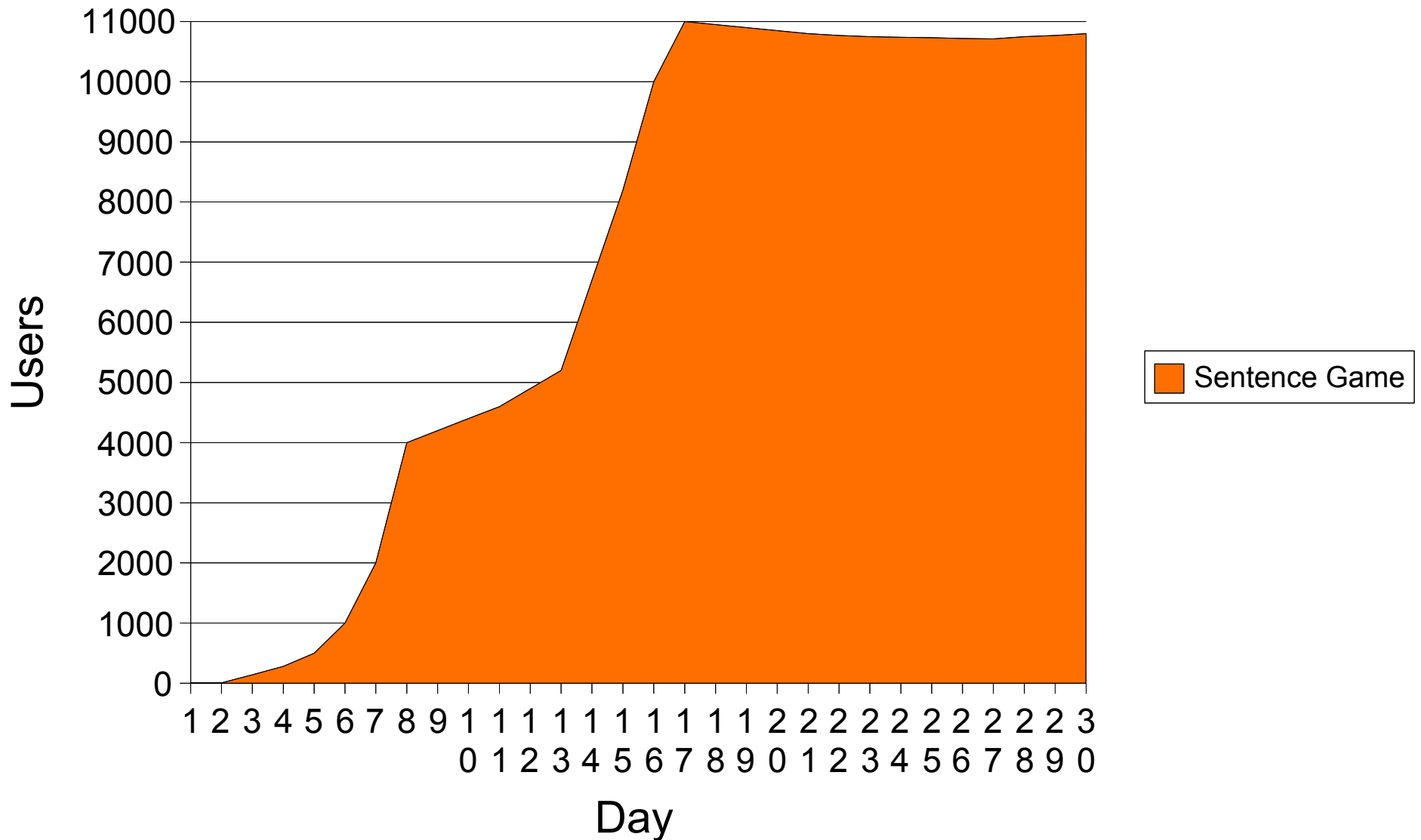


Play

Control who you play with using blocks and favourites

Response to Sentence Game App

Sentence Game Progress



Response to Sentence Game App

- At peak 150 simultaneous players
- New install every 20 seconds
- Server nearly melted!
- Great feedback.
- A fair number of Addicts!
- hadn't planned for success
- 'unfunny' teenagers ruining the game
- Performance problems
- Not using notifications
- 'Beta' level of quality

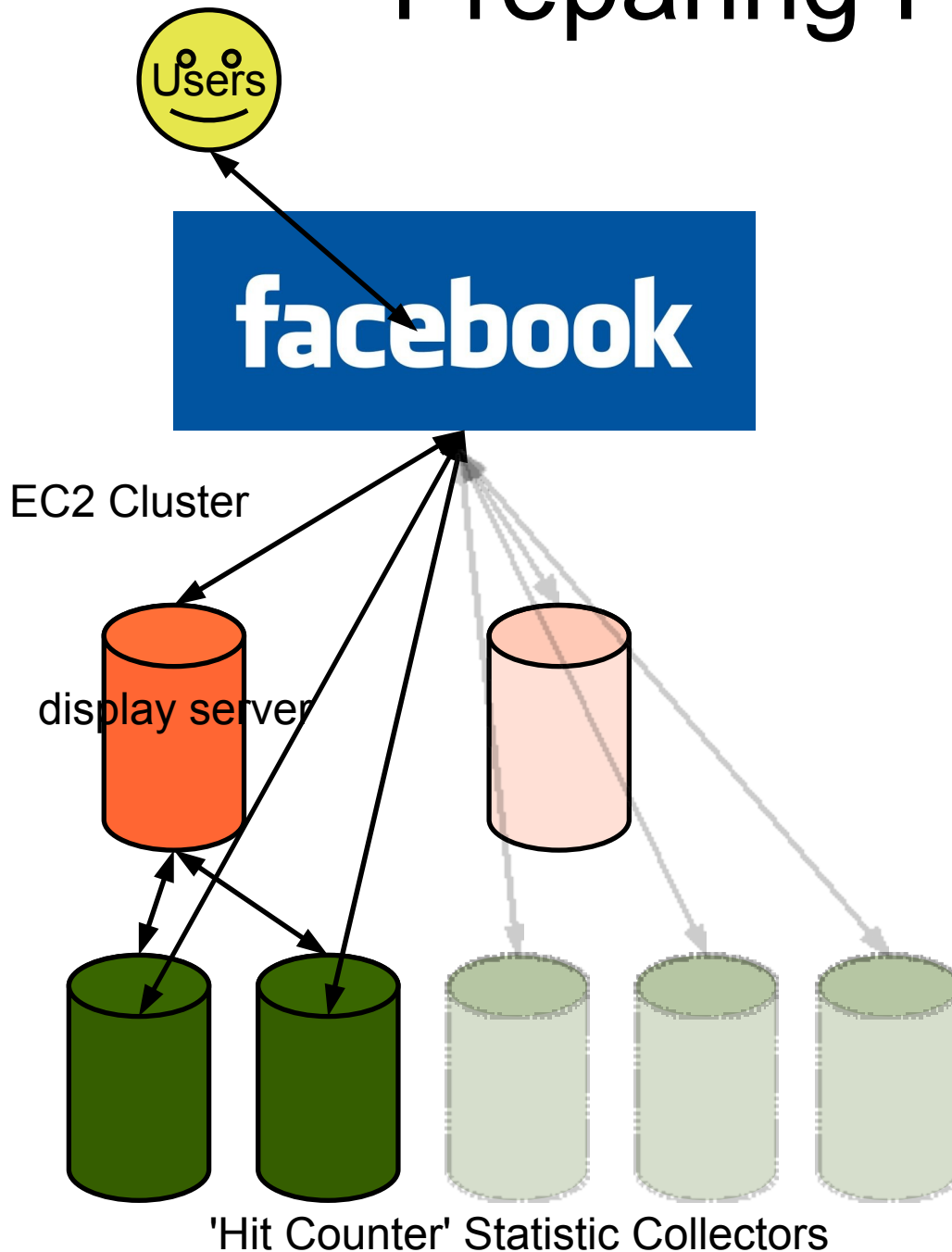
The Next Facebook App - Tracker



- See who's been on your profile
- Opt in permission
- 'Profile hits' graph

The screenshot shows the Facebook Tracker application interface. At the top, there's a navigation bar with 'facebook' logo, 'Profile edit', 'Friends', 'Networks', 'Inbox', and links for 'home account privacy logout'. Below this, a search bar and a list of applications (Photos, SentenceGame, Developer, poke the pig, Photo Box) are visible. The main content area is titled 'Tracker' and includes a link for 'Having trouble? update, see trouble shooting or ask a question'. There are tabs for 'Preferences' and 'Tracking'. Under 'Tracking', there's a section 'Add Someone To Your Tracking List' with a search box 'Choose A Friend: Start typing a friend's name' and a field 'Enter Someone's Profile ID:'. Below this is a blue button 'Add To My Tracking List'. The bottom section, 'Your Are Currently Tracking:', displays a grid of 28 user profile pictures, each with a checkmark in the top left corner, indicating they are being tracked. The names of the tracked users are listed below their pictures: Sam, Steve, Amir, Libby, Tony, Alex, Riko, Alice, Henry, Triple, Nick, Andrew, Dan, Tom, Sean, Sarah, Graeme, Nadia, Noah, Guy, Esther, Tom, Huw, James, Rebecca, Alex, Malc, Lee.

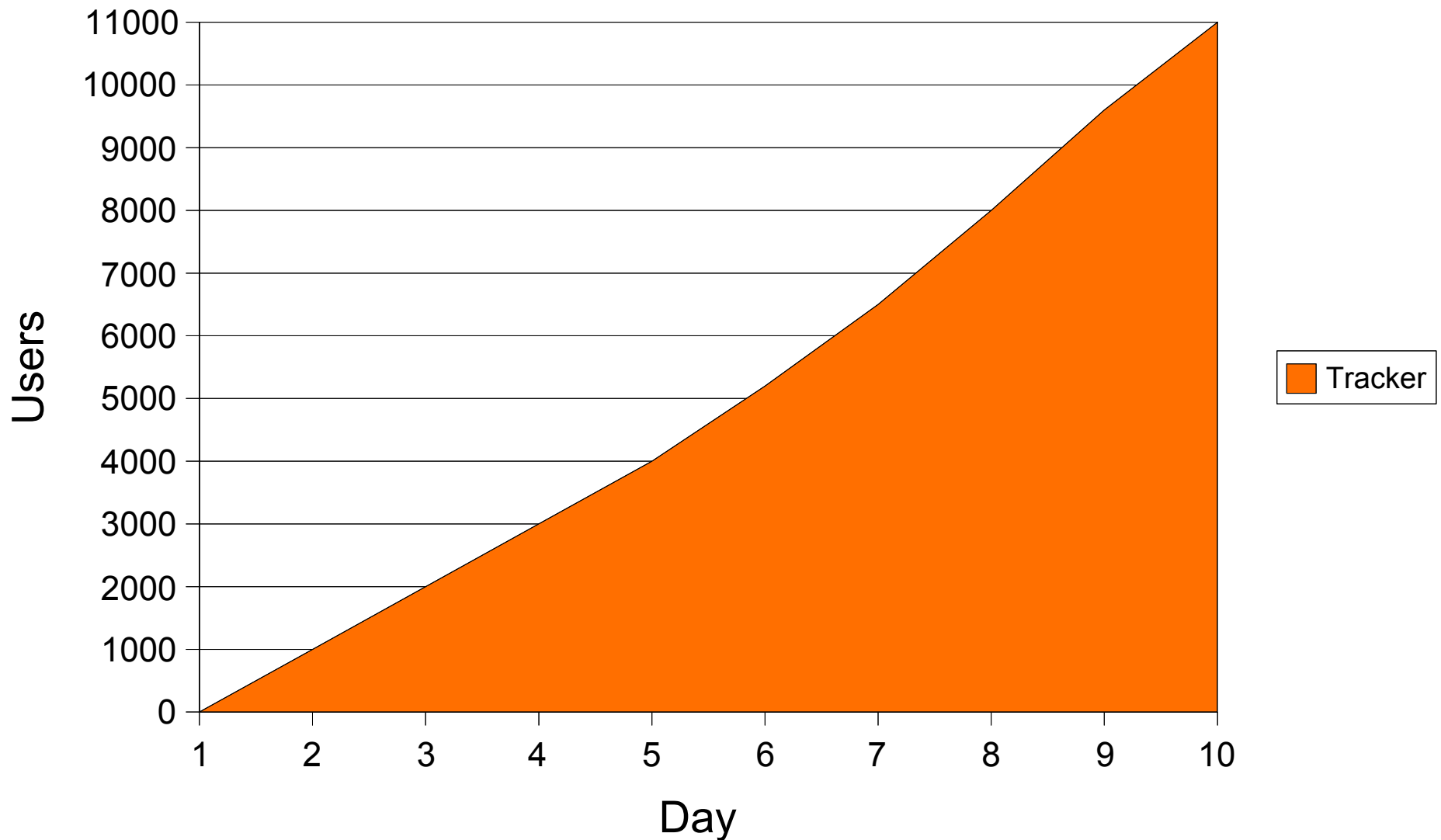
Preparing For Success



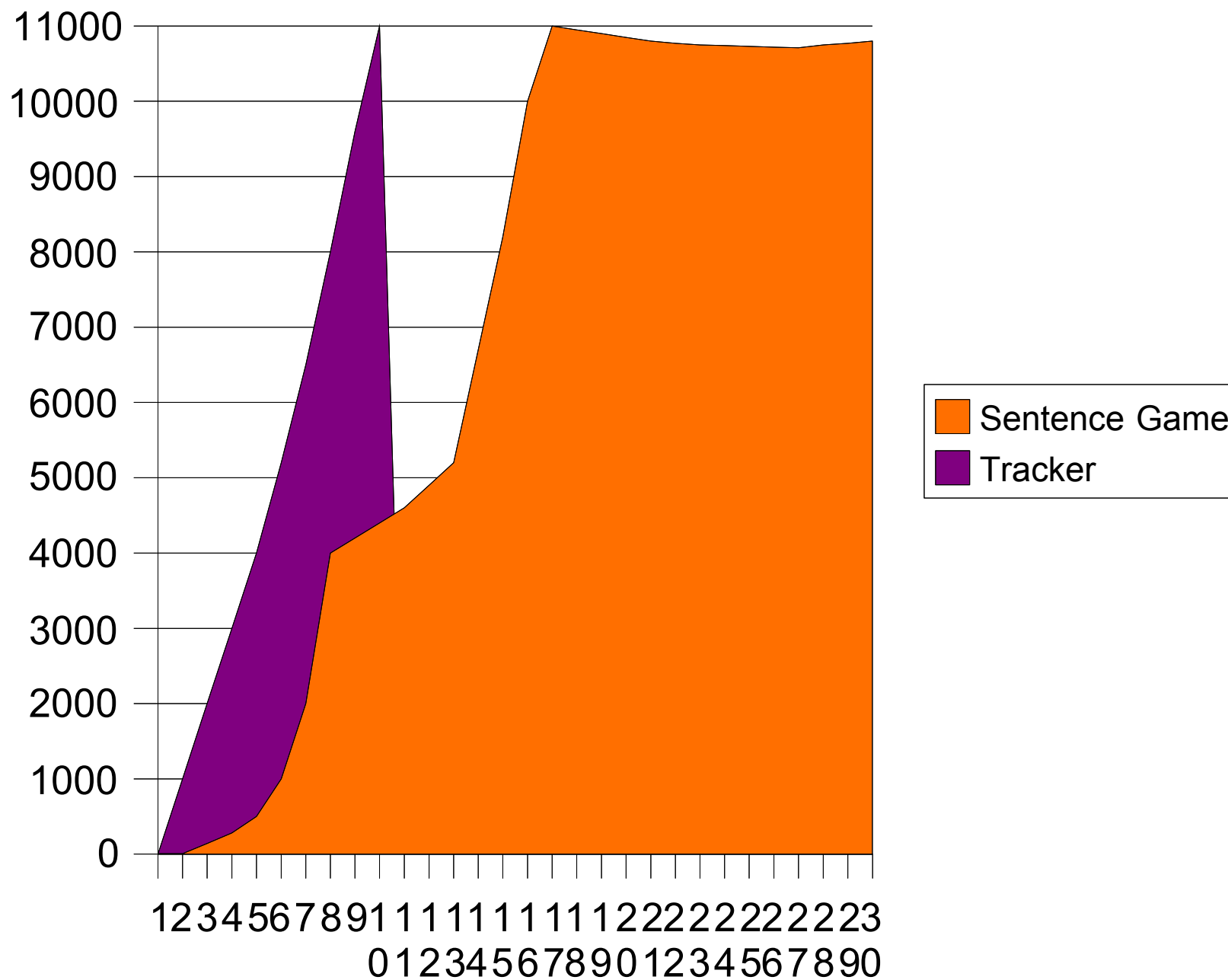
- Amazon EC2
- Quickly add and remove servers
- load balancing, simple round robin DNS

Response to Tracker App

Tracker Progress



Sentence Game vs Tracker



Negative Response to Tracker App

- "One of my favorite aspects of Facebook is the fact I have privacy to go to people's profiles without them knowing. Please block this application or facebook will be done for me."
- "please take all of these groups down."
- "one of the good things about fb is u can't see who has seen ur profile. "
- "from what i can see this application tells you who has been viewing your profile and how many times. This seems really messed up..."

The Demise of Tracker



Press Attention

You don't go into IT because you love hearing your pager at 2 AM.



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Facebook attracts developers -- and controversy

Third-party developers must balance social-networking giant's generous money-making opportunities with communications and administrative pitfalls

By Juan Carlos Perez, IDG News Service
August 31, 2007



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Many Web developers these days feel a sleep-depriving mix of unbridled enthusiasm and nagging concern over Facebook's social-networking platform.

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Opened to external developers three months ago, the Facebook platform and tools are well designed and offer developers generous revenue opportunities rare among social networks, along with a fast-growing and deeply engaged community of people.

However, this paradise is already getting soiled by developers who, eager to spur the adoption of their applications, design them with self-promotion features that many say are deceitful and trigger annoying and abusive actions, such as bulk unsolicited e-mails and intrusive message displays.

Although Facebook has acknowledged the problems and in recent weeks [outlined corrective measures](#), it's critical for the company to quickly tighten its rules and unleash stricter penalties, developers say.

"It's definitely a problem that needs to be solved. There are additional steps Facebook could and should take," said Ali Partovi, CEO of iLike, which rebuilt its music-discovery site within Facebook in May.

As things stand now, the situation is a cat-and-mouse game, with developers seeking and exploiting loopholes in its terms of service and the company plugging them after the fact, he said.

By then, however, the damage is done, and the developer who exploited the loophole boosted adoption of his application, to the detriment of competitors who respect the

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Say hello to simplicity and control.

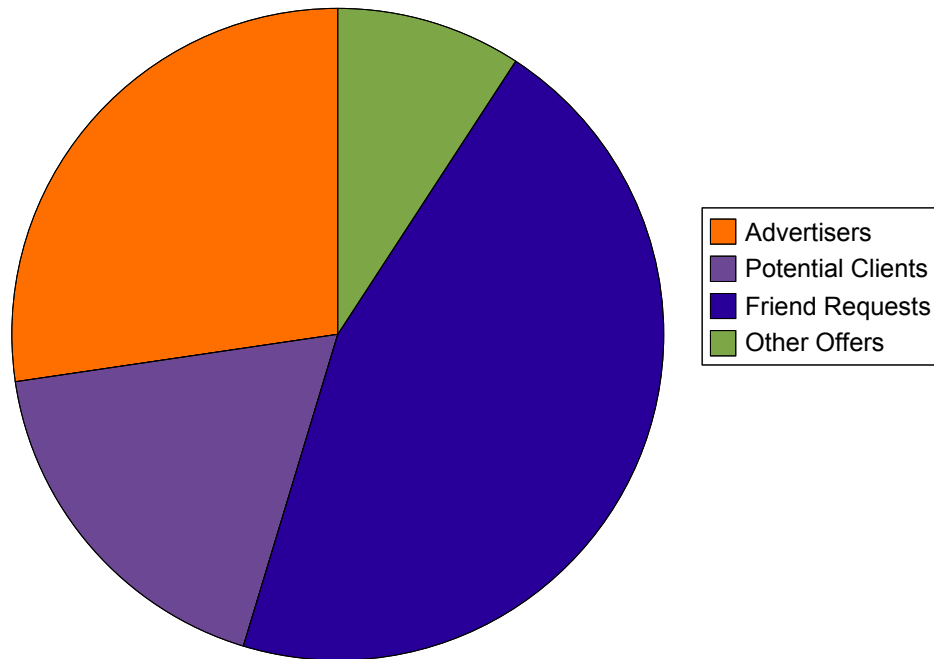


Windows Mobile® based
Palm® Treo™ smart devices

VIDEO

Other Enquires

Types Of Enquiry

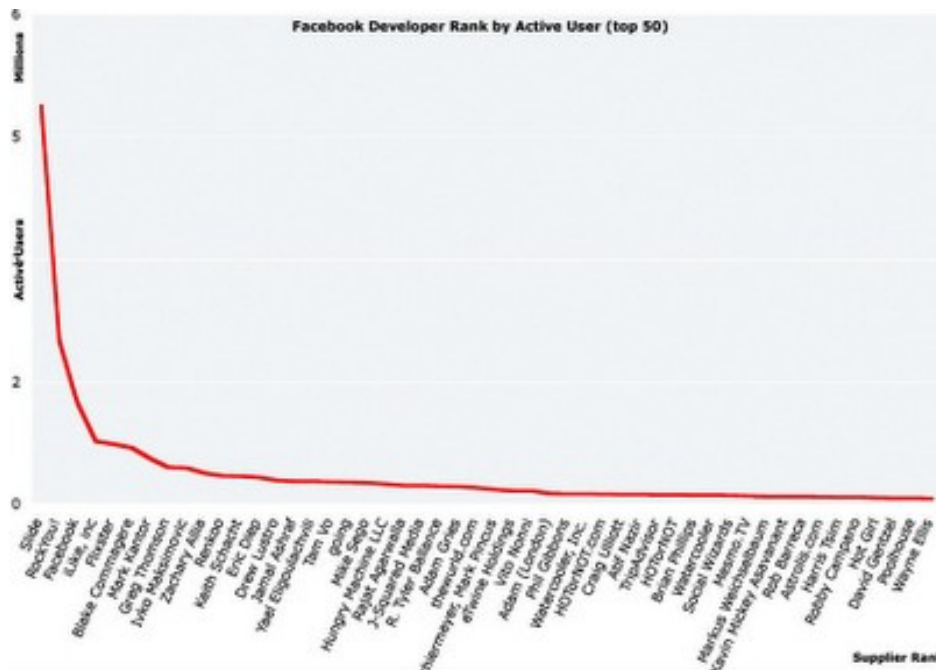


- Friend Requests
- Advertiser Enquires
- “Can you develop an app for me?”
- “How much to make a clone of facebook?(!)”
- “Can I buy the code for tracker?”
- “Can you help me launch a game product in Japan?(!!!)”

The Aftermath

- A little annoyed with Facebook!
- Painfully aware that this is a risky and volatile environment to invest in.
- Total income from advertising: \$50 :(
- But I continue develop some more applications!
- Developing applications or clients.

Conclusions - The Long Tail



- 6500 applications
- Top 80 applications account for over 80% of users
- Very very long tail
- Risky Platform
- But API is easy!
- Viral Potential