Facebook Interview 38:16 Seconds

00:15+ Who are you?........ applications to deeply integrate into the Facebook experience.

1:12 a set of new technologies to integrate with FB...

2:40 The notion is that there will be a set of applications that will be designed

3:09 Discovery - **so i can learn new things**

3:35 **Share** all the music

4:09 Only the beginning we have with open graph

4:40 **your timeline representing who you are to the world**

5:20 things you do outside of facebook

5:46 **a snapshot of your** music listening

7:07 your timeline lights up not just... across the web at large

7:38 but is really these ... that help you tell YOUR story in that way

8:19 your face book experience

9:13 try to **predict your affinity**

10:27 the two sides of open graph, one side is around **telling your story** and ..once that activity is in the system

11:22 once you've got that permission then we automatically add activity from that point on ward

12:48 **you need lot of information flowing through the systems in order to make this aggregate discovery system really interesting**.

14:01 getting out of the way

14:25 let us get out of the way and let the data flowing through the system..

17:18 ...**your friends don't get to stalk you, your friends missed out on an opportunity for discovery**...these two sides are very connected.

17:35 you telling your story for your self ..... where these social experiences start

18:12 **this always starts with sharing**

21:35 that experience wasn't possible without this much deeper integration and this new class of apps that were designed to be social from the ground up

22:49 - how does this app impact the graph

23:00 by adding connections to the graph of different types all sort of activity happens

23:30 you're building a new media company where **the media comes to you because of what you've done**

23:47 by **facebook is keeping track of this and changes what it shows you based upon are behavior**

24:04 the best communication mediums fade away

24:14 the point is not the medium in between it's the social properties, is the connection between people

24:30 **fundamentally we're interested in connecting you with people and things you are interested in, and kinda of getting out of the way.**

24:50 we talk about the Facebook communication medium .... the system of how face book works

25:05 **open graph is about updating the graph and then a lot of things happening as a result**

27:20 we want to make sure that the sprit of open graph is maintained. And again the spirit is not to share stuff that isn't public, isn't social

31:30 **you want a social experience**

32:03 the rules of engagement

34:33 adding activity in aggregate so you can **distill trends** and interesting things, and remember it in a way over time, **otherwise it gets lost and just fades into the distance**

35:57 I only have a minute left of battery tell me about advertising advertising.....

36: 09 the FB advertising model is around enabling advertising ....would welcome that message

36:32 **from a targeting perspective** we feel that the most useful add are the ones that are the **most highly targeted**

36:55 **but that is really just a continuation of our existing advertising model in delivering adds that are most useful**

Scribe Media 22:58 Seconds

00:01 (the opening) I am ... to help them maximize the open graph

00:51 ironically the open graph is probably the most impact-full of all of these technologies ......**it's not what people necessarily see**

1:27 - 2:03 **What the open graph is about is reindexing the web............but it indexes peoples relationship to pages**.

2:18 - 2:56 So the open graph.... becomes part of this open graph index.

3:41-4:11 Of course this is fantastic for facebook....and the like button makes a consumer or a visitor a friend.

5: 15 using the friendship data

6:10 **mold a branded experience** using that social data

6:42 - 7:10 what we're going to see is that facebook.... that everything is public

8:34 Facebook is proprietary and is going to be in **a war against google**... and not just contents relationship to content.

10:52 sharing is bragging

11:17 -11:40 **you have this push and pull between bragging and stalking...and they like bragging and they like stalking.**

22:11 - 22: 34 if you want to connect content and people .....it's going to be very hare for someone else to come in and change that.

22:44- 22:51 right now Facebook seems to be winning ...**hearts and minds and their friends**.

9-11-4