<https://developers.facebook.com/tools/explorer>

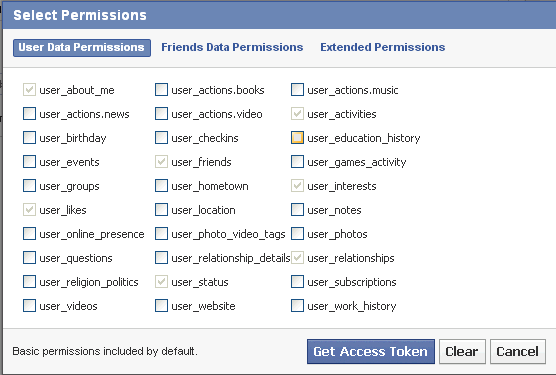
<https://graph.facebook.com/me?fields=id,name,gender,email,relationship_status,activities,timezone,interests,about,likes,friends>

me?fields=id,name,gender,email,relationship\_status,activities,timezone,interests,about,likes,friends

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  "gender": "male",   
  "name": "Ganesh Ghag",   
  "relationship\_status": "Married",   
  "timezone": 5.5,   
  "email": "ganesh\_ghag@hotmail.com",   
  "about": "Imaginomaniac",   
  "activities": {  
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        "name": "Nefarious",   
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        "id": "[372158519050](https://graph.facebook.com/372158519050)"  
      }  
    ],   
    "paging": {  
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      },   
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      },   
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      }  
    ],   
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    }  
  },   
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        ],   
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        "id": "[373504441485](https://graph.facebook.com/373504441485)"  
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}

"friends": {  
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      },   
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        "name": "Manasa Reddy",   
        "id": "[522700661](https://graph.facebook.com/522700661)"  
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        "name": "Mangesh Hirve",   
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}



+ extended permissions “email”

Normalized

{

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“accuracy”: “1”,

“last\_update”: “72825337833”

"id": "830017589",

"gender": "male",

"name": "Ganesh Ghag",

"first\_name": "Ganesh",

"last\_name": "Ghag",

"relationship\_status": "Married",

"timezone": “5.5”,

"email": "ganesh\_ghag@hotmail.com",

"about": "Imaginomaniac",

"misc\_info": {

“entry1”: “value1”,

“entry2”:”value2”

}

}

Social Media Analytics Package (SMAP)

1. Receives a POST with facebook user profile data
2. Stores the FB user profile data in a mongo db under collection “raw\_fb\_user\_data”
3. Normalizes the FB user data and stores in collection “normal\_user\_data”
4. Receives a POST with twitter user profile data
5. Stores the twitter user profile data in mongo db under collection “raw\_twitter\_user\_data”
6. Normalizes the twitter user data and stores in collection “normal\_user\_data”
7. Admin can now use a UI to search in “normal\_user\_data”
8. Fields for co-relating user data across social media sites are email, name,(first\_name, last\_name)
9. Admin can now see multiple rows if co-relating with say email
   1. One facebook row for user email [ganesh\_ghag@hotmail.com](mailto:ganesh_ghag@hotmail.com)
   2. One twitter row for user email [ganesh\_ghag@hotmail.com](mailto:ganesh_ghag@hotmail.com)
   3. Admin can manually merge these 2 rows by pressing “merge” button
   4. Result will be a new row containing merged data as per “merge” algo which can be parameterized
   5. The “source” attribute of the new row will be “\_merged”
10. The above merge activity can be done in automated manner without human intervention, through a batch process
11. Http clients like javascript based clients and mobile apps, can consume the data in mongo db via the REST interfaces of SMAP
12. Typical usecase will be query giving input parameter like user’s email and getting information about user profiles of user from various social media
13. Use case like what “brands” are “liked” by particular user can also be queried for
14. Above information can be used by web apps and mobile apps, to personalize their user’s app experience.
    1. Example a user who has “liked” British Airways(BA), can be shown ad content relevant to BA
    2. Users in age group 20 – 30 can be shown ads relevant to that age segment