INTERNATIONAL UNIVERSITY

Pre-Thesis

Chat, Post, Fanpage Report

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I. Facebook

1. Chat

Facebook chat works in the same way as most of the other Instant Messengers. It uses some technology called AJAX, Jabber (XMPP), Comet, and JSON. For AJAX, it is a method of web development that helps to create interactive web applications, without refreshing the web page. Also, Comet is a web application model that opens a long running HTTP request allows a web server to push data to a browser while browser need not request to server. About JSON, it is just a way to present data in Javascript. Finally, Jabber helps Facebook Chat available everywhere, which is an open messaging protocol supported by most of the instant messaging software, including iChat, Pidgin, Adium, Miranda and more.

For more detail**s** about sending, receiving message, and buddy list:

➢ **Sending message:** it will send a POST request in term of http://www.facebook.com/ajax/chat/send.php?msg_text=hey&msg_id=1234567890&to=FRIENDSID&client_time=1209558664256&post_form_id=297fdbad61d3b1d88f0c311cda25bbbc
With msg_text is the text of the message; msg_id is a random unique number id for messages; client_time is the current time in microseconds; post_form_id used to be known as a hidden form value on any Facebook pages.

➢ **Receiving message:** Facebook uses Comet and JSON approach to receive incoming messages.

> **Buddy List**

The list of your friends who are online is polled about every 3 minutes with a POST request to

http://www.facebook.com/ajax/presence/update.php?buddy_list=1

> **Step by step to use Facebook Chat**:

1. Firstly, you are required to have a Facebook account. Then, login to Facebook. In case of not having the accounts, you need to sign up.

2. After you have created an account, you can find and add as many friends as possible. When those friends accept your request, their names will automatically appear on your chat list with small green dot presenting next to if they are online.

3. If you want to chat with someone, click on their name and a prompting will show up. Then, you are able to type messages to them like most Instant Messengers. In addition, you can also receive the messages from them in this box.

2. Fanpage

Facebook require**s** a valid SSL (Secure Socket Layer) Certificate, which is a security certificate for all pages. This is a technique to encrypt digital information so that users' private data is protected when being transferred along computer networks.

Facebook fanpage is the channel to seek fans and advertise products easily. When a user visits the page, she or he can become a fan of the page by clicking the "Like" button. Then, their fanpage fans will be able to see the updated information about the company, products or services.

> **Step by step to use Facebook Fanpage:**

- Create a page by logging in to your Facebook personal profile.
- Click "Create a Page."
- Display a variety of page options: a local business, a company or institution, a brand, an artist or band
- Upload a photo for the page, type information to display on the page and invite other Facebook users to become fans.

3. Post

a) Status Update: It contains only texts and links.

- ➢ Scheduling Options: Status update box allows users to set the year, month, date and time of the post.
- ➢ Location Tagging: allow users to list the place that the activity of this post refers to take place.
- ➢ Privacy: who can see the post information

b) Photo/Video: we can add a photo, photo album or video to a post. It also includes text and links.

c) Event: many different types of post, such as Work & Education, Family& Relationships, Home & Living, Health & Wellness or Travel & Experiences. These include many other different options inside.