



FIGURE 6-1. Separate Facebook and n-tier application stacks

The technologies of the Facebook Platform accomplish this through a number of evolutions in social web and data architecture:

- Applications can access useful social data through the Facebook Platform data services, adding social context to external web applications, desktop OS applications, and alternative device applications.
- Applications can publish their display using a data-driven markup language called FBML to integrate their application experience on the pages of <http://facebook.com>.
- With the change in architecture that FBML requires, developers can use Facebook Platform cookies and Facebook JavaScript (FBJS) to minimize the changes needed to add an application presence to <http://facebook.com>.
- And finally, applications can have these capabilities without sacrificing the *privacy* and expectations about *user experience* that Facebook has built around its user data and display.

The last point is the most interesting. The architecture of the Facebook Platform is not always beautiful—it is largely considered a first-mover in the social platform universe. Most of the