



FIGURE 6-5. Applications as FBML services

In this flow, a request to <http://apps.facebook.com> is again transformed to an application request, and again, the application's stack consumes the Facebook data services. However, rather than returning HTML, the developer rewrites the application to return FBML, which incorporates many HTML elements but adds special Facebook-defined tags. When this request has returned its contents, Facebook's FBML interpreter transforms this markup into instances of its own data, execution, and display *while rendering the application page*. The user then receives a page composed of the usual web elements of Facebook pages, but infused with the data, logic, and feel of the application. No matter the FBML returned, FBML enables Facebook to enforce its notions of privacy and elements of good user experience technologically.

FBML is a specific instantiation of XML with many familiar tags from HTML, augmented with platform-specific tags for display on Facebook. FBML shares the high-level pattern of FQL: modifying a known standard (HTML, or in FQL's case, SQL) to defer execution and decisions to the Facebook Platform server. As shown in Figure 6-5, the FBML interpreter allows the developer himself to control the logic and display executed on the Facebook server through