FBML augments browser parse technology with callbacks wrapping the data, execution, and display macros created and managed by Facebook. This simple idea allows full integration of applications, enabling use of data intentionally exposed through the API while maintaining the safety of the user experience. Almost a programming language in itself, FBML is data fully grown up: externally provided declarative execution safely controlling data, execution, and display on Facebook.

## Supporting Functionality for the System

At this point, developer-created software is running on the Facebook services, incorporated as not just widgets but as full applications. Along the way, we've created a very different notion of a social web application. We started with the standard setup of isolated data, logic, and display of a typical web application, bereft of any social data except what users could be convinced to contribute. We've now fully progressed to an application consuming Facebook social data services while becoming *itself* an FBML service for full integration into the container site.

Facebook data has progressed a long way from the internal libraries discussed in the first section of this chapter. However, there are still a few important, common web scenarios and technologies that, up to this point, the Platform still does not support. In casting the application as a service returning FBML, instead of an HTML/CSS/JS endpoint consumed directly by a browser, we've stepped on the toes of some important assumptions about modern web applications. Let's see how the Facebook Platform has rectified some of these problems.