**Facebook Graph API**

Data analytics has widely emerged in the last decade. Professionals analyze data to get relevant results out of it. These results can be used to increase company product statistics & help them improve it. Among the huge data, Social media’s data is most potent and game-changing for effective marketing research. Social media platforms offer a powerful opportunity to gain immediate access to the unfettered opinions of consumers. Many companies are aware of the value of using social media data to gain marketing insights. Among all the social media platforms, **Facebook** data plays a very important role in the market. Billions of people are connected with facebook. So after a product launch by a company the analysts can look out for the reactions of the people & their responses which will help them to analyze how good or bad their product is & where should they improve.

A number of excellent programs and services – some free and some commercial – have been developed for the analysis of social media data. Yet, the focus of the vast majority of these tools is to provide summary statistics of the data. But when it comes to facebook manually extracting data from such a huge sea isn’t possible. Here comes the term “**Facebook Graph API**”. Facebook Graph API is provided in order to help analysts as well as regular people to analyze their activity & get data related to it from Facebook. This API can be used as Http query or Graph API. You can also use it directly on facebook’s developer website:

**Graph API Explorer** (https://developers.facebook.com/tools/explorer/).

So getting data out & putting data into facebook becomes simple with this API. The name it holds is because it represents the information on facebook as a social graph. This graph consists of nodes, edges & fields. **Nodes** are basically "things" such as a User, a Photo, a Page, a Comment. **Edges** are the connections between those "things", such as a Page's Photos, or a Photo's Comments and the **Fields** are the info about those "things", such as a person's birthday, or the name of a Page. Since the API is http based so it works with any language that has an HTTP library, such as cURL and urllib. Alike other API this one also requires an access token which can be generated by facebook login. Let’s look into some examples-

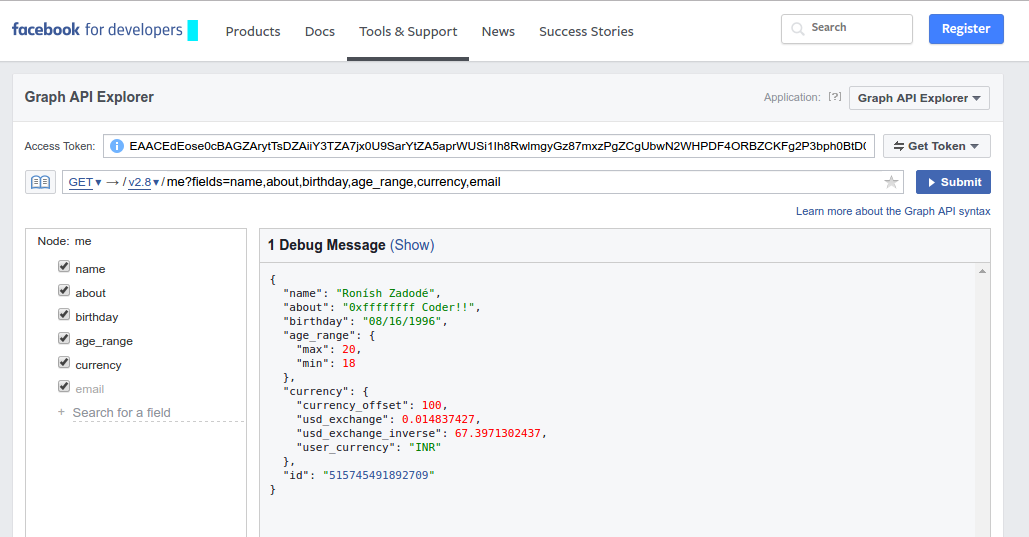
GET graph.facebook.com

/{node-id}/{edge-name}

POST graph.facebook.com

/{node-id}/{edge-name}

So as the words are self-explanatory they are used to pull & push the data respectively. Here when a used himself gets or puts his own data “node-id” is “me”. Here is an example query which lets you get your personal information, age & currency. Isn’t it pretty simple?



Yeah! You can do interesting stuff with it. Like we can write simple scripts to automate some facebook related tasks. Say it's your birthday and at the end of the day you get a huge bunch of posts, would you waste time in replying thanks to each of them? No. Why would you when you can just run a script and reply thanks to each one of them!