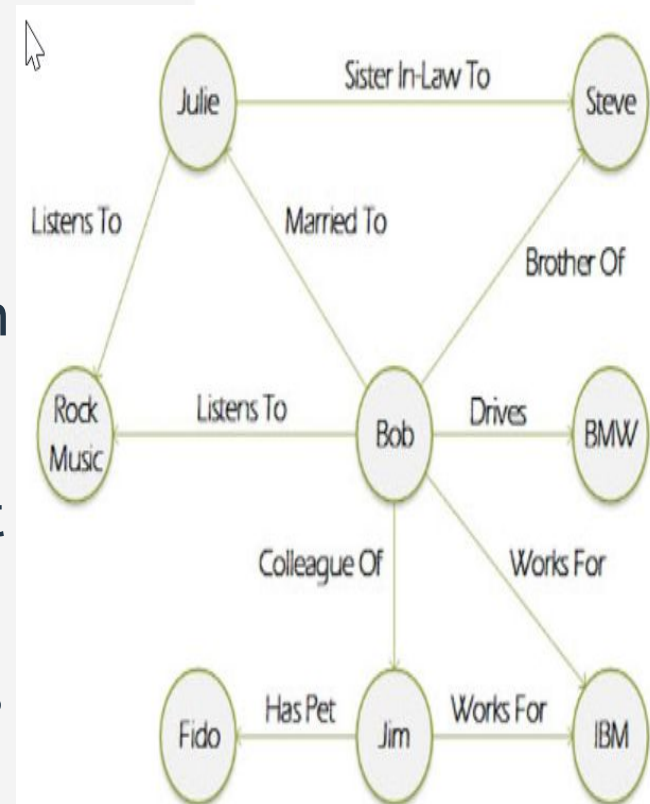# Data Mining Facebook

By Zoe Tacderas

Why data mine Facebook?

- Center of the social web with
  - 2.38 billion monthly active users
  - 1.56 billion daily active users
- Successful because it is simple to share photos, messages, videos, status posts and feelings on Facebook.
- Stores data on individuals and groups.

How did they accumulate all the data?

- Social Graph
  - Illustrates relationship among people, groups and organizations in a social network.

  - A "like" becomes an edge between you and the people, places, and things (nodes) you interact with online.

  - Creates connections between you and other people.

- Interest Graph
  - Is a digital image of your interests, same way your social graph is a digital representation of your social connections.

  - Types of nodes:
    - people
    - interests

Graph API v3.3

What is it?

- Graph API is the primary way for apps to read and write to the Facebook social graph.

- Is a representation of the information on Facebook. It's composed of:
  - **nodes** — individual objects, such as a User, a Photo, a Page, or a Comment
  - **edges** — connections between a collection of objects and a single object, such as Photos on a Page or Comments on a Photo
  - **fields** — data about an object, such as a User's birthday, or a Page's name

Demo

- Mining the Social Web, Chapter 2
- Could not scrape any data that did not belong to me due to increasing privacy concerns