

PRESENTATION OF FACEBOOK **AND WHATSAPP**

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FACBOOK

The image features the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The logo is centered horizontally and vertically within a rectangular area. The background of this area is a dark blue field filled with a dense, repeating pattern of white and light blue binary code (0s and 1s). The binary code is arranged in a way that creates a sense of depth and digital connectivity. The overall composition is clean and modern, reflecting the tech-oriented nature of the company.

facebook

FOUNDED IN: 2004

FOUNDED BY: MARK ZUCKERBERG

WHAT IS FACEBOOK?

- Face book is the most easiest way to communicate with people all around the globe.
- It was created by Mark Zuckerberg in 2004.
- It also helps us to send messages and do calling with our loved ones whenever we want.
- It only needs an internet connection to work.
- It enables its user to share their pictures or upload their pictures online with the people they have added.

HOW DO THEY WORK

- Facebook is basically powered by algorithm.
- Facebook's algorithm is capable of learning each user's preferences and interests. What they want, what do they need etc.
- Face book also runs business advertisements.
- They also Artificial Intelligence to provide the most comfortable platform to their customers.

WHY FACEBOOK USE AI?

- Facebook continues to collect data when we use it or as users scroll, message, like, and click, which they package up for advertisers.
- Behind the scenes, artificial intelligence enables Facebook to make sense of the voluminous data it collects about our preferences, dislikes, goals, and relationships.
- The AI will help you watch your preferences

HOW FACEBOOK ALGORITHM WORKS?

- In the previous times, the face book used the chronological timeline, in which the posts used to appear on the feed with the help of the timeline.
- We can now see the content that Facebook's algorithm believes we will enjoy the most, because it collects up the data and enables us to watch according to our interests.

WHAT IS THEIR GOAL

- Facebook goal is to be “ THE WORLD MORE OPEN AND CONNECTED”
- Its goal is to make groups or attach people within a platform
- The company want to build a power or give an enormous power to its customer to built communities and get closer to each other by sharing pictures, videos, chats etc.
- Its mission is to connect the world around the globe

HOW DO THEY WORK BEHIND THE SCENES

- Facebook has a system known as Gatekeeper that allows them to run different code for different groups of users (it basically introduces different conditions in the code base).
- This enables Facebook to roll out new features gradually, conduct A/B testing, activate certain features only for Facebook employees, and so on.
- Gatekeeper also allows Facebook to perform "dark launches," which involve activating elements of a feature behind the scenes before it goes live.

ITS CONTRIBUTION TOWARDS SOCIETY

- It has done an enormous job in the human history, it has connected a person with 2.2 billion people in the world
- It has enabled so many opportunities to the people to do business with the help of making online pages and doing it socially by sharing pictures and videos.
- People can post their ads or business ads to promote their businesses with the help of facebook ads feature.

DATA PRIVACY FOR ITS USERS

- FACEBOOK uses secure browsing to protect our information. Based on our Facebook activities, whether it is posting a video or a message, it is encrypted, which means it is converted into code and cannot be accessed without your permission.
- Facebook does not share anyone's private information with any of its friends unless we don't want it too.
- Facebook can detect about the viruses we have, and let us know about it.
- Other than this , it has helped us to make the privacy setting according to ourselves. E.g.: posting a video or a post publically or only with friends.

WHATSAPP



WhatsApp

FOUNDED IN= 2009
FOUNDED BY= Jan Koum and Brian Acton

WHAT IS WHATSAPP

- WhatsApp is a free multiplatform messaging app.
- WhatsApp's global popularity can be attributed in part to its ease of use, cross-platform functionality, and simple, straightforward features.
- It is one of the first mobile apps to provide free online messaging.
- Affordable, easy to download, no charges of usage.

HOW DOES IT WORKS

- ◉ Whatsapp is basically a receive calls and messages, but not only this, it has a lot of many other features too.
- ◉ It has given its customers an ease to participate in a communication or to communicate with each other with the help of the given features:
 - ❖ Voice and video calls
 - ❖ Voice messages
 - ❖ Secure messages
 - ❖ Photos and videos sharing
 - ❖ Document sharing
 - ❖ Desktop access
 - ❖ Whatsapp business opportunity

WHAT IS THEIR GOAL?

- The main goal of whatsapp is to communicate with anyone, anywhere around the globe without any barriers or charges.
- It has allowed it customers a secured way of texting with each other.

IT'S CONTRIBUTION TOWARDS SOCIETY

- WhatsApp is an intriguing application that can connect us to society and the entire world.
- This is a medium for making communication easier and faster by improving the flow of information, idea sharing, and connecting people.
- Other than this, now people can upload their statues too on their whatsapp stories whenever or whatever they want too.
- Group chats enables us to communicate as a whole

DATA PRIVACY FOR ITS USERS

- The app is encrypted by default, with end-to-end encryption for both messages and calls, protecting your privacy.
- Whatsapp can't see our personal messages or hear our phone calls, and Meta can't either.
- Whatever we share will be remained private.
- Personal pictures, calls and audio are save to share

HOW DOES IT WORKS WITH **ALGORITHM**

- WhatsApp displays status updates from all contacts in reverse chronological order, with the most recent status update displayed first
- Not only this, the whatsapp algorithm also enables us to send the messages to the chats which we have recently chat without searching their names in the search box.

HOW DO THEY WORK BEHIND THE SCENES

- To communicate with the clients, WhatsApp employs a heavily modified version of XMPP on an Ejabberd server (more on that later).
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- The XMPP client connects to the WhatsApp servers via an SSL socket.
- Until the client opens or reconnects to this socket to retrieve the messages, all sent messages are queued on the servers.