

# My Facebookotomy

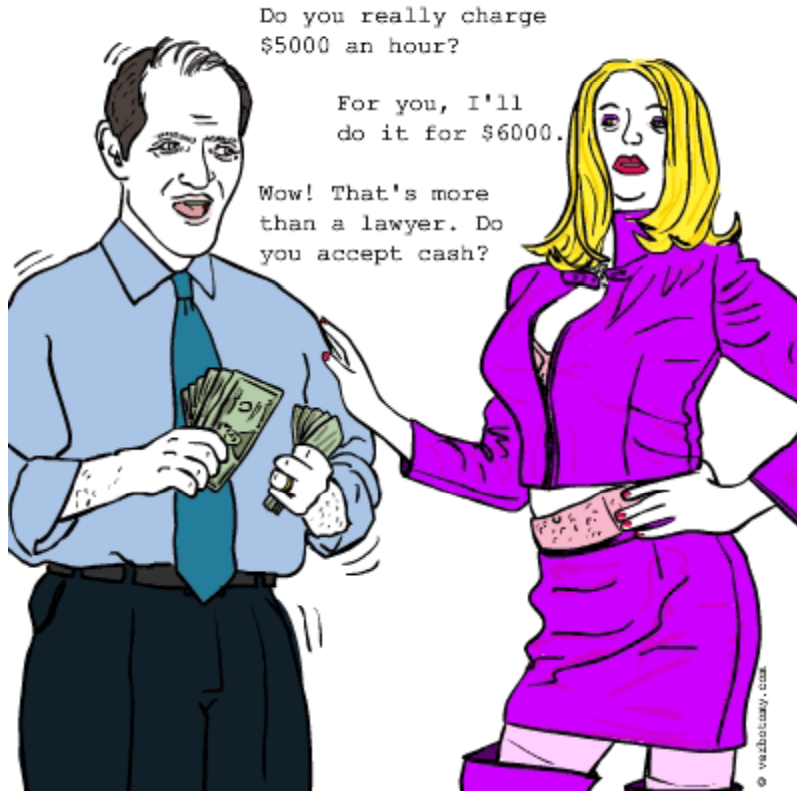
**Creating a Facebook Application**

*ICE 08: March 26, 2008*

*Bill James, The James Gang, [bill@jamesgang.com](mailto:bill@jamesgang.com)*



# Why is Facebook hot?



**DEFINITION:** *v. intr.* To be attracted to someone purely because of their social status, earning potential, or other professional skills.



# It's real people not fake identities

The screenshot shows a Facebook profile page with a blue header. The main navigation bar includes 'Profile', 'Friends', 'Networks', and 'Inbox'. A search bar is located in the top right. A notification banner at the top states: 'Now you can control your privacy using friend lists'. Below this, a section titled 'All Friends' shows a list of 4 friends: Franke James, David James, Mitchell Osak (with a question mark icon), and Elizabeth Samson. A 'People You May Know' section follows, listing Victoria Carter, Frank Sinclair, Katie Stevenson, and Sister Cranky Pants, each with a photo and a list of mutual friends. The left sidebar contains a search bar, application links (Photos, Groups, Verbotomy, Events, Marketplace, Developer, Scrabulous), and a 'Turn yourself 3d' advertisement featuring a cartoon character.

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Verbotomy
- Events
- Marketplace
- Developer
- Scrabulous
- more

Turn yourself 3d

Make a 3d character of yourself. Get started today, it's easy! No cost to sign up.

More Ads | Advertise

Now you can control your privacy using friend lists [Close](#)

Friend lists let you group your friends into convenient lists for use all around Facebook. Now, you can use friend lists to control who can see your photos, profile info, and more. Check out the new [Privacy](#) page for more information.

All Friends

Status Updates Recently Updated Everyone More...

You have 4 friends.

- Franke James
- David James
- Mitchell Osak
- Elizabeth Samson is stealing pictures for her profile. [Profile Picture and Status](#)    
Profile updated 10 hours ago

Friend Lists

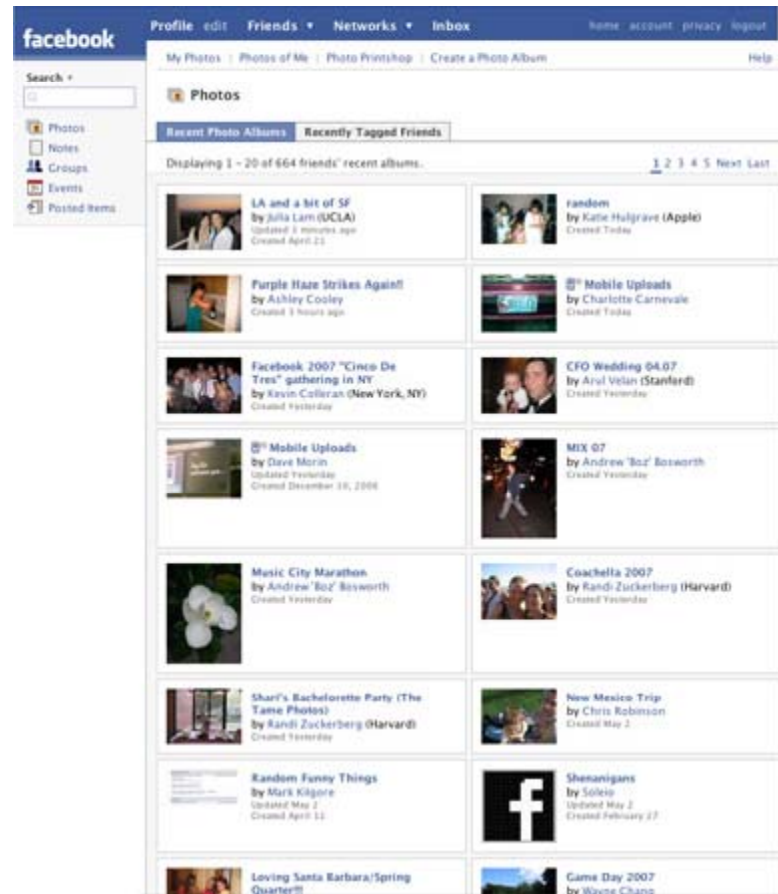
- All Friends
- Find Friends
- Find people you know with the Friend Finder.
- Invite your friends to join Facebook.

People You May Know

Based upon the friends you have added, these are some other people you may know.

- Victoria Carter (University of Toronto)  
You both know: David James, Elizabeth Samson  
[Add To Friends](#) | [View Friends](#) | [Message](#)
- Frank Sinclair  
You both know: David James, Franke James, Elizabeth Samson  
[Add To Friends](#) | [View Friends](#) | [Message](#)
- Katie Stevenson (Toronto, ON)  
You both know: David James, Elizabeth Samson  
[Add To Friends](#) | [Message](#)
- Sister Cranky Pants  
You both know: David James, Franke James, Elizabeth Samson  
[Add To Friends](#) | [View Friends](#) | [Message](#)

# Sharing information that they care about



FB Feature: Photo App and News Feed

# Blahg



I'm calling to  
tell you that  
I'm doing my  
toes, so that  
you can do a  
thing about it  
on your blog...

**DEFINITION:** To compulsively describe, in excruciating detail, the minute events of one's everyday life as it happens; especially when assisted by modern information technology systems.





















# One-to-many communication

**PickPocket** [+ Recruit Your Friends!](#)

**Here are your friends who don't have PickPocket™. Invite them to play with you!**  
Add up to 15 of your friends by clicking on their pictures below.

**Find Friends:**  [Filter by Network](#)

[View All](#) [Selected \(0\)](#) [Unselected](#)

 Adam Rifkin Silicon Va...	 Alan Lewis eBay	 Alec Peters	 Alex Mehr Berkeley
 Andrea B Newman Indiana	 Anne Richard-... Edmonton, AB	 Bees Knees San Franci...	 Brian Vanderhoff Atlanta, GA
 Cami Searles London	 Chrissy Hopper	 Cornelius Geary San Franci...	 Dan Ablan Chicago, IL
 Dan Tudor	 Devin Hendricks Washington...	 Donovan McGroovy Sonoma / N...	 Douglas Dij Duerring Pittsburgh...
 Eileen Montelione	 Fred Maidment Atlanta, GA	 Gary DuVall Chicago, IL	 Guy Kawasaki Silicon Va...

[Send PickPocket Invitation](#) [Skip this Step](#) [1](#) [2](#) [3](#) [Next](#)

# Facebook is a Communication Platform

Did you get my  
message about going  
for coffee?

No, not yet.  
Try sending  
it again...



© vecbot.ny.com

# Facebook Applications

- 20,000 Facebook Applications, 100,000 developers
- Friend Communications (fun wall, super poke, dating)
- Content Sharing (photos, music, movies)
- Social Games ( Scrabulous, Poker, Fantasy Sports)



THE JAMES GANG: CREATIVE



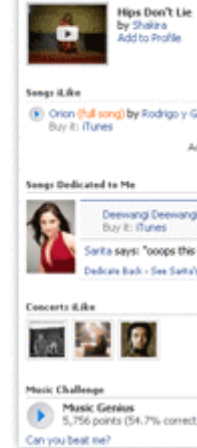
## Music Fans:

Add music and music videos to your profile

Dedicate songs to friends

See who's going to concerts

Play the iLike Music Challenge



## Artists:

Build a profile  
Reach your fans

Bulletin your fans  
Example: "New Fa

# Squink



**DEFINITION:** To talk to yourself in a high-pitched, squeaky voice while performing complex mental gymnastics.

# Stop playing with strangers

Omigod, I'm surrounded.  
They must have found  
out that I lied about  
my age on facebook...



**DEFINITION:** *n.* The weird feelings that rise up when you notice that you are being followed by a police officer, or a cop car, or a Special Forces Anti-Terrorist Unit.

# Play on demand



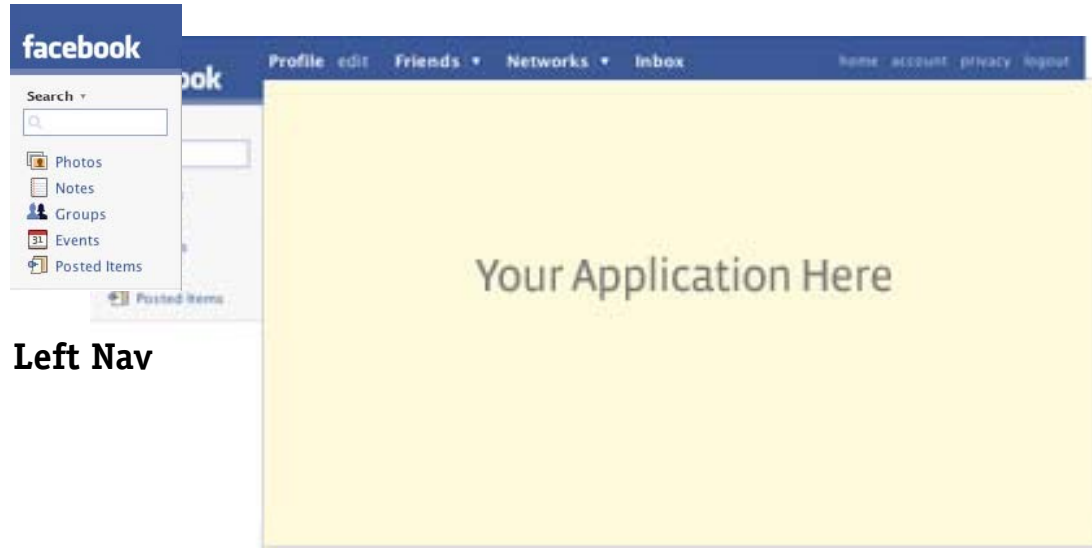
**DEFINITION:** Obsessive-compulsive rechecking or "refreshing" of an item (especially a webpage) to see if its status has changed; often leads to repetitive mouse-clicking disorder.

# Give players more controls



**DEFINITION:** A state of hyper-attentive focus combined with WBT (Whole Body Twitching) and IEE (Ignores Everything Else), which commonly afflicts video game players.

# Facebook Integration Points



Left Nav

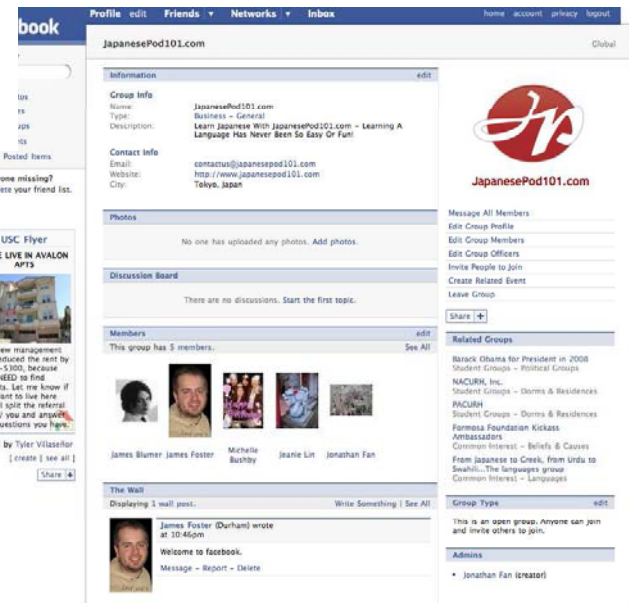


Requests & Invitations

The Canvas



New Feeds



Groups



Profile

Search ▾

- Applications [edit](#)
- Photos
  - Groups
  - Verbotomy
  - Events
  - Marketplace
  - Developer
  - Scrabulous
- [more](#)

**Cause of Belly Fat**



Ab exercises don't burn belly fat, but this one technique does.

[More Ads](#) | [Advertise](#)

Home Today's Challenge Challenge Your Friends Reverse Verbotomy Your Settings

**VERBOTOMY™** The create-a-word game



Thank you for trying to articulate the terms your affection, but your gender is confused; your participle is dangling; and your superlative is completely infantile.

**Linguweenie**

**DEFINITION:** *n.* A person who constantly corrects other people's grammar. *v. intransitive.* To habitually correct the grammar of everyone with whom you speak regardless of the social context or the minuteness the perceived error.

[Read more...](#)

**Verbotomy: The create-a-word game**

Welcome to Verbotomy, the create-a-word game. Every weekday we publish a new definition. Your challenge is to create an invented word to match the definition and vote for your favorite.

Are you ready to put your creative wits to the test? Can you create a word to fit today's definition?



**DEFINITION:** *n.* The strong feelings of devotion and affection which a person feels towards their favorite mechanical device or appliance, such as a car, boat, power tool, or toilet. *v. intransitive.* To lavish a machine with affection, attention and an imagined personality.

[Create a Word](#) | [Read the Words](#)

**How to Play Verbotomy**

# Create a compelling reason for people to invite their friends

The screenshot shows a Facebook application interface for 'VERBOTOMY'. The top navigation bar includes 'Home', 'Today's Challenge', 'Challenge Your Friends', 'Reverse Verbotomy', and 'Your Se...'. The main content area features a definition: 'What are you doing to the lawnmower? DEFINITION: n. The strong feelings of devotion and affection which a person feels towards their favorite mechanical device or appliance, such as car, boat, power tool, or toilet. v. *infr.* To lavish machine with affection, attention and an image personality.' Below this is a 'Now Pick your Friends' section with a 'Choose your friends...' prompt and a 'Skip' button. A search box labeled 'Find Friends:' is present, with the instruction 'Start Typing a Friend's Name' and a 'Filter by Network' link. A grid of friend profiles is displayed, categorized into 'View All', 'Selected (0)', and 'Unselected'. The 'Unselected' category shows profiles for David James, Elizabeth Samson, Franke James, Jeff Magder, Frank Sinclair, Victoria Carter, Peter Haselk, Jenn Murphy, and Brian Sinclair. At the bottom, there are buttons for 'Send Verbotomy Invitation' and 'Skip'. A footer contains links for 'Today's Challenge', 'Today's Words', 'Yesterday's Winner', 'Your History', 'Weekly Results', 'Submit a Definition', and 'How to Play', along with a copyright notice: 'New word-challenge and comic five days-a-week (Mon-Fri). © 2008 James C'.

# Use the Feeds and Notifications

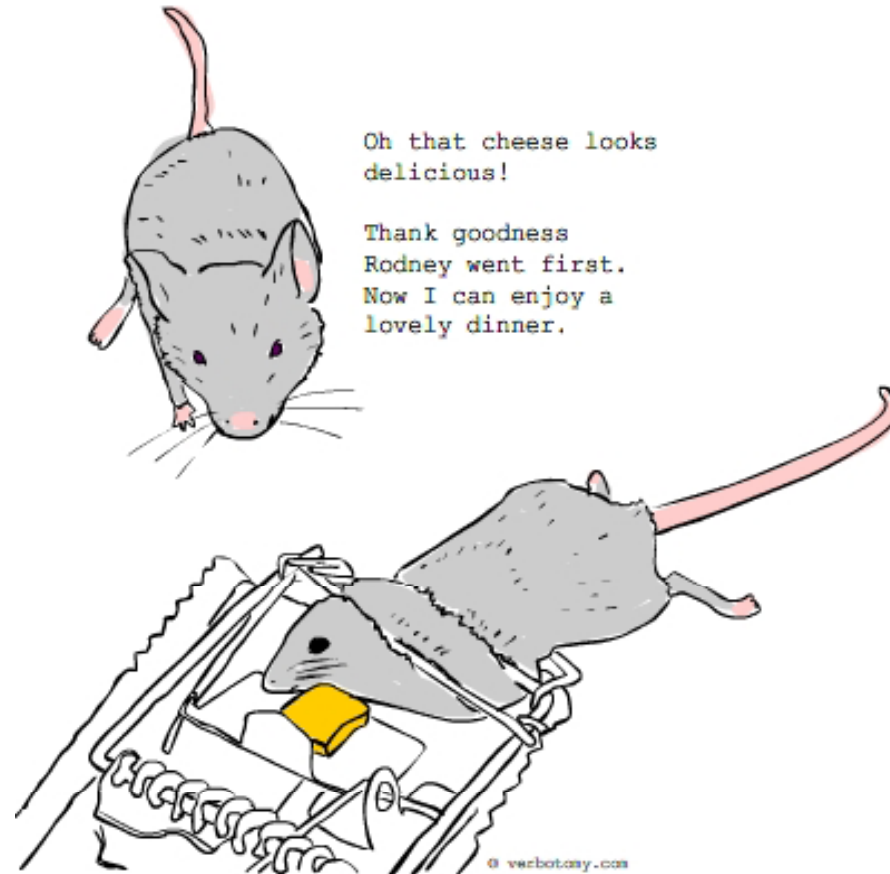
The screenshot shows a Facebook profile for William James. The profile includes a search bar, navigation tabs (Profile, Friends, Networks, Inbox), and a list of applications. The main content area displays the user's name, profile picture, and a bio. Below the bio, there are sections for 'Mini-Feed', 'Information', and 'Verbotomy'. The 'Verbotomy' section features a cartoon illustration of a cyclist and a doctor, with the text 'I'm clean! Clean as a needle!' and 'Denyitol'. The 'Denyitol' section provides a pronunciation, definition, sentence, and etymology. The 'Friends' section shows a list of friends, including Elizabeth Sanson, Mitchell Osak, and David James. The 'Work Info' section shows the employer as 'The James Gang'. The 'The Wall' section displays a post with a text input field and a 'Post' button.

This detailed view shows the 'Verbotomy' section of the Facebook profile. It features a 'Mini-Feed' and 'Information' tabs. The main content is titled 'Your Invented Word of the Day:' and includes a cartoon illustration of a cyclist and a doctor. The text reads: 'I'm clean! Clean as a needle!' and 'Denyitol'. Below the illustration, the word 'Denyitol' is defined, including its pronunciation, definition, sentence, and etymology. The 'Definition' states: 'The prescribed response of shock and denial that all world-class athletes follow when caught using banned drugs.' The 'Sentence' is: 'I take two tabs of denyitol and I'm fine'. The 'Etymology' is: 'deny + it+ all'. A 'More...' link is provided at the bottom.

# Build a group around your App

The screenshot shows a Facebook group page for "JapanesePod101.com". The page layout includes a top navigation bar with "facebook" and "Profile edit Friends Networks Inbox" options, and a right-side utility bar with "home account privacy logout". On the left sidebar, there is a search bar, navigation links for Photos, Notes, Groups, Events, and Posted Items, a "Is anyone missing?" link, and a "USC Flyer" advertisement for "COME LIVE IN AVALON APTS" with a photo of a building and text about rent reduction. The main content area is divided into several sections: "Information" (Name: JapanesePod101.com, Type: Business - General, Description: Learn Japanese With JapanesePod101.com - Learning A Language Has Never Been So Easy Or Fun!, Contact Info: contactus@japanesepod101.com, Website: http://www.japanesepod101.com, City: Tokyo, Japan), "Photos" (No one has uploaded any photos), "Discussion Board" (There are no discussions), "Members" (5 members: James Blumer, James Foster, Michelle Bushby, Jeanie Lin, Jonathan Fan), and "The Wall" (A post by James Foster (Durham) at 10:46pm: "Welcome to facebook. Message - Report - Delete"). On the right side, there is a group logo (a red circle with white "JP" initials), the group name "JapanesePod101.com", a "Message All Members" link, a list of group management actions (Edit Group Profile, Edit Group Members, Edit Group Officers, Invite People to Join, Create Related Event, Leave Group), a "Share" button, "Related Groups" (Barack Obama for President in 2008, NACURH, Inc., PACURH, Formosa Foundation Kickass Ambassadors, From Japanese to Greek, from Urdu to Swahili...), "Group Type" (This is an open group), and "Admins" (Jonathan Fan (creator)).

# Shafteryou



**DEFINITION:** To generously allow others to precede you in hopes that they will identify, reduce, and perhaps be eliminated by, the potential hazards.

# THE JAMES GANG



[www.jamesgang.com](http://www.jamesgang.com)

ADVERTISING • DESIGN • PROGRAMMING • ONTARIO VENDOR OF RECORD