

Facebook and Google Advertising

COSC 122 - Dr. Ramon Lawrence

Facebook and Google make billions of dollars of revenue from advertising.

Facebook advertising is primarily banner advertising (display ads) and advertising in news feed. A company gets paid for banner advertising based on the number of displays ("impressions") and the number of user clicks ("click throughs").

Google advertising is primarily as sponsored results. Google gets paid each time a user clicks on a sponsored link.

Click through rates may be as low as 0.05% (Facebook) and the costs per click are on a bid system. Each click may only represent \$0.10 to \$0.50 of revenue.

Companies make money due to the billions of page views and clicks.

Page 8

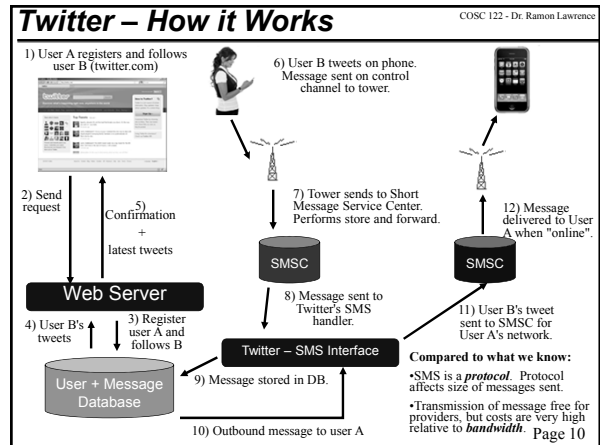
Twitter Overview

COSC 122 - Dr. Ramon Lawrence

Twitter is a social networking and blogging service that allows users to send and read user messages called tweets.

- ◆ **Tweets** are displayed on an user's page and can be up to 140 characters long (due to SMS compatibility).
- ◆ Users may subscribe (*followers*) to other user tweets.
- ◆ Tweets can be sent via the website, external applications (for smartphones/PCs), and the Short Message Service (SMS).
- ◆ Service is free but may be charged to use SMS or phone fees.
- ◆ Created in 2006 by Jack Dorsey.
- ◆ Currently has more than 500 million users and over 350 million tweets per day.

Page 9



BitTorrent Overview

COSC 122 - Dr. Ramon Lawrence

BitTorrent is a peer-to-peer file sharing protocol for data distribution. It is estimated to be the majority of Internet traffic.

Basic idea: Instead of downloading a large file from one source, the file is downloaded in pieces from many sources and re-assembled. This improves performance and reliability.

How it works:

- ◆ 1) A user creates a torrent descriptor file of the file to be shared. The file itself is put on a BitTorrent "seed" node and divided into pieces.
- ◆ 2) Another user downloads the torrent descriptor file and begins to download the file pieces. It may acquire pieces from other peers that had previously downloaded the file. Once a peer has the complete file, it can function as a seed.

Page 11

iPhone Overview

COSC 122 - Dr. Ramon Lawrence

The **iPhone** is a **smartphone** manufactured by Apple that supports voice, text, browsing, email, and Wi-Fi. Distinctive features include its multi-touch screen, virtual keyboard, and thousands of third-party applications ("apps").

Smartphones are mini-computers that have an operating system capable of running programs both within and outside of a web browser.

- ◆ A major battle for market share between operating systems: Android, iPhone, Microsoft, Blackberry.

These devices are chosen more for their program capabilities and user interface features than phone service provider plans.

Page 12

iPhone

How it Works – Apps

- 1) An iPhone application is built by a developer in the Objective-C programming language and compiled into a binary.
 - ◆ Each smartphone platform supports a different language: RIM/Android – Java
- 2) The application is verified by Apple, and if it passes, is loaded onto the App store.
- 3) Users search the store for applications and download and run the binary file on their device. An App runs on the device directly rather than in the browser.

What we have learned:

- ◆ Basic programming skills (can be extended to develop apps)
 - ⇒ By 3rd year CS (or time on your own), you could do it.
- ◆ Hardware components and how computer works/run programs
- ◆ Components of applications and user interfaces

Page 13

Conclusion

We have investigated how some of the most popular systems and applications work. Each system requires **creativity** and a significant software **engineering effort** to design and build it.

We saw how the concepts **we have learned** in programming, computer systems, and networking/Internet are used in these systems and the research/technical challenges being faced.

Operational systems are continually improved, fixed for errors, and must remain working all the time. It takes considerable resources and people to operate.

The popular systems typically started from basic ideas and were expanded over time. It has never been easier to create a system and scale it up to millions of users.

Page 14

Objectives

- ◆ Understand some of the ideas behind common applications and systems and how it relates to the concepts discussed in the course.

Page 15