facebook

Location, Location, Location

When grandma cares

Srinivas Narayanan

HPTS 2011

The lost decade

"Styluses are good for nose picking"

Over 800 million active users

Over 350 million mobile active users

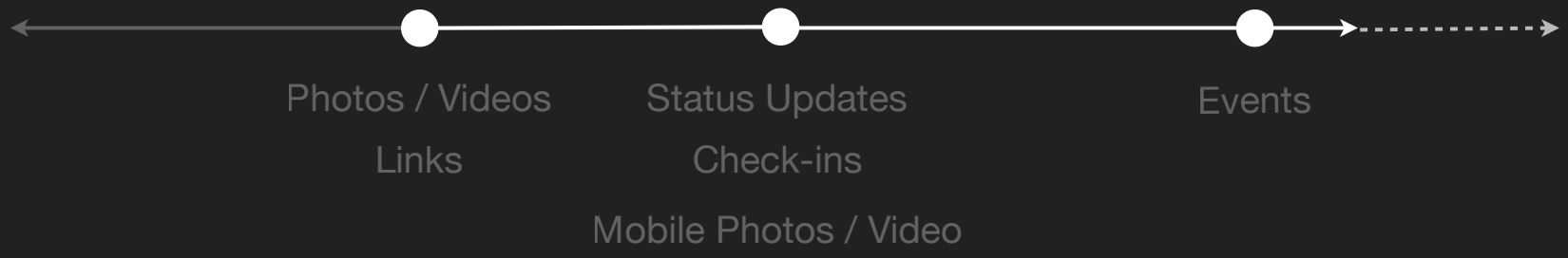
>50% login every day

130 friends (avg)

>250 million photos uploaded every day

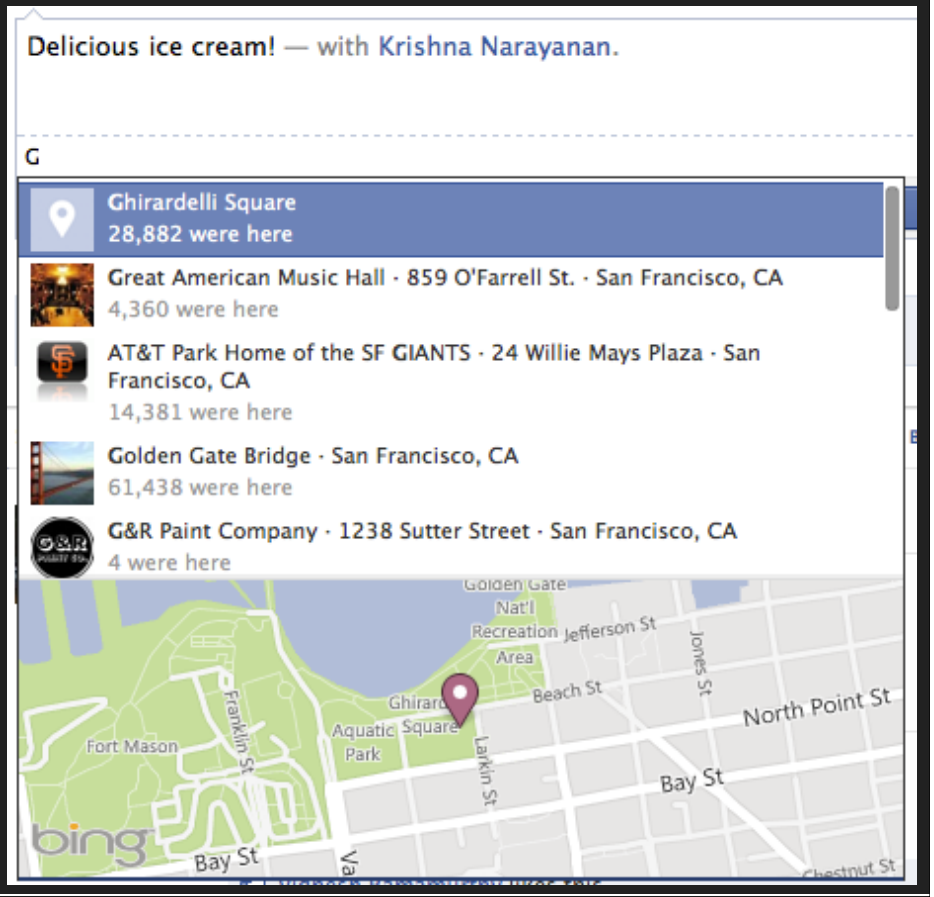
Over 7 million apps and websites integrated with Facebook

Location Everywhere: Past, Present and the Future

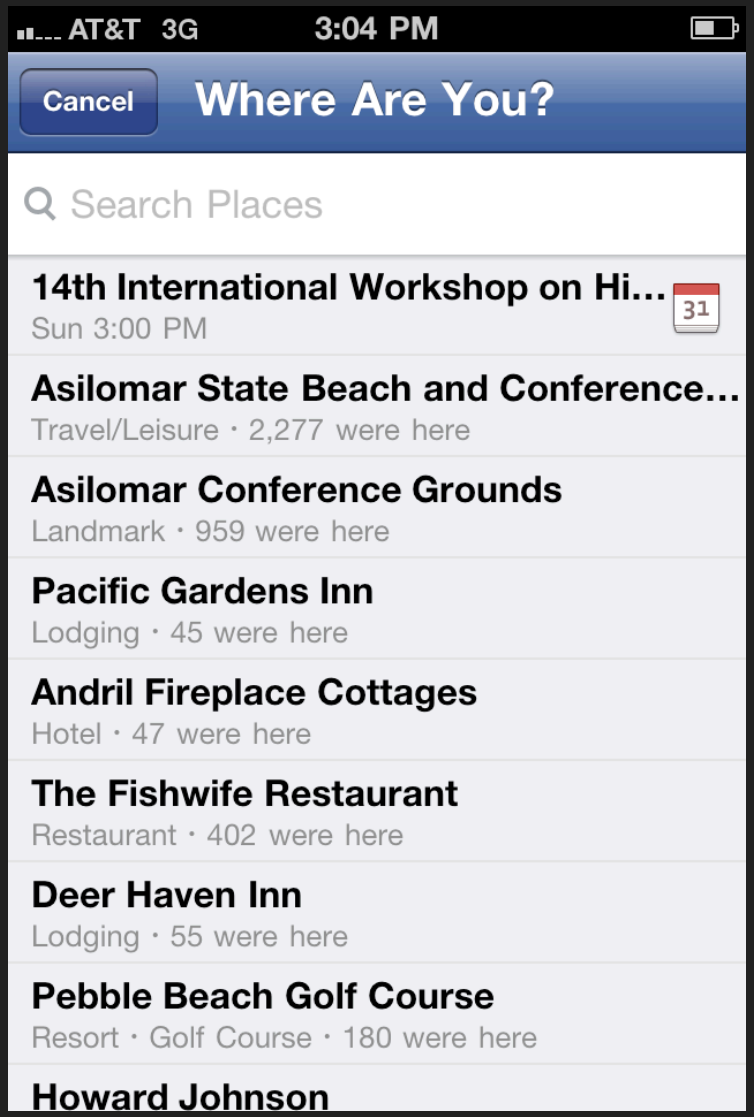


The Past

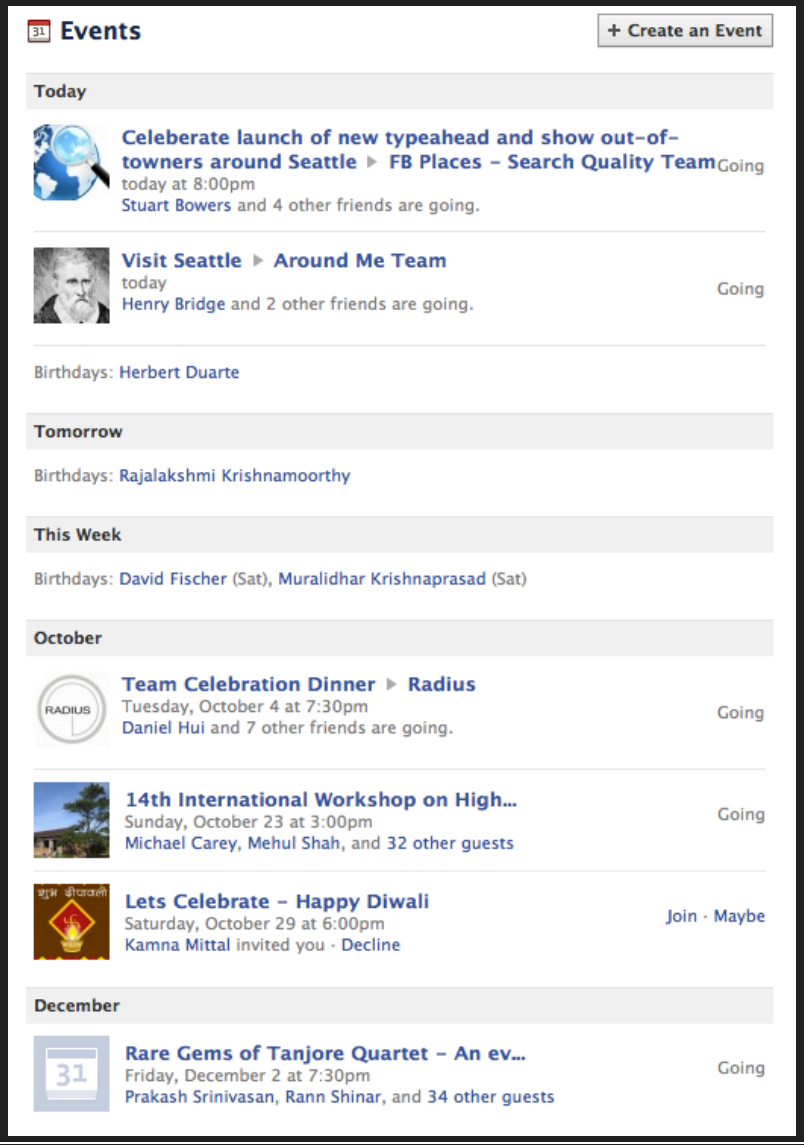
Location to statuses, photos



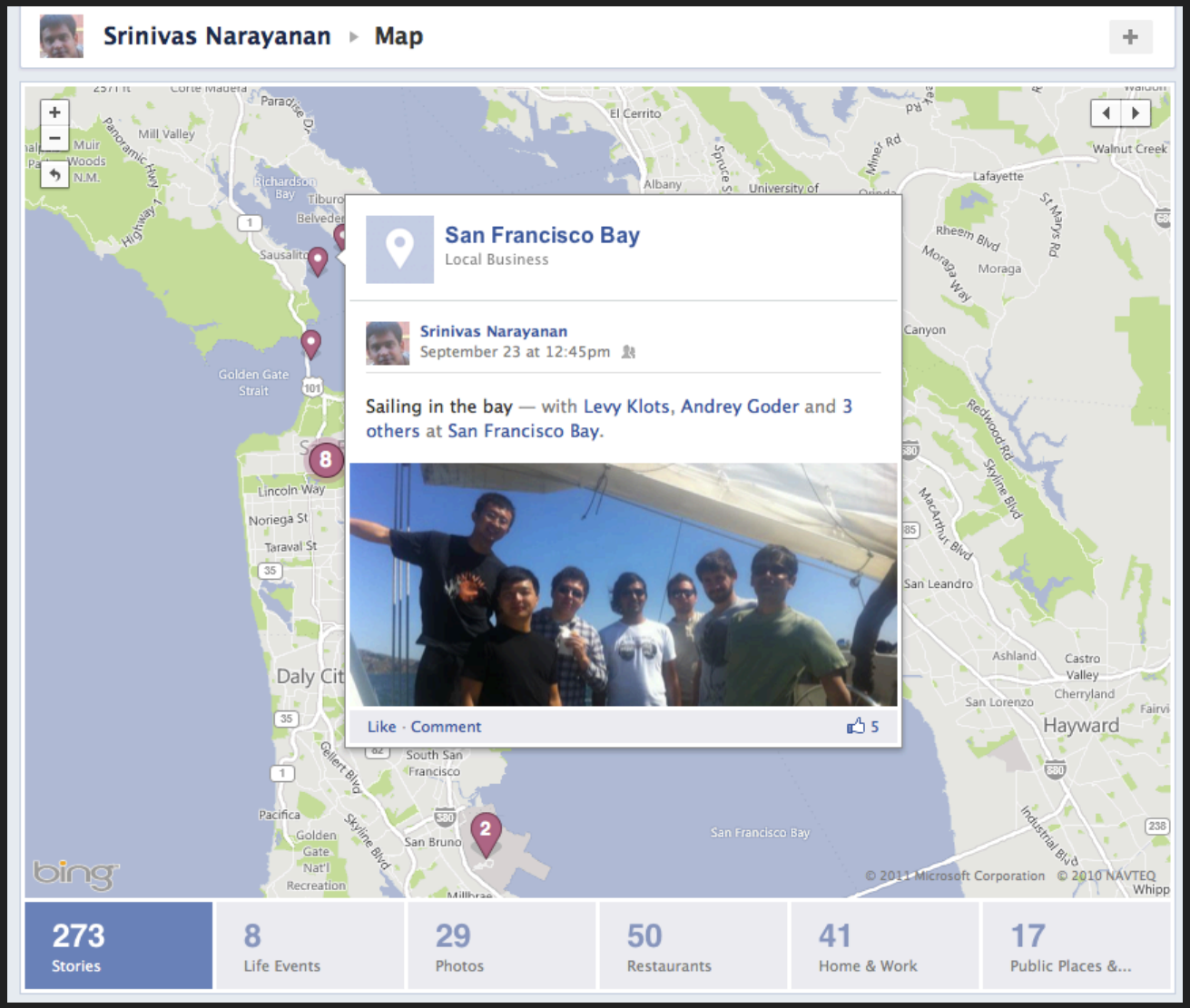
The Present


AT&T 3G
3:04 PM
Cancel
Where Are You?
Search Places
14th International Workshop on Hi...
Sun 3:00 PM
31
Asilomar State Beach and Conference...
Travel/Leisure · 2,277 were here
Asilomar Conference Grounds
Landmark · 959 were here
Pacific Gardens Inn
Lodging · 45 were here
Andril Fireplace Cottages
Hotel · 47 were here
The Fishwife Restaurant
Restaurant · 402 were here
Deer Haven Inn
Lodging · 55 were here
Pebble Beach Golf Course
Resort · Golf Course · 180 were here
Howard Johnson

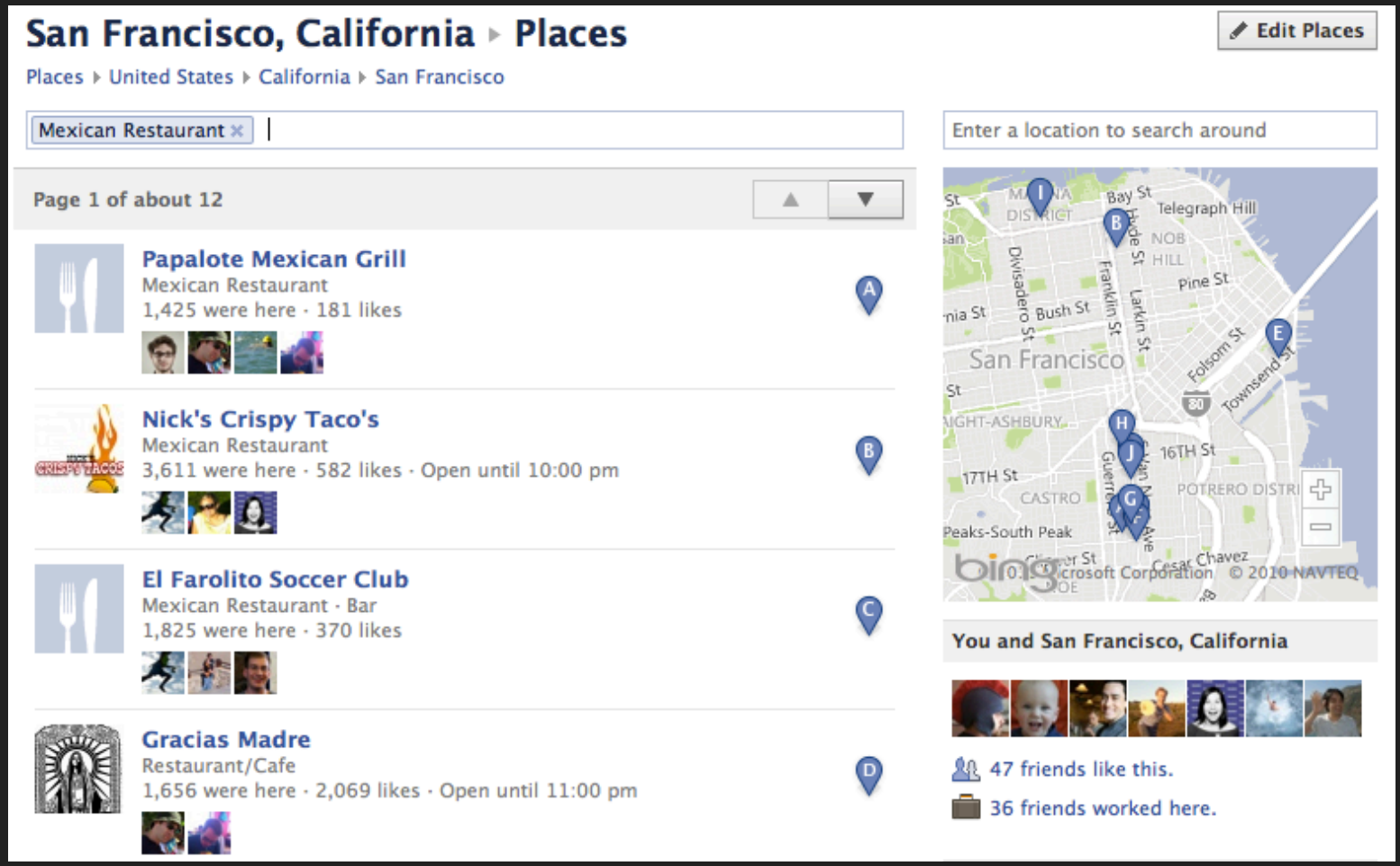
The Future


Events
+ Create an Event
Today
Celeberate launch of new typeahead and show out-of-towners around Seattle ▸ FB Places - Search Quality Team
today at 8:00pm
Stuart Bowers and 4 other friends are going.
Going
Visit Seattle ▸ Around Me Team
today
Henry Bridge and 2 other friends are going.
Going
Birthdays: Herbert Duarte
Tomorrow
Birthdays: Rajalakshmi Krishnamoorthy
This Week
Birthdays: David Fischer (Sat), Muralidhar Krishnaprasad (Sat)
October
Team Celebration Dinner ▸ Radius
Tuesday, October 4 at 7:30pm
Daniel Hui and 7 other friends are going.
Going
14th International Workshop on High...
Sunday, October 23 at 3:00pm
Michael Carey, Mehul Shah, and 32 other guests
Going
Lets Celebrate - Happy Diwali
Saturday, October 29 at 6:00pm
Kamna Mittal invited you · Decline
Join · Maybe
December
Rare Gems of Tanjore Quartet - An ev...
Friday, December 2 at 7:30pm
Prakash Srinivasan, Rann Shinar, and 34 other guests
Going

Timeline

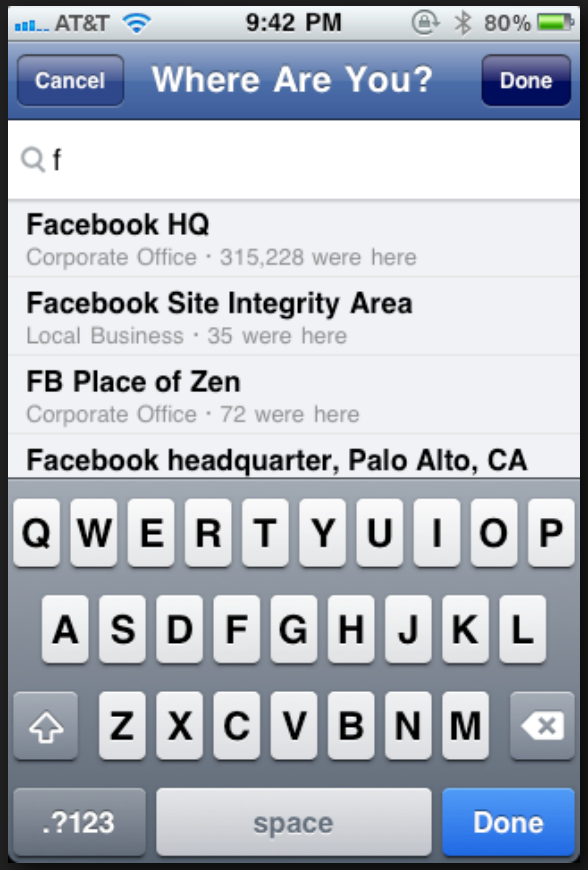

Srinivas Narayanan ▸ Map
San Francisco Bay
Local Business
Srinivas Narayanan
September 23 at 12:45pm
Sailing in the bay — with Levy Klots, Andrey Goder and 3 others at San Francisco Bay.
Like · Comment
5
bing
© 2011 Microsoft Corporation © 2010 NAVTEQ
273
Stories
8
Life Events
29
Photos
50
Restaurants
41
Home & Work
17
Public Places &...

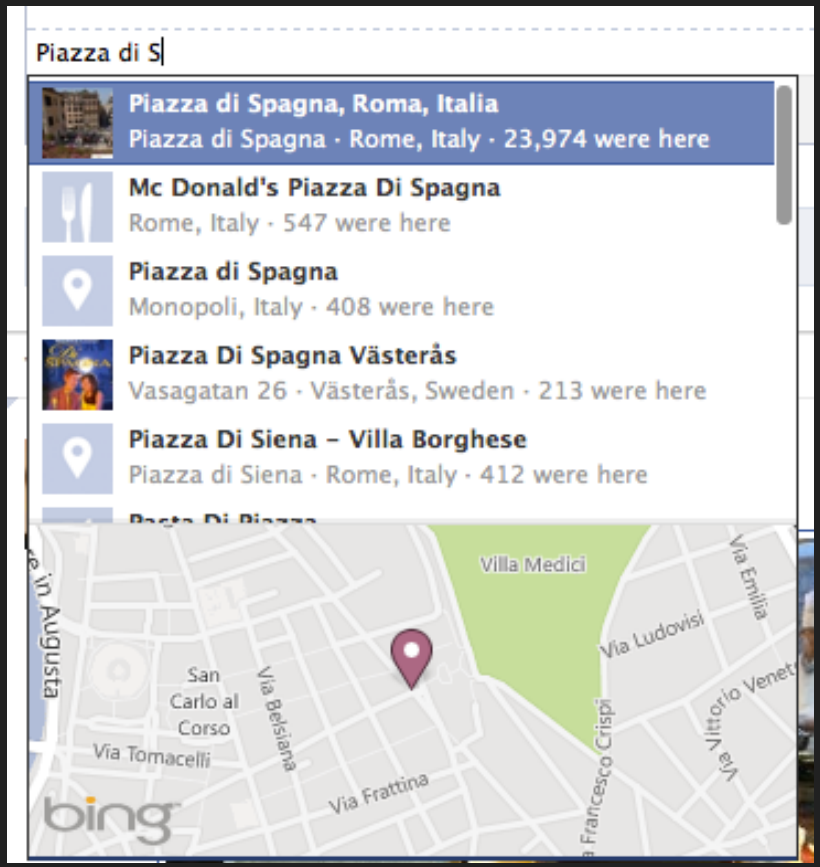
Discovery


San Francisco, California ▸ Places
Edit Places
Places ▸ United States ▸ California ▸ San Francisco
Mexican Restaurant ×
Enter a location to search around
Page 1 of about 12
Papalote Mexican Grill
Mexican Restaurant
1,425 were here · 181 likes
Nick's Crispy Taco's
Mexican Restaurant
3,611 were here · 582 likes · Open until 10:00 pm
El Farolito Soccer Club
Mexican Restaurant · Bar
1,825 were here · 370 likes
Gracias Madre
Restaurant/Cafe
1,656 were here · 2,069 likes · Open until 11:00 pm
San Francisco
Telegraph Hill
Pine St
Bush St
Folsom St
16TH St
17TH St
CASTRO
Peaks-South Peak
Cesar Chavez
© 2010 NAVTEQ
You and San Francisco, California
47 friends like this.
36 friends worked here.

Challenges

Place Search





Social Queries

Info
Friend Activity (1+)
Wikipedia
Photos

12,334
like this

5,833
are talking about this

53,829
were here

Also on:
Yelp
Gowalla
SCVNGR
Foursquare

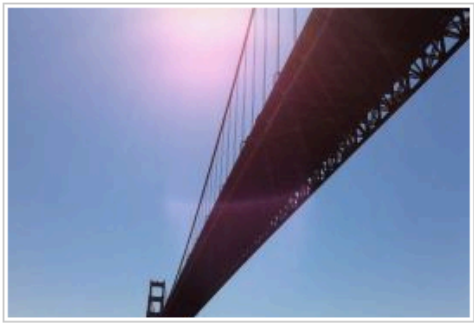
Golden Gate Bridge ▸ Friend Activity

Like

Landmark · Tourist Attraction · Bridge · San Francisco, California

Friend Activity

Fan Guo
Enroute



Like · Comment · September 23 at 11:19am via mobile ·

Leman Akoglu it is raining here :\ enjoy the west! :)
September 23 at 11:32am · Like · 1 person

Write a comment...

Mohan Gummalam
Where did the bridge go?! — with Meghna Gummalam and 2 others.

You and Golden Gate Bridge

3 friends like this.
You were here 1 time.

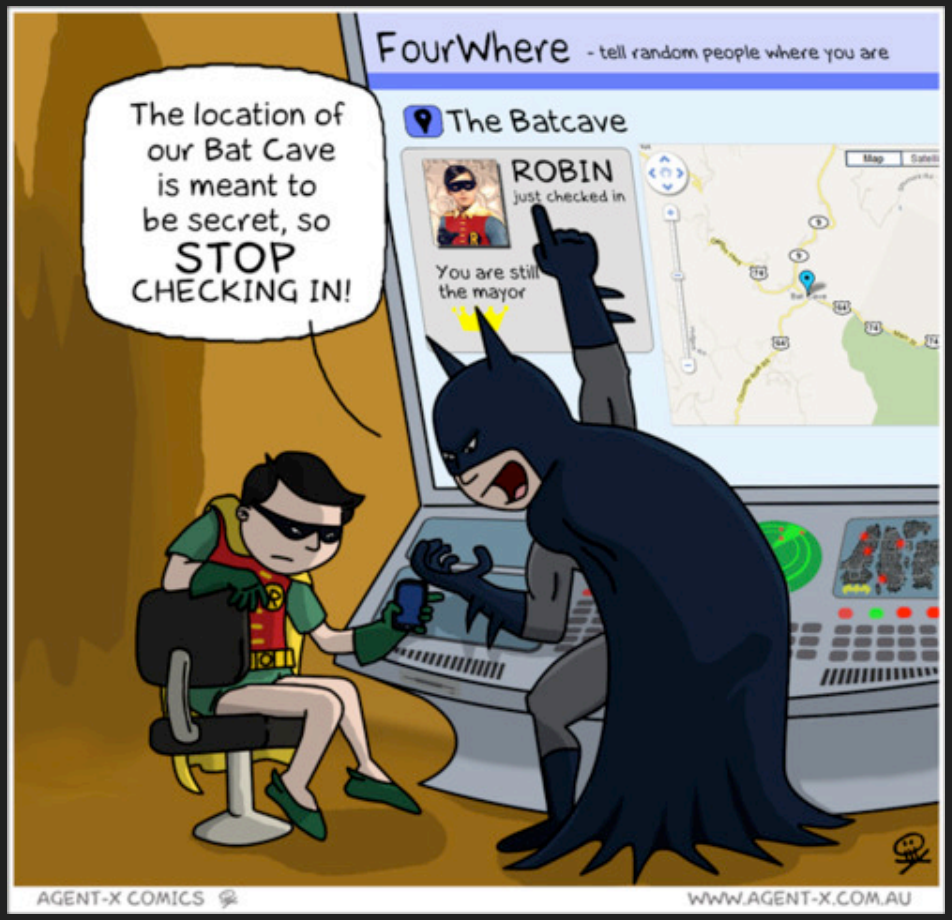
Recommendations from Friends See All

Jon McCord amazing
5

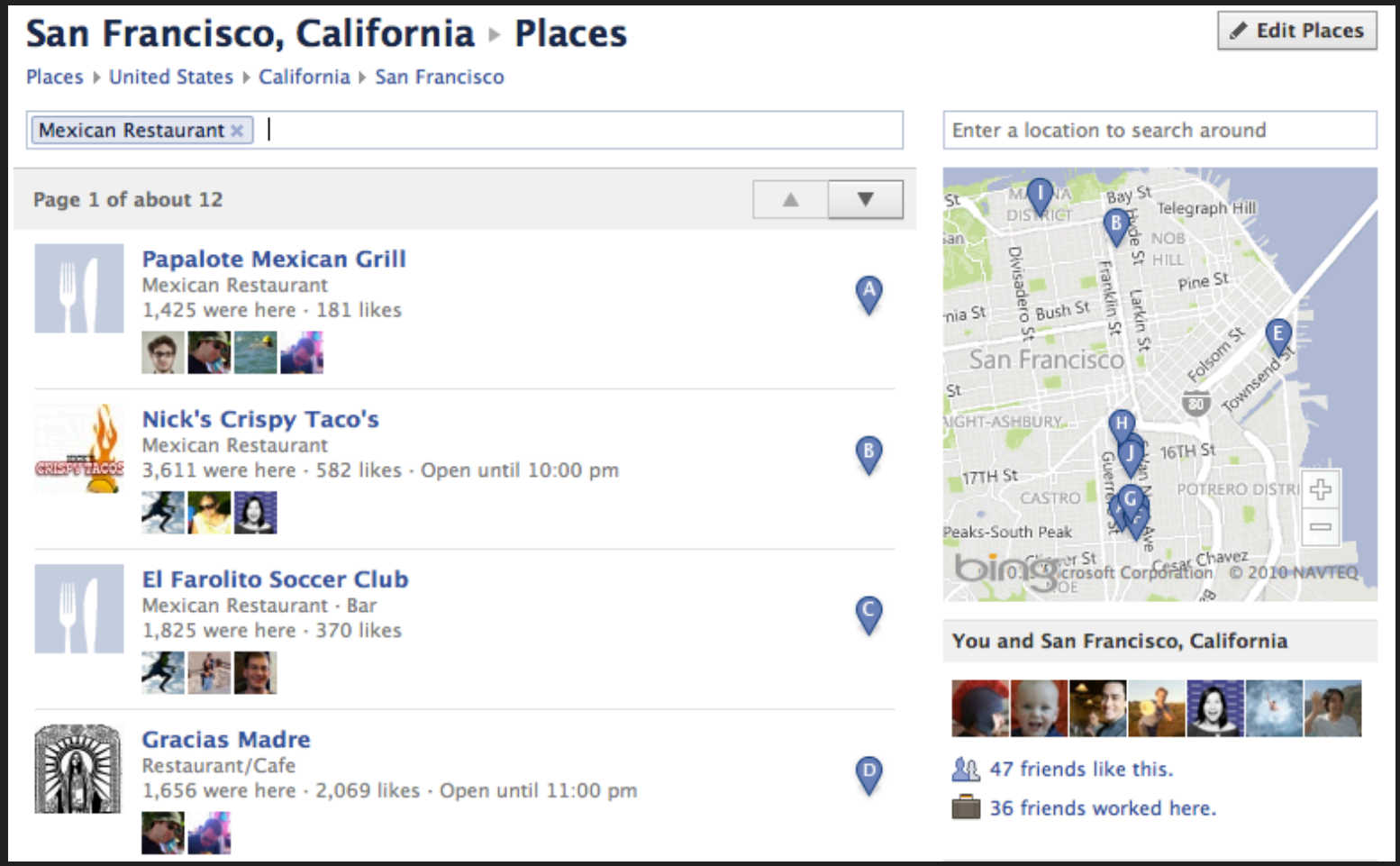
Write a recommendation...

Privacy

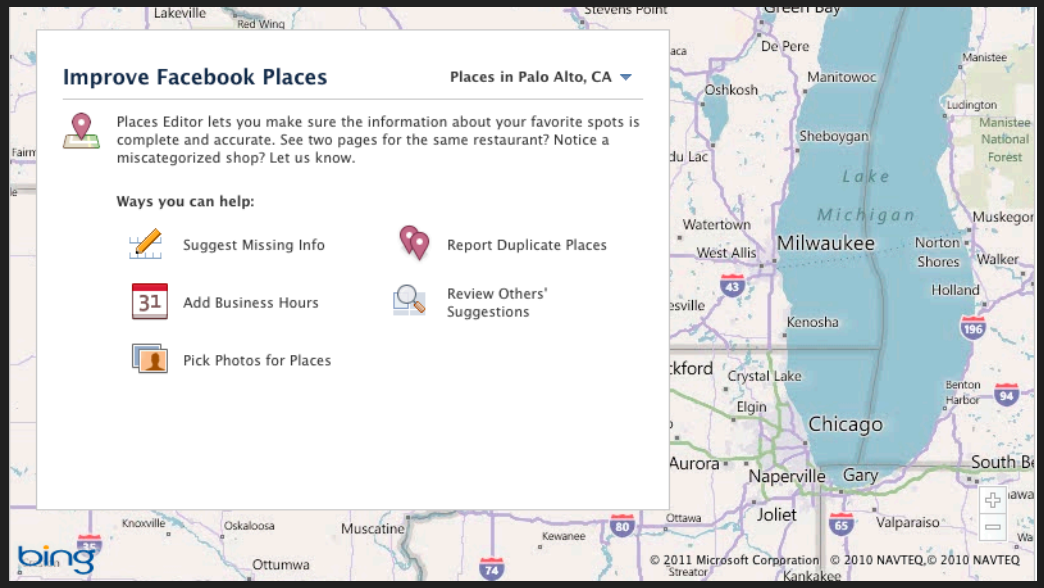
What happens in Vegas...
Stays in Vegas
Ends up on Facebook

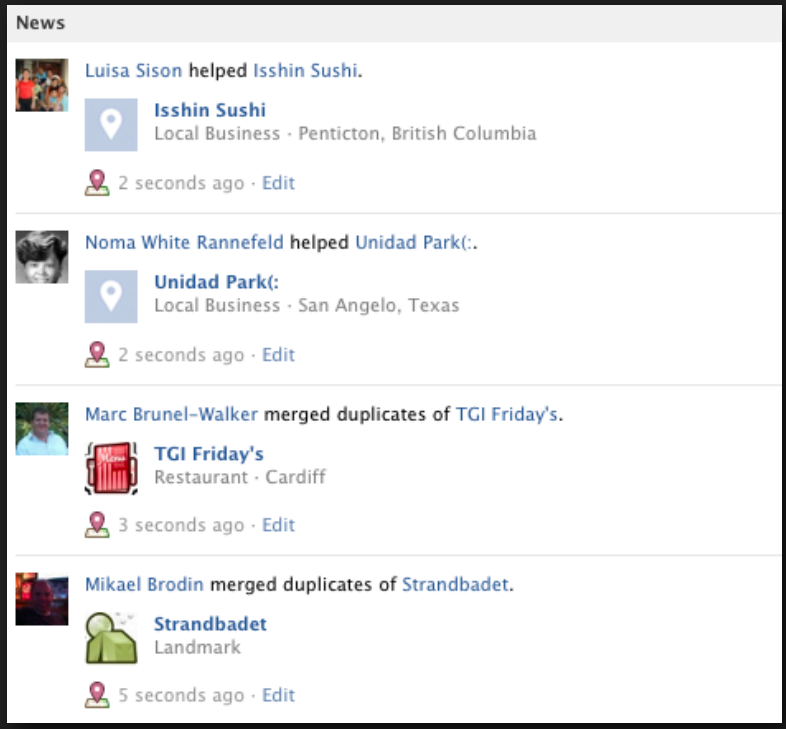

FourWhere - tell random people where you are
The Batcave
ROBIN
just checked in
You are still the mayor
The location of our Bat Cave is meant to be secret, so STOP CHECKING IN!
AGENT-X COMICS
WWW.AGENT-X.COM.AU

Social Recommendations

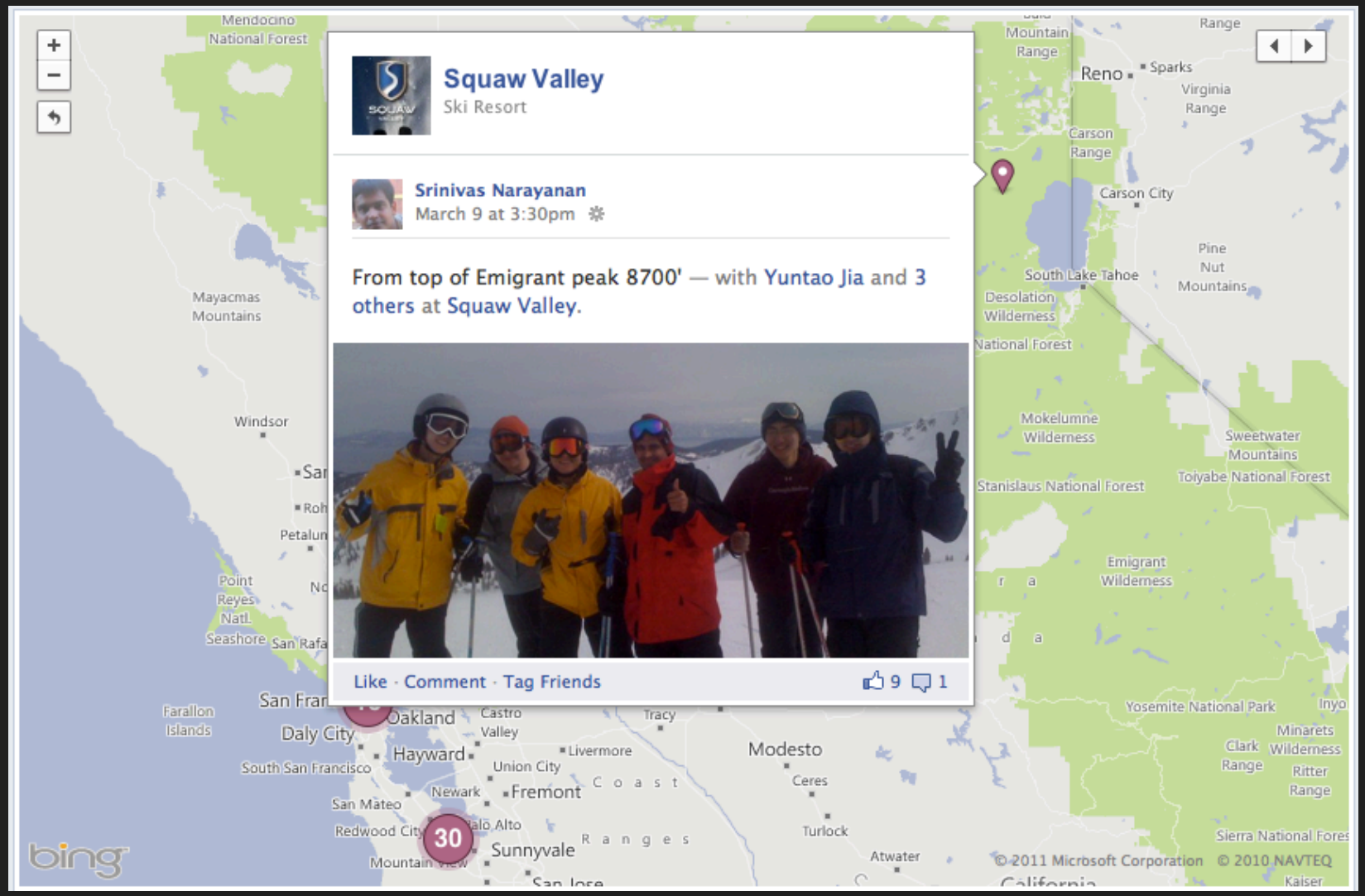


Data Quality





Looking ahead – Themes

- Zuckerberg's law – exponential increase in information sharing
- Sporadic and continuous
- Signal vs. noise
- Pattern detection – explicit and hidden
- Geo is a fundamental property (nearby, logical boundaries)
- Time is another fundamental property
- Social signals
- Serendipity – push interesting content
- Preserve privacy – time sensitivity, geo-granularity?

Connecting with the real world