Facebook as a New Layer of the Internet

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Internet protocol suite

1. Link Layer: ARP/InARP NDP OSPF Tunnels L2TP PPP MAC **Ethernet** DSL ISDN FDDI DOCSIS
2. Internet Layer: **IP** IPv4 IPv6 ICMP ICMPv6 ECN IGMP IPsec
3. Transport Layer: **TCP** UDP DCCP SCTP RSVP
4. Application Layer: BGP DHCP DHCPv6 DNS FTP **HTTP** IMAP IRC LDAP MGCP NNTP NTP POP ONC/RPC RTP RTSP RIP SIP SMTP SNMP SOCKS SSH Telnet TLS/SSL XMPP
From Unilateral to Bilateral Communication

1. email, IRC, WWW
2. Web 1.0 → Web 2.0
3. participatory culture, threshold of participation (H. Jenkins)
5. wisdom of crowds (J. Surowiecki)
Facebook as a new layer (M. Jagodziński)

1. Types of content
   1.1 profile, fan-page
   1.2 FB application
   1.3 social plugins, embedded FB content

2. Facebook Connect
Many Faces of Facebookization

1. facebookization
   1.1 of
      1.1.1 twitter (mutual content embedding)
      1.1.2 yahoo (3rd part applications)
   1.2 wisdom of crowds → wisdom of friends (M. Zuckerberg)

2. contextualization of the Internet

3. Social Proof Principle (R. Cialdini)
1. high and low context (E. Hall)
2. telegraph & orchestra (I. Winkin)
1. 32% students on campus recognized in 3 s. (Shaw, 2012)
2. 72% of Facebook users accept invitations from strangers (Lemieux, 2012)
3. “Facebook is now a corporate necessity” (Snell, 2010)
How to Fight a Big Corporation II