Scaling the Social Internet

- Why does Google want Akamai? [link]
- What is Akamai? [link]
- Akamai and the law? [link]

From Akamai to Facebook

- What does Akamai actually do?
- Latency, Bandwidth, Packet loss
- Overlay network
- NIH issues?

What is Ping?

- See [link]
- See [link]

What does scaling Facebook mean?

- [link]
- [link]
How to …

- I want to watch *The Social Network* now
  - What are my options?
  - Can I do this legally?

- I want to code in PHP now
  - What are my options?
  - Can I do this legally?
  - [http://www.youtube.com/watch?v=t4p2t9JQ7_Y](http://www.youtube.com/watch?v=t4p2t9JQ7_Y)

Vernacular: is understanding essential?


But if you don’t give a rat’s ass about performance you can shoehorn anything into hashtables and arrays. That’s why prototyping is so fast in Ruby.

Facebook: from scaling to concern

  - Who is Landon Cox? Let's check Facebook!
  - Let's check Google

"My concern is that they're under the control of a central entity," Cox said. "The social networks currently control all the information that users throw into them. I don't think that's necessarily evil. But it raises some concerns."