In seven years of rapid growth, Facebook has become today’s most popular social network, redefining digital identity and the basic set of communication channels for people worldwide. Many unique engineering challenges were handled along the way: building products extremely quickly while keeping the high quality of the service and the low cost of the hardware that supports it, allowing horizontal scaling of highly interconnected data, ranking news items for divergent user population with large spectrum of interests (from a social revolution to the party next door) and allowing application developers and website owners to extend the social graph using an open platform API.

In this talk, we will peek inside Facebook engineering, describing some of these challenges and their solutions.