

EXHIBIT 12

Feed tracking logging Last modified Friday, November 21, 2008 at 4:20pm by Ding Zho

How to log a new event: 1) In lib/feed/constants.php, define a new constant corresponding to your event type 2) In lib/feed/util.php

- a. Look for the `feed_tracking_log_event_data` function
- b. Modify the comment at the top to document your new event type
- c. In the switch statement, add a case for your event type
- d. Fill out which ever fields you need in an array. Generally the minimum is `uid` and `evt`.

The extra field is there for whatever you need. Just be sure to document the format of the field so that whatever reads the log knows how to parse it. For example:



Format for tab click logging: The `evt` field for tab clicks will be: `Redacted` of the user clicking the tab `pos = #` of the tab that was clicked

Format for flyout menu clicks: The `evt` field will be `'fclk'` `uid = uid` of the user clicking the flyout menu The `'extra'` field will have subfields within it. The subfields will be delimited by `chr(2)`. The subfields will be as follows: subfield 1: `'up'` to indicate the user clicked more about, `'down'` to indicate the user clicked less about subfield 2: the id of the object the user tuned the weight for. For story types, it will be a string such as `'photos'` or `'profiles'`. For friends it will be the uid of the friend. subfield 3: the story id which is constructed as the `story_key_story` fbids delimited by dashes. The story id will identify unique stories but won't separate them across users. Thus, the same story appearing on two different feeds will have the same story id.

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