

The Facebook Effect

by David Kirkpatrick

Whether constructive or destructive , facebook is giving individuals in societies across the world more power relative to social institutions and that may well lead to very disruptive changes.

Zuckerberg says that facebook is a utility. 'We are trying to increase the efficiency through which people can understand their world. We are trying to get people get the maximum of the time they spend on our site.'

**Trust on the internet
depends on having identity
fixed and known.**

The average facebook user has 130 friends. Facebook may generate a false sense of companionship and over time increase a sense of aloneness.

Zuckerberg was never one to defer to authorities. Facebook started out as his own revolt against Harvard's unwillingness to build an online facebook. But what he built turned individuals into the authority.

Facebook changes how people communicate and interact, how marketers sell products, how governments reach out to citizens, even how companies operate. This is no longer a plaything for students.

The average user spends an hour per day on facebook. That is a total of 8 billion minutes per day. Facebook operates in 75 languages and 75 pc of its active users are outside the USA.

**Zuckerberg started ‘Course match’
in Harvard, a project which told
you which boy or girl was taking a
particular course and to see if you
wanted to enroll.**

Emboldened by the unexpected success of ‘Course match’, Zuckerberg started facemash, a project to figure out the hottest person on campus by picking between two photographs at a time.

Much activity on facebook from the start was driven by the hormones of young adults. It asked you if you were interested in men or women, whether you were already taken, etc.

One of the first advertisers on facebook was MasterCard, seeking to sell a special credit card to students.

Zuckerberg said 'we are going to change the world. I think we can make the world a more open place.'

‘The leader of a company needs to have a decision tree in his head, if this happens, we go this way, but if it winds up the other way, we will do.... Zuckerberg does that instinctively.’

**Zuckerberg always
maintained that Google was
about data while facebook
was about people.**

Zuckerberg was obsessed with how well facebook worked technically. He realized that for a communications service, performance was key.

The facebook had a strong sexual undertone. Dating, relationships, random play, whatever I can get. Flirting on facebook became an art form through poke.

When facebook hit 2 million users, the investors were amazed that 65 pc of users were returning to the site daily and 90 pc came back at least once a week. Growth was 3 pc a day !!

**In march 2005, MTV wanted
to buy facebook for 75 mln
usd.**

**Facebook hired Steve Chen
who left in a few weeks with
two old PayPal colleagues
to start YouTube.**

Zuckerberg went and spent time with Don Graham of Washington post to get a weeks training to be a CEO.

**The facebook culture was dorm
like casualness, oddly fused to
intense devotion and exertion.
They worked for each other and
work wasn't work for any of them.**

A product or service is said to have a network effect when its value grows greater to all users each time one new user joins. Since each new user strengthens the whole, it is a virtuous circle.

‘we don’t want people to have a relationship with facebook, we want them to seek each other on facebook’

Facebook started with colleges and then considered moving to hi schools. A debate ensued on whether to call it facebook high.com, but the title was owned by a speculator who wanted too much money.

The team decided that facebook photos would be tagged in just one way – with the names of the people in them. It sounds elementary but had never been done before. You would only be able to tag people who confirmed that they were your friends.

Pretty quickly facebook realized that people were posting photos to say, these are people part of my life and I am proud of it.

The success of photos was a learning for everyone at facebook. The way they integrated photo hosting with facebook showed the magic of overlaying an ordinary online activity with a set of social relationships.

**The reality is that
nothing on facebook is
really confidential.**

Facebook interactions with teenagers are almost universally fraught for adults, because the two generations have such fundamentally different attitudes to what is proper personal disclosure.

Thank you

How to use Nokia core and secondary colors

Nokia secondary color palette (secondary blue, secondary neutrals, secondary brights) can only be used in charts and shapes, in addition to core colors.

Nokia blue Nokia green Nokia secondary blue



R 000	R 068	R 175
G 051	G 165	G 212
B 204	B 028	B 240

Nokia secondary colors for charts & shapes



R 235	R 191	R 230	R 175	R 206
G 233	G 215	G 192	G 148	G 150
B 216	B 218	B 031	B 023	B 032

