

On the Popularity of Facebook

投稿類別：英文寫作類

篇名：

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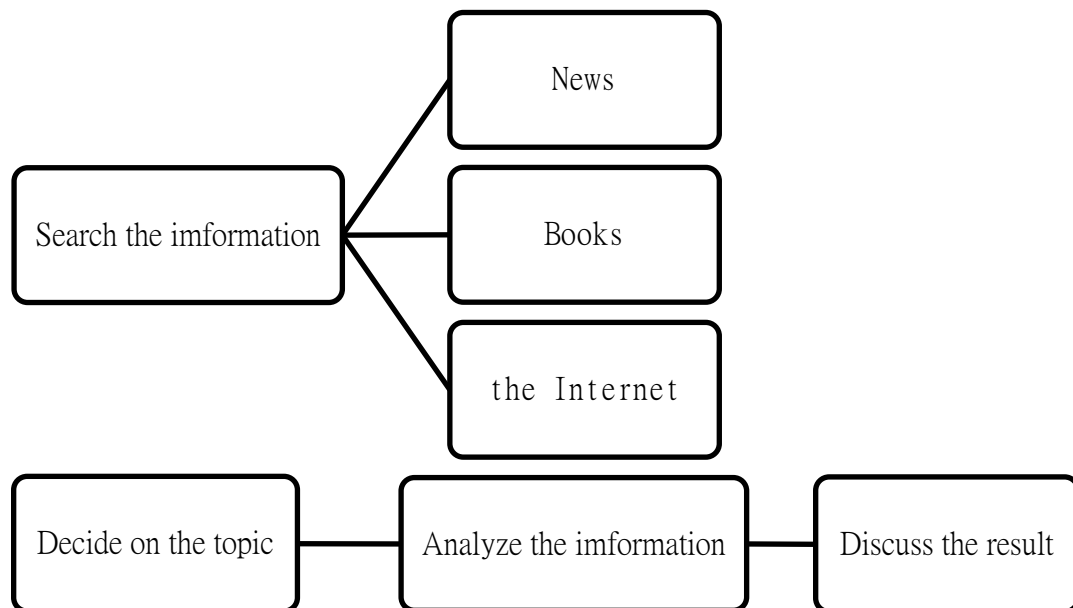
## I. Introduction

### 1.1 Motivation

In recent years, online community platforms play an important role in our life, and Facebook is one of the most popular among the number of users. Facebook, a practical website, has brought a lot of convenience. For example, more and more people use Facebook as an essential interpersonal communication tool, and some people not only communicate with Facebook's friends but their friends' friends to expand their circle of friends.

Facebook has created a number of amazing feats these years. However, this trend should not be underestimated in the modern society.

### 1.2 Research Flow Chart



### 1.3 Research Purpose

1. Understand the origin and development of Facebook
2. Research users population and the time spent on Facebook
3. Explore the effects of Facebook

## II. Thesis

### 2.1 The Vision of Facebook

Facebook makes people enjoy sharing. The world becomes more closely connected. People's horizon is broadened.

### 2.2 The origin of Facebook

Facebook is a social networking service launched in 2004. Facebook was founded by Mark Zuckerberg with his college roommates and fellow students. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League etc.

Year	Important Events
2004	Facebook was incorporated in mid-2004.
2005	Facebook received \$ 12.7 million investment from Accel Partner company
2006	Facebook launched notebook function - a tag, add photo, blog comments service.
2007	Facebook became the cover of "Newsweek."
2008	Facebook launched the simplified Chinese version, also providing two of the Traditional Chinese version to Hong Kong and Taiwan.
2010	Facebook's valuation went up to \$ 50 billion.
2011	Facebook announced advertising sales offices in Hong Kong, providing services for the Hong Kong and Taiwan markets.
2012	Since the launch of "News Feed" interface, which showed a lot of ads, Facebook users became more discontent.

### 2.3 Top 20 websites, users' census, and time spent on Facebook

Facebook is an on-going ever-growing social networking website. More than ten million people around Taiwan use Facebook to keep in touch with family, friends, and even more than 800 million people in the world.

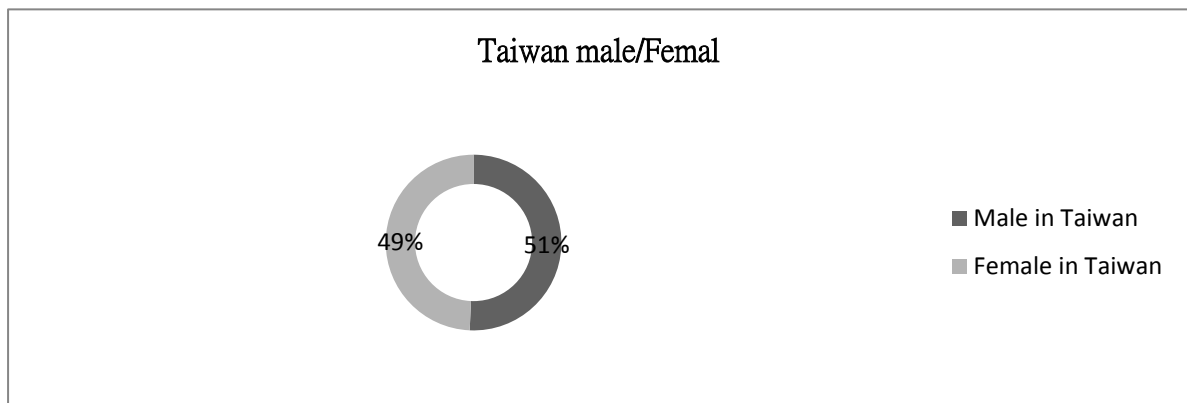
### 2.3.1 The top 20 websites in Taiwan

Top Sites in Taiwan

1st	Yahoo!	11th	Windows Live
2nd	Facebook	12th	PC home 電腦報
3rd	Google	13th	巴哈姆特電玩資訊站
4th	Google 繁體中文搜尋	14th	HiNet
5th	YouTube	15th	露天拍賣
6th	無名小站	16th	Mobile01
7th	PIXNET 痞客邦	17th	Wikipedia
8th	Baidu.com	18th	yam 天空
9th	伊莉心情車站	19th	blogspot.tw
10th	udn.com 聯合新聞網	20th	台灣蘋果日報

According to the data, we can clearly find that Facebook is very popular in Taiwan.

### 2.3.2 The users' census of Facebook



October 10, 2009 Facebook users were about 3,222,200 people around Taiwan

In May 2010, 6,585,860 people.

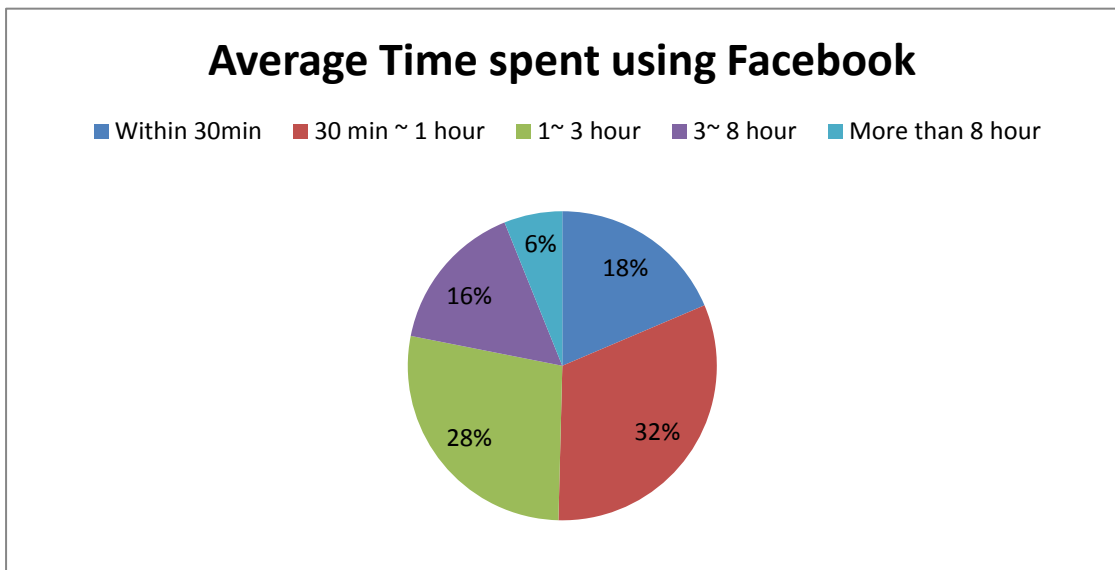
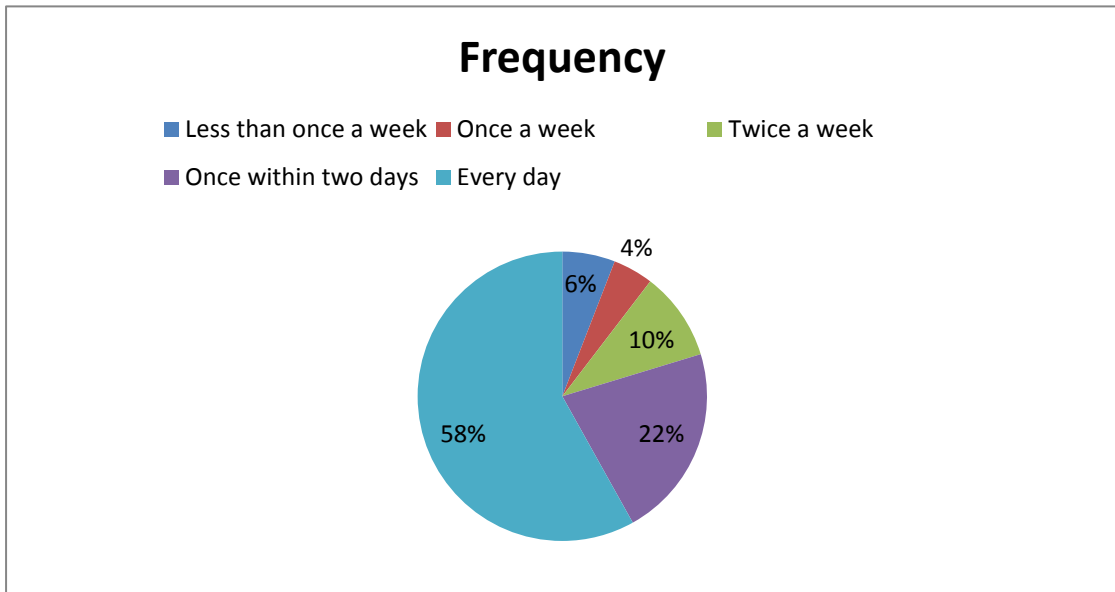
In March 2011, 9,999,260 people.

(The Global Audience: 630,319,140 people)

Now : 12,806,040 people in Taiwan

(The Global Audience: 910,110,980 people)

### 2.3.3 Average time spent on Facebook



We can easily get findings from the two charts above that first, over half of the users log into Facebook every day. In chart two. We can find that most users spend thirty minutes to one hour or one hour to three hours each day.

According to the charts above, we can clearly find that Facebook has become more and more important a part of our daily life. In other words, Facebook is an essential tool for modern people.

## **2.4 Different functions of Facebook**

### **2.4.1 The Wall**

The Wall is like a message board. People can express their opinions, make any statement, post their photographs, or recommend any links here. This is where the main interaction among Facebook users takes place.

### **2.4.2 Pokes**

This function is just like to say "hello." It is a way to interact with a friend.

### **2.4.3 Status**

Users can update their whereabouts, what they are doing, their marital status, etc., anytime, anywhere, and the good friends of the users will know the latest update.

### **2.4.4 Events**

This function looks like a calendar and can keep users informed that something will occur. It is a way to keep in touch with your friends. You can follow the activities and events that are happening around you through your friend.

### **2.4.5 Application**

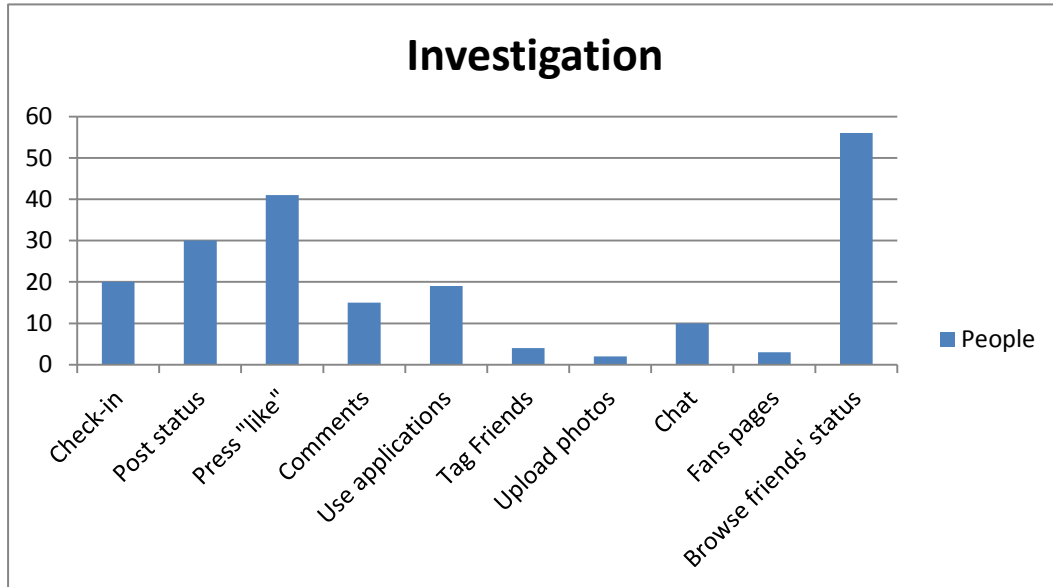
Facebook applications include providing an open platform for people to interact, testing newly-developed applications, and games, etc.

### **2.4.6 Marketplace**

The market function can provide free advertising for Facebook users. However, only very few users use it in Taiwan.

## 2.5 The investigation of the reasons for using Facebook

(Survey a total of two hundred people.)



According to the above data, most people use Facebook to check out on their friends. What they are doing, what they are thinking, where they have been to, etc. The second is to press "like." The third is to post status on Facebook. In the survey, a female said that she used Facebook to know something new, like the news broadcast. Therefore, the broadcast speed is the same as Facebook.

### III. Conclusion

In my opinion, Facebook brings a lot of help for modern people. Take me as an example. As long as my computer is turned on, the first I do is to browse Facebook to get acquainted with the latest news. It is like an immediate reporter that helps you search the news from around the world. To be a scholar, one has to be open-minded and get in touch with things happening in the world. Facebook is not only a humane technological community, but also a bridge connecting people and with the world. No wonder some people say that a scholar does not step outside his gate, yet he knows the happenings under the sun.

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