

How could Facebook succeed?

Facebook is one of the largest social networks in the world. It shows a modern-day epidemic that spreads across the global world. It all started nearly 15 years ago. Today, about 1.5 billion people use Facebook around the globe, giving rise to widespread. **How could Facebook succeed? There are three main points for this.** Allow me to demonstrate why I think of that how could Facebook succeed.

First of all, I think Facebook is built on the instinctive desires of humans (Connecting, Communicating, Participating). I believe that as a social being, a person has a desire to be connected, a desire to communicate, and a desire to act actively. Facebook is realizing this desire well.

First is connecting. All people seek to connect. Facebook can be a great tool of connecting people. 15 years ago, Mark Zuckerberg decided to engage in connecting people in their university. Mark Zuckerberg says, "Our mission is to help everyone in the world connect and keep them connected with the precious people". So, people can connect to a person whom they're interested in, if they click the button 'following, Like' on the Facebook page.

I get to see the stories of people I admire and like on Facebook every day. I am very grateful to touch the stories of my favorite writers, scholars, and thinkers through Facebook. I cannot communicate with them directly, but I can contact them through this platform called Facebook. I think this Connecting is the biggest strength of Facebook.

Second is communicating. Communication is important to people. Facebook enables interactive communication online. People can talk to many (or individuals), and people can interact in real time. With Facebook, we can share my ideas, find friends, comment and feedback, and network. Mark Zuckerberg says, "Facebook is not a social network service. In fact, I think Facebook is a utility. That's what people use every day. It's a tool I use to communicate with friends and people I care about"¹⁾ Through Facebook, I share stories I want to share with people. I like to share good stories and my thoughts with comments. It is especially important to share other social stories that exist in the world, beyond the radius of my life, because I can break my narrow frame. I think that communication is the second most important strength of Facebook, because people are social.

Third is participating. People can express their thoughts through 'LIKE' about social issues on Facebook. People can participate in the response of the other person's post easily. When I do Facebook, I am not in a passive state, but in an active state. I think that all users (writers and readers) can easily take action on Facebook,

1) <https://ecorner.stanford.edu/podcast/from-harvard-to-the-facebook/>

Second of all, Facebook is a useful means of meeting the diverse personal goals of today's modern people(Personal branding, Collecting, Networking).

First thing is Personal branding. Sometimes people need to promote themselves to do social activities. So many individuals and organizations can use it to promote their brand on a platform of Facebook. I Believe Facebook is a great tool of Idea spreading, social movement, making issues, branding, and advertising.

Second thing is Collecting. The Facebook algorithm identifies the personality and displays information suitable for the person. So people can collect an information that their interests(or wants/needs) on Facebook. Mark Zuckerberg says "Simply launching a news feed can completely change the way people see information about the world" hethought this when he developed the "newsfeed" feature. It is invoked by people needs.

Third thing is Networking. Influence of Facebook seems to cross every culture, language, and era. When people meet a friend from abroad, the easiest way to share your contact is on Facebook. It is convenient because it supports 70 languages and is a network used by hundreds of millions of people around the world. Through Facebook, you can easily connect with new friends you meet in Korea or abroad. Your old friends can easily find and contact you via Facebook.

Third of all, Facebook has three special features(Flexible, Mission, Simple).

First point is Flexible. Many homepages nowadays do not need to register themselves, but if you have only a Facebook ID, you can register as a member. People can easily comment via Facebook ID on other online articles. Facebook is now available as a convenient way to share IDs online.

Second point is Mission of Mark Zuckerberg. He just focused all of his energy on Facebook for their mission. He has a mission that connecting the people in the world on Facebook. It may originate from the needs of people in our time. I believe that His spirits make it more simply to connect people. He believe absolutely that World can be a lot better through Facebook.

Third point is simple. "Many companies get so entranced with all the amazing features they want to build into their products that they make their products so complex that no one can figure out how to use them."²⁾ Zuckerberg and the Facebook team make Facebook an efforts to be more simple

In conclusion, for the reasons that I have mentioned, I think Facebook can be a popular as you know. I believe Human desires (Connecting/Communicating/Participating), The tool of Personal purposes(Persnal Branding/Collecting/Networking), and Three features of Facebook(Open platform/Mission/Simple) can be a cause of success.