
How could Facebook succeed?

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How could **Facebook** succeed?

#1 Human desires

#2 Personal purposes

#3 Three special things

– the reason I think

Thesis

I think Facebook **is built on the instinctive desires of humans**.
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.

Second, Facebook is **a useful means of meeting the diverse
personal goals** of today's modern people.

Third, Facebook has **three special features**

#1 Human desire

#1 Human desire

Connecting

Communicating
(interactive)

Participating

#1-1 Human desire 'Connecting'

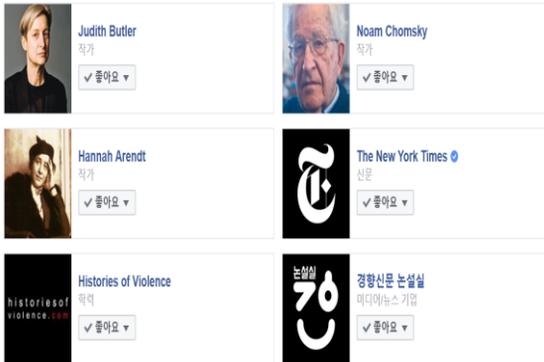
 <p>Joshua Oppenheimer 팔로워 9,469명 ✓ 팔로잉</p>	 <p>Su Beng 팔로워 9,237명 獨立台灣會 創辦人 ✓ 팔로잉</p>
 <p>하중강 팔로워 9,218명 성공회대학교 노동대학 학장, 전)안철노동문제연구소 장기영님이 팔로우합니다. ✓ 팔로잉</p>	 <p>Vladimir Tikhonov(박노자) 팔로워 8,570명 Universitetet i Oslo (UIO) Professor 박효진님이 팔로우합니다. ✓ 팔로잉</p>
 <p>문정현 팔로워 6,072명 서울 가톨릭 대학 Claire Munich님과 Jinsun Lee님이 팔로우합니다. ✓ 팔로잉</p>	 <p>Seung H-Sang 팔로워 2,386명 서울 심정택님과 Sanghoon Lee님이 팔로우합니다. ✓ 팔로잉</p>
 <p>이완배 팔로워 8,273명 만종인소리 Reporter Sohee Im님과 Sanghoon Lee님이 팔로우합니다. ✓ 팔로잉</p>	 <p>송경동 팔로워 2,223명 ✓ 팔로잉</p>
 <p>Noh Suttgart 팔로워 6,266명 거리 나도움님이 팔로우합니다. ✓ 팔로잉</p>	 <p>이만일(周一明) 팔로워 2,012명 Council on East Asian Studies at Yale University Associate ✓ 팔로잉</p>

All people want to connect
Facebook can connect them.

You can connect person whom
you are interested in,
if you click the the button
'following, Like'
on the facebook page.

Whoever you want
(Knowing, Unknowing)

#1-1 Human desire 'Connecting'



Mark Zuckerberg also says,

“Our mission is to help everyone in the world connect and keep them connected with the precious people”.

<http://www.youtube.com/watch?v=bkHzyEnFsZ0&list=UUCzA4Y2mkO0sF7TM4WZ38bw>

#1-1 Human desire 'Connecting'



With the page (or group) feature on Facebook, people who have similar interests to me can be newly introduced and interacted with each other.

#1-1 Human desire 'Connecting'

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 can not communicate with them directly, but

I can contact them through this platform called Facebook.

I think this **Connecting is the biggest strength** of Facebook.

#1-2 Human desire 'Communicating'



Communication is important to people. Facebook enables interactive communication online.

You can talk to many (or individuals), and you can interact in real time.

With Facebook, you can share your ideas& live footage with people, find friends, comment and feedback, and network

#1-2 Human desire 'Communicating'

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.

#1-3 Human desire 'Participating'



You can write directly through,
you can express your thoughts through
'LIKE' about social issues on Facebook.

You can participate in the response of
the other person's post easily.
When you do Facebook, you are not in a
passive state, but in an active state.

I think that All users(writers and readers)
can easily take action on Facebook,

#2 Personal purpose

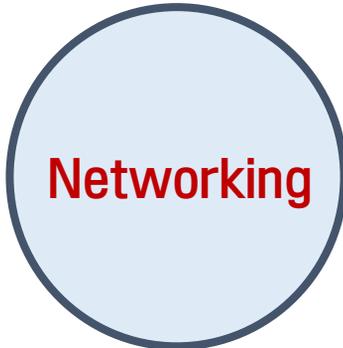
#1-2 Personal purpose



**Personal
Branding**



**Collecting
information**



Networking

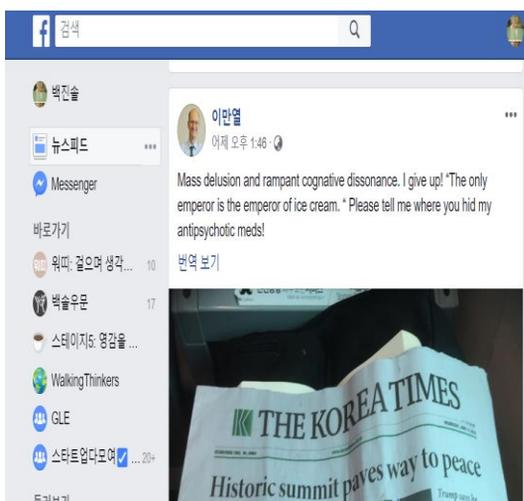
#2-1 Personal Purpose 'Personal branding'



Because Facebook is a platform that many people use together, individuals and organizations can use it to promote their brand.

The tool of Idea spreading, social movement, making issues, branding, and advertising

#2-2 Personal Purpose 'Collecting'

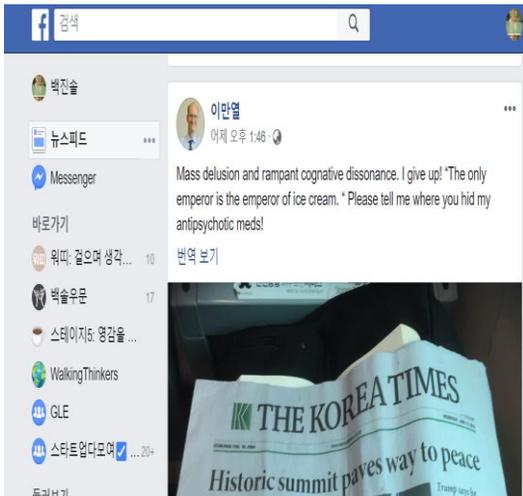


Personalization of information
Facebook News feed

Mark Zuckerberg says he thought this when he developed the "newsfeed" feature.

"Simply launching a news feed can completely change the way people see information about the world"

#2-2 Personal Purpose 'Collecting'



Personalization of information Facebook News feed

The Facebook algorithm identifies the personality and displays information suitable for the person.

You can collect an information that your interests(or wants/needs)

#2-3 Personal Purpose 'Networking'



When you 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.

#3 Three special features (I think)

#3-1 Open source

The image shows a login and registration interface. On the left, there are several social media login buttons: 네이버로 시작하기 (Naver), 카카오톡으로 시작하기 (KakaoTalk), 페이스북으로 시작하기 (Facebook), and a row of icons for 0, a lightbulb, N, Twitter, Facebook, and G+. Below these are icons for Facebook, KakaoTalk, and Twitter. The main form area has two large buttons: 'G Google로 계속하기' (Google) and 'f Facebook으로 계속하기' (Facebook). Below these are input fields for '이메일 또는 사용자 이름' (Email or username), '비밀번호' (Password), and a checkbox for '비밀번호를 잊어버리셨나요?' (Forgot your password?). A '로그인' (Login) button is at the bottom, with a link '계정을 만드세요' (Create account) below it.

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.

#3-2 Focusing the mission

“Mark Zuckerberg was famously uninterested in Facebook’s business in the early days. Instead, he focused all of his energy on Facebook’s product.”

He has a mission that connecting the people in the world on Facebook. I believe that His spirits make it more simply to connect people.

- [1] <http://www.businessinsider.com/secrets-to-facebooks-success-2012-5#9-cultivate-smart-advisors-and-learn-everything-you-can-from-them-9>
 [2] <https://www.youtube.com/watch?v=bkHzyEnFsZ0>

#3-3 Simple and 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.”

Zuckerberg and the Facebook team make Facebook an efforts to be more simple for using easily

- [1] <http://www.businessinsider.com/secrets-to-facebooks-success-2012-5#9-cultivate-smart-advisors-and-learn-everything-you-can-from-them-9>

Conclusion

How could **Facebook** succeed?

#1 Based on Human desires

(Connecting/Communicating/Participating)

#2 The tool of Personal purposes

(Personal Branding/Collecting/Networking)

#3 Open platform/Mission/Simple

Thank you
