

Facebook  
Runa Sarkar

Hello everybody. We did social networking last time and I promised you that I would have a separate session which talked about Facebook. So here I am. I'm back with discussing Facebook. I'm sure many of you already have Facebook accounts, all of you who are in this ICT Basics Course. So you will find a lot of this a little repetitive, but I do hope you will learn something from it as it as we proceed.

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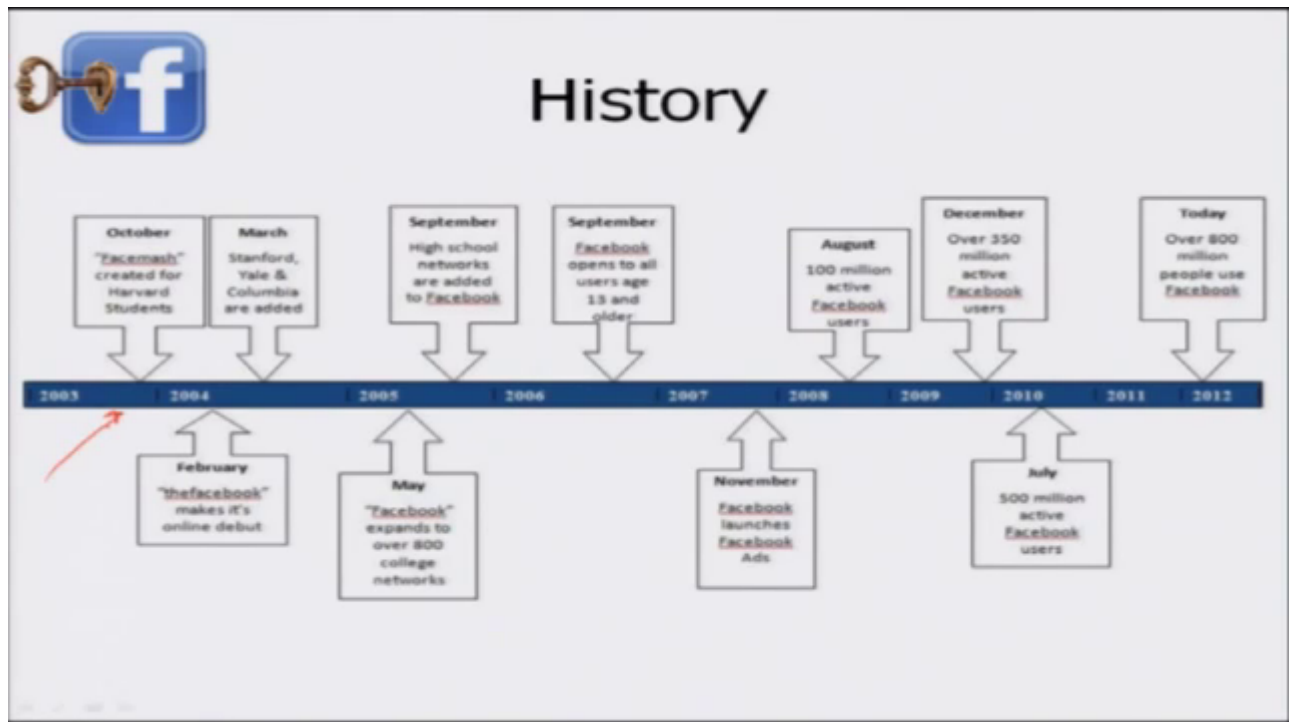
## What is it?

- A social networking website
- Advertised as “an online directory that connects people through social networks at schools.”
- Free service that allows you to create an online page to connect with friends, family, like-minded people, strangers? Absolutely anywhere in the world
  - Or make new friends with anyone anywhere
  - Can share pictures, personal information, messages, videos, join groups, add applications...
- Focuses on building and relating social relations among people who share common interests, activities and experiences

Facebook as you all know is a social networking website. It is advertised in fact as an online directory that connects people through social networks at schools. So in the olden days you know you'd have these little telephone, some of these old people would have these very worn out telephone directories or diary with names and phone numbers or addresses written in really small and you knew you could go to Hari Chacha and Hari Chacha would be able to give you the contact of many many people in the world. Now Facebook has replaced Hari Chacha pretty much, right? It's an online directory that connects people through social networks at school. It's a free service and it allows you to create an online page much like the profile you create in the agMOOCs as well, which connects with friends families, like-minded people, even strangers absolutely anywhere in the world.

You make new friends with anyone everywhere and you can share almost everything; pictures, personal information, messages, videos, join different groups, add applications and so on. So the entire focus of social networks and specifically Facebook is to build and relate right, not only build but actually create relationships, relate social relations among people with common interests with common activities, common experiences, so beyond just relatives, just things that we are interested in together.

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A quick history of Facebook, 2003 and is and Facemash was created for Harvard students by February 2004 initially the Facebook makes its debut. Many of you would have watched the movie The Social Network which has this information anyway. In March Stanford and Yale and Columbia were added to the Facebook. By May 2005 800 colleges included Facebook. Then schools were included. And finally in September all users over the age of 13 were allowed to have a Facebook account by 2006.

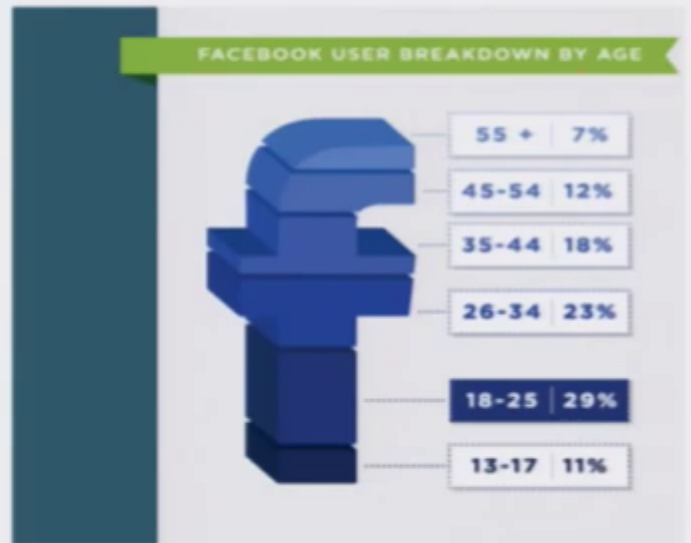
Remember, Facebook is among the older social networks that we have. Twitter for example came into being only around this time. Okay. In November you had Facebook advertisements come up. By August you had crossed August 2008, Facebook had crossed a 100 million active users including now many middle-aged users which was a huge success story for Facebook. December 350 million, so huge jump here between 2008 and 2009. In July 500 active users, 2012 data 800 million plus people are using Facebook. There was a concern that the users of Facebook are plateauing but we haven't really been able to see any evidence of that yet.

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## Social Impact of Facebook

- Most recognized social networking site in the world; "The Social Network" grossed \$96M in US
- Allows continuous contact to and from anyone in the world with an Internet connection



2012 data

The social impact of Facebook, look at the Facebook user breakdown by age. Maximum users are in the age range of 18 to 25 years, middle age 23%, even 35 to 44 is of the range of 20%, so every age range, it starts at 13 to 55 plus. You have users of Facebook at all age ranges. It is the most recognized social networking site in the world and it allows anybody to contact anyone provided you just have an internet connection.

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## How to Use Facebook

- Easy!
- Sign Up
- Update basic information
- Post a profile picture
- Add friends

facebook

Facebook helps you connect and share with the people in your life.



How do I use Facebook? Very simple; if you've been able to log in and use the agMOOCS course you just follow exactly similar processes. You sign up, update your basic information, post a profile picture, you've done that already. The only additional thing into a Facebook is

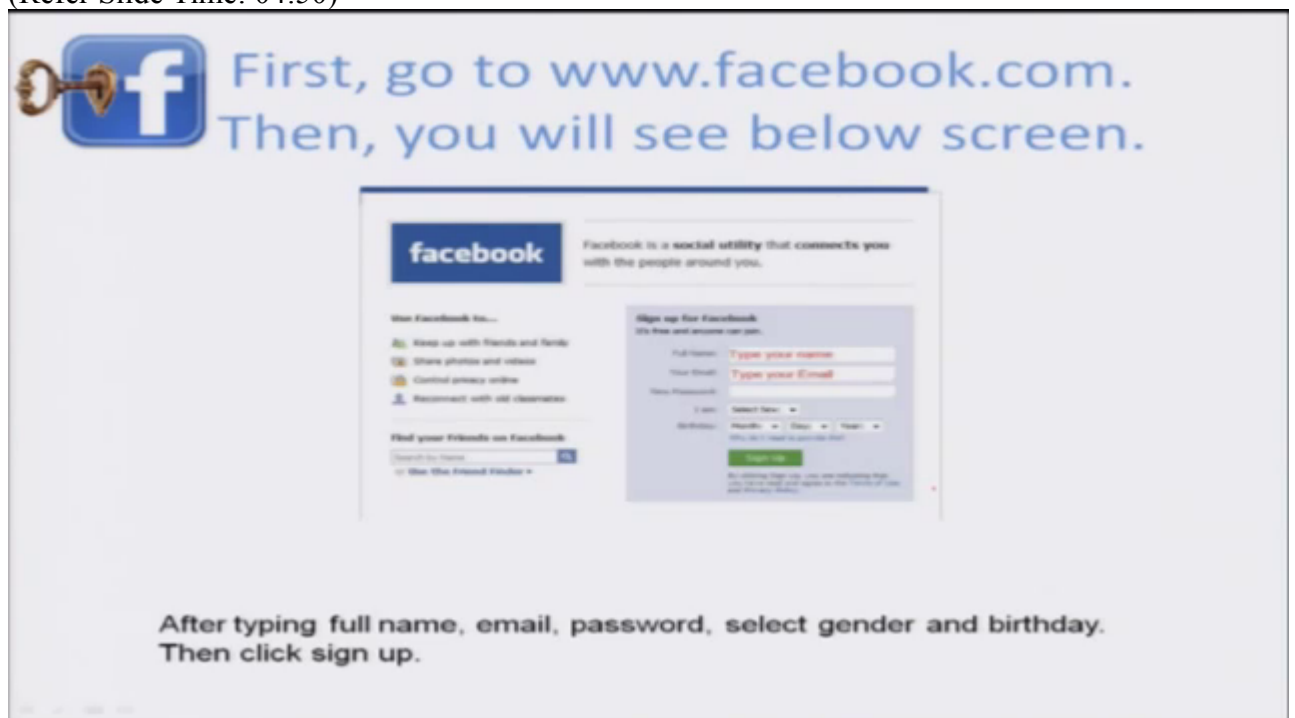
that you also add friends, okay. So let me quickly take you through how you would log into Facebook.

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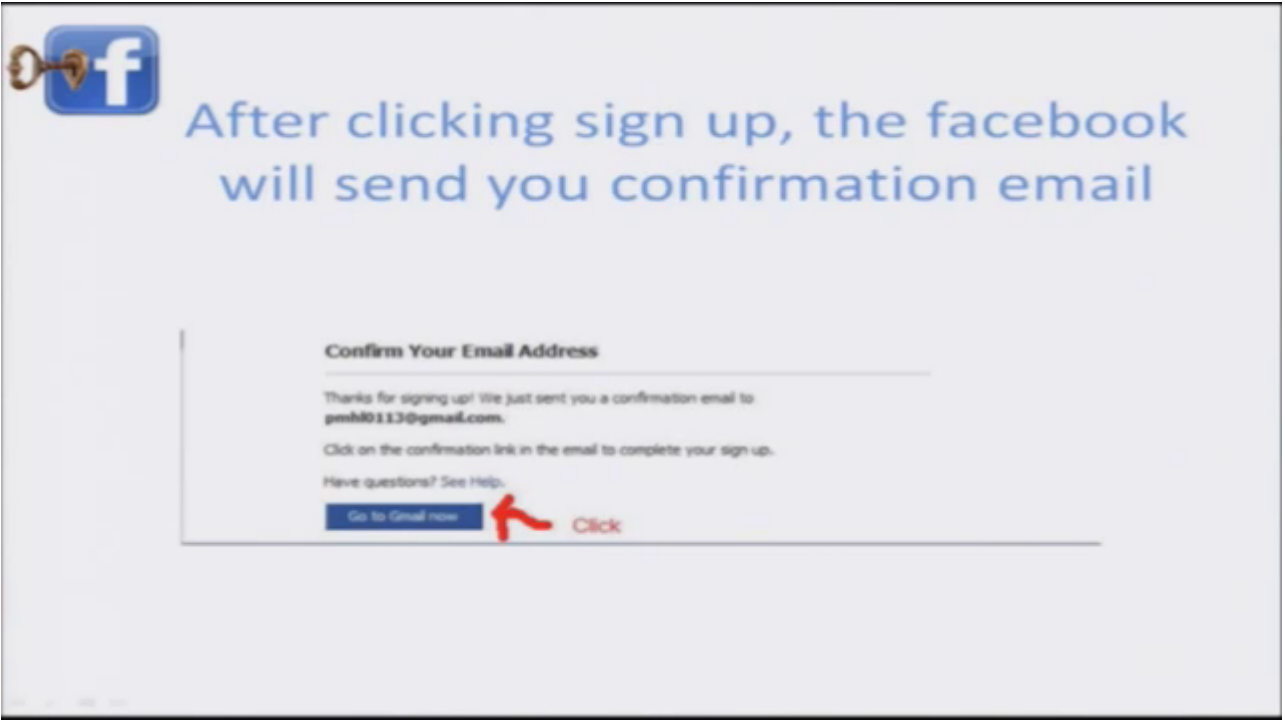
First go to the site of course, right?

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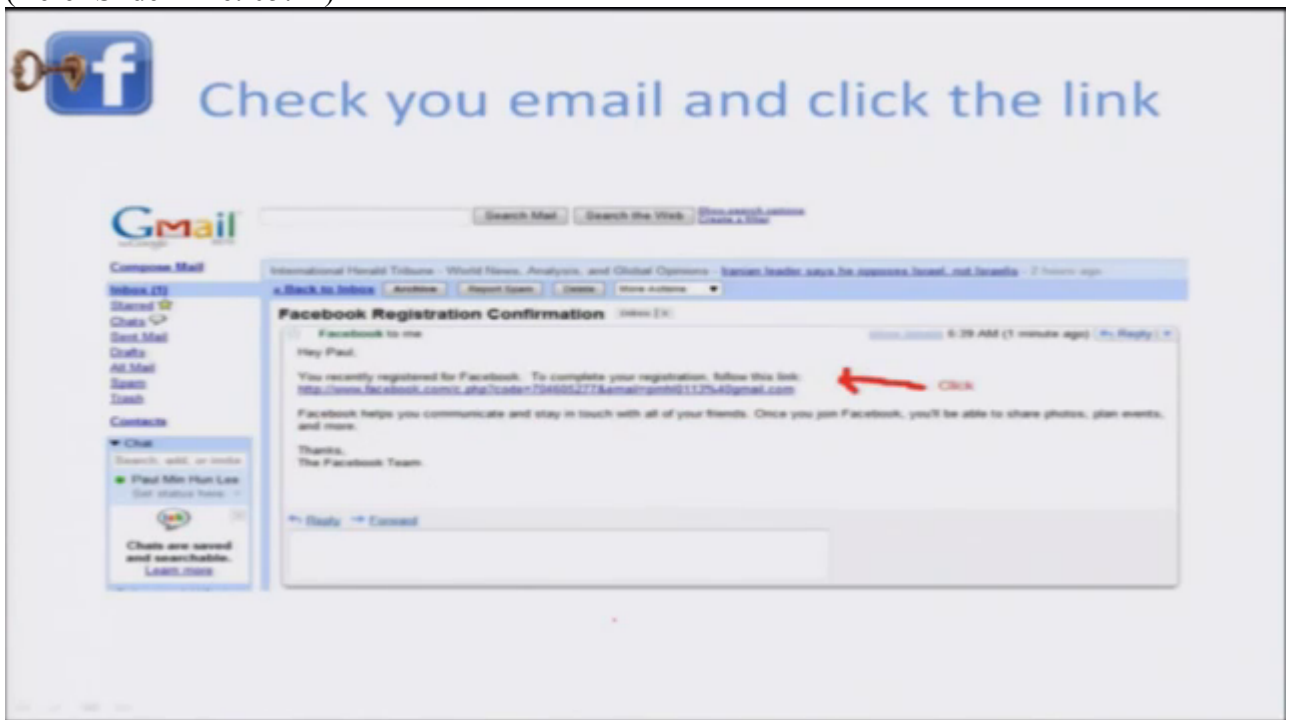


You see a screen like this, type in your name, type in your email id, put in a password, select some basic details and sign up.\\


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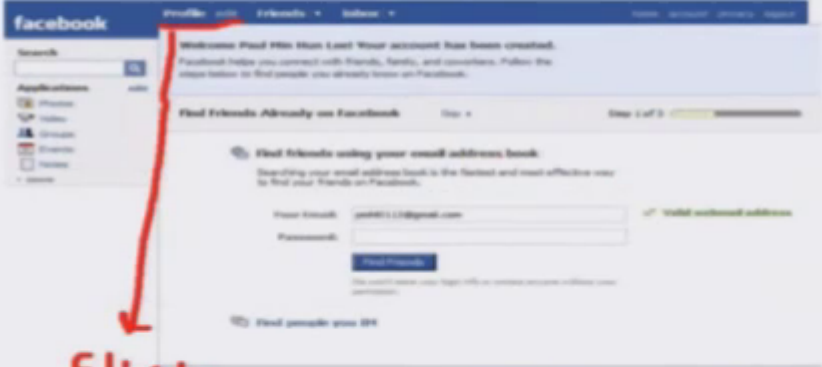


Then confirm the email address and that's when your confirmation email will come. Just like you've already done for this particular course, right? (Refer Slide Time: 05:12)



Once you do that you have a link click on the link. (Refer Slide Time: 05:16)


 Then, you will see below screen.  
To make a profile, click “profile-edit”  
tab

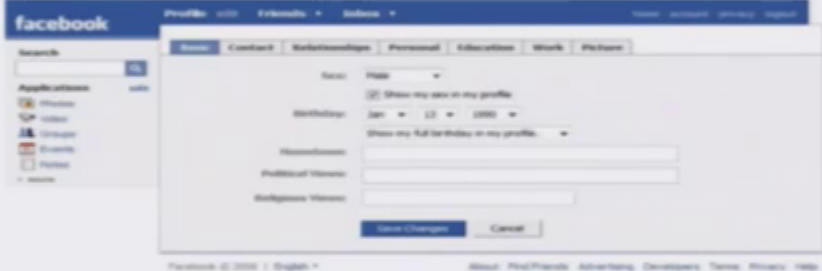


The screenshot shows the Facebook profile creation interface. A red arrow points from the text 'click' to the 'Profile Edit' tab in the top navigation bar. The main content area includes a search bar, application links, and a 'Find Friends' section with a form for email and password.

click

Come to the Facebook page click your profile edit, you've actually done all of this already so it's all you know old stuff for you.  
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 Type your information from Basic tab to work tab.  
Then, click picture tab and upload your picture.



The screenshot shows the 'Basic' tab of the Facebook profile edit page. It contains fields for Name, Birthdate, Home address, and Education. A red arrow points from the text 'click picture tab' to the 'Picture' tab in the top navigation bar.

Type your information from Basic tab to work tab.  
Then, click picture tab and upload your picture

Type all your basic information, save the changes.  
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Now, you have  
created your own  
Facebook profile!

Enjoy Facebook :o)

You have created your own Facebook profile. Enjoy Facebook. Add your friends and continue to enjoy Facebook.  
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## Features

- **Status Update:** Share what you're doing, feeling or thinking
- **Friending:** Sending friend request to users
- **Facebook Chat:** Real time communication with friends currently on the facebook website
- **Poke:** Gesture to attract an users attention
- **Wall:** Write a public message to a friend on their wall
- **Photos and photo -tagging**


Some quick features of Facebook, number one, is updating your status, share what you're doing feeling or thinking at college, don't disturb at home on a lazy Sunday waiting for friends. Automatically you'll get more people interacting with you, so you put up your status update. You can do what's called friending. You send friend requests to users. You know that you know Deepak and Deepak knows Murli, so send and you know your friends with Deepak but you know Murli is very like-minded, so you then send a friending request to Murli, right? That's the idea of friending. You then have what we call Facebook chats which are real-time


interactions between friends who are on the website. So I'll get to the Facebook website. I put my update as lazy Sunday nothing to do and then I look at who else is on the net and I find that Richa and Namitha and Shruti are all on the net and you know, I say, oh, Namitha what's up and she says I'm watching a movie and you say, hey, but wasn't this part about the movie really bad and then Shruti writes back saying, no but I really like this part and then Namitha says but you know what happened in reality and you have a full-fledged Facebook chat taking place.

And then you see and then you find that Murli is also online but he's very quiet. So you give him a poke right, just in the physical world you would have poked him if they were sitting in a group here you can't poke him, so instead you gesture to attract his attention and ask him to also join in the Facebook chat. Sometimes you realize that in this common group of friends it is Deepak's birthday. So you then want to write a public message on their wall. So on the Deepak's wall you write happy birthday Deepak and then everybody else knows his birthday and starts interacting with him, right, so you often would like to even do a public message.

Then you start posting photographs. When you post photographs you can tag the photograph. So you have this picture where everybody's at a party and then you tag them with the name of your Facebook friends and then other people who are friends with those friends can look at the photo and identify their friend. So automatically once again you have extended your network.

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 **Features**

- **Facebook Message:** Send a private message to a friend or someone you would like to be friends with
- **"Like":** Nothing witty to say? Give your friend the thumbs up
- **Listen with friends:** allows you to listen to music with "friends"
- **Comments:** Write comments on pictures, friend's status updates or wall posts
- **Privacy and Settings**
  - Friends only
  - Notifications
  - Mobile Phones
- **Messages and Inbox**

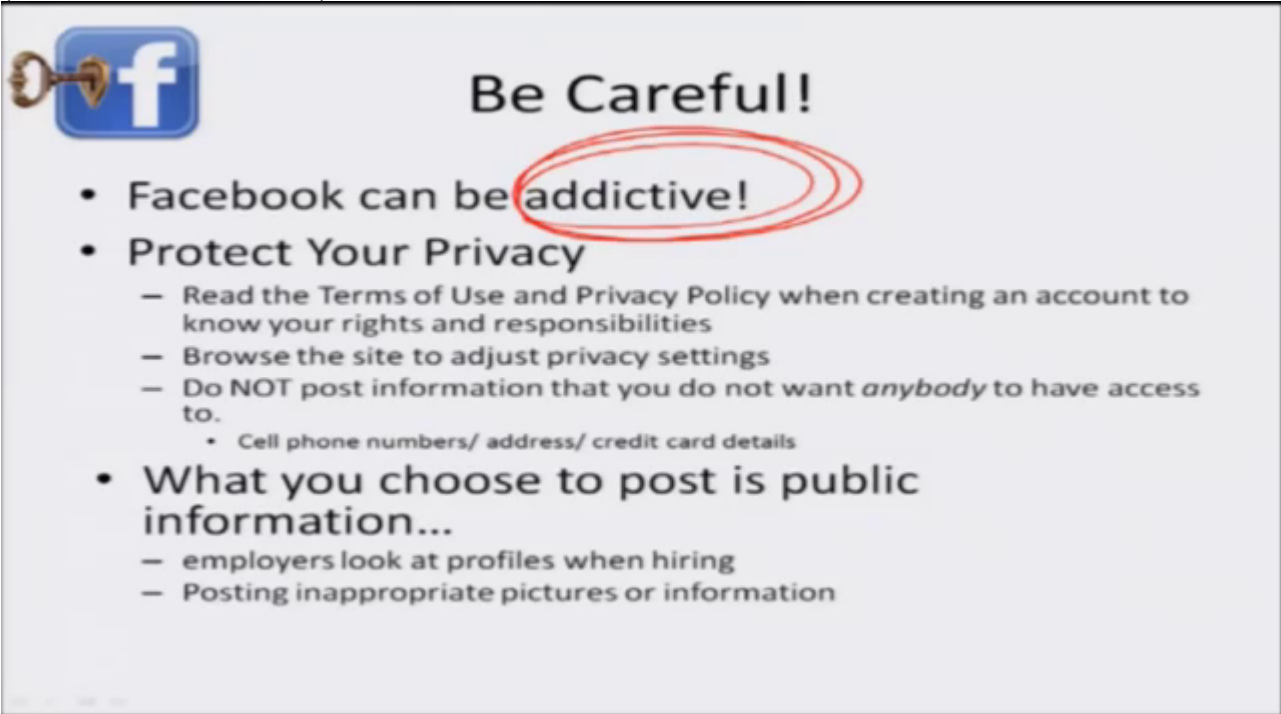
You can also send private messages to a friend or to somebody who you would like to be a friend with. Sometimes somebody has put up a message which looks very interesting but you can't think of something really witty to respond with immediately so you just send the like. Give your friends the thumbs up, right. Another very nice feature of Facebook is you can listen to Facebook with your friends, right. So you know choose music which all of you like



and all of you can listen to the music together. So it kind of simulates a real-life situation where a bunch of friends have gone together and are listening to music in the same room. Since that kind of proximity is not possible you kind of simulate it by doing that over the net.

Of course if you are smart and you have something witty to say you will comment on pictures or status or wall posts, right. So somebody is gone to Switzerland and posted some very nice pictures you may want to actually comment on that. You may want to say, oh, isn't this where DDLJ was shot or something like that right? Now once again of course you've got to make sure that if you're working on Facebook you understand the privacy settings. You figure out when you only want friends involved. What about the notification. What about interacting on the phone. So this is absolutely critical that you understand the privacy settings and set those settings for yourself where you are most comfortable. Facebook has a message and inbox. It will also keep pinging you on your email address if you haven't looked at your messages for a while so you should be aware of that.

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**Be Careful!**

- Facebook can be **addictive!**
- **Protect Your Privacy**
  - Read the Terms of Use and Privacy Policy when creating an account to know your rights and responsibilities
  - Browse the site to adjust privacy settings
  - Do NOT post information that you do not want *anybody* to have access to.
    - Cell phone numbers/ address/ credit card details
- **What you choose to post is public information...**
  - employers look at profiles when hiring
  - Posting inappropriate pictures or information

Of course very very important, you could spend 24 hours of a day on Facebook, because there are continuous updates. Remember this is about users worldwide. So when you are sleeping somebody else is awake. So you're going to get continuous updates. And if you decide that you want to be on top of your Facebook page all 24 hours a day you're dead. So please, please be careful. There are actually in reality the addiction programs for Facebook, because people experience withdrawal symptoms if they don't access Facebook for an hour. So given all the goodness of Facebook please keep in mind do not get addicted. Certainly protect your privacy and I think we've talked about that to quite an extent. And remember that what you choose to post is clearly public information.

So on Facebook you may have posted this real picture of you at a bar after you are drunk. Five days later when an employer is hiring you that information is available to the employer.

Do you want him to look at that? The employers do look at profiles. So please be clear about what you are posting. What is public and what is private. Benefits are manifold.  
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## Uses

- can be used as a website, a directory, an online community, an expression of self, a social calendar and an information network.
- You can search for people you know and request to be their friend. Once the invitation is accepted, the new friend can then view your page
- Organizations use Facebook to:
  - Spread info about recruitment events
  - Make announcements
  - Share information
  - Raise awareness
  - Gather information on potential new employees
  - Communicate with existing and potential new employees

Facebook can be used as a website, a directory, an online community, an expression of self, a social calendar as well as an information network. You could search for people you know request them to be friends, you could really extend your networks. Companies use Facebook to spread information on recruitment, make announcements, share information, raise awareness, often gather information and communicate with people. So lots of very useful pieces of work that Facebook can do provided remember you want to be a functional user of the network not beyond that.

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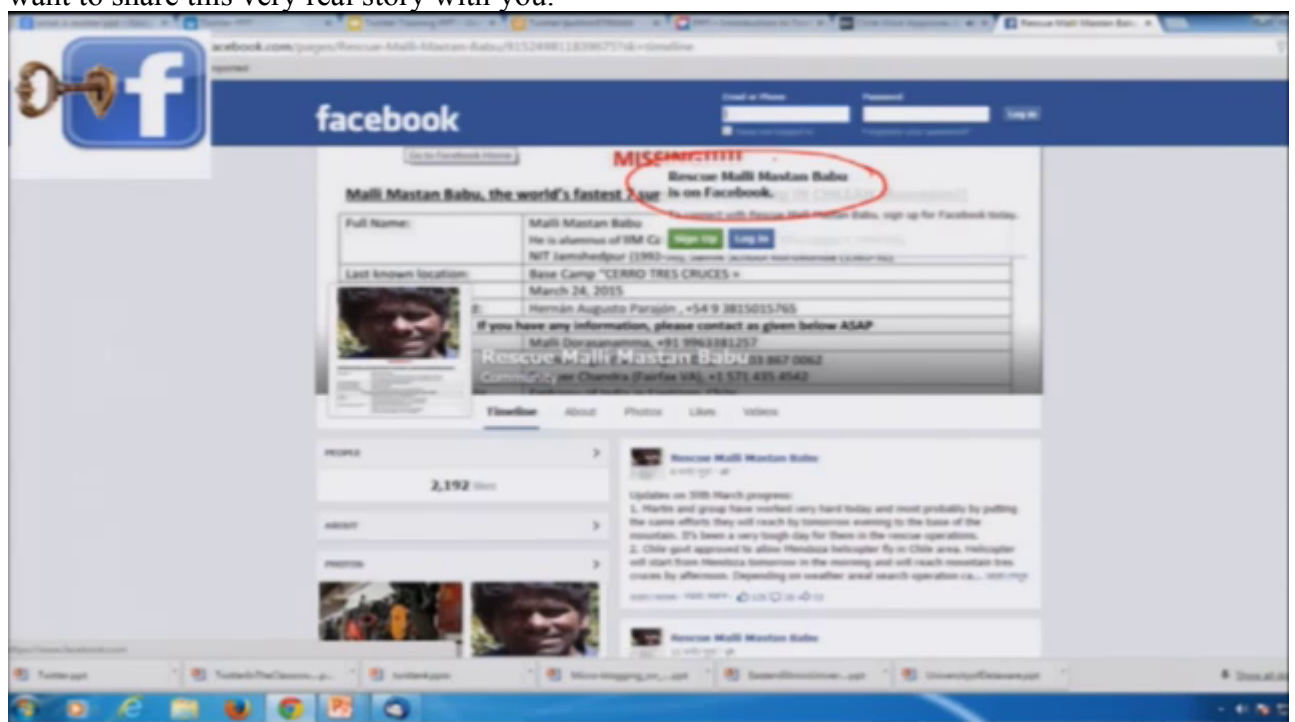


## Also watch

- <https://www.youtube.com/watch?v=xJFOt5YI14>



This is again a very very nice video on Facebook that you can watch. And before we end I want to share this very real story with you.



There is this gentleman called Malli Mastan Babu. Now many of you can search for his profile and Malli is an adventurer and he is known for because he has climbed the seven peaks of the world in the shortest time. Now during the recent floods in Peru and Chile where on a single day they had rainfall equivalent to what they receive in seven years, Malli got lost. He was in the desert till the day before he sent Facebook, posts and tweets and suddenly there was complete silence from Malli. Okay so this was now about a week back. Page has been put up called rescue Malli Mastan. All details about the rescue is put up on the page. A link has been given where people can contribute money because while the Chilean

government is trying to put up search operations for all their people because this is the Atacama Desert where there are few residents you need separate helicopter searches. So luckily for him he is an IIT and IIM. He has been able to gather huge amount of resources this rescue fund and they are trying to look for him. But here is yet another major use of Facebook. It helps you connect to a wide range of people almost instantly, right? So let us you know we'll end this discussion. But we should all pray that Malli Mastan Babu comes back home safe. He is just in his early forties. A very very bright aspiring adventurer and we certainly hope that he comes back safe and sound. Thank you very much. Bye bye.