

Class participation - 9

Name	Student ID	Email
Anmol Shah	100958208	anmolshah@cmail.carleton.ca
Naveen A.V	100955932	naveenav@cmail.carleton.ca
Pramod Madapati	100956135	pramodmadapati@cmail.carleton.ca
Shravya Kuduma	100958438	shravyakuduma@cmail.carleton.ca

FACEBOOK

Facebook offers a lot of multidimensional features like profile, news feed, status updates, Events, media, applications etc.

- 1. Target Users :** People who wants to make social contacts, increase their networking are most likely to use this virtual community. There is no specific age bound or restriction to it.
- 2. Purpose :** Different people have different purposes. For example, some people use to make contacts through Facebook, making friends whereas on the other side, It encourages the scammers to earn money through process called Like Farming (takes advantages of user's good intentions and then they make their posts go viral on the web and at last sell or advertise to another people).
- 3. Identity :** Facebook helps to create our profile like basic information, work and education, contact information etc.
- 4. Communication :** It includes sharing and messaging text, video and our status updates.
 - i. FB chat :** We can chat with multiple friends at any point of time when we are online or offline. Also it helps us send the documents or any important files with the use of FB chat.

ii. **FB Live** : This particular application features videos from the Facebook staff members or the Facebook team , celebrity interviews etc. It connects the users to the top public figures and can know their information about their upcoming projects.

iii. **Mood Faces** : FB chat has emoticons like large images, bigger animated images having different smileys.

5. **Collaboration** : This is the most important feature of Facebook though it has some disadvantages. Users can create different groups like their Family group, Project group, Friends group. They can change their privacy settings to closed or open according to their requirements. They can discuss their ideas related to their particular work. If someone wants to organize or make an event user can make an event group and can include only those who he/she wants to invite.

i. **FB Chat + Video Call** : When chatting or messaging friends through FB chat, users can also make a video call to their friends at some point of time.

6. **Entertainment** : It includes various game applications. Users can play various games online when using Facebook.

i. **Facebook credits** : If any users want to buy any particular items to upgrade their level they can use their virtual currency to buy the items and it helps the player to increase their Facebook credits. Example of such games include Mafia Wars, Zynga Poker etc.

7. **Support** : Facebook supports different languages over the world.

8. Information : It includes friend's activities, trending current news, ticker includes the friend's updates, post etc.

i. Graph search : Gives results for user specific search queries. It searches for people, places, restaurants nearby, things, "Music I may like" etc.

It has many other different feature like **Poke** which is usually to attract the attention of another user.

Facebook suggestions (Improvements)

- No **privacy** and **control** over content (3rd party applications).
- News should be more **structured**. For example if user wants to see only science news or sports, business? So it should have proper categories.
- **Bookmark** option like "**read later**". If there is some good big sentence or any story and user don't have time to read and afterwards user comes again he/she has to find out that particular post.
- It should have less **advertisements**.
- **Video calling** should not be restricted to only one person. Users should be able to video call for more than one user like Google Hangout.
- **Groups** are of no use at times because it's like a subset of actual posting. So it has to be specific target oriented. For example file and message repository system.
- **Authenticity** and **Security** should be made stricter.
- Proper organized **search** and **archive** features should be implemented.
- Deliberate use of **like farming** must be eliminated as early as possible.
- There are many **inappropriate contents, materials** on Facebook that are not good for the users and hence it should be removed.