How big is Facebook?

Humans are social beings. Naturally most of us want to know more about each other and what each other are doing at a given time. We also tend to follow trends of what's socially going on around us. There's a bit of a famous experiment that shows this. To summarize it states: put one person in the middle of the street and make him stare up at the sky and he's crazy. Put a group of people in the middle of the street and make them stare up at the sky and more people will stop to look. “There must be something interesting up there that many people just can't be wrong” This intrinsic human nature is one of the keys to success of what we now call social media. In this video we’ll take a fresh perspective on the origins of a man and a website that changed the world and then we'll take a look at some amazing facts about Facebook and how much they really own and finally will finish off with Facebook's impact on society. We're going to have a lot of fun today guys let's dive in!

In the mid to late 1990s the internet was seen as the new economy. Tech companies were hot, and Internet companies were pure fire. Investors pumped millions of dollars into any company that just had a dot com at the end of their name even if they didn't have any plans on making money. The year is 1998 and the first true social media website decided to go public. They were called “the globe dot com .The gross value rose 606 % on the first day that they went public a record that still stands today. But by the next year the company had lost 95 percent of its value. Why? Well it was because the economic dot-com crash mainly. It was also due to the fact that these guys lacked discipline and a plan. After they went public they spent a lot of money on lavish parties without actually doing any work so that the globe did prove that social media was a popular and intuitive idea as a pure concept but in order to work it needed a company and a framework with a strong sense of direction. If only someone could exploit the natural human trait of wanting to be connected to its full potential it could be HUGE. Meanwhile at this time a bright young kid named Mark Zuckerberg had learnt programming from his father and had already written his own software by middle school. Mark’s dad had hired a software developer to tutor the young programmer. Mark’s tutor famously stated that Mark was a prodigy and that it was actually tough to stay ahead of him. In high school Mark and a friend built a media player called “Synapse” It used machine learning tool and listeners’ habits and recommend music that it thought they would like. Synapse was such an intriguing concept that it gained the attention of Microsoft and other global players . But Mark wasn’t settling he wanted a bigger challenge. By the time he graduated from high school and entered Harvard he was a seasoned programmer at Harvard he wrote a program called “Facemash” and it was essentially a version of “Hot or not” with a voting and ranking system “Facemash” went live on the weekend and by Monday Harvard’s service had crashed the students couldn’t even get on the internet it was that popular. Around this time the second generation of social media was actually starting to take off. MySpace and Friendster were getting ground. Three Harvard students Cameron and Tyler Winklevoss and Devian Norenda had been working on a site called “Harvard Connection” for a year and had recently lost two programmers to graduation they were looking for a new talented programmer to continue the work. After hearing about the Face mash phenomenon it was clear that Mark was their guy. Mark hopped on board but he had other ideas. Although it is shrouded in controversy it's said that Mark actually betrayed the Harvard crew by working on his own site while continuing to delay work on the Harvard Connection . In the end Mark took inspiration from the social ideas of Harvard Connection and the Facebook was conceived and its name was later changed to "Facebook" Mark Zuckerberg had the rare insight to see that sharing information could be the center of people's lives and as we know the rest was History. We can no longer think of Facebook as just a social network. Today Facebook incorporated is much bigger than that. Studies have predicted that Facebook is going to lose eighty percent of its user base by the year 2018. So the company has no choice they have to venture out into new frontiers. They'll be more on this later. But first here's some fun facts about the company. So how big is it ? On the web is the second largest site after Google and Youtube comes in a third. As a side point if you wanna see my documentaries on both Youtube and Google please see the description below. Facebook currently has 1.3 billion active users per month. Every 20 minutes on Facebook 1 000,000 links are shared two million friends are requested and three million messages are sent. There have been one hundred billion friend connections 1.3 trillion likes and 250 billion photos since Facebook went live. Here is an interesting one: originally the Facebook engineers want to call the “like” button the “awesome “button Alright so how much is Facebook worth? Today Facebook is worth over two hundred billion dollars and that's twice the value of E-bay Yahoo Groupon LinkedIn, Netflix, I A C, AOL and Pandora combined. In 2009 the Oxford Dictionary’s word of the year was the verb “ unfriend” All right that's s all nice. But what about Facebook's physical side? Well let‘s enter the data center. When you type in "Facebook dot com" you request goes to the open Internet and that Internet lands right here and from right here we request from one of the Facebook's servers your profile and all the information associated with it. Our data centers work and can compile all that information and send it back to you right across the open Internet again and all that happens in milliseconds. Facebook's data center is a modern engineering and computing marvel. It is over three football fields in area and has 21 million feet of a fiber optic cable. There are thousands of servers arriving daily and just one of those servers is 500 terabytes of storage. That's 130 billion times more than the first PCs.

The datacenter sees a hundred petabytes of photos and videos per day and for those of you wondering that's one hundred thousand gigabytes. In case of a power failure there are 14 three-megawatt generators on standby.

So we know Facebook incorporated is now a huge company. But let’s turn it up a notch. What are some of the other things that Facebook are doing behind the scenes? Let's take a look at some of their acquisitions. So many of us know that Facebook has bought Instagram and Whatsapp . But what are some other interesting acquisitions? Up to February 15 2014 Facebook's acquisitions were really run-of-the-mill but then they bought oculus VR. Although I wish I knew what Facebook was going to do with Oculus there is no information out about that yet but what I can safely say is that looks like Facebook thinks this is going to be the next big thing. What do I mean by this ? So initially Facebook was popular for photos and still has one of the biggest photo-sharing sites. And now you can see that it’s slowly starting to transition to videos and in the future I think Facebook thinks that virtual reality will be the next way of sharing and interacting with each other. Facebook did announce that they'll be support for 3d spherical videos on the newsfeed page so users can view live action virtual-reality right from their news feed. On March 27th 2014 Facebook bought a company specializing in high altitude unmanned aerial vehicles. The reason for this is internet dot org . Well tonight Facebook is unveiling new details about its drone that will beam the internet back down to earth. Liz Mc Donald is in the business center with this new drone an it's is massive Lizz . Yes that's right good morning everybody Yes it is massive Lizz it's about the size of a Boeing 737 that's according to Facebook and basically Facebook will be testing these solar powered drones this summer in order to beam the Internet it hopes to up to three billion people around the world who do not have the Internet. The first test flights were completed in March 27th 2015 and it does look to be like this is actually gonna go ahead. Other recent acquisitions include a fitness-tracking company speech recognition and an e-commerce company Alright so what else is there? Well one of the big things that Facebook is starting to get really keen on is artificial intelligence. Their artificial intelligence is actually pretty good at video recognition which any computer scientist will tell you is actually still quite a hard thing to achieve. Right now Facebook's artificial intelligence can tell what sport is being played in a video without any help just like a human would. The reason behind this is that if the artificial intelligence can tell what's going on a video it can recommend things that as things you would like at a deeper level. So what else a face to plan to do with such powerful artificial intelligence? They just state they’re going to advance the field and machine intelligence that would give people a better way to communicate. Facebook also boast that they’re going to have the best artificial intelligence lab in the world so that's kind of interesting but hearing that might unnerve a few people out there. OK so reaching towards the end of the video but before we continue let's take a quick Youtube ad break and then be back after this like a so we’re back .

What about Facebook's impact on society? Wwell as most of the night has been a recent backlash against Facebook in the past couple of years. Some have called it a hijacking of the mind, while others have called it straight-up Nazism and yet others call it a replacement of our Natural social reality with a virtual one.A common example rise in the anti social media movement was that it's becoming commonplace for people to know one another just in the most superficial levels rather than the essence of one's character. No one ever just talks, it’s cold people you don't patch it up anymore You just have a Facebook message and that’s good enough instead going catching up with someone For me personally I don't think Facebook is all that bad but I can see Facebook is valuable for keeping in touch with friends and family that are faraway just checking in to see what friends are up to you and organizing events .That being said Facebook shouldn't be taken too seriously. In addition to the above complaints there are actually some medical concerns for a generation growing up with a large part of their social life in virtual form. See that blue area of the brain ? That's the area that learns empathy. What they found is that does areas that learn empathy are only active when you do nothing, when you daydream and that something today's teenagers don't do. They're not activating these brain areas that are important for self-reflection and reflecting on other people and allowing that empathy to emerge. Empathy is the capacity to understand what another person is experiencing from the other person's frame of reference in other words the capacity to place oneself in another’s shoes and this is an important part of human nature .So really it's actually healthy to sometime stop and reflect and also think about others in your life. All right so let's move on from the deep insights into some other quirky aspects of Facebook's impact on society. Of course Facebook has obviously revolutionized digital marketing but what else is there? Well there's a little thing called ambient awareness and this is the first time this phenomenon has been seen in human history as well Let me break it down. Because we're in constant contact with our friends we just have a new type of social awareness when we know what everyone's doing the majority of the time to put another way it's a bit like physically being near someone and picking up those subtleties picking up their mood or unconsciously marrying their body language and somewhat having their feelings rub off anew .It really is an interesting concept and we'll see how this evolves in society in the future so in conclusion the past decade has socially being friendly territory never before has the world being say connected into me Facebook has changed the way we communicate and perceive relationships. The sheer amount of data that is processed every day is mind-boggling and it's amazing that this technology enables us to stay in contact with friends and family from around the world cheaply and easily and just to think it just took one college kid with a bit of determination and a borrowed idea to truly change the world so if you've got an original idea take the steps to make it happen . Who knows what could end up being Facebook may not be around forever but it surely has paved the way for a new connected world and before I leave just as little biased to put what we've seen into perspective here's a video Mark Zuckerberg talking about the Facebook before he was famous. This video dispels the notion that Mark knew just how big Facebook was gonna get. He really just was a casual college kid. Cheers guys thanks for watching ./..../ I think Facebook is an online directory for colleges yeah I mean I think that the goal that we wanted to achieve wasn't to make an online community but sort of like a mirror for the real community that existed in real life . /.../I mean there doesn't necessarily have to be more you know what I mean there's a lot of people are focused on take likr taking over the world they're doing like the biggest thing in the most users and I think like part of making a difference and a single is focusing intensely I really just want to see around a lot of people focused on taking over the world like being the biggest thing with the most users I mean like part of making a difference and doing something cool is focusing intensely .really I just want to create something around folks in college and create a really cool college directory product just like is very relevant for students because a lot like information that people care about when they’re in college so I don't know that is it's not everything that‘s on the Facebook now .