

## Mark Zuckerberg

Marc Zuckerberg is both the CEO as well as the founder of Facebook, which is a modern day social media conglomerate boasting 2.7 billion users at present day. It is also one of the world's most recognizable brands. I decided to write the biography about Marc Zuckerberg due to an interest in how Facebook rose to dominance over its competition, such as MySpace, but also to get more insight into the data harvesting scandals that occurred, both in the 2016 presidential election vote around the same time. This scandal developed due to data acquired through Facebook.

Zuckerberg originally learned how to program while he was in middle school, the age group of 11 to 13 years old, and would show aptitude in the field at a young age by creating a program for his father's dentist practice. Called Zucknet, his program would allow the practice's receptionist to inform his father when a new patient arrived. The program was also used in their household and allowed his family to communicate with each other. The family hired a tutor to accommodate his growing interest in computers. He came to the house once a week and worked with Marc Zuckerberg. His tutor was seen taking graduate courses to stay ahead of Marc Zuckerberg at the time.

While in high school Zuckerberg worked under a company name called Intelligent Media Group in which he would create a music player Synapse Media Player that utilized machine learning for users listening habits. After doing so, multiple companies such as Microsoft and AOL showed interest in buying the software and hiring Marc Zuckerberg while he was still a teenager. He declined the offers from the companies in question.

Zuckerberg then entered Harvard University, to study both psychology and computer science but he ultimately left after a year to pursue developing Facebook. Even though he was there for such a very short time he still had the quite an eventful experience. By this point he had amassed a reputation as a prodigy. While studying there wrote programs, the first of which was CourseMatch which was to help students pick their class from the course selection of other users as well as help form study groups. In doing so it helped him develop a reputation on the campus as a software developer.

Another program he made was Facesmash in which it lets users compare the pictures of students and choose which one they thought was more attractive. It was put up during the weekend but taken down by the next Monday due to the fact that the website was so popular that it stopped students from accessing the internet and it also took down one of Harvard's network switches. There was also the fact that many students complained about their photos were being used without their consent.

After Facesmash he began work on his third project Facebook, his magnum opus. Prior to this he was contacted by three students who wished for him to help out on an idea for a social networking site under the name of Harvard Connection. The initial design was to use information from Harvard's student networks to create a dating site for those of the Harvard elite. Though Marc Zuckerberg agreed to help, he left the project to work on his own project, the aforementioned Facebook.

He started the project with his friends from college. The site's core features at the time were that they allowed you to create their own profiles, communicate with other users and upload photos. He launched the project from his dormitory room though would subsequently drop out of college and move the headquarters to California later in the year. He had originally started the service for other Harvard University Students but the access to the website quickly spread to other universities in the Boston area and subsequently to other in the Ivy league. At one point most students who enrolled in higher education in the United States had a Facebook page and eventually the price of admission had evolved to become a valid email address to tie the user to their account.

The same year the website was created it had generated one million users while still only being open to ivy league colleges. Soon Facebook received a large investment from a firm called Accel accumulating to twelve point seven million US dollars into the network.

Marc Zuckerberg was able to allow Facebook to flourish at the time due to the website providing elements competitors didn't offer which have gone on to become staples of social networking. One of the primary factors was how it allows people to stay in touch so easily. Facebook has solidified itself as a tool for staying in touch within modern day

y society ranging from friends or family to acquaintances from years ago which in the past would have been a pipe dream to contact again. Besides from keeping in touch it effected how people share their lives. This ranges from sharing picture or videos or just our thoughts on recent events. Either way the simplicity to post what you wish online for others to see was revolutionized by Facebook at the time. It has also changed how we digest content. There isn't just the posts about the lives of ourselves, friends and family, but also mixed in with the aforementioned is news, surveys or just commentary from the many pages you've decided to follow. It creates a new atmosphere in which topics which would have been in the past standalone content has been mixed with each other making each more digestible. These factors among more are a testament to the ingenuity of Mark Zuckerberg in how they would shape the social networking platform for years to come.

Though Facebook under Mark Zuckerberg's direction had brought many positive changes to our landscape and allowed a level of interactivity between people online not yet seen at that point, today it gets a more sinister rep due to privacy concerns from users. This more sinister side in which Facebook innovated is in the area of data harvesting. It has been known since the inception that the business practice is based on the widespread surveillance of people. This was a concern of users for a while but it really grew during the time of the Cambridge Analytica scandal in which it had very tight ties to Facebook. The scandal had to do with an incident in which up to eighty seven million of Facebook's users personal data was acquired by Cambridge Analytica without their consent and was used predominantly for political advertising. This was mainly due to a confluence of a variety of factors, broadly including inadequate safeguards for companies engaging in the act of data harvesting, little to none in the way of oversight by developers by Facebook, developer abuse of Facebook API and user's agreeing to the overly broad terms and conditions. Cambridge Analytica would go on to use this data in numerous elections but the one that caused the company to get the most coverage was the 2016 American election in which it was used in both Ted Cruz and Donald Trump's 2016 campaign for presidency, the latter course went on to win the election, some believe due to the aforementioned "shady tactics."

Since then there has been a movie called the "Social Network" that has put him in a negative light. He has also been requested to come to a British Commons Committee to discuss what happened with Cambridge Analytica but he refused to show. He has also been asked to come to the Senate Commerce Committee along with representatives from Twitter and Google on November 17th as a follow up on his hearing on April 10th in 2018.

Overall Marc Zuckerberg has made a changes to the software world as a Software Engineer. Though it's debatable whether what he has done has helped the world in a meaningful way, especially compared to the security concerns and the debate of how much of our information is actually belongs to us, it is undeniable that what he has done has revolutionized the landscape of computer engineering as a whole.

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