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To produce a short (2-4 page) biography of a key software engineer, discussing the work and impact of the individual.

Mark Zuckerberg arguably the most well-known software engineer in today's day and age. This man co-created the first and biggest social media application in my life during my days in secondary school which is why I picked him to do a biography on, due to the impact of his work and Zuckerberg himself.

Early Life

Mark Zuckerberg was born on May 14, 1984 in White Plains, New York. He was raised in the village of Dobbs Ferry which was nearby. Mark lived with his mother Karen, father Edward and three other siblings Randi, Donna and Arielle. Mark's love for programming didn't come from his parents where at the early age of 12, he used Atarri BASIC to develop "Zucknet" a messaging program which his dad used in his office so that the receptionist could inform him of a new patient instead of shouting across the room. The family also used it to communication within the house. Zuckerberg would also build computer games with his friends who were artists, he claims "They'd come over, draw stuff, and I'd build a game out of it."

Education

His father noticing his son's burgeoning interest in computers hired a private computer tutor by the name of David Newman to work with the latter once every week. Newman later told reporters that it was hard to stay ahead of Zuckerberg who was becoming an expert programmer, he then decided to start taking graduate courses at Mercy College around this time. When he met a programming whiz kid by the name of Adam D'Angelo who he started hacking with. Together they made an AI music player that learned the user's music interests. Around his teenage years he garnered a lot of interest from several companies including AOL and Microsoft who wanted to hire the teenager before graduation.

After graduating from Exeter in 2002, Zuckerberg enrolled at Harvard University. By his sophomore year the latter had developed the reputation as the software developer to go to on campus. He built multiple programs over his time at Harvard like CourseMatch, which allowed students to choose their classes based on the course selections of other users. Facemash, which compared two pictures and people could choose who was more attractive. Although was shut down from being too inappropriate. He was then sought to help build a social networking site called "Harvard Connection". Which Zuckerberg agreed to help with the project, but soon dropped out to work on his own social networking site, The Facebook.

Facebook Discovery

With his friends Dustin Moskovitz, Chris Hughes and Eduardo Saverin created The Facebook, a site that allowed users to create their own profiles, upload photos and communicate with other users. Between 2003 and 2004, Facebook added multiple features

to the media. The pivotal moment for Facebook was in 2005 when they added the “tagging” feature which allowed for people to identify themselves and others in photos that were posted. In this year also they allowed people outside the US to join the service and by the end of the year they had six million monthly active users.

Facebook begins

In 2006 Facebook opened its membership beyond students over the age of 13. Advertisers were able to create new and effective customer relationships. With this kind of direct consumer engagement on such a large scale, more and more companies began using Facebook for marketing and advertising. Privacy remains an ongoing problem for Facebook. But after multiple complaints from user's, they implemented privacy controls in which users could control what content appeared in News Feed.

Facebook Rises

In 2008 Facebook surpassed Myspace as the most-visited social media web site. With the introduction of Live Feed, the company also started to rival the popularity of twitter. Facebook had become a powerful tool for political movements beginning with the U.S. presidential election of 2008. When more than 1,000 Facebook groups were formed in support of either Barack Obama or John McCain. In Colombia the service was used to start hundreds of protests against FARC guerrilla rebellion. In Egypt, activists protesting the government of Pres. Hosni Mubarak during the uprising of 2011 often organized themselves by forming groups on Facebook. They encouraged third-party software developers to use the service, they released an API that allowed programmers could write software that Facebook members could use directly through the service. By 2009 developers had generated about \$500 million in revenue for themselves through Facebook. The company also earns money from developers through payments for virtual or digital products sold through third-party applications. By 2011 payments from Zynga Inc., an online game developer, accounted for 12 percent of the company's revenue. Facebook filed to become a public company in 2012, its IPO in May raised \$16 billion, giving it a market value of \$102.4 billion. At that time the largest IPO of an Internet company to date was Google Inc., which had raised \$1.9 billion. It was a year after this that I entered secondary school and started to use Facebook. Uploading questionable posts at the time.

The Impact of Facebook

Facebook has had and still has a huge impact on multiple aspects of life, in the world of marketing, in the life of programmers and in the day to day communication between people today. The social media site influenced companies to use advertisements on their site as a way to sell their products and services to consumers and this method today is pretty much used by many major social media sites and online games. It completely changed the way people communicate with each other and I personally believe single-handedly created the social media era. As stated before programmers used the Facebook API to build programs which in turn created revenue for both the company and themselves and also allowed users to gain an enhanced service. Facebook aspiration to control the social media space made them buy Instagram and bring it to heightened levels with almost every single person my age that I know with an Instagram account and also they're acquisition of whatsapp which pretty

much the majority of people around my mom's age use. Zuckerberg's impact as a businessman began from his interest in programming and his growth as a software engineer. His talents as a software engineer is what has allowed him to dominate the business world so well, he uses the principles of software engineering to Facebook and his other companies to new heights. His effect on my generation is so great that he was the first person to come to mind when I first read the assignment descriptor. He completely changed the way we communicate today through his prodigious skills in software. Making him the perfect person to write about.