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Obituary for Mark Zuckerberg.

We are all shock this last week by the sudden death of Facebook founder and CEO Mark Zuckerberg. Born on May, 14, 1984 Zuckerberg, was a computer programmed and entrepreneur best known for his creation of Facebook, the social media site with over 1.86 billion active users.

In 2004 Zuckerberg launched Facebook from his dorm room his sophomore year of college, under the name The Facebook. After his sophomore year Zuckerberg, dropped out of school to work full-time on Facebook, which grew to having 1 million users by the end of 2004. Facebook has since gone on the reshape the media landscape, as well as modern human interaction.

Zuckerberg understood peoples great desire to stay connected, having in in his early years created software that connected all his family computers together, as well as other kinds of social media software while in college that allowed students to choose classes together.

Today Facebook has made it easier than ever to connect with friends and family allowing you to stay in touch with distance cousins, grandparents and old high school friends that you might have grown apart from. You now know who is getting married or having a baby. Facebook makes it easy to share information as well as organize and invite people to such events.

Facebook has also served to open up new realms in the marketing industry, allowing the creation of millions of new jobs as well as drastically changing the industry landscape. Through

Facebook advertisers have greater access to who their customers are and how their customers interact with their brand allowing them target consumers better than ever. Advertisers pay good money to have that kind of information and it is primarily through advertising that Facebook and Zuckerberg earn their money. In February 2017, the company reported revenue of \$8.81 billion dollars. Zuckerberg himself is reported by Forbs to have a net worth of \$59 billion.

As much as advertising has helped Facebook this is also the main source of controversy surrounding the company and its founder. Many critics of Facebook criticize the websites selling its users information for profit. They often claim that the site is not truly free, and that users pay with personal information rather than money. Facebook has come under fire for many reasons regarding user's data, such as: keeping users data forever, even when user leave, tracking user's movements across the web (even when Facebook is closed), using "Likes" in Ads without compensating users and giving users data to the government.

While Zuckerberg and his company have come under fire for how they make their money, few could be angry about how Zuckerberg uses it. He and his wife Priscilla Chan have pledged to give away 99% of their Facebook stake to charity over their -now just her- life times. In 2016 the Zuckerberg's' pledged that their joint company, the Chan Zuckerberg Initiative, would invest \$3 billion into research to help cure and prevent disease. The Chan Zuckerberg Initiative states on their website that: "We want every child to grow up in a better world. Our goals for the future center on two ideas: advancing human potential and promoting equal opportunity. We are starting with science and education — areas in which systemic barriers limit individual progress. We make long-term investments because important breakthroughs often take decades, or even centuries."

The Chan Zuckerberg initiative was started by Zuckerberg and Chan while they were expecting their first daughter Max. The pair were expecting their second daughter when Zuckerberg's tragic accident. Zuckerberg posted the announcement on March 9 telling of how excited he was to be having a girl, saying: "When Priscilla and I first found out she was pregnant again, our first hope was that the child would be healthy. My next hope was that it would be a girl. I cannot think of a greater gift than having a sister and I'm so happy Max and our new child will have each other." This was posted just a week before the plane crash that took his life. His wife has yet to comment on her feelings at this moment.

Mark Zuckerberg's legacy is a complex one, worth of both criticism and praise. Through his work he has brought people closer together, and has changed how people interact with each other in this modern society. With this change, there have been many controversies as to the privacy and whether these changes in our societal landscape are indeed for the better. We will see how his legacy develops over the coming month and years as his company now looks to the future without him.

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