

Field Work
On
Facebook
(Social Media Platform)

Submitted
to
KCES's Institute of Management and Research, Jalgaon



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Under the Guidance of
Name:Mrs.sweta Phegade

In Partial Fulfillment of
Master of Computer Application (Integrated)
Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

CERTIFICATE

This is to certify that **Mr.Saurabh Ishwar Konde & Mr.Dhananjay Kantilal Sonawane** student's of MCA(Integrated) from **KCES'S Institute of Management and Research,Jalgaon** has completed the Filed work entitled **Facebook** both has submitted satisfactory field report in partial fulfillment of the requirement for the degree of MCA(Integrated) during academic year **2025-2026**.

It is the original work and sincerely completed the field work. I am fully satisfied
with his/there performance.

Mrs.Sweta Phegade

Internal Guide

Mrs.Sweta Phegade

Coordinator

Name of HOD

External Examiner I / Examiner II

HOD

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ACKNOWLEDGEMENT

We have great pleasure in submitting this Field Work on “**Facebook**” to **Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon.**

It is humble brief that any Field Work can be carried out with success by a two person. Many other personalities helpings to accomplished this project and it is our duty to express our appreciation to them.

We are indebted to **Mrs.Sweta Phegade** for helping us as guide and allow us to do the Field Work at their site.

We wish to thank the teaching staff, our friends and persons who help us directly or indirectly for completion of Field Work.

DECLARATION

We hereby declare that the project work entitled **“Facebook”** has carried out result on the basis of investigations and analysis by us under the guidance of **Mr.Sweta Phegade.**

We further declare that this work has not been submitted in partly or fully to any other University or Institute for the award of any other degree. Material obtained from other source has been daily acknowledged in the Field Work.

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1)Abstract:

Facebook, owned by Meta Platforms Inc., is the world's largest social networking service founded in 2004 by Mark Zuckerberg and his Harvard classmates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. As of 2025, Facebook has more than 3 billion monthly active users across the globe and remains one of the most influential digital platforms for communication, marketing, and community building.

The platform enables users to create profiles, share text, photos, and videos, connect with friends and communities, and use integrated services like Messenger and Marketplace. Over the years, Facebook has evolved from a university-based social network into a comprehensive ecosystem offering tools for social interaction, entertainment, news distribution, and e-commerce .

Facebook's business model primarily relies on digital advertising, with most of its \$178 billion annual revenue in 2025 coming from targeted ads across Facebook, Instagram, and Messenger. It uses advanced data analytics and AI to deliver personalized ads to users, helping brands achieve high return on investment. Alongside this, features like Facebook Shops and Marketplace have strengthened the platform's role in e-commerce, with millions of sellers and buyers engaging every day.

2)Introduction:

Facebook is an American social media and social networking platform owned by Meta Platforms Inc., launched in 2004 by Mark Zuckerberg, along with his Harvard classmates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. Originally created as a networking site for Harvard students, Facebook rapidly expanded to other universities and soon became a global platform connecting billions of people. As of 2025, it has over 3 billion monthly active users, making it the world's most widely used social network

Facebook allows users to create personal profiles, share photos, videos, and posts, join groups, chat, discover news, and buy or sell items through its integrated features such as Messenger, Marketplace, and Facebook Groups. It has become a central hub for social connections, digital marketing, e-commerce, and media sharing — significantly transforming how people communicate and businesses interact with audiences globally.

The platform's success is built on a data-driven advertising model, enabling businesses to reach highly targeted audiences across Facebook, Instagram, and Messenger. In 2025, Facebook's ad revenue exceeded \$116 billion, ranking it as the second-largest digital ad platform globally after Google. Its business tools provide immense value to entrepreneurs, organizations, and marketers seeking growth, brand visibility, and customer engagement.

3)Project Field Work Topic / Literature Review:

Facebook has been extensively studied as a major social media platform influencing communication, marketing, and society. Research indicates that Facebook remains the largest social network with over 3 billion users in 2025, actively shaping how people connect and businesses engage online.

Facebook's influence on marketing and business is well documented, with research emphasizing its role in targeted advertising powered by AI and big data analytics. The platform's integration of shopping and business tools supports brand visibility and e-commerce growth globally.

Several studies also discuss challenges including privacy concerns, misinformation, and content moderation. Facebook's efforts to address these through AI, end-to-end encryption, and stricter policies are frequently reviewed, showing mixed results but ongoing improvements.

In summary, the literature frames Facebook as a dynamic platform central to modern digital communication, marketing, and social interaction, balancing innovation with challenges concerning privacy and information integrity.

4)Objectives:

- 1) To analyze Facebook's role as the leading social media platform connecting billions globally in 2025.
 - This includes understanding its user demographics, features, and engagement patterns.
- 2) To examine Facebook's business and advertising model, focusing on how it drives revenue through targeted digital marketing.
 - Highlighting Facebook's AI-driven ad targeting, user data analytics, and effectiveness for businesses.
- 3) To explore Facebook's impact on communication, commerce, and community formation.
 - Studying how users and brands utilize Facebook for social interaction, e-commerce, and content sharing.
- 4) To evaluate the challenges Facebook faces, including privacy, misinformation, and content moderation efforts.
 - Investigating how Facebook manages user trust and security while balancing free expression.
- 5) To understand Facebook's ongoing innovation strategies, such as integrating AI, AR/VR, and metaverse development.
 - Assessing the platform's evolution within Meta's larger vision and future digital landscape.

5)Methodology:

1) Data Collection

Secondary Research: Extensive review of existing literature, reports, and official Meta publications to understand Facebook's business model, user statistics, technological innovations, and challenges.

2) Content Analysis:

Analyze public Facebook content, including posts, advertisements, and pages, to study engagement patterns and content types favored by the 2025 Facebook algorithm driven by AI and machine learning.

3) User Behavior Analysis

Gather user-generated data through surveys or social media listening tools to investigate how users interact with Facebook content, adapt to algorithmic changes, and use Facebook's features like Groups, Marketplace, and Messenger.

4) Case Studies

Examine business case studies on Facebook marketing campaigns to explore effectiveness, strategies for targeted advertising, conversion optimization, and ROI in 2025.

5)Algorithm Study

Investigate the workings of the Facebook algorithm by reviewing AI-based ranking factors, content relevance scoring, and feed personalization mechanisms, focusing on how they impact user feed visibility and content distribution

6)Result and Discussion:

As of 2025, Facebook continues to dominate the social media landscape with over 3 billion monthly active users worldwide, making it the largest social networking platform globally. The platform shows a wide demographic reach, with significant user bases in countries like India (over 580 million users), the United States (about 280 million users), and Brazil (175 million users), indicating its global penetration and cultural diversity.

User engagement trends reveal that while Facebook's audience skews slightly older than other platforms, younger users (ages 18–29) remain active, primarily engaging through interactive features such as Marketplace, Groups, and short videos (Reels) rather than traditional posts. This shift in content consumption patterns drives Facebook's evolving algorithm that prioritizes personalized, interest-based content to enhance user experience and interaction.

From a business perspective, Facebook's advertising model remains highly effective, generating most of Meta's revenue by leveraging advanced AI for targeted advertising. Marketing on Facebook focuses on diverse objectives such as brand awareness, lead generation, and conversions, supported by detailed analytics tools that help businesses optimize campaigns and maximize ROI.

However, the platform faces ongoing challenges with content moderation, privacy concerns, and misinformation. Facebook's investment in AI-driven content filtering, end-to-end encryption, and user privacy control mechanisms shows efforts to build user trust and address these issues, albeit with mixed public responses.

7)Recommendations and Future Work:

1. Enhance AI-Powered Advertising and Personalization

Facebook's reliance on AI for smarter ad targeting should continue evolving. Improving predictive analytics and real-time user behavior analysis will enable businesses to create more relevant, personalized campaigns, thus increasing ROI and user engagement.

2. Expand E-commerce Integration

Features like Facebook Shops have revolutionized in-app shopping. Continued development of seamless payment systems and augmented reality (AR) shopping experiences can enhance user convenience, helping small and medium businesses thrive on the platform.

3. Leverage Community Building with Facebook Groups

Facebook Groups have become essential for niche community engagement. Businesses and creators should invest more in building and nurturing these spaces, enabling better brand loyalty, feedback collection, and authentic connections with audiences.

4. Focus on Video and Interactive Content

Video content, including live streams, Stories, and Reels, drives the highest engagement rates. Brands should prioritize creating dynamic, shareable video content and explore interactive AR ads to stand out in the crowded feed.

5. Prioritize Privacy, Security, and Misinformation Control

As trust is critical, Facebook must strengthen transparency about data use, enhance privacy controls, and innovate better content moderation techniques that balance free expression and safety.

8)Suggestion:

1. Develop Clear Marketing Objectives

Businesses and individuals using Facebook should clearly define goals such as brand awareness, customer engagement, lead generation, or sales conversions to tailor content and ads effectively.

2. Create Authentic, Human-Centered Content

Despite AI-driven strategies, creating genuine content that resonates emotionally with audiences is crucial for sustaining meaningful engagement and trust on the platform.

3. Leverage Paid Advertising Wisely

Use Facebook's ad tools strategically by setting realistic budgets, defining target audiences precisely, and continually testing different ad formats (videos, carousels, lead ads) to maximize reach and ROI.

4. Focus on Video and Interactive Formats

Prioritize short-form videos, Stories, and Reels that drive higher engagement. Interactive ads with seamless forms can automate lead capture and improve conversion rates.

5. Use Analytics and Audience Insights

Regularly monitor Facebook Insights and Ads Manager data to understand audience behavior, content performance, and to optimize campaigns. Segment your audience for personalized messaging.

9)Conclusion:

Facebook remains the world's largest social media platform in 2025, with over 3 billion monthly active users globally, reflecting its vast reach and influence in digital communication, social interaction, and business marketing. It continues to evolve by integrating cutting-edge AI, machine learning, and immersive technologies like AR and VR within Meta's broader vision of the metaverse.

The platform's strength lies in its ability to connect diverse populations, support personalized content distribution, and offer highly effective advertising solutions that drive significant revenues and business growth worldwide. Along with social networking, Facebook plays a pivotal role in e-commerce through tools like Marketplace and Shops, enabling seamless user engagement and transactions.

However, Facebook faces challenges including privacy concerns, misinformation, and content moderation, which it actively addresses through improved policies and technological innovations. Despite competition from emerging platforms appealing to younger audiences, Facebook retains relevance by adapting its features and content strategies to changing user behaviors.

This conclusion captures Facebook's current status, strengths, challenges, and its future outlook based on recent data and expert insights.

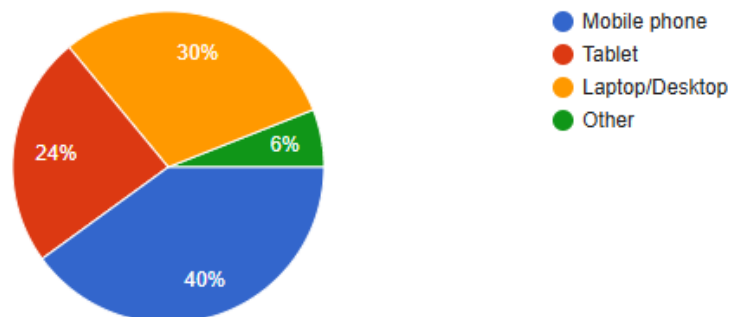
10)References:

1. <https://www.facebook.in/>
2. <https://en.wikipedia.org/wiki/Facebook>.
3. <https://www.techtarget.com/whatis/definition/Facebook>.
4. <https://www.meta.com/about/company-info/>

11)Questionnaire:

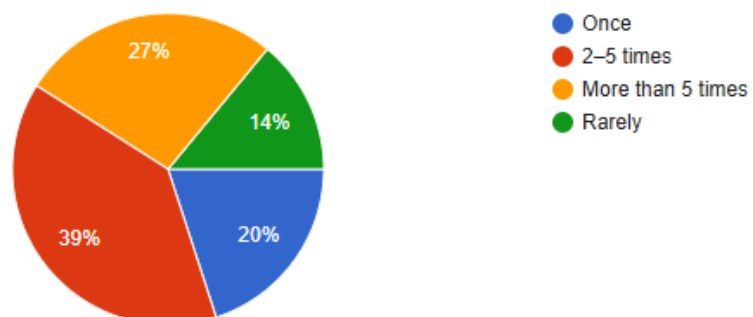
1. Which device do you mostly use for Facebook?

100 responses



2. How often do you use Facebook daily?

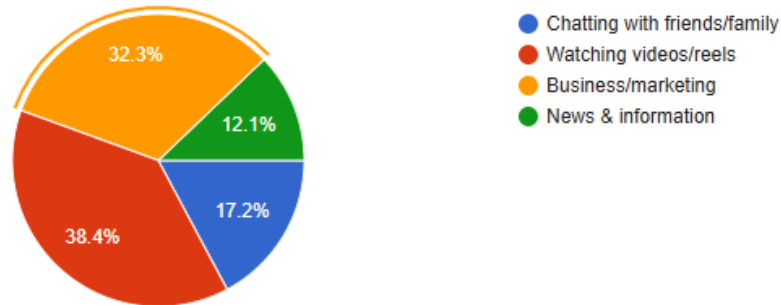
100 responses



3. What is your main purpose for using Facebook?

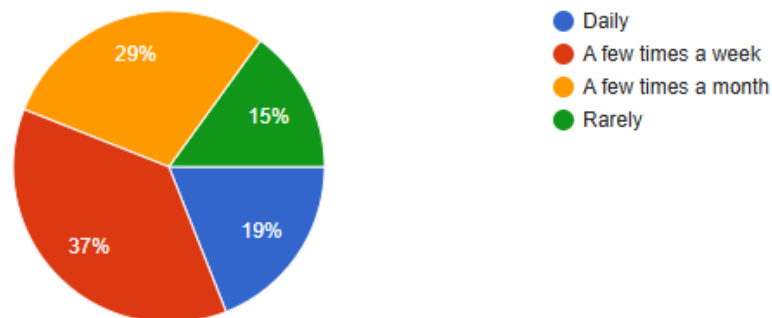


99 responses



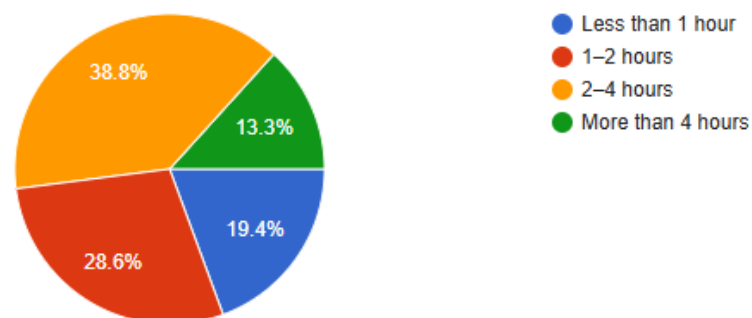
4. How often do you log in to Facebook?

100 responses



5. How much time do you usually spend on Facebook?

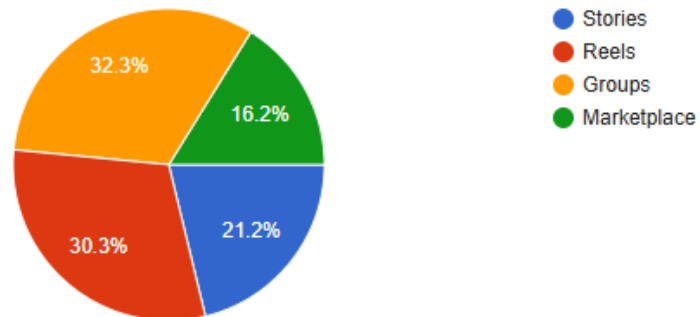
98 responses



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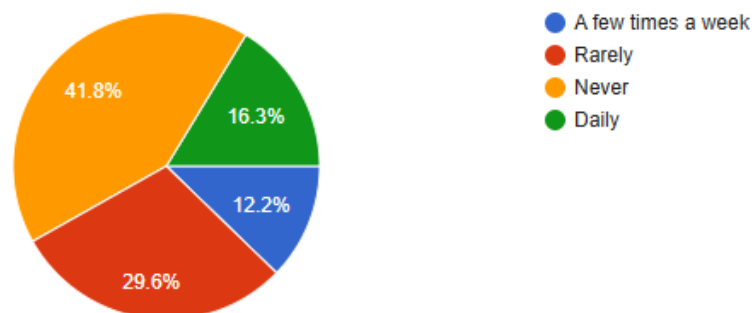
6. Which Facebook feature do you like the most?

99 responses



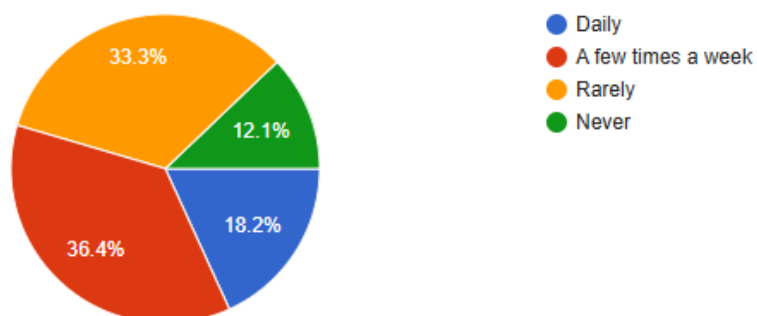
7. How often do you view Facebook Stories?

98 responses



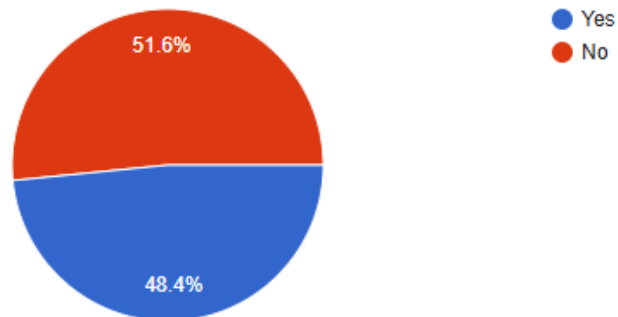
8. How often do you watch Facebook Reels?

99 responses



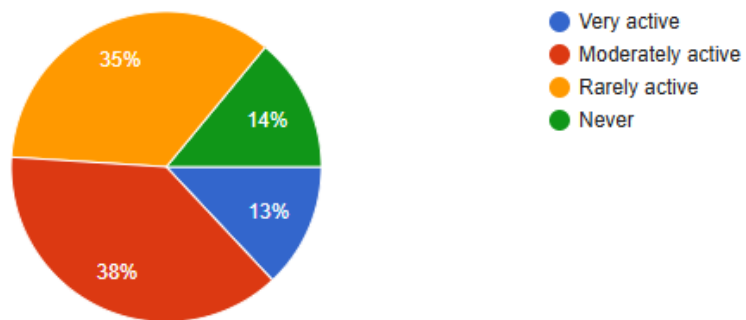
9. Are you a member of any Facebook Groups?

95 responses



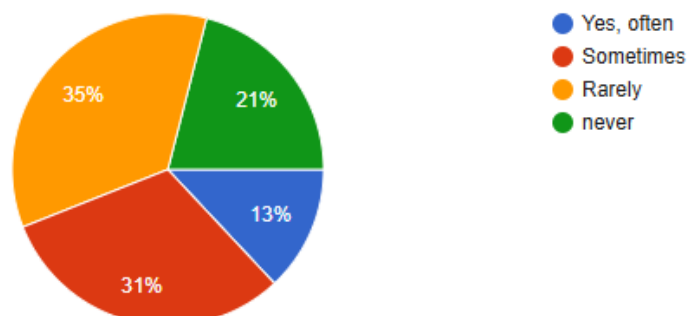
10. How active are you in Facebook Groups?

100 responses



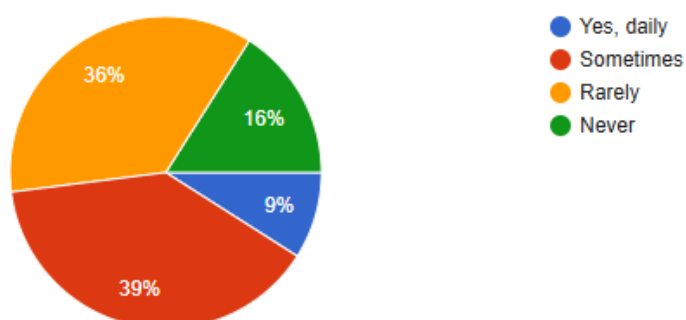
11. Do you use Facebook Marketplace?

100 responses



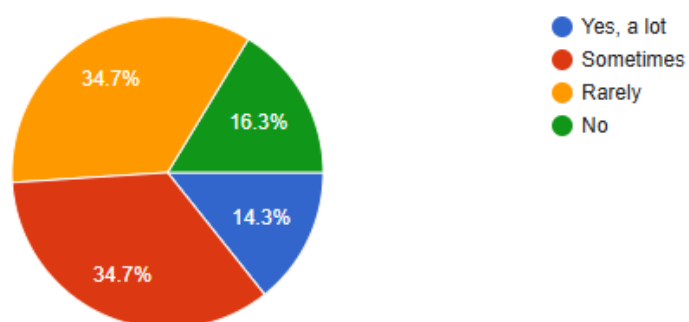
12. Do you use Facebook Messenger regularly?

100 responses



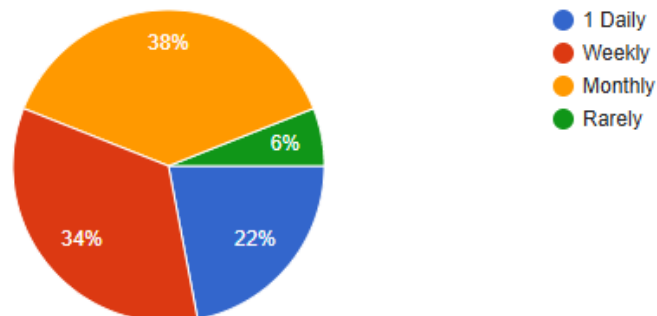
13. Do you enjoy watching live streams on Facebook?

98 responses



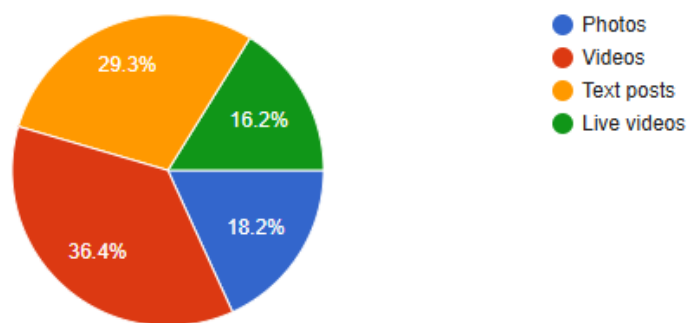
14. How often do you post content (photos, videos, status) on Facebook?

100 responses



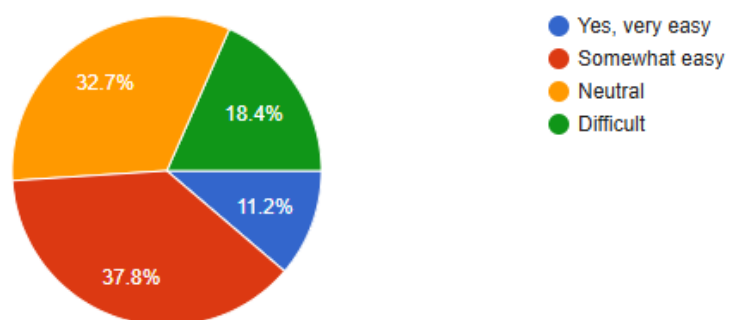
15. What type of content do you prefer on Facebook?

99 responses



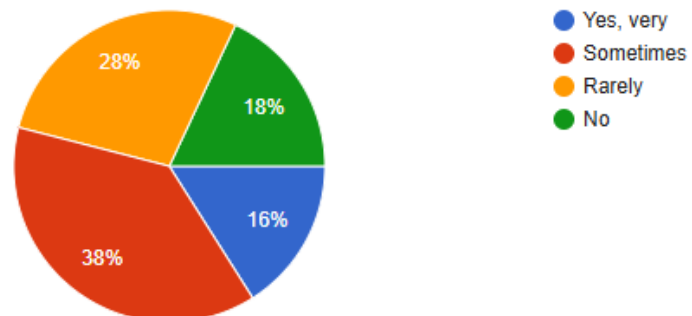
16. Do you find Facebook easy to use?

98 responses



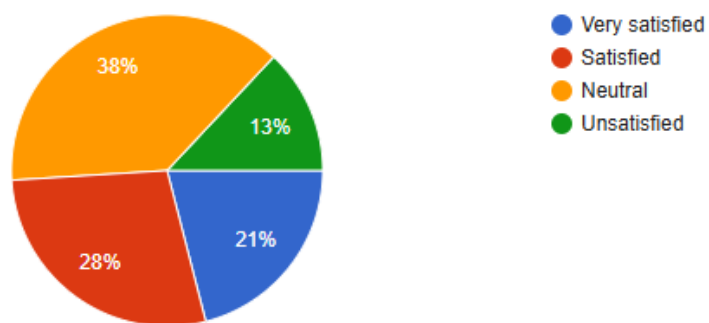
17. Do you find Facebook ads annoying?

100 responses



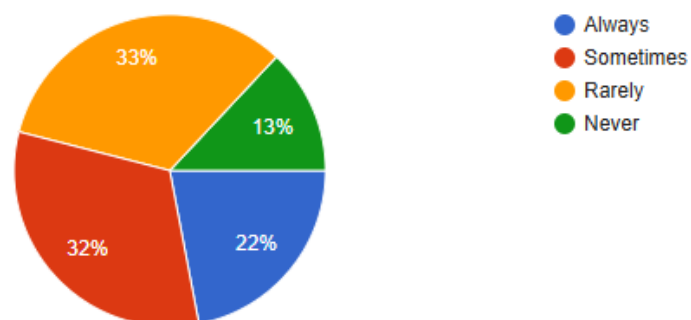
18. How satisfied are you with Facebook's content?

100 responses



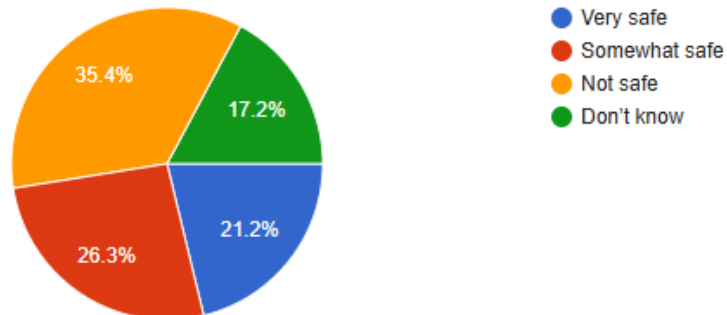
19. Do you trust the information on Facebook?

100 responses



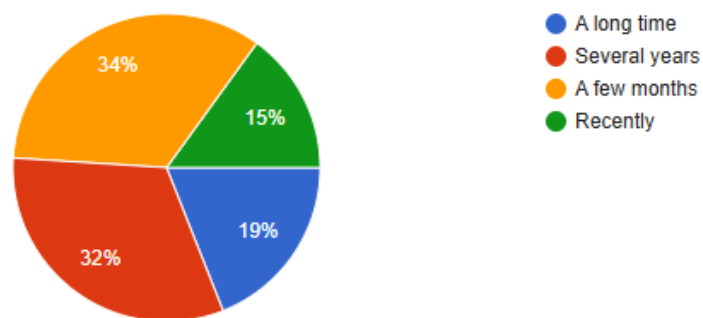
20. Do you feel your privacy is safe on Facebook?

99 responses



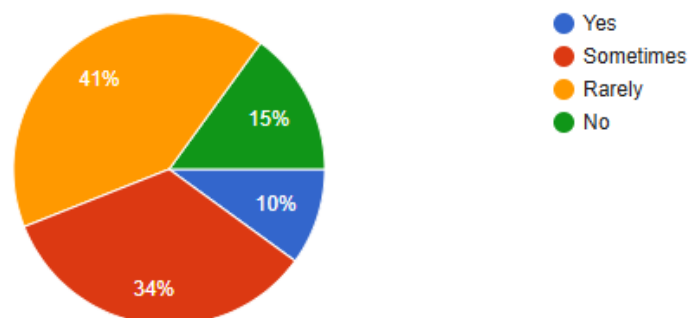
21. How long have you been using Facebook?

100 responses



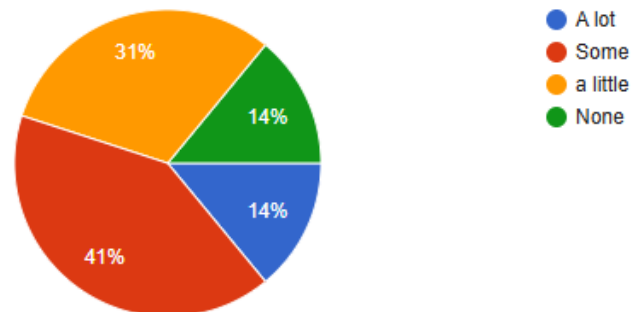
22. Do you like Facebook notifications?

100 responses



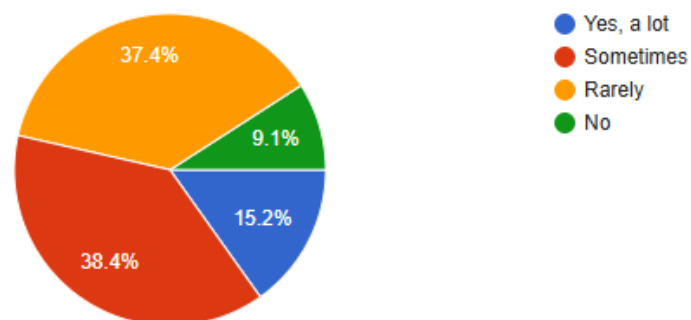
23. How much fake news/misinformation do you think exists on Facebook?

100 responses



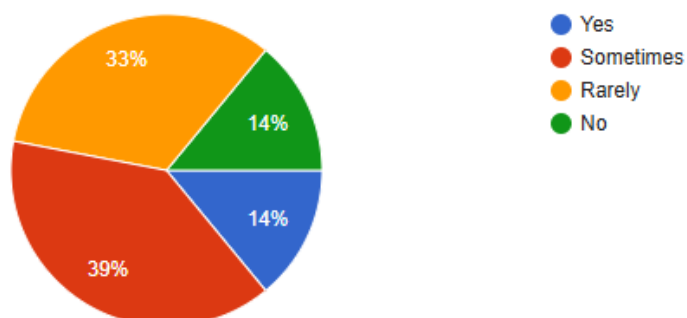
24. Do you feel that using Facebook wastes your time?

99 responses



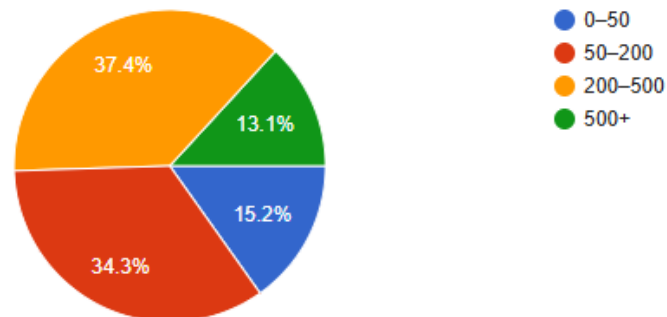
25. Does Facebook usage cause you stress?

100 responses



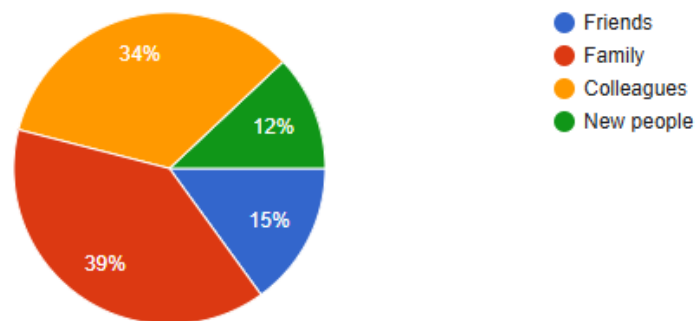
26. How many friends do you have on Facebook?

99 responses



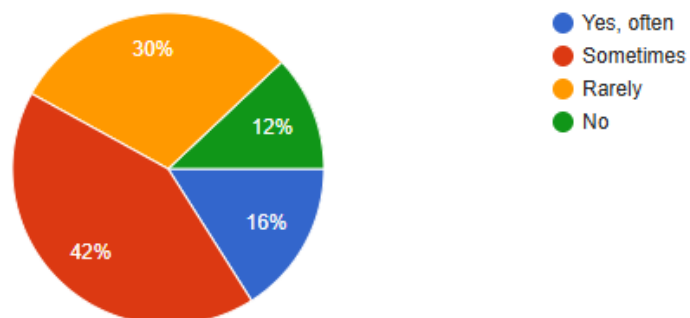
27. Who do you contact the most on Facebook?

100 responses



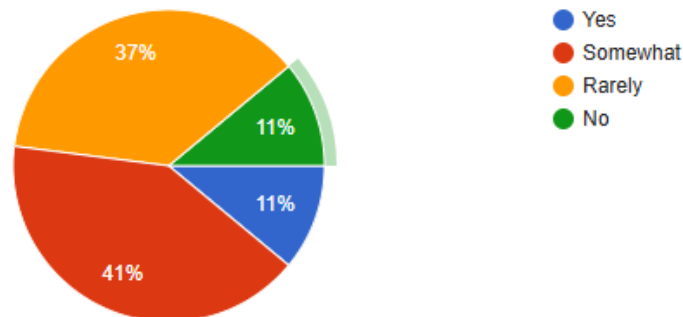
28. Do you add new friends on Facebook?

100 responses



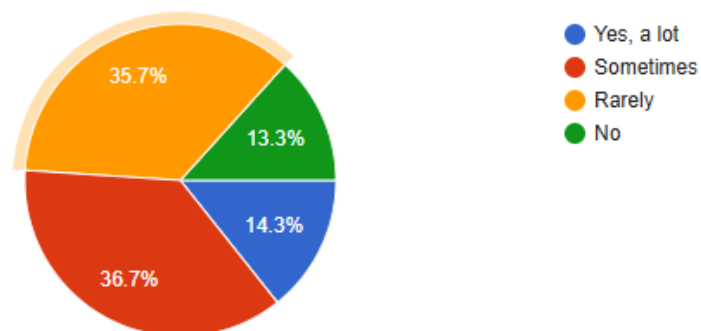
29. Do you maintain family connections on Facebook?

100 responses



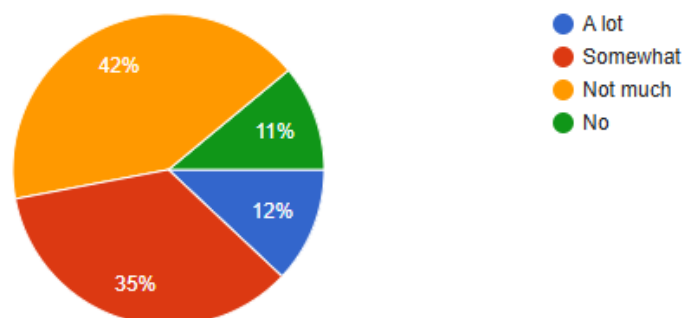
30. Do you get social updates via Facebook?

98 responses



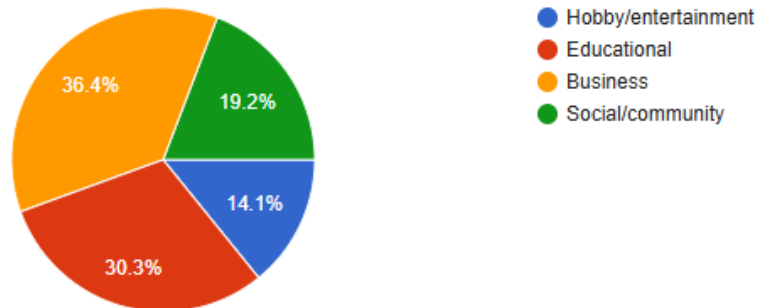
31. Has Facebook helped you grow your social network?

100 responses



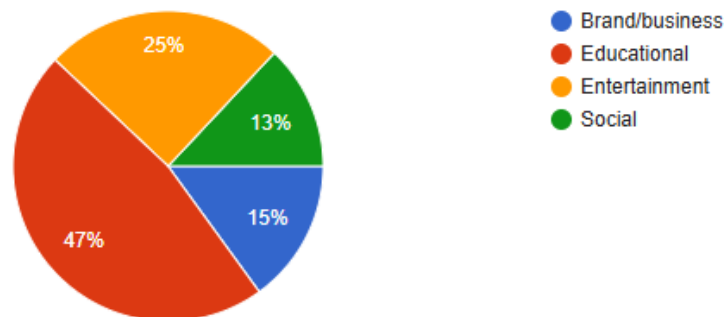
32. Which type of communities do you participate in on Facebook?

99 responses



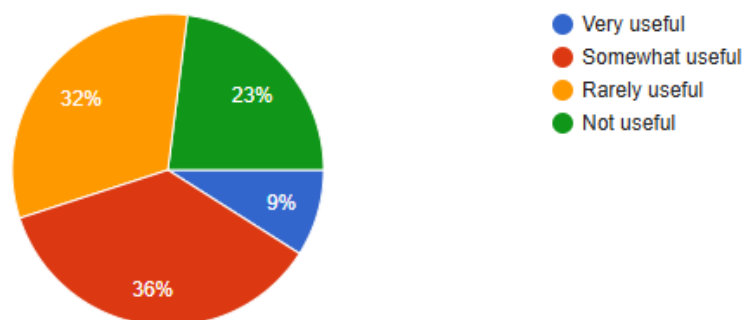
33. What types of pages do you follow on Facebook?

100 responses



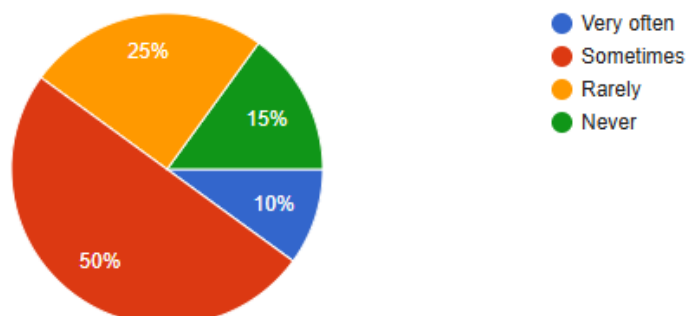
34. Do you find Facebook ads useful?

100 responses



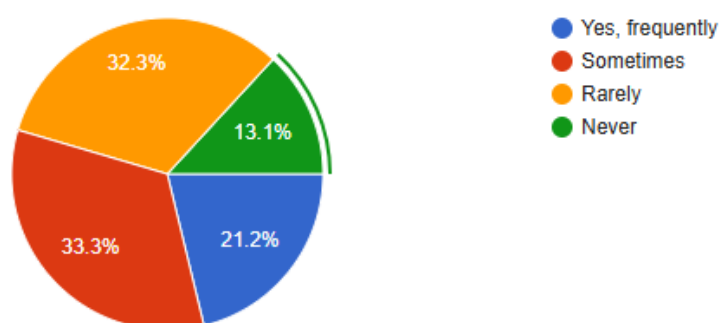
35. How often do you interact (like/comment/share) with pages?

100 responses



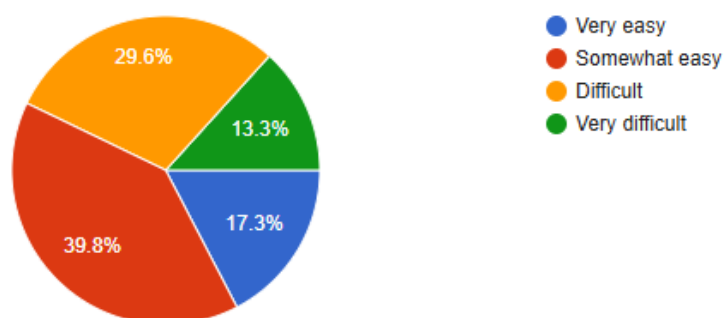
36. Do you purchase products via Facebook?

99 responses



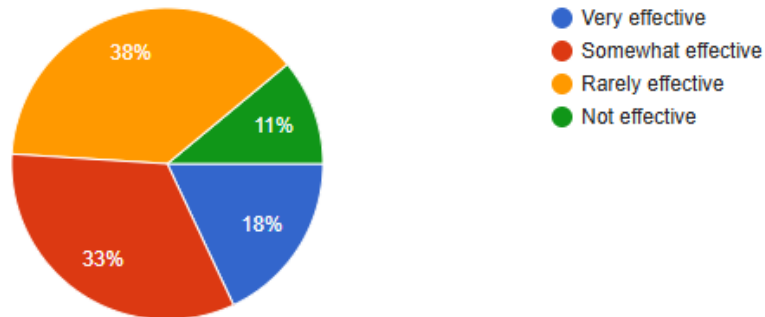
37. How easy is it to contact brands via Facebook?

98 responses



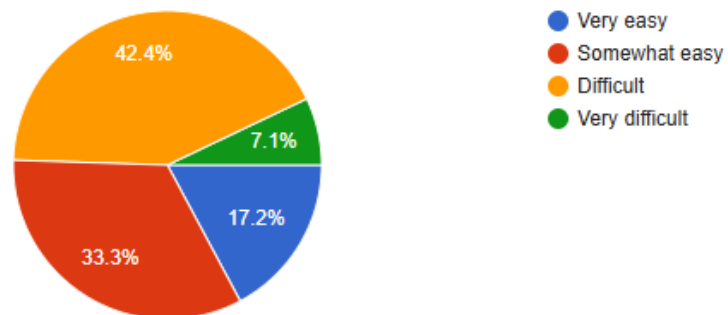
38. Are business ads on Facebook effective?

100 responses



39. How easy is it to grow a business network on Facebook?

99 responses



40. Will you continue using Facebook in the future?

99 responses

