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Facebook

A thousands and hundreds years ago, human started with gather-hunting as the main community, and later on cities and villages were formed under the foundation of the gather-hunting. Soon, kingdoms and countries are formed until today. But one thing has never changed, it is known as the social entertainment; it went from hunting in groups to religious practices, and it ultimately turned into today’s form of social media. Invention of computer and Internet gave the birth of social media, such as Myspace, Facebook, and Twitter, but in this paper Facebook will be under the spotlight. Facebook has improved over time; more and more new features were being offered on to the already well made Facebook, in order to share information, enjoy a new way to make friends, and organize social events.

Computers were used to be the tool of calculating math and science equations. The first ever official computer called The Z1, which created by Germany’s Konrad Zuse in his parent’s living room; it was considered to be the first electro-mechanical binary programmable computer, and was also considered to be the first functional computer in 1936. Then the personal computer “Altair 8800” came in 1975 with an “Intel 8080 2.0 megahertz” central processing unit, a front panel “LEDS” as its monitor, and its operating system “CP/M, Basic”. It was known to be the affordable and obtainable computer at the time, it was worth four hundred thirty nine American Dollars. Then the notable computer was produced by Apple Company; it was known as the Apple 1 in 1976. The invention of internet was quite dramatic compare to the birth of computer, because in 1970, Computers cost over hundreds of thousands of dollars until the affordable “Altair 8800” came along, but the Department of Defense’s Advanced Research Projects Agency (ARPA) decided to share software and researches on handful of large computers with the Agency’s system called ARPAnet. The system was connected to four hubs: the Universities of California in Santa Barbara and Los Angeles, the Universities of Utah, and SRI international. Researches can pull of any information on the computer from another hub’s computer. Over time, the connection has grew because of the army bases, universities and science centers, which lead to the birth of NSFNET which was fund by the National Science Foundation. The NSFNET will eventually become today’s internet.

The internet and computers slowly submerged into human’s life, the student from Harvard Mark Zuckerberg developed a social network called “Facebook” in 2004, which was originally found for the students in Harvard to view and talk about their degrees, and Face smash, and rate one’s attractiveness. It was promoted with the name of “facebook.com” in 2005 with two hundreds thousands of dollars, and it was eventually spread across the world.

Facebook has changed its layout from time to time, the first page layout in 2005 was simply a title of “The Facebook” on the top of the user’s profile pictures and information, and a simple Search Engine look alike layout on the left. It was simple, but it delivered the job; however in 2005, there was nothing much can the user do to themselves, in order to describe their social background. In 2007, Facebook experienced its first real expansion, it changed from the platform of communication to the platform of interaction. Users’ wall became the center component for their social life. Apps, Pokes, and uploading pictures were introduced to the users. In 2008, Facebook marked its era of information exchanging between users, users can start comment on friend of their friends’ picture, status, etc. Users can also update their wall with their daily activities.

These new sharing features has attracted large amount of populations to join the Facebook, users were looking for a way to expose themselves, and luckily the Facebook was the right option. Being popular on the virtual network would always make a user feel satisfied about themselves; therefore some users in Facebook are subconscious about the information that they post. For example, MIT graduated Social Science Professor Sherry Turkle mentioned in his book *Alone Together* about a scenario on Facebook: “On Facebook, Brad represents himself as cool and in the know- both qualities are certainly part of who he is. But he hesitates to show people online other parts of himself (like how much he likes Harry Potter). He spends more and more time perfecting his online Mr. Cool. And he feels pressure to perform him all the time because that is who he is on Facebook.” (185), certainly Brad was afraid judgments from others. As later on of the book Turkle mentioned in his conversation from Brad that users on Facebook would think it’s weird for brad to post his interested in the political mural art in Belfast, which he concerned that it is too much information on Facebook. Brad considered the “false” information as “the kiss of death”(186), he also compliant about there a long list of things that users can put on their Facebook, but some of them are not meant to put on, because they are under the category of “Polish novel that nobody’s read”(186). In the end Turkle concluded it is too easy for brad to lose track of what is important.

Teenager like Brad are most likely to have these kind of concern; they scared of criticism from the other internet users. However, they don’t realize that they are living in a judgmental environment, where judging is the first thing would people do when they saw something strange and un-fit in their life. Soon, the teenagers will realize that it doesn’t matter of what they say on the Facebook, because people will forget in the other day and move on with their life. At the end, users have always forgotten the point of Facebook is used to presenting their really life onto the internet, and finding out whoever suits their interest the best.

Users are always seeking a new entertaining way to make friends from all over the world on Facebook platform. Somehow, Facebook caught this idea that gaming media is a new generation of virtually greeting. The original Facebook did not have any gaming features, until 2009 Facebook launched “farming-centric” games like Barn Buddy and Happy Farm. The games required users to do farming related activities like growing crops, watering plants, and killing the bugs from the planets. Slashkey introduced Farmville, it was marked as the next revolution on Facebook gaming and “farming-centric’ gaming. In this game, it doesn’t restrict users to water and crop the planet, instead the gaming program would do the following features to the users; however the users need to plough, plant, and wait for the crops to grow. This game allow friends of users or even stranger to help the users to harvest the in-game crops with additional money receive to the helpers. These kind of virtual gaming sets up a large broad platform of online meeting.

In Turkle’s book, she mention an identical situation about a social game called, Second life, which create a platform of performance. It included of creating an avatar in a virtual world, and it also allows players to edit their avatar. For example, dressing up their avatar with different clothes, buying houses, renting apartment, and creating social events in the virtual word. The game also allows player discover what they couldn’t do in really life, instead offering an opportunity for players to explore themselves on the gaming platform. She believed “We have an opportunity to see what we wish for and what we might be missing.”(212). The example from Turkle’s book exactly pointed out the importance of Facebook gaming features, they offer the players an opportunity of self-explorations. Throughout these self-explorations, players would find a way to connect to the others with the power of social media.

With the big foundation of user’s connections, Facebook makes it easy to organize social events in the realities. Texting, calling, and emailing are no longer being used as common, because Facebook offers an easy ad an convenience way to put stuff together. It’s simply pressing the bottom of “Creating an event”, then users can invite anyone to the social event that they created; they can also update the information about the event, and update the time of the event. Generally, it is more convenience, and more useful. Facebook also offer a feature called “group”, which it allows the users join together in a pirate or public mini association, which offer the leader of the association continuously posting updates until the project is finished, and it also allows the any users inside the “group” to post any comments. All these features of creating events and organizing events have made the Facebook community growing larger as time progressing.

Facebook has grew from the tiny college attractive rating website into a world-wide social media. During this process, Facebook experienced multiple evolutions, it changed its originally layout into a multi-access layout; users found themselves more connected to the Facebook with the multi-access layout, for example they can post any status with the “status box”. Sharing bottom makes the user’s friends’ zone connected, and it in a larger proportion, it has made the whole world connected. Gaming feature gave an innovative way to make friends and have fun on the Facebook platform, a large amount of population joined Facebook, because they were attracted to the newly-made game called. Tons and tons of companies joined Facebook to promote themselves in a world-wide known public group. Facebook has made a better way for everyone to seek the opportunity of making friends, entertaining, and creating.

Worksite

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