



*Młodzieżowa Szkoła Liderów Bezpieczeństwa  
Mediów Społecznościowych*

# Youth School of Social Media Safety Leaders

Cooperation for innovation and the exchange of good practices  
Strategic partnerships in the youth sector

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# *Facebook: Features and Threats to Virtual Life*

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Every year the number of users of the World Wide Web is steadily increasing. Internet technologies have already become an integral part of modern society. No one is surprised that at 3 years old kids watch cartoons on YouTube on their own, and first graders search for the necessary information through Google.

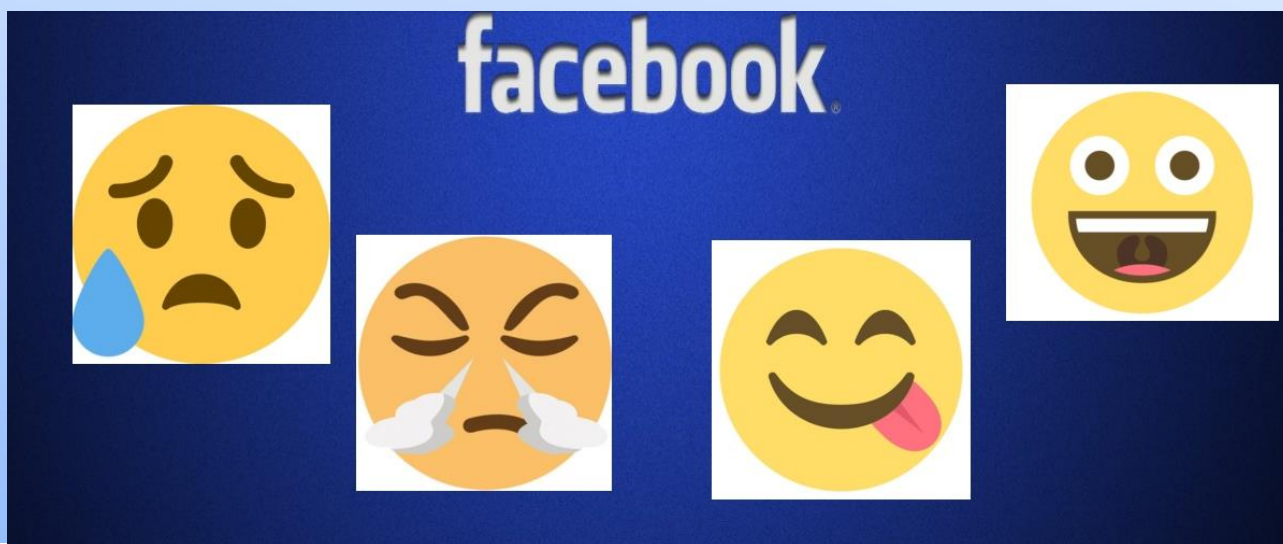
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

But most children do not have information about the dangers of the Internet and have no established online culture skills.



## Why Kids Online?

In the world of modern technology, children learn about the possibilities of the global network much earlier than their parents. The inability to navigate the online space is even compared to the inability to write and read. Against the background of the consistently high level of internet use among children aged 11-17, the number of younger school-age children (6-10 years) is increasing today.



Among the basic needs that encourage children to be in cyberspace are:

1. Searching for information - you can find almost everything on the Internet (answers to school tasks, news, hobby resources).
2. Entertainment - In the virtual space, children play online games, listen to music, watch movies and videos.



3. Communication - This need is clearly manifested in adolescence: children get to know each other and find new friends in social networks, chats, participate in discussions and virtual forums.



In addition, the Internet has become a powerful tool for learning today. Networking educational resources help children speed up and optimize the learning process, enhancing its quality through maximum structure and an interesting form of teaching material.



## 2. Facebook is the world's largest virtual network.

Facebook is the world's largest social network, founded in 2004 by Mark Zuckerberg. The site was originally used as a communication tool by Harvard students and was called thefacebook.com.



Later, the name was changed to a modern version, and access is open to all schools in the United States and around the world. Facebook Description allows participants to create profiles with photos, share messages, invite friends, organize their own groups.

In 2007, the resource offered third-party programmers to distribute various programs and make money, which allowed for the introduction of numerous entertainment features. Facebook's audience (as of July 2013 according to Wikipedia) is over 1.2 billion users.



In Ukraine alone, the number of its users exceeds 2 million and in Russia - 3 million. According to experts, the value of Facebook is estimated at about \$ 90 billion.





### 3. 12 facts about Facebook. What can be dangerous?

#### 1. Facebook was engaged in illegal data collection

One of the company's most ambiguous decisions is to create a Beacon advertising system. She monitored all the sites that a social network user accessed, and then simply ran profile advertising.



Of course, this was a huge income. Advertisers prayed day and night for the founders of Facebook, but only the users themselves did not know anything about it. For some time. In 2009, everything came to the surface, and after a high-profile court case, the system was closed. Mark himself called Beacon a big mistake for the company.



## 2. Facebook has banned the sale of friends

Most notably, uSocial tried to make money through Facebook. In 2009, she offered to wholesale friends for her blog - only \$ 87 per 1,000 people. The maximum cheat is 100 thousand users.



Of course, the administration of the social network warned the company to trade friends illegally, and not bad somehow, after which uSocial said that it would switch to more legitimate ways to make money on Facebook.



### **3. Most of us are FB-dependent**

As for the dependence on the social network, the numbers here are quite disappointing. About 35 million people fall under this definition. It is clear - Facebook ranks third in traffic. Most often, only the browser or mail is started. On average, every FB user opens the app about 14 times a day! And about 80% of users start their morning not with coffee, but with their FB account.



#### **4. Facebook has a four-hand rule**

We all know this beautiful theory that every inhabitant of the planet is acquainted with any other through a chain of certain acquaintances. Usually such a chain consists of 5-6 people.



But on Facebook, this sequence was even shorter. Milan scientists say that dating only two Facebook users requires only 4 incomplete people - 3.74, to be precise.



## 5. Facebook can provoke depression

Scientists at the University of Berlin have noticed a very interesting thing: about a third of Facebook users have a strong sense of apathy after visiting a social network.



But here it is simple: looking at the inspirational pictures of friends and casual Facebook people just remain dissatisfied with their own lives. It even comes with severe depression and severe self-doubt. So I want to say: "People, do not go crazy, this is just a social network!".

## 6. You can inherit your Facebook account

Have you ever thought who you could trust on your social network page? And Facebook creators are ready to help you make a will. Just go to your security settings and specify who will be the next keeper of your account. Of course, after the departure of its owner to another world. So what? For those who spend half their conscious lives on the social network, this is, of course, important.



## **7. Zuckerberg will sell Facebook sooner or later**

In his book *The Effect of Facebook*, David Kirkpatrick counted how many times and at what prices tried to buy Facebook. As a result, there were about 14 solid proposals from \$ 10 million to \$15 billion.





## **8. Facebook often causes divorce**

Yes, social networks often destroy family ties. Because everything secret sooner or later becomes correspondence and photos on the social network. Most often, these are hidden betrayal or addiction to bad habits.



## **9. US admissions boards get to know entrants via Facebook**

Members of the US admissions committee have come up with a very interesting thing: after all the entrance exams, they decide to get to know the entrants closer and look at their Facebook pages.



## **10. An IBM employee lost money through a Facebook photo**

Another striking example of how not to do. A young IBM employee took a hospital vacation and, as usual, began to see everything she saw. Food, a cat, legs ... And your happy rested face.



It ended with the insurers going to her page and refusing to pay the girl the sick pay. And all because the reasons for the vacation were diagnosed with "deep depression".

## **11. The Constitution of Iceland was rewritten on Facebook**

After the severe crisis in Iceland, the inhabitants of this small country decided that they had enough to endure. They gathered in a group of 950 people and began to rewrite the constitution together.



All of the suggestions made could be seen on their Facebook page, where heated debate was raging. And then a group of 25 experts started designing the project.

## 12. Zuckerberg was against Facebook photos

At first, Mark Zuckerberg did not want to add a script to his brainchild to post photos. Only Sean Parker, who saw in the art of the big future of social networks, managed to persuade him



Now Facebook is replenishing 2.5 billion photos every month. Some statistics even say that 80% of all photos of the world sooner or later appear on the pages of this social network.



## *4. Why don't we leave Facebook?*

Last year, an online campaign suggested that Facebook users not log on to the site for 99 days and complete a survey about their mood every 33 days. Researchers have identified four reasons that show why people keep coming back, even if they get tired of being online.



**The first** is a habit or dependency on Facebook that leads to a return after a break. One participant described this habitual aspect as follows: "In the first 10 days when I opened my browser, my fingers automatically switched to " f ". **The second** is privacy and surveillance, which showed that users who felt that their site activity was being monitored were less likely to return. **The third** is curiosity about others and their thoughts about themselves. **The fourth** is mood dependence. In a good mood, people look into the network more often.



Appreciate every minute of your life and don't visit  
the virtual world!



**Thank you!!!**