

Social media/ FACEBOOK

Facebook is an American online social media and social networking service company based in California. Its website was created on February the 4th, 2004, by Mark Zuckerberg, along with fellow Harvard College students/friends and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.



First the founders limited the website's membership to Harvard students. Later they expanded it to higher education institutions in the Boston area, then students at various other universities, and eventually to high school students. Now, anyone who claims to be at least 13 years old is can become a registered user of Facebook. The company has earned \$104 billion (dollars), Facebook makes most of its profit from advertisements/ commercials that appear/flash onscreen.

Facebook can be accessed from a large range of devices with Internet connection, such as desktop computers, laptops and tablet computers, and smartphones. After registering, users can create a profile indicating their name, occupation/job, schools attended and so on. Users can add "friends", exchange messages, post status updates, share photos, videos and links, use various software applications ("apps"), and receive/get notifications of other users' activity. Users may join groups organized by workplace, school, hobbies or other topics. You can also block unpleasant people.

Facebook has more than 2 billion monthly active users. Its popularity has dropped. Zuckerberg and Facebook are in trouble. Marc Zuckerberg created a company which monitored your private chats, your messages, sold information for commercial reasons, so people are upset and Facebook is making major changes so that people do not delete their accounts. Also young people get addicted to Facebook. They spend too much time on the Internet, chatting with friends, they feel nervous, anxious, they take their phone to restaurants, bathrooms, toilets, everywhere, text till late night, lie about themselves.

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Answer these questions

1. What is Facebook?
2. Who created it and why?
3. Can anyone use Facebook?
4. How does the company make profit?
5. Where can Facebook be accessed from?
6. What can users do on Facebook?
7. What troubles does Facebook face (čelit problémům)?
8. How do young people get addicted to Facebook?
9. What about you and Facebook? How much time do you spend on it? Are you addicted to Facebook?

Vocabulary Share – use something at the same time with someone else = sdílet/ dělit se o něco

Membership – to be a part of a group = členství

User – someone who uses something = uživatel

Access – you can connect to something from somewhere = přístup

Private – no one else can get to it = soukromý

To claim – to say = prohlašovat

Anxious – nervous = úzkostlivý

Addicted – using something too much/ dependent on something = závislý

Founder – someone who created something = zakladatel

Account – účet

Advertisement – commercial = reklama

10. How often do you visit social networking sites?
11. How long do you usually stay on them?
12. Do you think teenagers spend too much time on social networking sites? Give reasons.

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