



## Facebook

Facebook is one of the world's largest social media platforms, connecting over 2.8 billion users across the globe. But how did this social networking site come to be? Here's a brief history of Facebook's origin and growth:

In 2004, Mark Zuckerberg, Dustin Moskovitz, and Eduardo Saverin, all students at Harvard University, founded Facebook. Initially, the website was meant to be a social network for Harvard students to connect with each other online. However, the website quickly expanded to other universities and eventually became available to anyone with an email address.

Facebook's early success was due in part to its exclusive access - people wanted to be part of the network because not everyone could join. By the end of 2005, Facebook had over 5.5 million users. In 2006, Facebook launched News Feed, a feature that showed users a stream of updates from their friends and pages they followed.

Over the years, Facebook continued to add new features and expand its user base. In 2007, the platform launched Pages, which allowed businesses and organizations to create profiles on the site. Facebook also introduced the concept of social ads, which allowed advertisers to target users based on their interests and activities. By the end of 2008, Facebook had over 100 million active users.

In 2010, Facebook introduced Places, a location-based feature that allowed users to check in at businesses and locations. The platform also launched Groups, which allowed users to create and join groups based on common interests. Two years later, in 2012, Facebook went public with an initial public offering (IPO), making Zuckerberg one of the richest people in the world.

Facebook has continued to innovate and grow over the years. In 2013, the platform launched Graph Search, a search engine that allowed users to find people, pages, and posts based on specific criteria. Today, Facebook is much more than just a social networking site, with features like Live Video, Messenger, and Marketplace.

Despite its popularity, Facebook has also been the subject of controversy and criticism over the years. From privacy concerns to accusations of political bias, the platform has faced many challenges. However, it remains one of the most widely used websites in the world, connecting people from all walks of life.



## Lesson Plan: Facebook

Level: Intermediate

Time: 60 minutes

### Aims:

- To develop reading comprehension skills
- To learn about the history of Facebook
- To discuss the advantages and disadvantages of using social media

### Materials:

- Handout on the history of Facebook
- Whiteboard and markers
- Projector and screen (optional)

### Procedure:

1. Warm-up (5 minutes): Write the word "Facebook" on the board and ask the class what they know about it. Have a brief class discussion about their experiences with social media.
2. Reading comprehension (25 minutes): Distribute the handout on the history of Facebook and ask students to read it silently. Once they have finished reading, divide the class into pairs or small groups and have them discuss the comprehension questions on the handout. After they have had time to discuss, ask for volunteers to share their answers with the whole class.
3. Vocabulary (10 minutes): Write the following words on the board: social media, exclusive access, profile, location-based, search engine. Have the students work in pairs or small groups to define these words and use them in sentences related to Facebook.
4. Discussion (20 minutes): Write the following questions on the board or project them using a projector:
5. Have you ever used Facebook? If so, what do you like about it? If not, why not?
6. What do you think makes Facebook so popular around the world?
7. Do you think Facebook has had a positive or negative impact on society? Why?
8. What are some advantages and disadvantages of using social media like Facebook?
9. Have you ever heard of any controversies or scandals related to Facebook? What do you think about them?

Have the students discuss these questions in pairs or small groups, then ask for volunteers to share their answers with the whole class. Encourage the students to express their opinions and engage in respectful debate.

1. Wrap-up (5 minutes): Ask the students to share one thing they learned about the history of Facebook and one thing they found interesting or surprising.

### Homework:

Ask the students to write a short essay (200-300 words) on the topic "Social Media: Friend or Foe?" They should discuss the advantages and disadvantages of using social media, as well as their personal experiences with it. Collect the essays at the next class session for assessment.



## Comprehension Questions:

1. Who were the founders of Facebook, and where did they study?
2. What was the original purpose of Facebook?
3. How did Facebook's early success come about?
4. What was the News Feed, and when was it launched?
5. What were some features introduced by Facebook in 2007 and 2010?
6. When did Facebook go public with an IPO?
7. What is Graph Search, and when was it launched?

## Discussion Points:

1. Have you ever used Facebook? If so, what do you like about it? If not, why not?
2. What do you think makes Facebook so popular around the world?
3. Do you think Facebook has had a positive or negative impact on society? Why?
4. What are some advantages and disadvantages of using social media like Facebook?
5. Have you ever heard of any controversies or scandals related to Facebook? What do you think about them?