

Facebook

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Facebook is a social networking website which was launched on February 4, 2004.

Initially the membership was restricted to students of Harvard University. It was subsequently expanded to other Boston area schools (Boston College, Boston University, MIT, Tufts), Stanford, Northwestern, and all Ivy League schools within two months. Many individual universities were added in rapid succession over the next year. Eventually most US college and many Canadian university students with a university (.edu) email address were eligible to join. There was a separate network initiated for US high schools. Since September 11, 2006, it has been made available to any email address^[2] user who inputs a certain age range. Users can select to join one or more participating networks, such as a high school, place of employment, or geographic region.

As of July 2007, the website had the largest number of registered users among college-focused sites with over 34 million active members worldwide (also from non-collegiate networks).^[3] In July 2007^[4] it was ranked between top 10–13 web sites, and was the number one site for photos in the United States, ahead of public sites such as Flickr, with over 8.5 million photos uploaded daily.^[5] It is also the seventh most visited site in the United States.^[6]

The name of the site refers to the paper facebook depicting members of the campus community that US colleges and preparatory schools give to incoming students, faculty, and staff.

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Facebook, Inc.



Type	Private
Founded	Cambridge, Massachusetts (February 4, 2004)
Headquarters	Palo Alto, California
Key people	Mark Zuckerberg, Founder and CEO Dustin Moskovitz, Co-founder and VP of Engineering Owen Van Natta, COO Matt Cohler, VP Strategy & Business Operations Chris Hughes, Co-founder
Industry	Internet
Revenue	\$50 million USD ^[1] (2006 estimated)
Employees	300+ (July 2007)
Website	www.facebook.com



Facebook headquarters in Palo Alto

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Operations

The site is free to users and generates revenue from advertising including banner ads and sponsored groups (in April 2006, revenue was rumored to be over \$1.5 million per week).^[7] Users create profiles that often contain photos and lists of personal interests, exchange private or public messages, and join groups of friends. The viewing of detailed profile data is restricted to users from the same network or confirmed friends. According to TechCrunch, "about 85% of students in [previously] supported colleges have a profile [on the site]. [Of those who are signed up,] 60% log in *daily*. About 85% log in at least once a week, and 93% log in at least once a month." According to Chris Hughes, spokesman for Facebook, "People spend an average of 19 minutes a day on Facebook."^[8] In a 2006 study conducted by Student Monitor, a New Jersey-based limited liability company specialising in research concerning the college student market, Facebook was named as the second most "in" thing among undergraduates, tied with beer and sex and losing only to the iPod.^[9]

Origins and expansion

Mark Zuckerberg founded "The Facebook" in February 2004, while attending Harvard University, with support from Andrew McCollum and Eduardo Saverin. By the end of the month, more than half of the undergraduate population at Harvard were registered on the service. At that time, Zuckerberg was joined by Dustin Moskovitz for site promotion and Facebook expanded to MIT, Boston University, and Boston College. This expansion continued in April of 2004 when it expanded to the rest of Ivy League and a few other schools. The following month, Zuckerberg, McCollum, Hughes, and Moskovitz moved to Palo Alto, California, to



continue work on Facebook's development with additional help from Adam D'Angelo and Sean Parker. In September, Divya Narendra, Cameron Winklevoss and Tyler Winklevoss, the owners of the social networking website ConnectU, filed a lawsuit against Facebook, alleging that Zuckerberg had illegally used source code intended for a website they asked him to build for them.^{[10][11]} Also at that time, Facebook received approximately \$500,000 from PayPal co-founder Peter Thiel in an angel round. By December, Facebook's user base had exceeded one million.

2005

In May 2005, Facebook raised \$12.7 million in venture capital from Accel Partners.^[12] On August 23, 2005, Aboutface Corporation sold the domain name facebook.com to Facebook for \$200,000. The website moved to this new domain name and dropped "the" from its name. As a part of the move, the site was overhauled to make profile pages more user-friendly, according to Zuckerberg. Afterwards, McCollum and Hughes returned to Harvard, although Hughes remained the site's spokesperson and McCollum remained on as a consultant and doing staff work during the summer. Then, on September 2, 2005, Zuckerberg launched the high school iteration of Facebook, calling it the next logical thing to do. At first, it was a completely separate entity to which users needed to be invited to join. However, in just fifteen days, most high school networks did not require a password to join. By October, Facebook's expansion had trickled down to most small universities and junior colleges in the United States, Canada, and the UK, in addition to having expanded to twenty-one universities in the United Kingdom, the entire Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) system in Mexico, the entire University of Puerto Rico network in Puerto Rico, and the whole University of the Virgin Islands network in the U.S. Virgin Islands. On December 11, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to more than 2,000 colleges and more than 25,000 high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland, more than 11,000,000 users worldwide.^[13]



Mark Zuckerberg

2006

On February 27, 2006, Facebook began allowing college students to add high school students as friends due to requests from users.^[14] About a month later, on March 28, 2006, BusinessWeek reported that a potential acquisition of the site was under negotiation. Facebook reportedly declined an offer of \$750 million, and it was rumored that the asking price was as high as \$2 billion.^[15] In April, Peter Thiel, Greylock Partners, and Meritech Capital Partners invested an additional \$25 million in the site.^[16] In May, Facebook's network extended into India, at Indian Institutes of Technology (IITs) and Indian Institutes of Management (IIMs). The following month Facebook threatened to seek costs of up to \$100,000 from Quizsender.com for copyright infringement for allegedly copying the "look and feel" of Facebook.^{[17][18]} On July 25, new services were offered in the site that would potentially produce additional revenue. A promotion was arranged between Facebook and iTunes, in which members of the Apple Students group would receive a free 25 song sampler each week until September 30 in various music genres. The promotion's purpose was to make students more familiar with and enthusiastic about each service as fall classes approached.^[19] In the early half of August, Facebook added universities in Germany and high schools in Israel, (Haifa, Jerusalem, and Qiryat Gat) to its network. On the 22nd of that month, Facebook introduced Facebook Notes, a blogging feature with tagging, embedded images, and other features, also allowing the importation of blogs from Xanga, LiveJournal, Blogger, and other blogging services. This newly

added feature also included the common blog feature of allowing readers to comment on users' entries. On September 11, 2006, Facebook became open to all users of the Internet, prompting protest from its existing user base.^[20] Two weeks later, Facebook opened registration to anyone with a valid e-mail address (see below).^[21]

2007

On May 10, 2007 Facebook announced a plan to add free classified advertisements to its website, making it a competitor with established online companies such as Craigslist.^[22] This feature, known as Facebook Marketplace, went live on May 14, 2007. On May 14, 2007, Facebook launched an API that allows the development of applications to be used on the site, known as Facebook Platform.^[23] In June, the partnership begun the previous year between iTunes and Facebook continued, with the download service again offering free music samplers through the Apple Students group. In July, Facebook announced its first acquisition, purchasing Parakey, Inc. from Blake Ross and Joe Hewitt. In August, the company was featured in a Newsweek cover story by Steven Levy in the magazine's annual college edition.^[24]

Site Features

The Wall

The Wall is a space on each user's profile page that allows friends to post messages for the user to see. One user's wall is visible to anyone with the ability to see their full profile, and different users' wall posts show up in an individual's News Feed. Many users use their friend's walls for leaving short, temporal notes. More private discourse is saved for Messages, which are sent to a person's Inbox, and are visible only to the sender and recipient(s) of the Message, much like email.

In July 2007, Facebook allowed users to post attachments to the wall ^[25], whereas previously the wall was limited to textual content only.

Groups

Users have the privilege of forming groups. Groups allow users of common interest to come together to a forum of discussion. Through a keyword search members can find forums ranging from "I Beat George W. Bush on the SAT's" to "A Conservative Can Still Love the Environment", and even "Freegan". A group features its own wall, a discussion board, video, and its own image archive. Various educational institutions have also created their own private chapter of "universal" interest groups. The privacy and editing of each group can be regulated by the creator. Often Administrators are elected to help host a group.

Gifts

In February 2007, Facebook added a new gift feature to the website. Friends could send "gifts" (small icons of novelty items) to each other by selecting one from Facebook's virtual gift shop and adding a message. Gifts given to a user appear on the recipient's wall with the giver's message, unless the giver decided to give the gift privately, in which case the giver's name and message is not displayed to other users. Additionally, all gifts (including private gifts) received by a user are displayed in the recipient's "gift box" (right above their wall on their profile), marked with either the first name of the user (for public gifts) or the word "Private." An "Anonymous" option is also available, by which anyone with profile access can see the gift, but only the recipient will see the

Among the most popular applications are Top Friends, which allows users to select and display their favorite friends; Graffiti, which gives users a visual version of Facebook's wall; and iLike, a social music discovery service that features concert information and music trivia games. Third-party websites such as Appaholic, which provides application metrics, and blogs such as AppRate, Inside Facebook and Face Reviews have sprung up in response to the clamor for Facebook applications. Even games such as Chess are available.

On July 10, 2007 Bay Partners announced appfactory, a venture capital seed program dedicated solely to Facebook applications.

Dozens of new applications are appearing daily, with over 2200 as of July 30. Some of these are reasonably straightforward, easy to use and cause few operational problems. Others are more ambitious, in scope, consequence and operation, and lead to various problems not properly foreseen by the programmers.

In different software evolution environments such applications products and products would not be set loose on the market without more extensive testing, but Facebook apparently allows applications to go public without such testing. There are inbuilt methods of speedy communication between the users of each application and its programmers and maintainers, though. Facebook offers no guarantee that these applications will work properly.

Facebook Markup Language

Facebook Markup Language is a subset of HTML. It allows Facebook application writers to customise the "look and feel" of their applications, to a limited extent.

Facebook Video

During the time that Facebook released its platform, it also released an application ^[31] of its own for sharing videos on Facebook. Users can add their videos with the service by uploading video, adding video through Facebook Mobile, and using a webcam recording feature. Additionally, users can "tag" their friends in videos they add much like they way users can tag their friends in photos. This feature was expected to increase competition with Myspace. However, the Facebook Video Application does not allow one to share videos outside of Facebook. Facebook's Video FAQ ^[32] states that "Users will not be able to export or download videos from Facebook. Facebook Video is meant for sharing and viewing videos of people with whom you share a real-world connection, not watching random clips from strangers." Despite this, a Greasemonkey Userscript was posted on Userscripts.org which allows both the downloading of Facebook Videos and the embedding ^[33] of Videos on sites outside of Facebook's website.

Sale rumors

In 2006, with the sale of social networking site MySpace to NewsCorp, rumors surfaced about the possible sale of Facebook to a larger media company. Zuckerberg, the owner of Facebook, has said that he does not want to sell the company and denies rumors to the contrary.^[34] He has already rejected outright offers in the range of \$975 million, and it is not clear who might be willing to pay a higher premium for the site. Steve Rosenbush, a technology business analyst, suspects Viacom.^[35]

In September 2006, serious talks between Facebook and Yahoo! took place for the acquisition of the social network, with prices reaching as high as \$1 billion.^[36] In October, after Google purchased video-sharing site YouTube, rumors circulated that Google had offered \$2.3 billion to outbid Yahoo!

[37]

Peter Thiel, a board member of Facebook, indicated that Facebook's internal valuation is around \$8 billion based on their projected revenues of \$1 billion by 2015, comparable to that of Viacom's MTV brand^[38] and based on shared target demographic audience.

Use in investigations

The information students provide on Facebook has been used in investigations by colleges, universities, and local police. Facebook's Terms of Use^[39] specify that "the website is available for your personal, noncommercial use only", misleading some to believe that college administrators and police may not use the site for conducting investigations. However, there are settings on Facebook that allow a user to make his/her profile private (only people the user approves may see his/her profile).

Alcohol policy violations

There have been incidents where colleges and universities use Facebook to investigate underage drinking and violations of dry campus policies or discover them while investigating other incidents. For example, several Residence Community Advisors at Northern Kentucky University lost their jobs when pictures were discovered of them having casual drinks in a residence hall one night towards the end of semester.^[40] Many high schools have also begun to use Facebook to crack down on underage drinking and other illegal activities.

In response to the monitoring, some students have begun to submit "red herring" party listings.^[41] In one case at The George Washington University, shown at CakeParty.org,^[42] students advertised their party and were raided by campus police. The police found only cake, no alcohol, and later claimed the break up had been triggered by a noise complaint.^{[43][44]}

Other investigations

- The United States Secret Service met with a University of Oklahoma freshman in March 2005 after he posted a joke about assassinating President Bush. However, this investigation began after a fellow University of Oklahoma student alerted the Secret Service to the threat and did not stem from federal monitoring of the site as some suggested.^[45]
- During student government elections held in October 2005, results at the University of Missouri and the University of Pennsylvania were delayed due to early campaigning violations on Facebook.^{[46][47]}
- At the University of Mississippi, a group of students were brought before the University's Judicial Board in April 2005 and forced to remove a Facebook group that professed their love for a professor (Dr. Anne Quinney) in a sexually suggestive manner.^[48]
- One Miami University student was arrested after he set a composite sketch of a rape suspect as his profile picture.^[49]
- Others have been punished for rushing the football field at Penn State (Many "I rushed the field" groups were created after the Nittany Lion football team defeated Ohio State in October 2005, and State College Police and Pennsylvania State Police used the groups to arrest those who they believed rushed the field in violation of school policy),^[50]
- A Duquesne University student was punished for hate speech against homosexuals.^[51]
- Four Syracuse University students were reprimanded for harassing an instructor in a Facebook group. The creator of the group was expelled from the school.^[52] On the other hand, University of Louisville students who had created a Facebook group to complain about a professor's

teaching shortcomings helped lead to the dismissal of their targeted instructor in February 2006, and the students were not punished.^[53]

- In February 2007, following the hit-and-run death of freshman Carlee Wines, University of Connecticut campus police used Facebook to link the suspected driver, Anthony P. Alvino of Lindenhurst, N.Y., to the university.^[54] By following leads via Facebook, police learned of the connection between Alvino and his girlfriend, Michele A. Hall, a UConn student.^[55] Alvino was charged for the hit-and-run, while Hall was charged with helping cover it up and hindering prosecution.
- In April 2007, just days after the Virginia Tech shooting, a student at the SUNY College at Cobleskill was remanded into psychiatric care and suspended from college after posting a photo of himself on his profile with a vaguely threatening message underneath. This story became even more controversial as it grew across the news.^{[56][57]}
- During the University of Bath's 2007 Student Union Elections, Presidential candidate George Pappadakis was disqualified from running due to a premature campaign on Facebook. The subsequent decision induced heavy debate and criticism.^[58]
- It has been reported that staff at the University of Oxford have been looking at students' Facebook pages in investigating poor behaviour. Staff have been searching through photos in an effort to root out poor conduct from students celebrating their exam results and graduation. The Oxford University Student Union has urged students to restrict access to 'friends only' in an effort to protect privacy.^[59]
- In July 2007 The University of Kent issued a strongly worded statement protesting that a group of students had created a hate page about a library employee, which the site quickly withdrew.^[60]
- In November 2006, two students were expelled from the University of Texas fraternity Pi Kappa Alpha based on racist images posted on Facebook.^[1]
- In August 2007, Australian Federal Police were asked to investigate the establishment of a fake identity in Facebook for radio station 774 ABC Melbourne presenter, Jon Faine.

Other uses of profile information

Some employers look at Facebook profiles of prospective employees or interns. Information posted on Facebook is potentially accessible to employers with faculty or alumni accounts.^[61]

Information posted on the site is sometimes distributed publicly. Students who are related to politicians or other public figures have had screenshots of their profiles or photo albums taken and shared in an attempt to embarrass their relatives.^[62] After profile information was posted on Gawker and Wonkette, two popular weblogs, Facebook's Chief Privacy Officer, Chris Kelly, sent the sites' publishers cease and desist notices.^[63] Also, a group calling itself Performing Politics, Inc. publicly displayed the profiles of students at Yale who had made comments about homosexuality in an effort to show evidence of homophobia at the school.^[64]

In Wrentham, Massachusetts State Senator Scott P. Brown (R) was invited to speak at King Philip Regional High School to talk about his position against gay marriage. During the speech, Brown read verbatim several posts attacking him from a Facebook group dedicated to a pro-gay rights history teacher. Often he included both verbatim profanity and the names of the students who wrote them.^[65]

Militant members of the Animal Liberation Front (ALF) in Britain have threatened students at Oxford



Because of users' concern over who was viewing their photo albums (pictured), Facebook staff added privacy controls such as Limited Profile settings to restrict their display.

who support the university's proposed South Parks laboratory saying they are legitimate targets for attack. A counter-activist group called Pro-Test has warned students not to support the lab's construction on Facebook as they believe ALF is monitoring the site.^[66]

After the death of a teenager under suspicious circumstances in July 2007, the Ottawa Citizen used comments from a facebook memorial group in a slanderous manner to create a dramatic article on the front page city section showing the irresponsibility of the teen and his peers. The Citizen claimed that the teens thought they were supermen and were invincible and that they had no respect for the law. This sparked outrage amongst the users who wrote many letters to the editor of the citizen and the citizen released an unofficial apology on the wall of the group.

According to Facebook's privacy policy, Facebook reserves the right to release the information that users provide (including favorite movies, television shows, books, music, etc.) to organisations.

Responses

Schools block access

The University of New Mexico in October 2005 blocked access to Facebook from UNM campus computers and networks, citing unsolicited e-mails and a similar site called UNM Facebook.^[67] After a UNM user signed into Facebook from off campus, a message from Facebook said, "We are working with the UNM administration to lift the block and have explained that it was instituted based on erroneous information, but they have not yet committed to restore your access." UNM, in a message to students who tried to access the site from the UNM network, wrote, "This site is temporarily unavailable while UNM and the site owners work out procedural issues. The site is in violation of UNM's Acceptable Computer Use Policy for abusing computing resources (e.g., spamming, trademark infringement, etc.). The site forces use of UNM credentials (e.g., NetID or email address) for non-UNM business." However, after Facebook created an encrypted login and displayed a precautionary message not to use university passwords for access, UNM unblocked access the following spring semester.^[68]

The *Columbus Dispatch* reported on June 22, 2006, that Kent State University's athletic director had planned to ban the use of Facebook by athletes and gave them until August 1 to delete their accounts.^[69] On July 5, 2006, the *Daily Kent Stater* reported that the director reversed the decision after reviewing the privacy settings of Facebook.

Organisations blocking Facebook

Ontario government employees, MPPs, and cabinet ministers were blocked from access to Facebook on government computers in May 2007.^[70] When the employees tried to access Facebook, a warning message "The Internet website that you have requested has been deemed unacceptable for use for government business purposes". This warning appears when employees try to access YouTube, gambling or pornographic websites.^[71]

Facebook memorials

A notable ancillary effect of social networking websites, particularly Facebook, is the ability for participants to mourn publicly for a deceased individual. On Facebook, students often leave messages of sadness, grief, or hope on the individual's page, transforming it into a sort of public book of condolences. This particular phenomenon has been documented at a number of schools.^{[72][73][74][75][76][77][78][79][80][81]} Previously, Facebook had stated that its official policy on the matter was to

remove the profile of the deceased one month after he or she has died,^[82] preventing the profile from being used for communal mourning, citing privacy concerns. Due to user response, Facebook amended its policy. Its new policy is to place deceased members' profiles in a "memorialisation state".^[83]

Additional usage of Facebook as a tool of remembrance is expressed in group memberships on the site. Now that groups are community-wide and available among all networks, many users create Facebook groups to remember not only a deceased friend or individual, but also as a source of support in response to a great tragedy such as 9/11 or the Virginia Tech massacre in April, 2007.

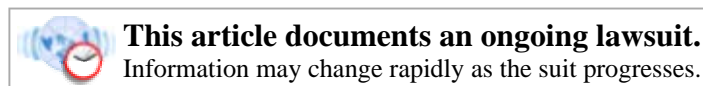
Customisation and security

Facebook is often compared to MySpace but one significant difference between the two sites is the level of customisation. MySpace allows users to decorate their profiles using HTML and CSS while Facebook only allows plain text. However, a number of users have tweaked their profiles by using "hacks." On February 24, 2006, a pair of users exploited a cross-site scripting (XSS) hole on the profile page and created a fast-spreading worm, loading a custom CSS file on infected profiles that made them look like MySpace profiles.^[84] Incidentally, both users are now employed by Facebook. On April 19, 2006, a user was able to embed an iframe into his profile and load a custom off-site page featuring a streaming video and a flash game from *Drawball*. He has since been banned from Facebook.^[85] On March 26, 2006, a user was able to embed JavaScript in the "Hometown" field of his profile which imported his custom CSS.^[86] In each case, Facebook quickly patched the holes, typically within hours of their discovery. In July, 2007, a user discovered a cross-site scripting (XSS) hole in the Facebook Platform that could inject JavaScript into profiles, which was used to import custom CSS and demonstrate how the platform could be used to violate privacy rules or create a worm.^[87] This hole took Facebook two and a half weeks to fix.^[88]

Criticisms

Further information: Criticism of Facebook

Lawsuit from Connectu.com



Founder of Facebook.com, Mark Zuckerberg, has been accused of illegally using both the concept and source code from competing site Connectu.com. In November 2003, ConnectU engaged Mark Zuckerberg, then a sophomore at Harvard, to complete the computer programming for their website. Upon joining the ConnectU team, Zuckerberg was given full access to the website source code. Allegedly, Zuckerberg intentionally hampered the development of ConnectU while using code originally intended for ConnectU in the development of Facebook.

Since its original filing in Massachusetts the lawsuit was dismissed without prejudice due to technicality on March 28, 2007, but was never ruled on. It was refiled soon thereafter in U.S. District Court in Boston, and a preliminary hearing was scheduled for July 25, 2007.^[89] Facebook asked the district court to dismiss the case. The attorneys representing Facebook referred to the allegations as "broad brush", "false" and that they are unsubstantiated with evidence.^[90]

Privacy concerns

There have been some concerns expressed regarding the use of Facebook as a means of surveillance and data mining. Theories have been written about the possible misuse of Facebook^[91] and privacy proponents have criticised the site's current privacy agreement.^[92] According to the policy, *"We may use information about you that we collect from other sources, including but not limited to newspapers and Internet sources such as blogs, instant messaging services and other users of Facebook, to supplement your profile."* However, some features—such as AIM away-message harvesting and campus newspaper monitoring—have been dropped and Facebook has since responded to the concerns. Facebook has assured worried users the next privacy policy will not include the clause about information collection and has denied any data mining is being done "for the CIA or any other group."^[93] However, the possibility of data mining by private individuals unaffiliated with Facebook remains open, as evidenced by the fact that two MIT students were able to download, using an automated script, over 70,000 Facebook profiles from four schools (MIT, NYU, the University of Oklahoma, and Harvard) as part of a research project on Facebook privacy published on December 14th, 2005.^[94]

Another clause that some users are critical of reserves the right to sell users' data to private companies, stating *"We may share your information with third parties, including responsible companies with which we have a relationship."* This concern has also been addressed by spokesman Chris Hughes who said "Simply put, we have never provided our users' information to third party companies, nor do we intend to."^[95] It is unclear if Facebook plans to remove that clause as well.

Recently serious privacy concerns have been raised over the security of 3rd party applications that users may install on Facebook (for example vampires, super poke etc). Third party applications have access to almost all user information and "Facebook does not screen or approve Platform Developers and cannot control how such Platform Developers use any personal information." ^[92]

Facebook staff have the authority to view profiles in the event that the person is suspected of violating the site's terms of service.

In August 2007 the code used to dynamically generate Facebook's home and search page as visitors browse the site was accidentally made public, according to leading internet news sites^[96] ^[97]. A configuration problem on a Facebook server caused the PHP code to be displayed instead of the web page the code should have created, raising concerns about how secure private data on the site was. A visitor to the site copied, published and later removed the code from his web forum, claiming he had been served legal notice by Facebook^[98]. Facebook's response was quoted by the site that broke the story^[99]

“ A small fraction of the code that displays Facebook web pages was exposed to a small number of users due to a single misconfigured web server that was fixed immediately. It was not a security breach and did not compromise user data in any way. Because the code that was released only powers the Facebook user interface, it offers no useful insight into the inner workings of Facebook. The reprinting of this code violates several laws and we ask that people not distribute it further. ”

Account terminations

Facebook has also faced criticism for not allowing users to permanently terminate their accounts. The website only gives users the option of "deactivating." However, once an account has been deactivated, all the personal information of users remain on Facebook's servers in case in the future they wish to reactivate. The website provides no means for users to permanently delete their account. A student from the University of British Columbia pursued the issue with Facebook. A Facebook

representative responded by asking the student to "*clear his account*" before the termination process could begin. This included "*415 wall posts, 126 friends, and 38 groups.*" The student subsequently gave up on terminating his account permanently as the process of deleting every wall post, friend and group on his profile would require 1158 mouse clicks.^[100]

Similar services

Facebook clones throughout the world include German StudiVZ, Dutch Hyves, China Xiaonei, Russia VKontakte and Australian StudentFace. All these sites share Facebook's success in their corresponding countries to a certain extent, according to Alexa.

Statistics

(*Approximate numbers as of July 2007*).^[101]

- **Active users:** 34 million^[3]
- **RAM in memcache servers:** 2 TB
- **Search index size:** 200GB
- **Largest network:** London, UK 959,587
- **Traffic rank:** 10th^[4]
- **Photos:** 1.7 billion^[102]

On March 2, 2007, a poll conducted by eMarketer.com of American youths in the United States discovered Facebook was the most viewed site among all respondents with more females aged 17-25 (69%) visiting the site than males (56%).^[103]

See also

- Social network service
- List of social networking websites
- Use of social network websites in investigations

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