

AN OVERVIEW OF FACEBOOK

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ABSTRACT

From 2006 and 2012, this paper offers a critical assessment of scientific, peer-reviewed papers published on Facebook. While there are countless articles on various aspects of the social networking site, the review reveals that there are still many gaps to be filled. Due to the limited scope of many articles (in terms of large samples and the number of countries studied), as well as frequent changes to Facebook's design and features, many of these articles must not only be revisited, but also their research findings must be integrated. The review concludes with a critical discussion and research suggestions. Facebook is a social networking and online social media platform owned by Facebook, Inc. in the United States. It was founded in 2004 by Mark Zuckerberg, together with other Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, and takes its name from the face book directories that are often distributed to American university students. Initially, membership was restricted to Harvard students, but it has subsequently expanded to include students from other North American institutions and, since 2006, everyone over the age of 13. Facebook ranked sixth in worldwide internet use in 2020, with 2.8 billion monthly active users. It was the most popular smartphone app in the decade of 2010.

KEYWORDS: *Disclosing, Facebook Initial, Motives, Social Networking Site.*

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