

HISTORY OF
CREATION

facebook®



Zuckerberg wrote a program called Facemash on October 28, 2003, while attending Harvard University as a sophomore (second year student). According to The Harvard Crimson, the site was comparable to Hot or Not and used "photos compiled from the online facebooks of nine houses, placing two next to each other at a time and asking users to choose the 'hotter' person".

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The logo is set against a blue gradient background that is darker at the top and lighter at the bottom. A registered trademark symbol (®) is located at the end of the word.

To accomplish this, Zuckerberg hacked into protected areas of Harvard's computer network and copied private dormitory ID images. Harvard did not have a student "Facebook" (a directory with photos and basic information) at the time, although individual houses had been issuing their own paper facebooks since the mid-1980s, and Harvard's longtime Freshman Yearbook was colloquially referred to as the "Freshman Facebook". Facemash attracted 450 visitors and 22,000 photo-views in its first four hours online.

The site was quickly forwarded to several campus group list-servers,^[clarification needed] but was shut down a few days later by the Harvard administration. Zuckerberg faced expulsion and was charged by the administration with breach of security, violating copyrights, and violating individual privacy. Ultimately, the charges were dropped.^[17] Zuckerberg expanded on this initial project that semester by creating a social study tool ahead of an art history final exam. He uploaded 500 Augustan images to a website, each of which was featured with a corresponding comments section.^[16] He shared the site with his classmates, and people started sharing notes.



The screenshot shows the original Thefacebook website. At the top left is a pixelated profile picture of Mark Zuckerberg. The header features the text "[thefacebook]" in a large, blue, monospace font, with "login register about" links below it. On the left side, there is a registration form with fields for "Email:" and "Password:", and buttons for "register" and "login". The main content area has a blue header that says "Welcome to Thefacebook!". Below this, the text reads "[Welcome to Thefacebook]". The main text describes the site as an online directory for colleges and mentions its popularity at Harvard University. It lists four features: searching for people at your school, finding out who are in your classes, looking up your friends' friends, and seeing a visualization of your social network. At the bottom of the main content area, there are "Register" and "Login" buttons. The footer contains links for "about contact faq terms privacy", the text "a Mark Zuckerberg production", and "Thefacebook © 2004".

The following semester, Zuckerberg began writing code for a new website in January 2004. He said he was inspired by an editorial about the Facemash incident in *The Harvard Crimson*.^[18] On February 4, 2004, Zuckerberg launched "Thefacebook", originally located at thefacebook.com.

Six days after the site launched, three Harvard seniors—Cameron Winklevoss, Tyler Winklevoss, and Divya Narendra—accused Zuckerberg of intentionally misleading them into believing he would help them build a social network called HarvardConnection.com. They claimed that he was instead using their ideas to build a competing product. The three complained to *The Harvard Crimson* and the newspaper began an investigation. They later filed a lawsuit against Zuckerberg, subsequently settling in 2008^[21] for 1.2 million shares (worth \$300 million at Facebook's IPO).



Membership was initially restricted to students of Harvard College; within the first month, more than half the undergraduates at Harvard were registered on the service. Eduardo Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes joined Zuckerberg to help promote the website. In March 2004, Facebook expanded to the universities of Columbia, Stanford, and Yale.[24] It later opened to all Ivy League colleges, Boston University, New York University, MIT, and gradually most universities in the United States and Canada.

In mid-2004, entrepreneur Sean Parker — an informal advisor to Zuckerberg — became the company's president. In June 2004, Facebook moved its operations base to Palo Alto, California. It received its first investment later that month from PayPal co-founder Peter Thiel. In 2005, the company dropped "the" from its name after purchasing the

On September 26, 2006, Facebook was opened to everyone at least 13 years old with a valid email address.

In late 2007, Facebook had 100,000 business pages (pages which allowed companies to promote themselves and attract customers). These started as group pages, but a new concept called company pages was planned. Pages began rolling out for businesses in May 2009.

On October 24, 2007, Microsoft announced that it had purchased a 1.6% share of Facebook for \$240 million, giving Facebook a total implied value of around \$15 billion. Microsoft's purchase included rights to place international advertisements on the social networking site.

In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland. Almost a year later, in September 2009, Facebook said that it had turned cash-flow positive for the first time.

Traffic to Facebook increased steadily after 2009. The company announced 500 million users in July 2010 making it the largest online social network in the world at the time. According to the company's data, half of the site's membership use Facebook daily, for an average of 34 minutes, while 150 million users access the site by mobile. A company representative called the milestone a "quiet revolution."



