

The background of the image is a large, semi-transparent Facebook logo, which consists of a white 'f' inside a blue circle.

Facebook vs Journalism

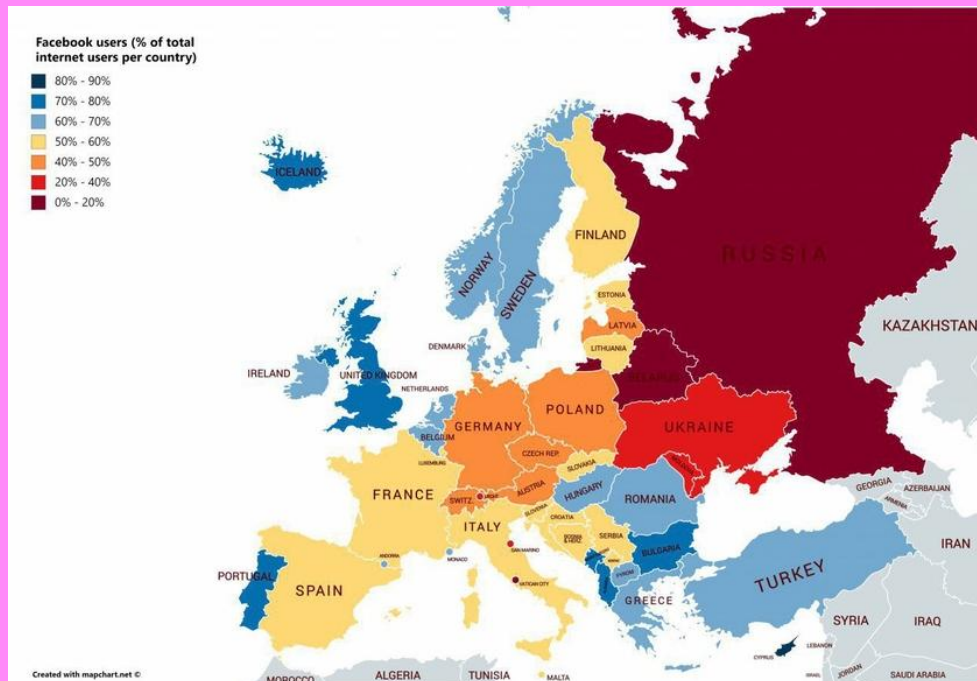
Facebook, the largest social network in the world, was created on February 4, 2004 by Mark Zuckerberg and his roommates while studying at Harvard University.

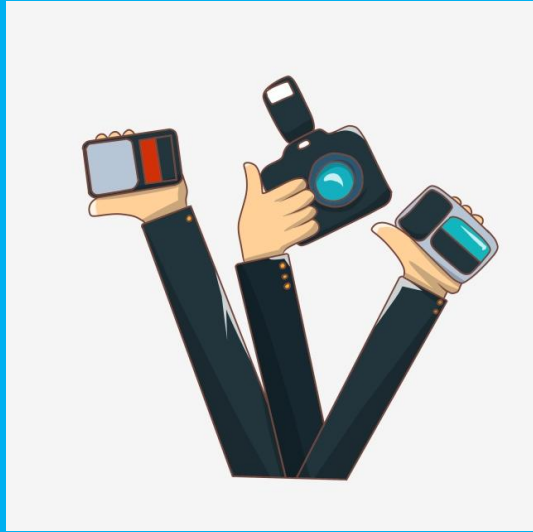


Facebook is one of the five most visited websites in the world.

2.7 billion Facebook users in 2018 in the world

According to Yandex.Radar data for 2018, Facebook is the fourth most popular social network in Russia with a monthly audience of 53.5 million people





Social networks have changed the way information is consumed. If before the reader got to the publication's website through the main page or a search engine, now this happens through the news feed on Facebook after someone shared a link to the article. Researchers concluded that the Facebook algorithm shows a distorted picture, but the Facebook team is not to blame - the users themselves are the ones who prefer news that coincides with their opinion. Each time a person opens a link, he promotes the dissemination of this information. Facebook's algorithms also take this into account and in the future seek to show you more such news.

The pursuit of clicks forces the media to publish articles with increasingly vivid and loud, sometimes very tense, headlines, the so-called clickbates.





- According to 2017 data, over 60% of Americans receive news from social networks.
- The US presidential election raised serious questions about the dissemination of false information, especially through Facebook.
- According to Parse.ly, almost half of all referrals to media sites come from Facebook.
- The company has entered into \$ 50 million contracts with news companies and celebrities so that the latter regularly post live broadcasts on Facebook Live.



The Facebook social network pays due attention to journalists and journalism. In 2010, the company established the position of Manager for Journalism Programs.



2016 studies show that, in general, the publication of precisely “news” media in Facebook and VK in Russia is most attractive to users. The audience of the media communities both on Facebook and VK today has the highest engagement index, which means that the practice of these media can be called the most successful.





Thank you for your attention!

Material Links:

<https://www.forbes.ru/tehnologii/381543-facebook-predlozhila-platit-smi-milliony-dollarov-za-novosti>

<https://ru.wikipedia.org/wiki/Facebook>

<https://cyberleninka.ru/article/n/rossiyskie-smi-v-sotsialnyh-setyah-facebook-i-v-vkontakte-analiz-aktivnosti-i-informatsionnyh-predpochteniy-auditorii>

<http://www.lookatme.ru/mag/live/interweb/214289-facebook-bubble>