

Chapter 11

Facebook: An Application of Cloud Computing

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EXECUTIVE SUMMARY

This case study is prepared for the informative purpose, as it will provide the Literature over Facebook and the technologies it is using. We also include the technology change and the shortcomings that Facebook was facing and how developers resolve them. There are detailed explanations of each and every topic which is included in this chapter.

INTRODUCTION

Facebook is a name which is well known to all of us. There is lot of mystery in finding the secrets of Facebook. They never disclose the strategy they adapt and their work ethics. In August 2012 it will reach 1 billion user accounts (14% of world population), 3 billion photos uploaded every month, 14 billion videos uploaded every month, 3.5 million events created every month, 70 translation are available, and 350,000 active applications (. It's a mammoth of facts and figures. Facebook currently accounts for about 9 percent of all Internet traffic, slightly more than Google, according to Hit wise (Data Center Knowledge, 2010). Mark Zuckerberg, the owner of Facebook, is recently the youngest billionaire on the Forbes list. He is the 35th wealthiest individual on the globe. To know how this giant elephant works is a great desire. Well there is a concept called Cloud Computing which is efficiently working even the best application that has been used over this globe.

DOI: 10.4018/978-1-4666-4357-4.ch011

Mark Elliot Zuckerberg (born May 14, 1984) is an American computer programmer and internet entrepreneur. He is one of the co-founders of Facebook, as well as the chairman and chief-executive.

Zuckerberg was born and raised in a Jewish family. He had a great interest in programming and it soon became a hobby of his. His father helped him in his hobby by teaching him BASIC, the first programming language he learned. After that he gained an even greater interest in programming so his father hired a tutor to help Zuckerberg develop his programming skills. Zuckerberg started developing small computer programs like music players and even installed a primitive home network called “zucknet.” His father used his program in his dental shop so that the reception attendee will send another patient without calling to her. His tutor called him a prodigy. Once he completed high school, he enrolled in the Computer Science and Sociology fields at Harvard University. At Harvard he designed a project called “Facemash,” in which students vote on other student’s photo attractiveness. This later became the first template for Facebook.

Facebook began on the campus of Harvard and soon became global. In 2005, Zuckerberg’s enterprise received a huge venture capital from Accel partners. Accel invested 12.7 million dollars into his network. After that Facebook became accessible to other colleges. By December 2005, 5.5 million users were on Facebook. Then the controversy began. Facebook was receiving a great deal of positive attention when the creators of Harvard Connection claimed that Zuckerberg had stolen their idea. They drug Zuckerberg to court and claimed the idea behind Facebook was their intellectual property. Later a settlement of \$65 million was reached between the two parties. In 2009, Ben Mezrich’s book, *The Accidental Billionaire*, hit stores as a narrative of Zuckerberg’s life. Later on Sorkin and Fincher’s acclaimed film, “The Social Network” received eight Academy Award nominations.

Zuckerberg has used his billions of funds in philanthropic causes, such as he donating \$100 million to save the failing Newark Public School system in New Jersey. He promised to donate 50 percent of his wealth to charity over the course of his lifetime with the “Giving pledge.”

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