

Future Facebook

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1 Introduction

Facebook becomes more popular and growing exponentially across continents around the globe. First used for university students to share their information, Facebook at present welcomes all types of users to create their own pages and connecting with friends. Changes and improvements have been adopted to make Facebook faster, more useful and effective. This article presents personal ideas and reasoning for Facebook development, but lacks illustration images and reference. It is used for discussion purpose only.

In each topic, the status section presents causes, reasons or advantages of Facebook on realizing the idea. The suggestion section gives illustrating details on the way they can do.

2 Selling products

Status: Growing number of Facebook users and connections across differing Facebook communities makes sales much easier and more convenient.

Suggestions: Distributors can use Facebook to list items, compare prices and sell products. Purchase can be made by using Facebook Payments, which simplifies the buying process. Target products include music, video, books and softwares. Corporate business can further be made with Apple, Amazon respectively.

3 Improving ads

Status: More and more game ads are on top visible of a Facebook profile. This ruins the Facebook's purpose for personal pages, groups or communities. Besides, most of these ads are irrelevant and unnecessary.

Suggestions: Facebook should apply context advertisement, based on shared personal information of user pages to suggest advertising. Only text ads should be allowed to simplified the Facebook page.

4 Adjusting privacy

Status: More privacy policies have been added into Facebook. Some are useful while others persist useless and inconvenient.

Suggestions: Facebook should remove live news feeds and automatic recent activity reports. Additionally, tagging confirmations for users should be asked before their profiles are made relevant to any type of information, including posts, notes, pictures and videos.

5 Building office software

Status: Facebook platform is a great tool to build cloud softwares on Facebook networks.

Suggestions: Building an office software for educational or working purpose makes Facebook not only an entertaining social network but also a working community. Target office softwares are Word, Spreadsheet, Presentation, Schedule and News Reader. Software can also be purchased across Facebook's networks.

6 3D Facebook

Status: Enabling mobile phone to access Facebook allows videos, pictures and information be uploaded directly from recording devices.

Suggestions: Using panoramic views as Silver Light Technology, Facebook users can have best illustration for different purposes: celebrity page, shops, stores, or interactive discussion notes. Constructing a vivid 3D character attracts more views, but it can adversely turn Facebook to a mere poking network or a dating site.