

Facebook and the Public Sphere

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- Facebook has altered the perception of the public sphere and has changed the social norms of today

facebook

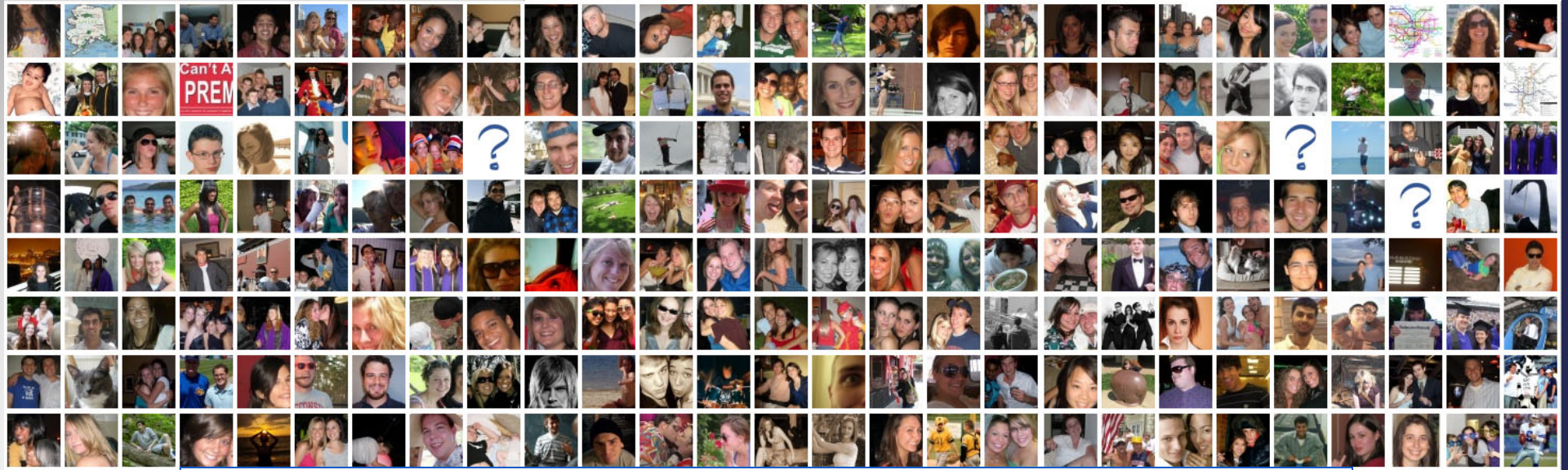
- This social media phenomenon has publicized our lives in a way that society has never experienced before, leading to a shift in the way we act on the Internet and in reality

57% of people talk to people online more than they do in real life

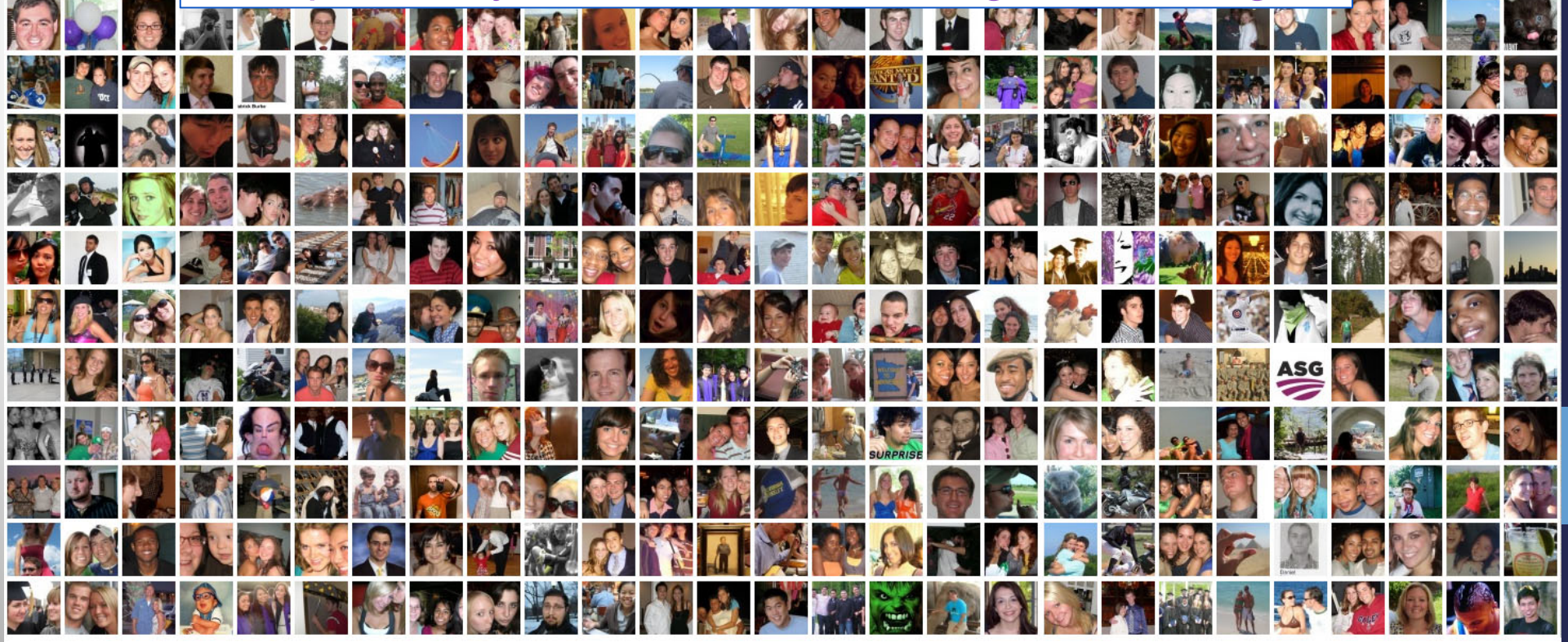
48% of 18-34 year olds check Facebook right when they wake up

In 20 minutes on Facebook, nearly 3,000,000 photos are uploaded

A record-breaking 750 million photos were uploaded to Facebook over New Year's weekend



• <http://www.youtube.com/watch?v=gPm7iWo0Tg4>



Would you want this picture
of you on Facebook?



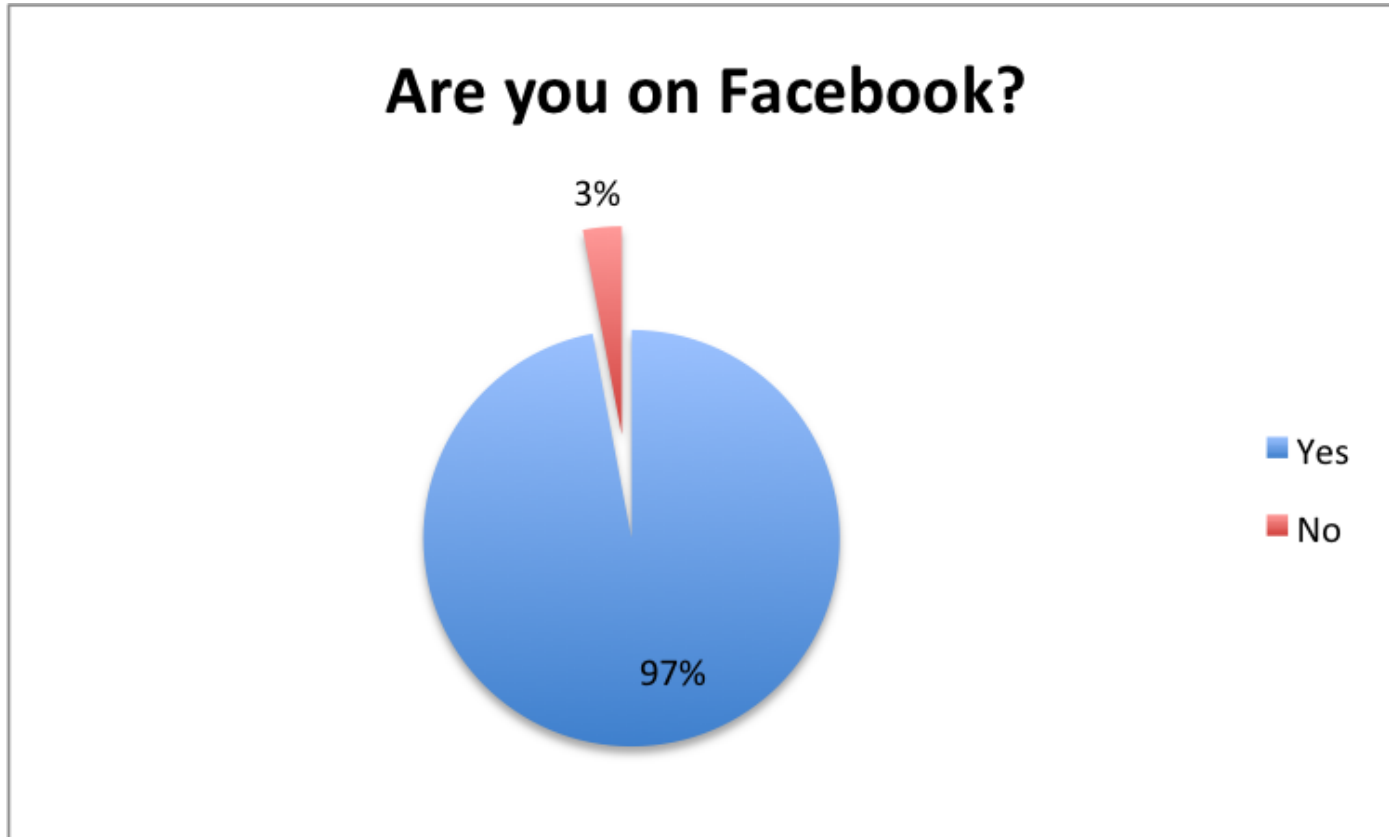
Would you want this picture of you on Facebook?



Would you want your future employer to see these photos of you?



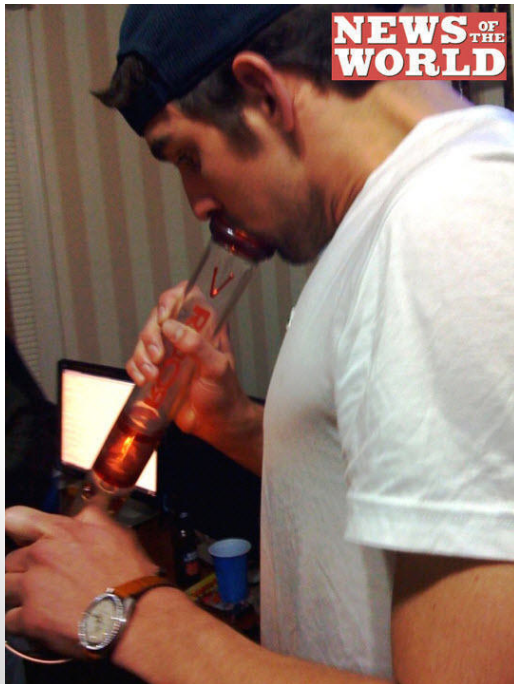
Survey Results



50% of the people who took our survey check their Facebook profiles more than 5 times a day.







Michael Phelps lost endorsements after this picture surfaced on the Internet



Who are you
exposing
yourself to?

Conclusions

- From our data and research, we have concluded that many people do not realize how public Facebook is, and how their actions on the Internet can have consequences

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Signs of the social networking times.

- The concept of the public is taken less seriously than before, bringing the value of