***Review of Facebook – cracking the code***

Facebook is the World’s biggest, most powerful cooperation that is keeping track of our personal lives as well as controlling them.

**When?**

This documentary was made in 2017 but Facebook has been going on for 13 years.

**Where?**

A quarter of the world’s population have Facebook accounts. However, underdeveloped countries such as India do not have access to the internet. Mark Zuckerberg is targeting these countries so that he builds his popular company.

**What?**

Facebook is worth over 400 billion dollars and works through algorithms which are designed to keep us online for as long as possible. Facebook is also used to gather large amounts of people and is a powerful political tool as well. For example, an Australian journalist and a political activist used Facebook to rally support from family and friends to obtain their freedom after they were falsely accused of terrorist acts. This mighty business removes people that promote racism and transforms politics. Furthermore, Facebook can also operate like a newsroom and checks if facts and figures are correct/reliable. This is helpful because it can remove fake articles and provides its community with the right information.

**Why?**

There are several reasons why Facebook can be a general disadvantage to our lives. Although, it provides great values to our lives, it secretly gathers information about our lives and uses this to draw you in to use the app more. For example, if you have searched up wedding dresses, it is highly possible it will give you an advert promoting wedding dresses. Even if you close your account with Facebook/log out, it can still collect data about you which you can’t escape. A few years ago, there was a protest against immigrant and Muslims which took place in Australia. The groups of people that joined all got were all notified on through Facebook which shows how bad it may change our mindset.