# **Facebook Isn’t the Social Network Anymore**

## [It’s losing the intimacy that once addicted us. So it’s becoming something different and much bigger.](http://www.slate.com/articles/technology/technology/2016/04/facebook_isn_t_the_social_network_anymore_so_what_is_it.html#comments)

Even before it was the title of a [movie](http://www.amazon.com/dp/B008Y6Q38A/?tag=slatmaga-20), the phrase “the social network” was synonymous with Facebook. Mark Zuckerberg’s startup snatched the title from MySpace in 2008, and its pre-eminence among social networks has gone unquestioned ever since.

[Now there are signs that it may have peaked. Not as a media platform, or as a place where people simply spend time on the web, and certainly not as a business. But as a social network **per** **se**, a place where people go to connect with friends and acquaintances, Facebook may be just beginning to decline.](http://www.slate.com/authors.will_oremus.html)

To be clear, people are using Facebook as much as ever. At last count, it had 1.6 billion active users, with more than 1 billion logging in each day. It’s just that fewer of those people are using it to actually socialize. According to confidential company data obtained by the tech blog the Information, Facebook has seen a [decline in “original sharing”](https://www.theinformation.com/facebook-struggles-to-stop-decline-in-original-sharing)—posts by people about themselves and their personal lives, as opposed to articles they’re sharing from elsewhere on the web. The company is internally blaming it on “[context collapse](http://nms.sagepub.com/content/13/1/114.short),” an academic term popularized by Danah Boyd to describe how social media tend **to blur** the boundaries between interpersonal and mass communication.

Whatever its effect on the company’s overall numbers, the phenomenon is real. Posting photos of your baby or your vacation, status updates that convey your mood or what’s on your mind, flirtatious messages to a secret **crush**—these are interpersonal interactions, the kind you’d typically share with people close to you, or at least people you have reason to believe are well-disposed toward you. But as Facebook has grown, and the average user’s friend list along with it, it has escaped the notice of almost no one that what you share on Facebook you might as well be sharing with the world.

By [Will Oremus](http://www.slate.com/authors.will_oremus.html), april 24th, 2016

**Glossary :***per se : en soi***/** *to blur : brouiller, troubler* **/** *a crush : une amourette*

**Questions :**

**1 – Characterize Facebook (nationality, sector, activity, founder)**

**2 – Explain the evolution of Facebook. Do you share the writer’s opinion?**

**3 – Explain the underlined sentence.**

**4 - what are the goals of the social networks today? For young people and for adults?**