

# 10 best reasons on why facebook is so popular

Facebook celebrated reaching access to 2 billion people worldwide on the last of June, 2017. Thirteen years after launching and less than five years after hitting 1 billion, Facebook now has 2 billion monthly active users. But they are not just 2 billion users but more responsibilities. Two billion makes Facebook the largest social app in terms of logged-in users above YouTube's 1.5 billion.

We have listed down top ten reasons why facebook is so popular;

## 1. User friendly nature

Facebook is the easiest to use website and even a small 14-year-old can easily understand all the features that are included on the website. One can text, comment, like posts of others by just a click of the mouse. So this is the most prominent reason for the website gaining worldwide popularity.

## 2. Upload unlimited pictures

Facebook provides space for uploading unlimited pictures online. Doing this people can share their every pictured moment, not only this but since people can like comment and tag people it has been proved as a platform for uploading pictures. More than 14 million photos are uploaded on facebook everyday.

### 3. Interact with friends through games and applications

Users of facebook can not only interact by chatting or through calls but they can even interact while playing games and using other applications too. Applications like games and tests (Poker, Trivia games, "Get to know yourself test", "What does your birthday mean?" etc) are being used to encourage social interaction online.

### 4. Source of information

Apart from being a networking website which joins people, it is also an immense source of information through which the users can read news and posts about all the incidents that are happening all over the world. They can also present their opinion about a topic and initiate a discussion with others on a topic. Therefore, it serves multiple purposes.

### 5. Entertainment

Other than playing games one can join a group and start a chat with strangers and make new friends. So it acts as a boredom killer.

### 6. Find old friends

Since facebook is a big family now maybe one of your long lost friend too has an account in it. We can search them and for specific results we can add filter to them too like the school they had studied in. Once we have traced our old friend we can chat with them and even place a call too.

### 7. Maintain Control

Every company has three main constituencies: Customers, Employees and Shareholders. The best companies balance the interests of all three of them and Facebook is doing it pretty well.

#### 8. No competition

Since the time Facebook was launched it has not faced any sort of competition in the market. A few number of such sites have been initiated but none has been able to mark a place in the network world. Therefore, people are left with only a few options of which Facebook is the best for sure.

#### 9. Primary focus

Mark Zuckerberg's primary focus has always been the "product" rather than "business" or "shareholder value". This product obsession went so far that Zuckerberg continually turned away advertising clients, because he didn't want ads to muck up the service. Ads weren't cool. Zuckerberg wanted Facebook to be cool.

#### 10. Regular Upgrades

Since its launch new and new features have been incorporated into the website for making it more helpful to the people which have helped the website to receive praise and accolades from its users.

