

# The Growth of the Facebook Empire

Mapping Project



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# 1. Basic Idea

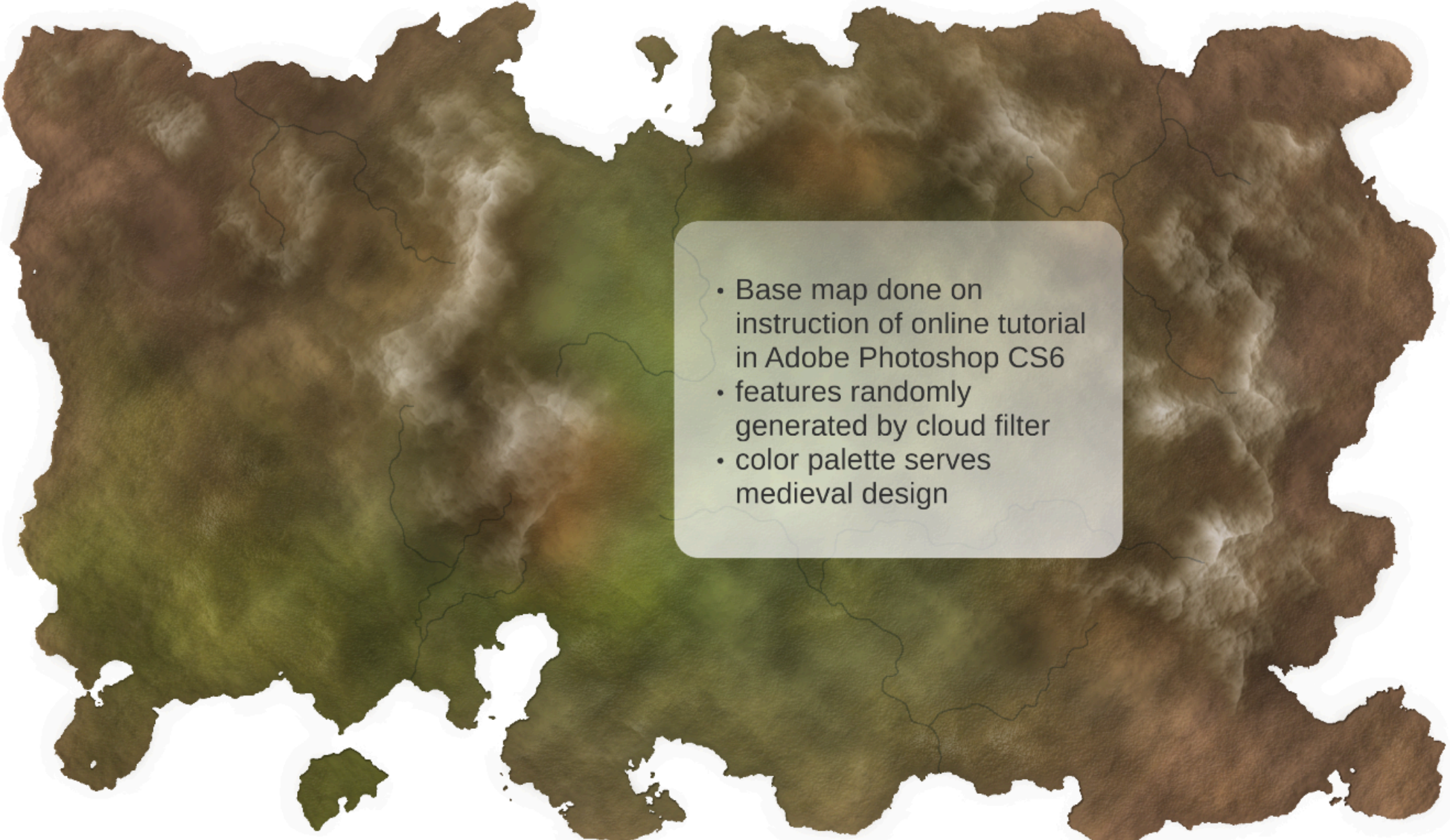
a huge company acquiring smaller companies  
symbolized by a fictional empire conquering a  
continent as **another way of scientific  
visualization**

revenue = spatial representation

"Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected."

Mark Zuckerberg

## 2. Fictional Maps: Base map & Battle Map

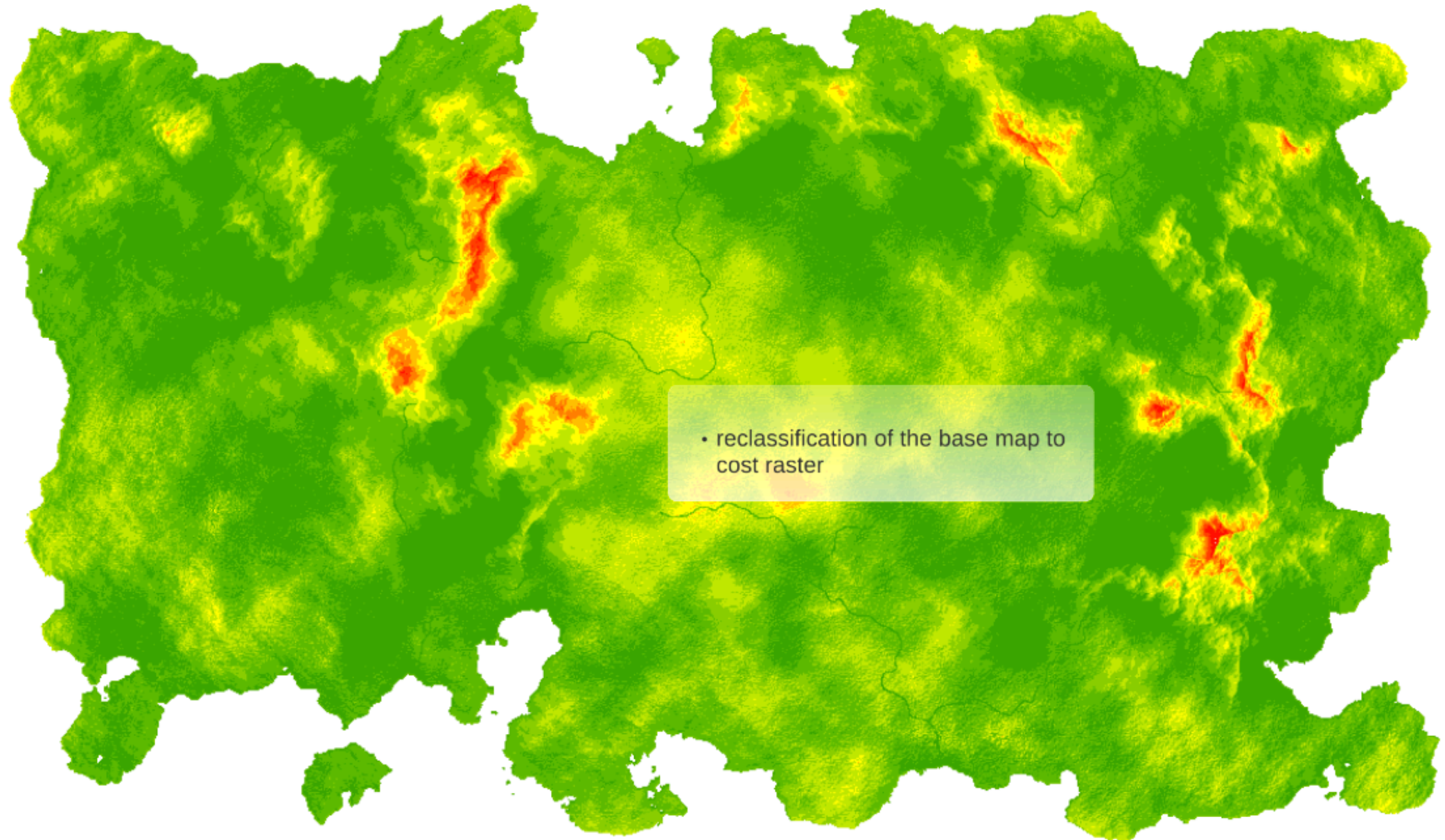
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- Base map done on instruction of online tutorial in Adobe Photoshop CS6
  - features randomly generated by cloud filter
  - color palette serves medieval design

## 2. Fictional Maps: Base map & Battle Map

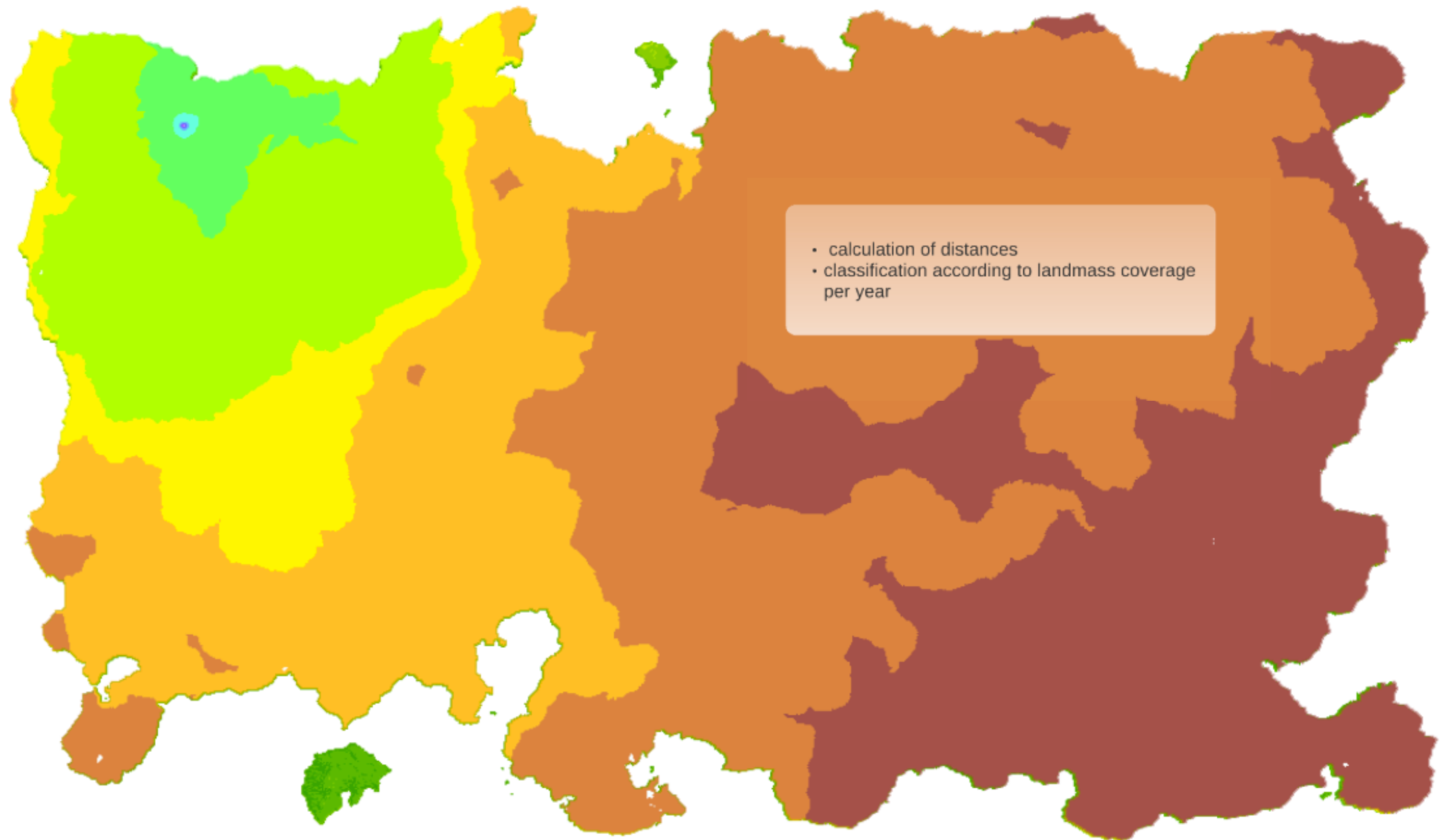


- revenue changes of 2004-2007 too small  
> detailed battle map
- details of battle map via Adobe Photoshop Brushes

### 3. ArcGIS: Calculation of Empire Expansion



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## 4. Animation



## 5. ArcGIS Story Map

- Story Map Journal

<http://arcg.is/2goqXto>

Mapping Project Edit

### The Growth of the Facebook Empire

2015

Facebook's revenue: \$17,928,000,000

**16th July: Pebbles** (\$60 million) was a computer vision specialist based out of Israel. With this acquisition Facebook invests in the development of its VR child Oculus (acquired 2014). Pebble developed a feature that users can see their own handy while playing in virtual reality. This adds extra dimensions of authenticity to the experience and also opens the door to many more applications of how the VR platform can be used.

**other acquisitions:** wit.ai, QuickFire, TheFind, Surreal Vision

#### Conclusion

This animation shows how immense the Facebook's growth is: from just being a tiny village it becomes an empire that conquers a whole continent. In real life with innovative approaches and advertising of openness Facebook found

2015

1 Billion Users

1.6 Billion Users

YouTube