

Chapter 1

THE ROLE OF FACEBOOK IN CLINICAL DENTISTRY

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An Overview of Facebook

Advances in the Internet and mobile technologies have changed the way people access, use and share information and led to the emergence of social media tools [1]. Social media is digital media and technologies that enable users to exchange information and create media content on their own or with other individuals in the community. Data and experiences are shared through social media tools, such as messaging, blogs, Facebook, YouTube™, and the video sharing platform [2].

Facebook (<http://www.facebook.com>) is the world's largest social networking website with more than one billion users [3]. Facebook was founded in 2004 by Mark Zuckerberg, a 19-year-old Harvard university student. The first social networking site he founded, "FaceMash", was shut down because information and photos were shared without permission from the university administration. Thereupon, Mark Zuckerberg took a one-year break from his college life. With the help of his roommates, he started to code Facebook, a social networking site project where users could create a profile with their photos and personal interests, join different friend groups by sharing private or public messages and limit the viewing of their profile data to the same group or approved friends, and ended coding in the same year. The reputation of Facebook, which was initially available only for

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patient away from the physician, a well-designed and engaging Facebook page with its content can make the patient have a positive impression of the physician and the dental institution.

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