Thoughts on the new Facebook

Mark Zuckerberg has done it again. He has made some serious threats to your privacy, if you are a Facebook user. Zuckerberg does not believe in privacy, he has said so in those very words, so it is not too surprising that he further damaged your privacy to enhance his bottom line.

There are tons of articles about the new issues with privacy that came out of the f8 conference. This one on GigaOm is a good one (and thank you to Downtown Women's Club for posting it on Facebook…the irony). Sadly, most Facebook users will never know about these changes, which directly affect them.

I have been a steady Facebook user for more than two years. I had rarely logged out and usually checked in several times a day to see what everyone is up to. I also recently launched a Facebook Fan Page, which is now called a like page. But today, I logged out. I will log out every single time I visit Facebook and furthermore, I will limit my visits to Facebook. I am just not comfortable with what they are doing over there. And more pernicious, is that other sites I visit, like CNN and Washington Post now have my information and friends. Unless I logout of Facebook, CNN knows who my friends are and what they are doing online. Talk about Big Brother!

I also hate the new "like" feature on Facebook. A Fan page is not a "like" page. They are inherently different. Like Kim Woodbridge from Anti Social Development said to me about the change: "I like peas, but I am not a fan of peas."

I am not sure that Facebook cares what people think. It is feeling high because it has 400 million users worldwide, and that gives the company a lot of power, not to mention marketing might. For now, if you care about your privacy, protect yourself. Do not let Facebook use you for its gain. So logout, opt out, or do what you have to do.

Feel free to share your thoughts in the comments. Are you a fan of the Facebook?

