

Facebook's Mark Zuckerberg: Why I wear the same T-shirt every day

Facebook founder Mark Zuckerberg holds his first Q&A session, and reveals why he made 1.3bn people switch to the Messenger app

Daily Telegraph, Andrew Trotman

Facebook founder and chief executive Mark Zuckerberg has opened up about the controversial Messenger app, how Hollywood has hurt him and why he wears the same T-shirt every day, in his first-ever Q&A session.

"On mobile, each app really can focus on doing one thing well, we think," he said.

"You're probably messaging people 15, 20 times a day, and having to go into an app and wait for it to load and then go through a bunch of steps to get to your messages or send a message is a lot of friction."

"What we're trying to do is build a service that's good for everyone. Because Messenger is faster and more focused, if you're using it, you respond to messages faster, we've found."



However, he admitted that "maybe we didn't handle that as smoothly as we could, in terms of the transition".

I want to make Facebook as vital as electricity

This attempt to make the website quicker and easier to use is at the heart of Mr Zuckerberg's vision of where the company will be in the future. He admitted that he wants to make Facebook as vital as electricity.

"The services that we aspire to be like in the world are kind of these basic things that you rely on," Mr Zuckerberg said.

"My goal was never really to make Facebook cool. I am not a cool person, and I've never really tried to be cool. Our model for Facebook has never been to try to make it particularly exciting to use - we just want to make it useful."

The Social Network was hurtful

Facebook took a large leap into the mainstream in 2010, when a Hollywood film depicted how Mr Zuckerberg, played by Jesse Eisenberg, created the social network while studying at Harvard.

The Social Network suggested Mr Zuckerberg only created Facebook to attract women following a break-up. The tech tycoon admitted the film makers had "made up" a lot of the events in the film and this had hurt him.

"I haven't spent a lot of time thinking about that movie in a while. I kind of blocked that one out," he said.

"I think the reality is that writing code and then building a product and building a company is not a glamorous enough thing to make a movie about, so you can imagine that a lot of this stuff they had to embellish or make up."

"They went out of their way in the movie to try to get some interesting details correct like the design of the office, but on the overarching plot... they just kind of made up a bunch of stuff that I found kind of hurtful."

"[I met] the guy who played me in the movie [Eisenberg]. I tried to be nice."

A key part of the film he pointed to as being factually incorrect was the suggestion he was single while creating Facebook. Mr Zuckerberg said he had been dating his now-wife, Priscilla Chan, at the time.

"There were pretty glaring things that were just made up about the movie that made it pretty hard to take seriously," he said.

Does Mark Zuckerberg wear the same T-shirt every day?

One aspect the film makers did get right was Mr Zuckerberg's wardrobe, including the famous grey T-shirt that he reportedly wears every day.

Mr Zuckerberg said he owns multiple versions of the same T-shirt, as clothing, along with breakfast, is a "silly" decision he doesn't want to spend too long making. He is also too busy looking after the world's largest social network.

"I really want to clear my life so that I have to make as few decisions as possible about anything except how to best serve this community."

"I'm in this really lucky position where I get to wake up every day and help serve more than 1bn people, and I feel like I'm not doing my job if I spend any of my energy on things that are silly or frivolous about my life, so that way I can dedicate all of my energy towards just building the best products and services."

Most of Facebook will be videos by 2020

Those products and services and what Facebook's users have done with them have evolved substantially since the service was founded in 2004.

In the early days, most users updated the site with short messages, but that trend is changing towards video, according to Mr Zuckerberg, and the site is changing with it.

"Five years ago most of Facebook was text, and if you fast-forward five years, probably most of it is going to be video, just because it's getting easier to capture video and the moments of your life and share it," he said.

"Our goal is to build the perfect personalised newspaper for every person in the world. We're trying to personalise it and show you the stuff that's going to be most interesting to you."

There are no women in tech because there are no women in tech

Mr Zuckerberg has been keen to promote a pro-female atmosphere at Facebook - the company is paying female employees to freeze their eggs- bolstered by the appointment of Sheryl Sandberg as chief operating officer in 2008.

However, he still has concerns with the low number of women starting careers in the technology sector, and believes there is a vicious circle at the heart of this problem.

"It's this problem because it's not even clear where you would start attacking it. You need to start earlier in the funnel so that girls don't self-select out of doing computer science education, but at the same time, one of the big reasons why today we have this issue is that there aren't a lot of women in the field today."

"I heard one person put it: 'The reason why girls don't go into computer science is because there are no girls in computer science.'"

"You need to break the cycle. Companies that are more diverse do better."

I didn't know how to build a company

Mr Zuckerberg said he hoped that Facebook would be "the training ground for the next generation of entrepreneurs", as he didn't have that guidance when he moved Silicon Valley.

"I didn't want to build a company and I didn't know anything about building companies," he said.

However, he feels "very proud" when his staff "leave and then go do something and start a company somewhere else".