Abstract

The purpose of this study is to explore and track changes in consumer trust on Facebook during the company’s ongoing scandal. This study examines the scandal between Facebook and Cambridge Analytica with the data mining of 87 million Facebook consumers. The hypothesis of this study states as follows: The Facebook and Cambridge Analytica scandal will result in little to no harm or damage to Facebook's reputation and consumers will continue to use the platform knowing that their data is being taken. The conclusion has been determined that after the scandal broke, the decrease in the user rate of Facebook was so small that it will make little to no noticeable damage to Facebook’s profits or reputation that affects the user rate of the platform.

Introduction

From a simple Facebook game, to a presidential campaign, Facebook has been through it all. The question that stands is, will they learn from their mistakes? Facebook has been dominating the news cycle for what it feels is years now. Scandal after scandal, yet nearly a third of America is still on the site. Why? Facebook has been accused of data mining over 87 million users accounts and selling this information to companies without the users consent. Yet they still remain the top platform in the world with over one third of the United States using the platform today. So what are they doing right? How do they maintain such a high amount of user with this many scandals? While they have been doing so many things wrong, they must be doing something right.

Conclusion

These results show that the younger the age of the participant, the more likely they are to have a social media account on another platform that is not Facebook and has an easier time adopting a new preferred form of social media. As the age of the participant increases, Facebook becomes the preferred platform.

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