

How Consumers Responded to The Cambridge Analytica Scandal

MRP Research Paper

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Abstract

This research study aim is to explore consumers response and reaction patterns to the Cambridge Analytica scandal when they heard about it in the news. This research presents a case report of Cambridge Analytica Scandal, and through a netnography study shows how the Cambridge Analytica scandal has impacted consumers' perception and trust in using online platforms and has made consumers sceptical in engaging in online activities. The analysis of Quora and Twitter discussions immediately after the scandal revealed two groups of users: those for whom data privacy was a concern and those who were not concerned about their data privacy. The consumers on Quora with data privacy concerns comprised 47% (14/30) of the study group whereas consumers for whom data privacy was not a concern were 53% (16/30) of the study group.

However, the study result on Twitter gives an opposite opinion about the results compared to the results on Quora. On Twitter the participants who expressed concerns for their data privacy were 26/30 (87%) and those who expressed less concern were only 4/30 (13%). These results show that overwhelming participants who expressed data privacy concerns were more than 6 times those participants in the study who expressed less concern for their data privacy. This means that a significant proportion of online users and their concerns cannot be ignored by online service providers and social network owners. Therefore, addressing consumers worries about data privacy risks should be an urgent priority for service providers who want to prevent users from leaving their platforms.

Keywords: Facebook, Cambridge Analytica, Data privacy, Data breach and User consent

Introduction

The advent of social media networks and online platforms about three decades ago has enabled consumers to interact and do a lot of activities online. Consumers can communicate or interact with family members or friends at no cost from faraway places. Consumers are also able to do things online to save time and cut down on cost. For instance, with the advent of Facebook, LinkedIn, Instagram, WhatsApp etc., consumers can interact, text, talk and share messages with family members and friends in faraway places on earth without any cost such as higher phone bills. Therefore, consumers took advantage of these online platforms and divulged their private information to these online platform owners during the registration on these platforms. The online platform owners ask consumers for their date of birth, phone numbers, home addresses, emails, and other consumers private data. The platform owners usually ask for these private data from consumers to authenticate them on their platform and to get to know users better to provide the users with an improved user experience and target ads more effectively. Consumers were so happy to use online platforms to the extent that the world took a hold of these platforms to use them. Other consumers also took advantage of these online platforms to do other things like online financial transactions and other activities.

The vast amount of personal data makes these online platforms vulnerable to attacks by hackers, and unscrupulous people or companies' who can potentially steal and sell this data or use it to scam their victims (Thakur, Hayajneh, & Tseng 2019). The personal data that hackers steal are consumers' date of births, addresses, email account and consumers social Insurance Numbers.

Hackers, and unscrupulous people or companies' saw the weakness in these online platforms and broke into companies' databases and stole consumers' data and sold them to others or used the

private data of these consumers to scam their victims. The personal data that hackers stole are consumers date of births, addresses, email account and consumers social Insurance Numbers. Hackers use these consumers private data to hack consumers personal or bank accounts. There are many recorded instances of these data privacy breaches and scandals online. Among the most notable data privacy breaches and scandals that occurred in the past decade that has changed consumers' confidence, perceptions, and trust due to data privacy security risks are the Cambridge Analytica scandal, the Yahoo data privacy breach and LinkedIn case. These data breaches are ongoing and are impacting consumers' data privacy every day. These breaches have made consumers sceptical about releasing their private data freely to companies online without demanding security guarantees.

Swant (2019) describes how consumers are getting less willing to disclose their personal data in the article "People are becoming increasingly reluctant to give personal data, Survey indicates." The author reviewed the findings of a poll of 1,000 people conducted by the Advertising Research Foundation, which revealed that Americans were less likely to volunteer their personal information in 2019 than they were in a previous study conducted in the previous year. Some of the most fundamental personal data was contained in this data. According to the Advertising Research Foundation, from 2018 to 2019, less people were prepared to give their home address (down from 41% to 31%) than spouses' names (down from 41% to 33%). In this survey, only 54% of consumers said that they were willing to share their email addresses. This result is down from 61% last year. Also, the 2019 survey reveals that the number of people willing to disclose their race or ethnicity fell from 91% to 85% while those ready to share their first and last name fell from 63% to 59%.

In another survey, Lovett (2022) stated that consumers are getting more reluctant to divulge their private information to the proprietors of social media networks and online platform,

according to results of another survey conducted to gauge consumer reluctance to provide their private data. Consumers are more ready to share step count data than other forms of information, according to a study by Lovett (2022) titled "Consumers unwilling to share finance, social media data for health-related usage" that was published in JAMA. According to a study published in JAMA, consumers are hesitant to give up their personal information, including location, social media usage, and financial information, for health-related purposes, according to Lovett (2022). According to this study, users of activity-tracking apps were more willing to share their steps with patients, and they also gave it a lot of credence.

Research Problem

The studies discussed above provide evidence for the growing concern among online users about sharing their personal data, which warrants investigation into the role of data privacy scandals and how that influenced this growing reluctance among users. The current study uses the Cambridge Analytica data privacy scandal as a context and examines online user's response to the incident to examine this relationship.

In 2016 Cambridge Analytica used its access to Facebook to steal consumers personal data and later use it to influence U.S. voters in the U.S. elections. Data privacy scandals and breaches have become a major concern for consumers and has potentially changed consumers perception of engaging in online activities. It is expected that these incidents make consumers sceptical in giving out their private data to online platform owners and social media network companies.

Research Objectives

The research objectives are:

- i) To provide a comprehensive case report on Cambridge Analytica data privacy scandal.
- ii) To find out about the discussions consumers had in the wake of the Cambridge Analytica data privacy scandal and thereby explore the potential impact of this scandal on consumers data privacy concern.

Justification/Relevance of Proposed Study

This research study is to ascertain the discussions that took place when consumers heard about the Cambridge Analytica scandal in the news. This study investigates the impact the Cambridge Analytica scandal had on consumers and how the discussions started about the lack of security for consumers private data and if governments must enact stringent data privacy laws to protect the private data of consumers. Consumers have also changed their perception of social media networks and other platform companies' ability to safeguard their personal data due to the data privacy breaches that have occurred in the past decade in the technological world and continue to do so. For instance, there have been reports of hackers breaking into companies' databases and stealing consumers' information from these companies to sell them or use them against consumers.

The most notable data breaches include the recent data privacy breaches that happened to LinkedIn in 2021. This case impacted 700 million of LinkedIn user accounts. Another major security breach happened to Weibo in March 2020, and it impacted 538 million of Weibo's account

users. Yahoo data breach occurred in August 2019 and impacted 3 billion of Yahoo user accounts. The Alibaba data breach also occurred in November 2019, and it impacted 1.1 billion pieces of Alibaba's users' data. Another notable data breach is the Facebook/Cambridge Analytica scandal where Facebook gave access to personal identifiable information of more than 87 million users to Cambridge Analytica in 2016. The company used these consumers' data for political and financial gains. This scandal fuelled growing consumer debate about the technological impact and risks to citizens' private data. These breaches have therefore given consumers second thoughts and made consumers sceptical about releasing their private data freely to social media networks and other online platform companies without demanding security guarantees from these online platform providers. As a result of this, it has become imperative for consumers to be mindful in their online activities. The above examples show that data privacy risks and security is an ongoing problem and understanding consumers response pattern is important for mitigating possible fallouts when a breach happens again.

Literature Review / Theoretical Background

This literature review is focussed on discussing existing scholarship on consumer data privacy concerns, trust, and consumers' perception about personal information sharing.

Building on the justice theory, Majeed et al. (2021) studied how customer views about social media analytics (SMA) practices influence their willingness to disclose their personal data online. Through a survey of 527 social media users the authors demonstrated that perceived (un)ethicality of SMA practices has a direct impact on users' perception of risk associated with the disclosure of their personal data and through it – on their willingness to self-disclose and on their feeling of market discomfort. Interestingly, the study suggests that not all users are refraining

from sharing their data online as many see benefits in receiving customized communications from online providers.

In their empirical study, Kozánková and Kambule (2021) investigated consumers' relationship to social media as well as the relationship consumers have with social media companies. These researchers' aim was to investigate the precursors that affected trust in consumer-social media focusing on consumer data collection and its usage. Through in-depth interviews with 14 consumers, the researchers found that trust, defined as the willingness of a party to be vulnerable by the actions of another party, was most affected by inadequate communications and opportunistic behaviour of the platform (the study specifically focused on Facebook). It is important to indicate that trust can be aimed at an individual, a group of people or a group of organizations. These authors distinguish between interpersonal and organizational trust as it relates to the perspective of stakeholders. The stakeholders' trust in an organization entails the willingness of employees and consumers to accept vulnerabilities of the actions of a company based on positive expectations.

Rather than social media, Khan et al. (2019) focused on consumer adoption of Internet of Things (IoT) devices and propose a framework explaining their willingness to purchase and use devices that are constantly online and are connected to other devices on their home network. The paper proposes a model for consumer trust in IoT technology and suggests that to gain consumers' trust, manufacturers need to demonstrate their adherence to principles of security (both device and communication), privacy and several other factors. Again, in line with other studies, customers willingness to share their personal data is related first and foremost with trust.

Discussing the need for legislation regulating firms' access to consumers' private data, Isaak and Hanna (2018) stated that consumer's use online social media platforms to engage with and interact with one another. Social media platforms have become one of the avenues for organizations to understand and gather information about what their target consumers want and to gather public responses for their products. Whilst online social media networks and other platforms are enabling the online social media marketing other companies such as Facebook through data privacy flaws gave unfettered and unauthorized access of consumers' personal identifiable information of more than 87 million users to Cambridge Analytica in 2016 which used these consumers' data for political and financial gains. As a result of the Cambridge Analytica scandal, it has become a major trust issue and concern for consumers in their social media engagement. The authors suggest three core principles that need to be incorporated into any consumer privacy legislation: public transparency, disclosure for users, control, and notification. All these principles have direct impact on users' trust toward online service providers.

Afroz et al. (2013) took a slightly different angle at studying the implications of data leaks/breaches on consumer trust. By administering two surveys to 600 participants with the interval of one year, the authors discovered that the knowledge of data leaks/breaches in a company has a strong negative effect on customers' perceptions of the company trustworthiness, but this effect diminishes significantly in just one year and is also mitigated by the ownership of a product from the company in question: owners of such products found the companies more trustworthy than respondents who didn't own company products. This suggests a substantial flexibility in the way people react to data privacy breaches.

Another research that investigated the reaction to the Cambridge Analytica events is Afriat et al. (2021). The qualitative study analysed the change in participants views of online privacy

after the scandal and included two sets of in-depth interviews: 26 taken before the scandal and 24 – after the scandal. The analysis of participants’ responses suggests that there was a marked shift in the respondents’ views of the nature of privacy: if before the scandal at least some respondents treated privacy as a human right, after the scandal this position all but disappeared and respondents discussed the lack of privacy as an inherent attribute of online activities, justifying it by economic benefits (free services, relevant advertising, etc.). Like Brown (2020), the study demonstrated that even in the aftermath of the scandal, the users were reluctant to abandon the platform.

Brown (2020) move one step past consumer perceptions and investigated actual responses of Facebook users to the Cambridge Analytica scandal, specifically their decisions to close their account or to keep it active. The author conducted an in-depth interview with 10 undergraduate and graduate students. The interviews were conducted in late 2018, right after the information about the data misuse became public. Only one respondent deactivated his account temporarily in response to the scandal. One more participant changed the usual routine of using Facebook, and the rest just stayed active on the platform. There were multiple reasons for keeping Facebook account active, from accepting the inherent risk associated with personal data sharing to strictly utilitarian issues like using Facebook credentials for logging into other applications. Taken immediately after the fact, the study suggests limited impact of personal data leaks on customer retention in the context of social media platforms.

In a similar study Hinds et al. (2020) interviewed 30 respondents in the aftermath of the Cambridge Analytica scandal. In line with other publications reviewed above, majority of respondents did not leave Facebook or change their privacy settings. In fact, very little concerns about privacy were expressed. The authors attribute such behaviour to two alternative causes: 1)

the users' lack of understanding of data privacy and how targeted advertising works, or 2) the users' belief that they are somehow immune to targeted advertising. Many saw digital surveillance as an inherent feature of social networks, and vast majority found it impossible to leave Facebook.

In summary, Majeed et al. (2021), Kozánková and Kambule (2021), Khan et al. (2019), Isaak and Hanna (2018) and Afroz et al. (2013) are all of the view that systems flaw in the internet of things are the failures allowing hackers to access consumers private data to steal them and use them to defraud and scam consumers. But there are more problems that allow hackers to steal consumers' private information. This area of systems failure is a new evolving area and there are no stringent laws and regulations about consumer consent. That social media networks and providers do not seek consent from consumers to use their data. A case in point is the Cambridge Analytica-Facebook scandal where Facebook gave Cambridge Analytica access to Facebook consumers' accounts and use the users account to target them to change their opinion to vote for Donald Trump in the U.S. elections of 2016 which enabled Donald Trump to win that election.

The other three studies by Afriat et al. (2021), Brown (2020) and Hinds et al. (2020) also focussed on examining consumers' perspective and concerns about their data privacy. In their studies they all came to the realization that consumers who were concerned about data privacy were in the minority and that most of the consumers of social media didn't think that data privacy was a big deal. The majority stated that getting a free online service comes with privacy risks and it's the cost of getting a service for free.

Gaps in current Knowledge

Due to the current knowledge and writing on consumer data privacy risks and flaws, it can be inferred that the Cambridge Analytica scandal has been investigated by many researchers and

showed and discussed on a Netflix Movie, discussed on Wikipedia, YouTube and many other journals on this scandal but the investigation on the consumer side about the discussions consumers had when they heard about the Facebook and the Cambridge Analytica is in the preliminary stages. The current body of knowledge includes typical reactions of users to the scandal and provide some insights into their justifications to Facebook actions and their own reactions. Still, most of the reviewed studies relied on the data collected via structured or semi-structured interviews, a design that carries an inherent risk of influencing the responses. A study looking into natural behaviours and discussions happening during or immediately after the scandal can provide additional insights into users' concerns when data privacy breaches occur.

Therefore, this research on consumers response and reaction to the Cambridge Analytica scandal will add new knowledge as to how consumers felt about the data privacy scandal and the continuous data breaches online. The findings of this study also suggest avenue for future research on this phenomenon.

Research Question

The above discussion leads me to the following research question: What discussions took place among consumers when they heard about the Cambridge Analytica data privacy scandal? More specifically, what was the pattern of the discussions that happened among the users right after the scandal unfolded, what topics were raised and what opinions on data privacy and social media behaviours were offered?

Methodology

This study follows an exploratory approach and relies on qualitative methods of data collection. In particular, the two qualitative methods used are case study method and netnography.

A Case study is an appropriate design which provides concrete, contextual and in-depth knowledge about a specific real-world event. It also provides a way to explore the key characteristics, meanings, and implications of the Cambridge Analytica scandal. To examine consumers' response to the scandal, a netnography study was performed that helped obtain significant insights about consumers' reaction in a natural setting.

According to Kozinetz (2021), netnography is a specific approach to conducting ethnography on the Internet. It is a qualitative, interpretive research methodology that adapts traditional ethnographic techniques to the study of social media. Netnography also adds specific practices that include locating communities and topics, narrowing data, handling large digital datasets, analysing digitally contextualized data, and navigating difficult online ethical matters and research procedures.

The data for the netnography study was collected from two sources namely from Twitter and Quora. Quora is an online social media platform where users meet online to discuss topics of interest by posting questions and soliciting answers. Topics of interest range from food and travel to science and current events. The platform is searchable allowing access to discussions that happened years ago. Twitter on the other hand is a microblogging platform which provides real time insights about user engagement and conversation in a natural environment. According to Asiam (2022), Twitter has over 217 million active monthly users and 500 million tweets are posted per day. Unlike other social media platforms Twitter does not charge people for exclusivity meaning that a person can follow any person whether that person is your friend or not. Twitter and Quora data sources are suitable for my study because the information from Quora and Twitter participants on the Cambridge Analytica scandal are more detailed and the participants did their best to elaborate on the scandal right when the events were unfolding.

Case Report: The Background of Cambridge Analytica Story

The Cambridge Analytica scandal story is sourced from the documentary “What is the Cambridge Analytica scandal?” publish on The Guardian channel on YouTube in 2018. <https://youtu.be/Q91nvbJSmS4?t=61>

I chose the YouTube Guardian version over The Guardian news paper version because I was able to listen to the participants story directly from their own perspective instead of reading about it in a news paper. Cambridge Analytica was a political consulting firm based in the United Kingdom. The company provided data-driven campaigning and marketing services to clients all over the world. In 2013, Cambridge Analytica received a privileged access to Facebook users accounts for allegedly academic purposes. They approached several hundred thousand Facebook users and asked them to respond to a series of personality questions in the specially designed “This is Your Digital Life” app. At the same time, and with participants’ consent, their online behaviour data was collected and recorded. The study allowed Cambridge Analytica to create an algorithm that would infer users’ personalities from their observable online behaviors. This opened the opportunity for tailoring communications based on a user’s personality profile.

But Cambridge Analytica went way beyond the participants of the study and harvested personal data of millions of Facebook users. Starting 2015, reports started to appear in mass media that Cambridge Analytica is using Facebook users’ personal data to influence political events, first senator Ted Cruz’s presidential campaign, then Brexit and finally selling private data to Donald Trump’s campaign in 2016. In 2018, Christopher Wylie, a former Cambridge Analytica employee, stepped forward with the information about Cambridge Analytica practices.

Facebook users were unaware that their data were being collected in this manner. In February 2018, Alexander Nix, one of the Cambridge Analytica founders, testified in front of a UK parliamentary inquiry into fake news, saying that Cambridge Analytica didn't work with Facebook data and didn't have Facebook data, but that the company did use Facebook as a platform to advertise, just like other brands. A Cambridge Analytica whistle-blower Christopher Wylie, on the other hand, disputed Nix's assertion claiming that Nix's statement was fundamentally false because Cambridge Analytica spent millions of dollars gathering tens of millions of Facebook profiles. The former employee went on to say that Cambridge Analytica was formed based on Facebook data. Cambridge Analytica then used Facebook data to identify targeted voter groups in America and created targeted messaging to influence their opinions. This allowed Cambridge Analytica to determine what types of messaging the individual voters or targeted group would be susceptible to, as well as where the voters would consume the messages and then considered how many times Cambridge Analytica would have to contact a Facebook user with that to alter their mind about the 2016 U.S. elections.

According to Christopher Wylie, the company's tactics were a full-service propaganda mill. Cambridge Analytica denied all these claims. Dr. Aleksandr Kogan, the developer of the "It's Your Digital Life" app, insisted that everything he did on Facebook was lawful, and that he had a tight working relationship with Facebook, which had given him permission to use his apps. Steve Bannon, a Republican party strategist further indicated that he first learned about the Cambridge Analytica story via media inquiries and that he was unaware of the scandal, and that all queries should be sent to Mr. Nix, who oversaw Cambridge Analytica during Mr. Bannon's time. Facebook also denied that the data transfer was a security violation, saying that "protecting people's information is at the centre of everything they did, and we expect the same from those

who run Facebook Apps." "If these reports are true, it is a flagrant violation of our policies," said Facebook. Aleksandr Kogan, the SCL group (the parent company of Cambridge Analytica in the U.K.), and Cambridge Analytica all confirmed that all the materials in question had been erased." (The Guardian, 2018). Following the scandal in 2018, Cambridge Analytica closed its operations.

Facebook Part in the Scandal

This Facebook scandal background story was sourced from BBC (2019). In this story, Mark Zuckerberg, CEO and Co-founder of Facebook was grilled by senators on a range of topics, including privacy and the company's business model, at a congressional hearing called in reaction to Cambridge Analytica's data harvesting disclosures. Mr. Zuckerberg appeared before Congress for the first time, testifying before Senate and House committees. The first stop was the Senate, where he faced stern questions about Facebook's data misuse and claimed the firm was looking into "tens of thousands of apps" to determine what data they were harvesting. He faced an even stiffer mob in the House the next day. There was widespread agreement that social media technology and its potential for abuse had far overtaken Washington, and that Congress might need to step in to bridge the gap. Mr. Zuckerberg even seemed to imply that he might be open to some regulation, but neither he nor lawmakers were certain about how to regulate the new breed of companies. Facebook was fined \$18.6 million for a series of The European Union's General Data Protection Regulation (GDPR) violations in 2018. The Irish Data Protection Commission (DPC) also penalized Facebook for a series of past data breaches. Facebook allegedly agreed to pay more than the original \$106 million penalty to avoid depositions and personal culpability for its CEO and COO.

According to Facebook's shareholders, the company paid an extra \$5 billion to the Federal Trade Commission to avoid a data suit against Zuckerberg. According to a complaint filed by Facebook shareholders, the company made a \$5 billion payment to the Federal Trade Commission in exchange for the agency withdrawing its intentions to sue Facebook CEO Mark Zuckerberg directly. The Federal Trade Commission (FTC) had been investigating Facebook's privacy practices since March 2018. The Cambridge Analytica scandal revelations are what started the Federal Trade Commission probe in Facebook practices where Cambridge Analytica company improperly obtained the data of 87 million Facebook users. BBC (2019).

Netnography: Data Collection and Analysis

In the beginning of the data collection phase, I selected several websites such as Reddit, Quora, Facebook and Twitter to gather data from them. I had planned to gather data about the discussions consumers had when they heard about the Cambridge Analytica scandal from these websites. I searched through each of the four websites to see if there were any discussions on the Cambridge Analytica scandal. On Reddit there was nothing at all on the Cambridge Analytica scandal. That is, when I entered the key word Facebook/Cambridge Analytica scandal the results showed empty. I then moved on to Facebook to see if I could gather data on the Cambridge Analytica scandal. The information I got there was very minimal. Meaning that, the results showed about five users discussing the conversation consumers had in the wake of the Cambridge Analytica scandal. I then moved on to Quora and Twitter and on there I got abundant data on the Cambridge Analytica scandal and decided to gather the netnography data from these two social media websites.

I used Quora and Twitter because Quora is an online social media platform where users meet online to discuss topics of interest by posting questions and soliciting answers. Topics of interest range from food and travel to science and current events. The platform is searchable allowing access to discussions that happened years ago. Twitter on the other hand is a place where people go to see and participate in conversation about nearly everything that is going on in the world. Twitter is a good social media platform because the platform allows people to interact with others and it provided a safe environment. Also, Twitter is a network with unique capabilities unlike other social media platforms. It allowed both consumers and brands to discuss topic of interest, build relations and engage with each other on their topics of interest.

Twitter and Quora data sources were suitable for my study because the information from Quora and Twitter participants on the Cambridge Analytica scandal were more detailed and the participants did their best to elaborate on the scandal right when the events happened. The timeline I shortlisted to collect the data on these two websites was 4 years for Quora (2016 – 2020) and 4 years for Twitter (2018 – 2022). I used a month to sort through and picked the netnography data from Quora and a week to sort through and gather data from Twitter website.

I used the following search parameters to search for the discussions on the topic of interest: On Quora and Twitter, I type Facebook scandal or the Cambridge Analytica scandal and posts on Facebook scandal or the Cambridge Analytica scandal populated on Quora and Twitter. As a result, I gained access to different threads dedicated to the Cambridge Analytica scandal. What I found on these platforms were that some threads were serious and involved the discussion such as “Should we still worry about Facebook and our privacy?” whilst others were of limited value for the current study (for example, “what has become of Cambridge Analytica?” I narrowed down the number of threads leaving only the most relevant questions and answers. I gathered 30 questions

and 30 answers from Quora and another 30 questions and answers from Twitter as well as some respondents' comments on other participants answers. (See Table 1 and Table 2 for the list of relevant questions on Quora and Twitter).

Table 1: Quora questions considered in the study

Questions	Date posted	Number of Answers
What did Cambridge Analytica do wrong?	4 years ago (Number was generated by Quora system)	1 Answer 2 two responses
What data does Cambridge Analytica use and how did they get it?	April 11, 2020	1 Answer
Why was the UK government not aware of scams in Cambridge Analytica?	4 years ago.	1 Answer 1 response
How was Cambridge Analytica able to get so many data points on people who never gave them permission?	July 28, 2018	1 Answer
How has the Facebook scandal with Cambridge Analytica changed people's usage and perception of Facebook?"	April 5, 2019	1 Answer

How has the Facebook scandal with Cambridge Analytica changed people's usage and perception of Facebook?"	March 30, 2018	1 Answer 1 response
How big of a deal is the Cambridge Analytica situation?	4 years ago	1 Answer
What data does Cambridge Analytica use and how did they get it?	April 11, 2020.	1 Answer
Questions	Date Posted	Number of Answers
Why did Facebook suspend the account of Chris Wylie following the Cambridge Analytica revelations?	4 years ago.	1 Answer
Should we still worry about Facebook and our privacy?	June 8, 2018	1 Answer
Should we be concerned about Facebook?	November 9, 2019.	1 Answer
How did the Cambridge Analytica scam affect Facebook's overall image?"	October 24, 2019	1 Answer
What do you think are the most important facts to know about	April 5, 2018	1 Answer

the Cambridge Analytica scandal?		
What is the Cambridge Analytica case regarding theft of data?	4 years ago.	1 Answer
How was Cambridge Analytica able to get so many data points on people who never gave them permission?	July 28, 2019	1 Answer
How safe is Facebook now after the Cambridge Analytica scandal?" Questions	March 31, 2018 Date Posted	1 Answer Number of Answers
Will the Cambridge Analytica scandal cause the majority of the public to rethink how they use social media?	March 19, 2018	1 Answer
Have people changed the way they think about using social media?	March 24, 2018	1 Answer
Does anyone really like Facebook?	February 10, 2016	1 Answer
Can we trust Facebook with our privacy?	March 9, 2019	1 Answer
Why should I trust Facebook?	January 21, 2019	1 Answer
Can Facebook be trusted?	March 30, 2019	1 Answer

Can Facebook be trusted?	October 9, 2018	1 Answer
Would you leave Facebook due to privacy concerns?	October 30, 2018	1 Answer
Should you close your Facebook because of privacy reasons?	March 21, 2019	1 Answer
Do Facebook users really care if their data is being shared with Cambridge Analytica?	March 26, 2018	1 Answer 1 response
Questions	Date Posted	Number of Answers
Do Facebook users really care if their data is being shared with Cambridge Analytica?	March 30, 2018	1 Answer
What is your opinion on the irresponsible corporate behavior that we have identified behind the Cambridge Analytica Scandal and the related Facebook data breach?	4 years ago,	1 Answer 2 responses
What specific pieces of profile information did Cambridge Analytica get about Facebook	4 years ago	1 Answer
How much do you think Cambridge Analytica knows about you?	2 years ago.	1 Answer 1 response

Table 2: Twitter questions considered in the study

Posts	Date Posted	Number of answers
What has Cambridge Analytica scandal become?	March 20, 2018	1 Answer
What do consumers think of Cambridge Analytica?	March 28, 2018	1 Answer
What are Data privacy concerns after Facebook scandal?	Dec. 2, 2020	1 Answer
Data privacy concerns	June 3, 2022	1 Answer
Posts	Date Posted	Number of Answers
Data privacy concerns	August 2, 2022	1 Answer
Data privacy concerns	August 2, 2022	1 Answer
Data privacy concerns	August 1, 2022	1 Answer
Data privacy concerns after the Cambridge Analytica scandal.	Sept 20, 2020	1 Answer
Data privacy concerns after the Cambridge Analytica scandal.	March 29, 2018	1 Answer
Consumers privacy after the Cambridge Analytica scandal.	January 9, 2019	1 Answer
Consumers privacy after the Cambridge Analytica scandal	June 29, 2018	1 Answer
Consumers privacy after the Cambridge Analytica scandal	July 26, 2018	1 Answer

Consumers privacy after the Cambridge Analytica scandal	May 27, 2019	1 Answer
Consumers privacy after the Cambridge Analytica scandal	March 23, 2022	1 Answer
Consumers privacy after the Cambridge Analytica scandal	April 8, 2018	1 Answer
Cambridge Analytica Scandal	July 31, 2022	1 Answer
Cambridge Analytica Scandal	Jul 27, 2022	1 Answer
Posts	Date Posted	Number of Answers
Cambridge Analytica Scandal	Jul 29, 2022	1 Answer
Cambridge Analytica Scandal	Aug 2, 2022	1 Answer
Cambridge Analytica Scandal	July 24, 2022	1 Answer
Cambridge Analytica Scandal	Jul 28, 2022	1 Answer
Cambridge Analytica Scandal	Jul 25, 2022	1 Answer
Cambridge Analytica scandal	Dec 28, 2020	1 Answer
Cambridge Analytica scandal	Dec 29, 2020	1 Answer
Cambridge Analytica scandal	Dec 28, 2020.	1 Answer

Cambridge Analytica scandal	Dec 28, 2020	1 Answer
Cambridge Analytica scandal	Oct 4, 2021	1 Answer
Cambridge Analytica scandal	Jul 28, 2022	1 Answer
Cambridge Analytica scandal	Jul 30, 2022	1 Answer
Posts	Date Posted	Number of Answers
Cambridge Analytica scandal	Jul 24, 2022	1 Answer

I considered both the content and the social interactions among the participants during the observation process as cordial. Also, only participants who were registered on Quora could contribute to the discussions on the Quora platform. However, on Twitter both registered and unregistered participants can discuss any issue on Twitter. The contributions on these websites took two forms. One was participants answering questions posted by another participant and the other was participants contributing to an answer a participant had already given. Also, the data about the Cambridge Analytica scandal in Quora and Twitter were very detailed, and the average length of an answer was 60 words. The participants on these platforms went to great lengths to give their opinions about the scandal. The Quora and Twitter participants were also very knowledgeable about the scandal and brought out the pertinent information about the scandal

After collecting the Quora and Twitter data I sorted through the discussions the participants had on these platforms and picked out the information that answered my research

question. The selection criteria I used was that the questions and answers I picked should be based on my research question “what discussions did consumers have when they heard about the Facebook/Cambridge Analytica scandal”. Anything outside of this criterion was ignored. Some of the participants who were concerned about their data privacy were scared and fearful of their private data. Other participants didn’t see any problem with their data privacy and said that there is no privacy online.

To this end, I selected posts that explicitly expressed either concerns regarding the private data security risks or indifference toward data privacy risks. I then started copying the pertinent data on the discussions to Google docs and then edited the grammatical errors on the participants post and then transcribed the data to Excel, putting each post answer under each discussion question. I also inserted the headings by the date of the Quora or Twitter posts, participants name, the Quora and the Twitter posts on Cambridge Analytica, participants who were concerned about their data privacy and the participants who were not so concerned about their personal data. I coded the participants contributions and transferred the codes into themes to help me to analyse the data about the consumers real impressions about the Cambridge Analytica scandal.

Results

In table 1 the question on “What did Cambridge Analytica do wrong” was answered by A. Hays. A. Hays stated that Cambridge Analytica used deception to fool Facebook users into participating in the personality quiz. Hence, her statement “Bait and switch. The company created a personality quiz to bait Facebook users into participating voluntarily. When they did so, they and all their friends were mined for data well beyond anyone’s personality to politically influence the

outcome of the 2016 U.S. elections, and generally spread discontent and distrust.” What A. Hays meant by deception was that Cambridge Analytica was not truthful about what they wanted from the Facebook users. They presented themselves as if they were doing academic research which wasn’t the case. That is what A. Hays meant by “Bait and switch.” P. T. responded to A. Hays’s answer by stating that Cambridge Analytica took advantage of Facebook users “So Cambridge Analytica and Facebook who are mostly staffed by Americans laugh about dumb Americans.” A. Hays answered P. T. back by stating that it was lesson learnt “Why not, better amused than bombed. And we have the added value as a teaching tool. I’m a happy camper in this thing”

The analysis of the Quora posts showed that participants’ responses were split almost equally between those who express concerns about private data security (14 posts) and those who were less concerned (16 posts). Those who expressed concern about their data privacy showed apprehension in the data. Table 1 though comprised of 30 questions and answers but there were people who commented or responded to answers some participants had already given but I didn’t factor or add those numbers to the number of the participants who answered the questions posted on Quora.

Table 2 shows the posts on Twitter, date of the posts and the number of participants who answered the posts on Twitter. The results for the participants on Twitter are opposite the results on Quora. On Twitter the participants who were concerned about their data privacy were 87% (26/30) whilst those who were not so concerned about their data privacy were only 13% (4/30). This result shows that the participants on Twitter who were concerned about their data privacy were more than 6 times than the number of the participants who were less concern about their data privacy. The Twitter results on the data privacy issue shows the apprehension Twitter followers have for Facebook compared to the participants on Quora.

Therefore, Service providers and the governments in the world should address the concerns of the participants who expressed apprehension about data privacy risks.

(The questions and answers analysed are presented in Appendix A and B)

Analysing the content of the posts, I observed several recurring topics/motives. Table 3 and Table 4 summarizes them.

Table 3: Main discussion motives in Quora by group

Respondents expressing concerns	Respondents not expressing concerns
Deception; Took advantage; Lesson learned; Lack of safeguard; Connivance.	Trustworthy; Privacy issues; Technology influence; Personal information; Safety.

Of interest is the existence of almost opposite opinions about the situation in Quora. D. T., a respondent who expressed data privacy concerns, pointed out the loss of trust in Facebook because of the scandal: “People have stopped trusting Facebook with their new ways of convincing people that they are serious about User Privacy. “I for one, don't really believe that they are actually serious about your privacy, because at the end of the day your data is what allows Facebook to make money”. At the same time, several respondents proclaimed their trust in the company: “Facebook is a great place to meet your friends and chat a bit. So, I will give Facebook my trust and that it is the fakes that cause trouble on Facebook and warn Facebook users to just be careful” (J. R).

Table 4: Main discussion motives in Twitter by group

Respondents expressing concerns	Respondents not expressing concerns
Connection; Privacy; Initiative; Manipulation.	Concerns; Concerns levelling off; Insufficient evidence; Privacy invasion.

Another interesting aspect of the sentiments expressed on Twitter is quite the opposite of the sentiments expressed in Quora. On Twitter, the apprehension of those who data privacy is a concern to them was very strong. The concerns expressed by those who data privacy was a concern is expressed by M.R. a respondent who expressed his data privacy concern, pointed out about the impact of the scandal on consumers. “The whole Facebook/Cambridge Analytica scandal really gives us an answer to the GDPR question of how much you think this will affect consumer behaviour on the whole?” Dena B. a respondent of those participants who are less concern about their data privacy express her feelings about why data privacy is not a concern to her. “Not sure why Cambridge Analytica has suddenly become such a scandal for everyone, news about their operations and how Facebook allowed it already came out last year. And really what did you expect companies to do with your data when you just hand it over for free?”

Discussion

On Quora, consumers with data privacy concerns comprised of 47% (14/30) of the study group whereas the consumers for whom data privacy was not a concern were 53% (16/30) of the study group demonstrating a virtual tie. This means that although data privacy concern was not an overwhelming concern, a substantial proportion of the respondents had privacy concerns and they

cannot be ignored by service providers. This result allows to reconcile somewhat contradictory findings of previous studies where respondents expressed or were expected to suffer the loss of trust in online services as a result of data breaches (e.g., Majeed et al., 2021; Isaak and Hanna, 2018; Khan et al., 2019; Afroz et al., 2013; Kozánková et al .and Kambule, 2021) and those studies that found virtually no customers abandoning Facebook after the Cambridge Analytica scandal (e.g., Brown, 2020; Afriat et al., 2021; Hinds et al. ,2020).

However, on Twitter the sentiments expressed by the participants there shows that these consumers were overwhelmingly concern about their data privacy. 26/30 (87%) shows that consumers who expressed apprehension towards data privacy risks are more than six times those participants who didn't express concern for their data privacy who comprised of only 4/30 (13%) of the study group. The Twitter results shows that the data privacy concerned participants results show opposite results compared to the sentiments expressed on Quora. These results shows that the Twitter concerned participants are serious about their privacy data unlike the participants on Quora.

The current study shows that there was an almost even split in opinions on the privacy issue on Quora while a small majority was less concerned with it, but almost a half of the respondents expressed concerns about the security of their online data. This is a significant proportion of online users, and their concerns cannot be ignored by online service providers and social network owners. The lack of customer actions doesn't mean that there is no damage or no concerns when it comes to lax security practices. The motives that concerned users expressed in the analysed Quora posts need to be addressed even if there are no observable customer churning. This may allow the platforms to maintain not just numbers but at least some loyalty from their users.

However, the sentiments expressed on Twitter are overwhelming pro-data privacy concern advocates who comprised of 87% of the concerned group on Twitter. Therefore, service providers and governments must address online data privacy risks issue. Governments must enact stringent laws and regulations to address the continuous data privacy risks and breaches consumers face in their everyday online activities. Therefore, addressing customers worries should be among the priorities for the providers who want to prevent users from leaving their platforms.

Theoretical and Managerial implications

The study shows that a large group of consumers are very concerned about their data privacy after the Cambridge Analytica scandal, so managers must be mindful of these consumers concerns and their needs. Therefore, managers must tailor their policies in their companies to address these concerns so that they don't loss these consumers.

The study suggests that service providers should also be mindful that consumers have trust and faith in them that is why these consumers gave them their personal data. As such, service providers should do everything in their power to safeguard, protect and respect consumers' private data. Consumers should also know that they have a part to play in guarding their activities online by monitoring the social media network sites they visit to make sure that these sites are not tracking them or using their personal data illegally and that consent is always sought before consumers data is released to third parties.

An important lesson of the story is that the Federal Trade Commission (FTC) is very serious about consumers data privacy and will penalize and hold accountable any company that has consumers personal data in their database and does not protect or respect that data and consumers data rights enshrined in law. Also, data privacy abuse will attract huge costs from the

Federal Trade Commission (FTC) and various governments in the world against the data privacy culprits. A case in point is that frequent Facebook data privacy breaches and abuse made the Federal Trade Commission impose a fine of \$5 billion USD against Facebook and directly demanded that Facebook put in measures and policies to protect consumers private data. Facebook was also fined £500,000 by the UK's data protection watchdog for its part in the Cambridge Analytica data scandal. (BBC, 2019). The Irish Data Protection Commission (DPC) also penalized Facebook for a series of past data breaches and Facebook was fined \$18.6 million for a series of European Union's General Data Protection Regulation (GDPR) violations in 2018. These fines and penalties imposed on Facebook shows that other Social media network companies should be mindful that the Federal Trade Commission and other governmental agencies in the world are monitoring social media networks to make sure that platform owners and service providers respects and protects consumers personal data and should these companies fail to protect consumers private data, these social media networks will be made to account for this failure and attract fines and higher cost from governments like what happened to Facebook.

Various governments throughout the world are enacting privacy laws to check unscrupulous social media networks providers against abusing or not protecting consumers' private data in the wake of the Cambridge Analytica scandal. A case in point is that the Canadian federal and provincial governments have enacted data privacy laws to check against companies or individuals who use consumers' data without their consent. The two main Canada's federal government's privacy laws which governs the private data of consumers are the Personal Information and Electronic Documents Act (PIPEDA) and the Federal Privacy Act.

Limitations and Future Research Directions

The limitations of this research study are the findings which are based on only secondary data sources. While netnography allows to observe behaviours online, the researcher has no control over participants and their circumstances. Also, the conclusion is drawn based on 30 posts on Quora. This sample size is too small to make an objective assessment or make robust statistical inferences from the sample data. Moreover, to get an accurate and objective assessment a primary data source like an interview, focus group or questionnaire could have been used to probe further or to back up the netnography data I collected. Also, using only netnography sample only from Quora for this research limits the generalizability of the results of this study.

The future directions for studying consumers responses to data privacy scandals should look at users' reactions to different types of data breaches. The Cambridge Analytica scandal is an example of an opportunistic behavior of a company breaching trust both of Facebook and its customers. We have less knowledge of how the users react to the situations where data is being stolen by hackers. Unfortunately, as has been discussed above, there are growing opportunities for conducting such research. The current study also demonstrates the importance of using different sources of information for such studies. The current body of knowledge includes typical reactions of users to the scandal and provide some insights into consumers justifications of their concerns about Facebook actions. Still, most of the reviewed studies relied on the data collected via structured or semi-structured interviews, a design that carries an inherent risk of influencing the responses. A study looking into natural behaviors and discussions happening during or immediately after the scandal can provide additional insights into users' concerns when privacy breaches occur in the future. Future researchers should also look into why many users on Facebook

threaten to leave Facebook when the Cambridge Analytica story broke but instead of leaving like they said they still stayed on Facebook/

Therefore, this research on consumers response and reaction to the Cambridge Analytica scandal will add new knowledge as to how consumers felt about the data privacy scandal and the continuous data breaches online. The findings of this study also suggest avenue for future.

Conclusion

This research study was conducted to explore consumers response and reaction patterns to the Cambridge Analytica scandal when they heard about it in the news. The study shows consumers impressions about data privacy and their perceptions of whether consumers private data is protected enough by the current data privacy laws or if there should be a more stringent data privacy laws to protect consumers private data well. This research also shows how the Cambridge Analytica scandal has impacted consumers' perception and trust in using online platforms and has made consumers sceptical in engaging in online activities. The findings of this research were based on two study criteria. The first criteria were for consumers who data privacy was a concern for them and the second criteria was for consumers who were not concerned about data privacy concerns. On Quora, the consumers with data privacy concerns were 47% (14/30) of the study group whereas consumers who data privacy was not a concern were 53% (16/30) of the study group. This result is statistically insignificant, so I treated the situation as a virtual tie. This means that a substantial proportion of the respondents on Quora had privacy concerns and they cannot be ignored by service providers. Moreover, this shows that data privacy was not an overwhelming concern for the Quora participants in the study.

However, the study result on Twitter gives a different opinion about the results compared to the results on Quora. On Twitter, the participants who expressed concerns for their data privacy

were 26/30 (87%) and those who expressed less concern were only 4/30 (13%). These results show that overwhelming participants who expressed data privacy concerns were more than 6 times than those participants in the study who expressed less concern for their data privacy on Twitter. This means that a significant proportion of online users, and their concerns cannot be ignored by online service providers and social network owners. Therefore, addressing consumers and worries about data privacy risks should be an urgent priority for service providers who want to prevent users from leaving their platforms.

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Appendix A

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
A H	What did Cambridge Analytica do wrong?	2018	Deception “Cambridge Analytica used “Bait and switch. The company created a personality quiz to bait Facebook users into participating voluntarily. When they did so, they and all their friends were mined for data well beyond anyone’s personality in an attempt to politically influence the outcome of the 2016 U.S. elections, and generally spread discontent and distrust.”	
P T	Responded to A. H’s answer	2018	Took advantage “So Cambridge Analytica and Facebook who are mostly staffed by Americans laugh about dumb Americans”	
A H	Answered P T	2018	Lesson learnt “Why not, better amused than bombed. And we have the added value as a teaching tool. I’m a happy camper in this thing”	
D W	What data does Cambridge Analytica use and how did they get it?”	April 11, 2020.	Deception “They obtained the data illegally, by tricking users into giving permission to an app. You might think that this is ok since the users of the app did consent to the app using their data after all. But what about the	

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
			friends/contacts of the users of the app who didn't give consent for the app to steal their data?	
R D	Why was the UK government not aware of scams in Cambridge Analytica?	2018.	No safeguard "Until evidence came out that Cambridge Analytica had done something wrong. I can't think of anything scarier than a government that knows everything that is going on in every business inside its borders. That's a frightening amount of data for it to have access to and, as a result, influence on."	
A J	responded to R D's answer	2018	Lack of safeguard "You are right, but the government needs to keep an eye on the companies working inside the country to reduce suspected fraud."	
K D	How was Cambridge Analytica able to get so many data points on people who never gave them permission?	28-Jul-18	Connivance "An academic researcher was given permission by Facebook to do a study in which he asked a number of psychological questions via a Facebook-enabled app called "Your Digital Life." He did not only have access to the information of those who filled out the questionnaire, but also	

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
			the Facebook data of those people's friends.”	
J M	How has the Facebook scandal with Cambridge Analytica changed people's usage and perception of Facebook?”	5-Apr-19	Privacy Concerns “users prefer not to access Facebook and an online campaign #DeleteFacebook drew the support of the audience. Facebook followers started using different social media platforms vouching that Facebook can play with their data. They use other social media platforms which were preferred by users and marketers other than Facebook”	
B L G	How has the Facebook scandal with Cambridge Analytica changed people's usage and perception of Facebook?”	March 30, 2018	Trust issues “Cambridge Analytica Scandal has destroyed the “Trust” users had for Facebook. If you crush a piece of paper into a ball and later try to straighten it out again, you will still see that the paper has bumps and bruises. Same applies to trust.”	
G G	responded to B L G's answer	2018	Short memory “Give everyone a few months and they will say "scandal, what scandal" and Facebook usage will be back to normal.”	

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
C J B	How big of a deal is the Cambridge Analytica situation?	2018	Ownership of information “In many ways, the Cambridge Analytica situation may well be a very big deal, although probably in a non-partisan way. Who owns your information? You? Whoever collects it. Should you be informed of where your data is sold or given away?”	
D W	What data does Cambridge Analytica use and how did they get it?	April 11, 2020.	Consent “It used Facebook users profile data, things like pages the user liked, their contact lists, groups they belong/post to, etc. They obtained the data illegally, by tricking users into giving permission to an app.”	
B L G	Why did Facebook suspend the account of Chris Wylie following the Cambridge Analytica revelations?	2018	Revenge “The reason why they did so? Revenge? He exposed the entire scandal, it was because of him everything was brought under the public eye, it was because of him Facebook shares has dropped and 10 billion was wiped out of Zuckerberg’s Net Worth.”	

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
B A	Should we still worry about Facebook and our privacy?	8-Jun-18	Privacy concerns “Yes, absolutely! The changes Facebook has made are little more than cosmetic. Nothing has altered Facebook’s massive collection of data about what you read, the websites you visit, the messages you send, the people you know, where you are (via the GPS in your smartphone) and who you are with (via the same mechanisms).”	
R D	Should we be concerned about Facebook? answered the question on November 9, 2019.	Nov. 9, 2019.	Circumspect “absolutely” and that we must take steps to closely guard our privacy when using Facebook. We should check and know what our kids are doing on Facebook and be very circumspect about the things you do or say.”	
D T	How did the Cambridge Analytica scam affect Facebook's overall image?”	October 24, 2019.	Image “People have stopped trusting Facebook with their new ways of convincing people that they are serious about User Privacy. “I for one, don't really believe that they are actually serious about your privacy, because at the end of the day your data is what allows Facebook to make money”	

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
J K	What do you think are the most important facts to know about the Cambridge Analytica scandal?	Apr. 5, 2018	Knowledge and insight “Cambridge Analytica is a company that uses data to help clients (often politicians) influence behaviour. Until 2014, Facebook allowed app developers to harvest data from large groups of Facebook users without their knowledge.”	
J B	What is the Cambridge Analytica case regarding theft of data?	2018	Theft of data “The concern is that this company is tied to Donald Trump and helped collect data for his campaign, and now it’s taken the personal data of millions of Facebook users. While this is normally assumed to be for advertising purposes, it’s still a violation of our rights to privacy and giving such data to Trump is very dangerous, given he’s a sociopathic and corrupt politician who would misuse such data.”	
M D	How was Cambridge Analytica able to get so many data points on people who never gave them permission?”	28-Jul-19		Technology influence “It was data mining. There are special technologies to analyse and process big data. It was Cambridge Analytica's claim to be at the cutting edge with the invention of new methods and mathematical formulas to gain more information than the input gave them.”

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
H S	How safe is Facebook now after the Cambridge Analytica scandal?"	March 31, 2018.		Safety "As safe as it ever was" their apps still have full access to your phone's data Including contacts, photos and many things you think no one's looking at. They are also monitoring your web browsing habits outside of Facebook Just like before."
C C	Will the Cambridge Analytica scandal cause most of the public to rethink how they use social media?"	March 19, 2018.		Addiction "No" majority of the public are too addicted to social media to mind their data privacy and that it's the government that needs to rethink the rules of social media companies and the regulations they are subject to. We should not ask civil society to be responsible for all the problems and fight to fix them, that's what we elect the government for."
L E	Have people changed the way they think about using social media?	March 24, 2018.		Attitudinal change "Yes, of course." But I would argue this has been happening over time. The Cambridge Analytica and Facebook debacle had only shone a bright light on it. You "rethink" and not "change." Some will continue to use social media platforms as they always have. But most, I believe, will pause when providing information; they'll hesitate to upload contact lists to platforms; they'll pay better attention to the apps they download and to the privacy settings of whatever technology they encounter."
P C	Does anyone really like Facebook?	February 10, 2016.		Love-hate relationship "People often profess their dislike or even hate for things then later you'd see them liking something or posting another selfie. I see it as a thinly veiled envy of seeing such "simple" websites turn someone into billionaires....at a very young age and this pushes some buttons to others. I like using Fb because it's a business tool and a reception area for me."
D	Can we trust Facebook with our privacy?	March 9, 2019.		Trustworthy "Of course I do because I don't post anything that I don't want other people to find out about so if Facebook leaks it out it would not be much of a Big Deal."

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
J R	Why should I trust Facebook?	January 21, 2019.		Trustworthy “Facebook is a great place to meet your friends and chat a bit. So, I will give Facebook my trust and that it is the fakes that cause trouble on Facebook and warn Facebook users to just be careful.”
V T	Can Facebook be trusted?	March 30, 2019.		Trustworthiness “I think so. I don’t think that will impact their bottom line either. How many users are still there after their worldwide breakdown?”
D G	Can Facebook be trusted?	October 9, 2018		Trustworthiness “Yes, Facebook is very trusting. If you don't like something that you are looking at in the news feeds you can always hide them, so they do not show up again. And if you add friends and for some reason you don't like talking to them that is what the Delete button is for. He said that he himself has been using Facebook now for 6 years and has made friends.”
A S	Would you leave Facebook due to privacy concerns?	30-Oct-18		Privacy issues “Not really! Everything is controlled on Facebook. Everything that requires an internet connection is never completely private. If I use Facebook on Windows PC, Bill Gates might have access to my private information too. Basically, anyone who has particular skills to hack, may get access to that information. There is no antivirus software and no firewall that can give 100% protection.”
T G	Should you close your Facebook because of privacy reasons?	March 21, 2019.		Circumspect “No, the opposite was true. You should post everything in full public mode. If you feel you have to post things to just your Friends list or an even more restricted list where you cut out some friends, then maybe you shouldn’t be posting it because it is you that is violating your own privacy by publishing this on Facebook under the misunderstanding that Facebook won’t use it to serve you ads and map you to a specific demographic.”

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
J J	Do Facebook users really care if their data is being shared with Cambridge Analytica?	26-Mar-18		Don't care "Personally, I couldn't care less. I don't live in the US, and if this thing is tied to US presidential elections, then I don't suppose I would even be an interesting target, but even if I did have the right to vote in the US, I still wouldn't care."
D K	Responded J J	2018		"Just keep in mind that with this mindset you are a minority in Canada. Especially in BC. Especially in Vancouver."
L Z	Do Facebook users really care if their data is being shared with Cambridge Analytica?	March 30, 2018.		People don't Care "It's hard for me to understand why people care about this, but then again, I suspect I have very different privacy norms from most people. Still, personal feelings aside, as an empirical matter it appears that a lot of Facebook users do, in fact, care about this data "breach." So, I have to respect that."
S M	What is your opinion on the irresponsible corporate behaviour that we have identified behind the Cambridge Analytica Scandal and the related Facebook data breach?	2018, and quit Facebook in 2018.		Irresponsible "My opinion about "irresponsible corporate behaviour" is that corporations are entities, not people. Corporations exist to make money for their shareholders. If you are not aware of that then you should become aware of it."
M D	M D responded to S M	2018		"I agree with you which is why the Citizen United decision turning corporations into pseudo-people is so wrong. I figure if you can't slap it into prison, then it's not a person."
S M	responded to M's comments	2018		"Great point"

Participant Name	Quora Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
D H	What specific pieces of profile information did Cambridge Analytica get about Facebook users? Birthdays? Phone numbers?	2018		Personal information “The biggest pieces of information that the psychographic profile research used, which is what their targeting was based on, were your “likes” and who else is in your social network (and what they “like”). From this they could construct personality profiles that had a high predictive power for how you would respond to various political ads and what kind of psychological triggers would grasp your attention”
J G	How much do you think Cambridge Analytica knows about you?	2022		Valuable personal information “If, as they say, they used Facebook, then nothing. I’m not active on social media in any form. If they did know anything about me it wouldn’t be more than I would tell a church group on Sunday. That’s the best way to be even if you’re on Facebook.”

Appendix B

Participant Name	Twitter Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
Dena B	What has Cambridge Analytica scandal become?	March 20, 2018		Concerns “Not sure why Cambridge Analytica has suddenly become such a scandal for everyone, news about their operations and how Facebook allowed it already came out last year. And really what did you expect companies to do with your data when you just hand it over for free?”
M R	What do consumers think of Cambridge Analytica?	March 28, 2018	Connection “The whole Facebook/Cambridge Analytica scandal really gives us an answer to the	

Participant Name	Twitter Post on Cambridge Analytica scandal	Date Posted	Participants concerned about data privacy	Participants not concerned about data privacy
			GDPR question of ‘how much do you think this will affect consumer behaviour on the whole?’”	
S.M	Data privacy concerns after Facebook scandal	Dec. 2, 2020		Concerns levelling off “One possibility is that the increased level of users’ privacy concerns (widely reported after the Cambridge Analytica privacy scandal broke in 2018) might be wearing off...”
PK	Data privacy concerns	June 3, 2022	Privacy “Not everything has to have a "tech angle," but there are serious data privacy concerns that come with overturning Roe v. Wade. Given the digital surveillance tools available to law enforcement, overturning is yet another reason why we need more data privacy protections.”	
V	Data privacy concerns	August 2, 2022	Issue being addressed “I think we’re just days away from Tech companies responding to data privacy concerns with "We hear you, loud and clear.”	
FP	Data privacy concerns	August 2, 2022	Initiative “A growing number of US lawmakers are calling for the Biden administration to take action against TikTok, citing apparent national security and data privacy concerns.”	

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XPM	Data privacy concerns	August 1, 2022	Manipulation “The Great Hack. Is this democracy? How we are profiled and manipulated without our knowledge. Data is weaponized to wage cultural and political warfare.”	
DC	Data privacy concerns after the Cambridge Analytica scandal	Sept 20, 2020	Hypocrisy “Trump solved a marginal data privacy concern after committing the most egregious mass data abuse scandal in history (remember his Cambridge Analytica, a sketchy international military contractor) by picking his donor cronies, Oracle and Walmart, to do bullshit tech nationalism.”	
MM	Data privacy concerns after the Cambridge Analytica scandal	March 29, 2018	Image “Facebook is having a bad time after the Cambridge Analytica scandal, and concerns over data privacy have entered public consciousness more than ever. Now, Apple is adding a feature to its devices to assure users it won’t use data without.”	
BN	Consumers privacy after the Cambridge Analytica scandal	January 9, 2019	State of fear “57% of consumers are more concerned about data privacy after the Cambridge Analytica scandal. You can have control, and it’s not complicated. “	
EFF	Consumers privacy after the Cambridge Analytica scandal	June 29, 2018	Significant issues “Consumer Reports found various, significant issues with Facebook’s privacy	

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			settings—months after the Cambridge Analytica scandal”	
A H	Consumers privacy after the Cambridge Analytica scandal	July 26, 2018	Awareness “I hope this finally means that the consumers are taking data privacy seriously. Facebook lost 3 million users in Europe after the Cambridge Analytica scandal, and this happens.”	
EI	Consumers privacy after the Cambridge Analytica scandal	May 27, 2019	Data Privacy “Europe’s unveiled privacy revamp, was hailed as a major victory for consumers — since the public's growing awareness of their data rights after Facebook’s Cambridge Analytica scandal, in which roughly 87 million of its users worldwide had their data misused during political camp”	
RC	Consumers privacy after the Cambridge Analytica scandal	March 23, 2022	Privacy legislation “After the Facebook/Cambridge Analytica scandal revealed just how pervasive and invasive online data collection had become, consumer rights advocates finally had the leverage they needed to get aggressive privacy legislation passed”	
LM	Consumers privacy after the Cambridge Analytica scandal	April 8, 2018	Consumer protection “Apple, Amazon and Google Also Are Bracing for Privacy Regulation: After Facebook’s Cambridge Analytica scandal, cries for consumer	

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			protection have grown louder, and Facebook isn't the only tech giant expected to be affected."	
B.C.	Cambridge Analytica Scandal	July 31, 2022	Deposition "Mark Zuckerberg to face deposition over Cambridge Analytica scandal The Meta CEO, and former COO Sheryl Sandberg will be questioned as part of a lawsuit filed on behalf of Facebook users in California"	
V S	Cambridge Analytica Scandal	Jul 27, 2022		Insufficient evidence "Many have minimized the Cambridge Analytica scandal, saying it provided insufficient data to influence our buying behaviours. But the Mercers didn't fund Cambridge Analytica to make a few bucks from advertisers."
D F	Cambridge Analytica Scandal	Jul 29, 2022	Deceit "It's so funny to me that there was legitimate evidence of a data breach in the Facebook Cambridge Analytica scandal and 100% proof Russian troll farms were sowing discord on Twitter and Facebook yet still people spend hours a day arguing online like they're not being played"	
FT	Cambridge Analytica Scandal	Aug 2, 2022	Biggest scandal "Most of us who have been following Facebook for a long time would probably list Cambridge Analytica and The Facebook Files the	

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			biggest scandals to hit the company”	
L E	Cambridge Analytica Scandal	July 24, 2022	Deposed “Zuckerberg and Sandberg to be deposed for six and five hours respectively in September...as part of a class action lawsuit filed against Meta, claiming the company violated consumer privacy laws when it shared user data with Cambridge Analytica in 2015.”	
CS	Cambridge Analytica Scandal	Jul 28, 2022	Bias “Over the last few years, we have watched the political bias of various social media platforms come under attack and events like the Cambridge Analytica scandal have also made us acutely aware of the privacy concerns related to this data”	
A W	Cambridge Analytica Scandal	Jul 25, 2022	.Focus/ “ Of course, privacy and data, but they sure made enormous sums off hard-working people! Money. It's time to rise from within and stand fierce! I guarantee one will never have to be concerned with Privacy and data”	
JT	Cambridge Analytica scandal	Dec 28, 2020	Had enough “I hate this smear campaign they’re running. I fully understand why advertisers want access to that data, but that data has not been used responsibly	

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			<p>enough for it to be shared & tracked as freely as it has been, especially by Facebook.”</p> <p>Deleted account “I deleted both my personal and business accounts on Facebook and Instagram because I’m so tired of seeing this cycle of breaches & scandals followed by hollow apologies & vague commitments to “be better”</p>	
OF	Cambridge Analytica Scandal	Dec 29, 2020		Privacy invasion “They sell most of the sourced data. It's privacy invasion to a large extent. But I can't me, I don't have any major issue with it yet.”
DL	Cambridge Analytica Scandal	Dec 28, 2020	Data breach “Facebook and all it’s platforms (FB Messenger WhatsApp, Instagram) are bigger breach of your privacy and to your personal information than any conspiracy out there. Your iPhone and social media is literally big brother not the vaccine in your system.”	
G	Cambridge Analytica Scandal	Dec 28, 2020	Don’t care “Started 2020 by deleting my Facebook account, now feel increasingly that I'll be doing the same for Instagram and WhatsApp in 2021. Maybe an overreaction - though I don't care who has access to data I	

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			share, it's what they have the capacity to do with it that bothers me”	
MM	Cambridge Analytica Scandal	Oct 4, 2021	Deleted account “I deleted my Facebook account when the Cambridge Analytica scandal broke. Immediately. It was much like learning burglars were active in the neighbourhood so installed extra good locks. Facebook is not there for you.”	
DD	Cambridge Analytica Scandal	Jul 28, 2022	Corruption “Cambridge Analytica, a voter-profiling company bankrolled by Republican mega-donor Robert Mercer, was exposed for allegedly harvesting the data of 50 million Facebook accounts without the permission of the account holders”	
AC	Cambridge Analytica Scandal	Jul 30, 2022	Data weaponized “The Great Hack, data is weaponized to wage cultural and political warfare. People everywhere are in a battle for control of our most intimate personal details. uncovers the dark world of data exploitation Cambridge Analytica/Facebook data scandal.”	

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VT	Cambridge Analytica Scandal.	Jul 24	Compromised “More than 300,000 Australian Facebook users’ data was compromised in the scandal, with the Australian privacy regulator pursuing the company over the incident in court over the last two years.”	