Unit 3 Essay Paper: Identify Problem in an Organization

Behavior, Ethics, and Leadership I

Gilbert Cruz

South Texas College

Abstract

In this paper we will tell you which organization we believe has a problem, Facebook, analyze it and try my best to fix the problem.

Keywords: *Facebook, Cambridge Analytica, User Data, Cyber Security, Social Media*

Problem in an Organization

The company we chose for this unit paper is Facebook. Facebook is a massive social media platform based in California which has over 1.74 billion active users. As per Merrian-Webster ":forms of electronic communication (such as websites for social networking and microblogging) though which users create online communities to share information, ideas, personal messages, and other content (such as videos).". Facebook is big and has a grave Public Relations problem at the moment. A lot of people have a hard time trusting Facebook right now because of their past discrepancies with the misuse of user data, content they share online, and how much data is collected. Many people also distrust them from the Cambridge Analytica scandal, a data analysis firm that worked on the 2016 Trump campaign. Cambridge Analytica got a hold of a bunch of Facebook user data through a random app called thisisyourdigitallife, they didn't just get the data of the user but of the user's friends as well. The firm was accused of using and secretly obtaining over 50 million Facebook users' data and their friends without their permission. So, we believe that Facebook is suffering from a big public relations problem because of their cybersecurity issues. Facebook's very big Public Relations problem came to light by the hands of a Data firm located in London. This data was sold to sources that misused the information with bad intentions. Apparently, this information was allegedly used by President Trump in the 2016 elections for targeted ads for pro Trump supporters and bashing Hilary Clinton. As the online community got wind of this Facebook ended up losing users that have built up trust issues with the social media company. Mark Zuckerberg has said their mission statement is to make the world more open and connected but and still protect people's data. In light of this Mark Zuckerberg and Facebook changed their slogan to 'bring the world closer together'. This is awesome, because that's exactly what Facebook does, now if only they can protect their users

from getting spied on by outside entities. We think Zuckerberg's point of view on this is great but then there are many issues with user privacy and the lack there of. As stated by Jessica Guynn "Facebook lost about 130$ billion in market value in just two hours, its steepest stock decline ever, after warning of slowing sales.", "The personal wealth of Facebook co-founder and chief executive Mark Zuckerberg took a major hit. He lost $16.8 billion in extended trading.". Zuckerberg took a big hit not just in users but in shares and trading. We think all of this has played a massive part in the public relations issue for Facebook. For the fix we don't think this problem has an easy one. To be able to build the trust that Facebook has lost with its users they need to begin to change the way they work things. They need to invest heavily in Information Technologies and Cyber Security. Information technologies for Facebook would be to build more secure encrypted servers to help protect their user data and to put in place safe locks to set restrictions on outside apps from stealing information. On a Cyber Security stand point we would be to build a stronger firewall to help guard them from outside attacks, right now the big threat in the Online world is Russia and their large group of government hackers. By investing in this they can build a safer more secure way of using their platform and slowly build their trust back. We believe that by doing this and rebranding themselves as a more secure and safe place they can build up their reputation again. Facebook has been around for years and it's grown and evolved over that time. We can only hope that the next version of it can be a safer one for generations to come. Facebook has purchased other platforms such as Instagram, and the popular messaging app. WhatsApp. Right now WhatsApp is in the news for the President's son in law Kushner, who was using the messaging service to message high level officials from other countries and conducting classified business on non-secure servers. Even though in the news, these didn't take such of a big hit like Facebook because we think they don't store as much data as Facebook

does. Facebook is a major data farm and needs to rethink the way they do business because that's what they are a for-profit business.

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