“Critical Thinking Case : Facebook, Inc.”

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**1.**

In regards to the 2014 research, Facebook need to have taken two actions. Call a news conference first, and then apologize for breaking the privacy rules and undermining everyone's confidence, especially Facebook users. Facebook should have responded by conducting an internal review of the whole organization to stop the issues of 2018. In order to accomplish that, it needed information on corporate employees who had shared private information about Facebook users with businesses or people outside of Facebook. (Rice, 2019)

**2.**

Facebook should stop promising to conduct polls and should stop funding research. Reviews are the growth engine for enhancing social media services and experiences, which is why the corporation shouldn't make a commitment to do away with studies and research. Facebook has to drastically alter the way it carries out its surveys and research. The issue with the study was that Facebook had not kept its promise to protect the privacy of its users. That is what led many customers to lose faith in the business after learning about the research. (Mosseri, 2021)

**3.**

Facebook might address user concerns while earning money from advertisements in the following ways. Facebook ought to include a setting to its social network that lets users decide whether to receive adverts or not. The user must pay a fee if they choose to delete something. The money will be used to reimburse advertisers for any damages they experienced at the time. In this manner, Facebook will satisfy marketers and consumers alike and win back their confidence.

**4.**

Facebook must implement the following procedures to stop future privacy policy violations:

* Bolster the company's whole IT infrastructure.
* Conduct an internal probe within the organization until the final repercussions are felt.
* Include a choice that asks users of the social network whether they would like to take part in a poll.
* Create a setting that lets users decide whether to get advertising or not. All they have to do is make up the difference for those who opt not to pay.

**5.**

Communication Strategy Memo

Facebook, META

To: CEO of Facebook

Plan to Enhance Facebook's Privacy Policies

Date: 1 November 2022

You are being informed about the updates to Facebook's privacy policy in this message. The goal of this is to win back our users' confidence following the incident brought on by the research titled "Experimental proof of large-scale emotional contagion through social networks," which brought together all Facebook management and security personnel. They take a number of crucial actions to strengthen Facebook's Privacy Policy and safeguard sensitive data without alienating our advertisers. (Denning, 2018)

# References (Fra21)

Denning, S. (2018, March 29). *Why Facebook Faces A Foggy Future*. Retrieved from Forbes: https://www.forbes.com/sites/stevedenning/2018/03/29/why-facebook-faces-a-foggy-future/?sh=12831c614be4

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