

## 18094 Mark Zuckerberg Says ‘Delete Facebook’ Protests Had No Meaningful Impact on His Business

Newsweek, 5/4/18

Bad news for Facebook users who left the social network in protest following the Cambridge Analytica scandal: CEO Mark Zuckerberg believes the viral movement that urged fans to abandon the platform had little meaningful effect.

Last month, a Twitter-led campaign using the hashtag #DeleteFacebook was fueled by comments made by SpaceX chief Elon Musk and WhatsApp co-founder Brian Acton, who both made headlines after speaking in favor of the exodus.

But Zuckerberg remains in charge, and he says that user statistics remain strong. “I don’t think there has been any meaningful impact we’ve observed,” he said in relation to the anti-Facebook movement during a meeting where he answered questions on privacy, data collection and the abuse of his website by propaganda.

Even if the platform did not record user decline—it has not released numbers to the public—it’s clear that investors were initially scared by the negative headlines.

In March, as the scandal first gained momentum, it was reported that Facebook had lost around \$60 billion when its market value dropped by 5 percent. At the same time, Google searches for *How to delete Facebook* were spiking, and at least three companies reportedly pulled advertisements from the social network.

On March 21, Zuckerberg told users “We have a responsibility to protect your data, and if we can’t then we don’t deserve to serve you.”

But this week, the scandal deepened. Facebook alleged that Cambridge Analytica had obtained data related to 87 million users and revealed that most public profiles on the platform—which has two billion users—had been at risk of being hacked and hijacked by malicious actors. Another apology followed.

Still, despite the news, the market value of the company was increasing on Thursday after the CEO’s comments.

In his statement, Zuckerberg admitted that recent accusations had shaken the company. But he promised to fight on. “Look, it’s not good,” he said in relation to the #DeleteFacebook Campaign. “I don’t want anyone to be unhappy with our services or what we do as a company,” he added. “So we have a lot of work to do to repair the loss of trust among users.”

According to one report, the Facebook founder is worth more than \$61 billion and is currently listed as the seventh richest person on the planet. While the #DeleteFacebook protest movement made a lot of noise when it first launched, it still remains unclear exactly how many actually carried out the threat to leave.