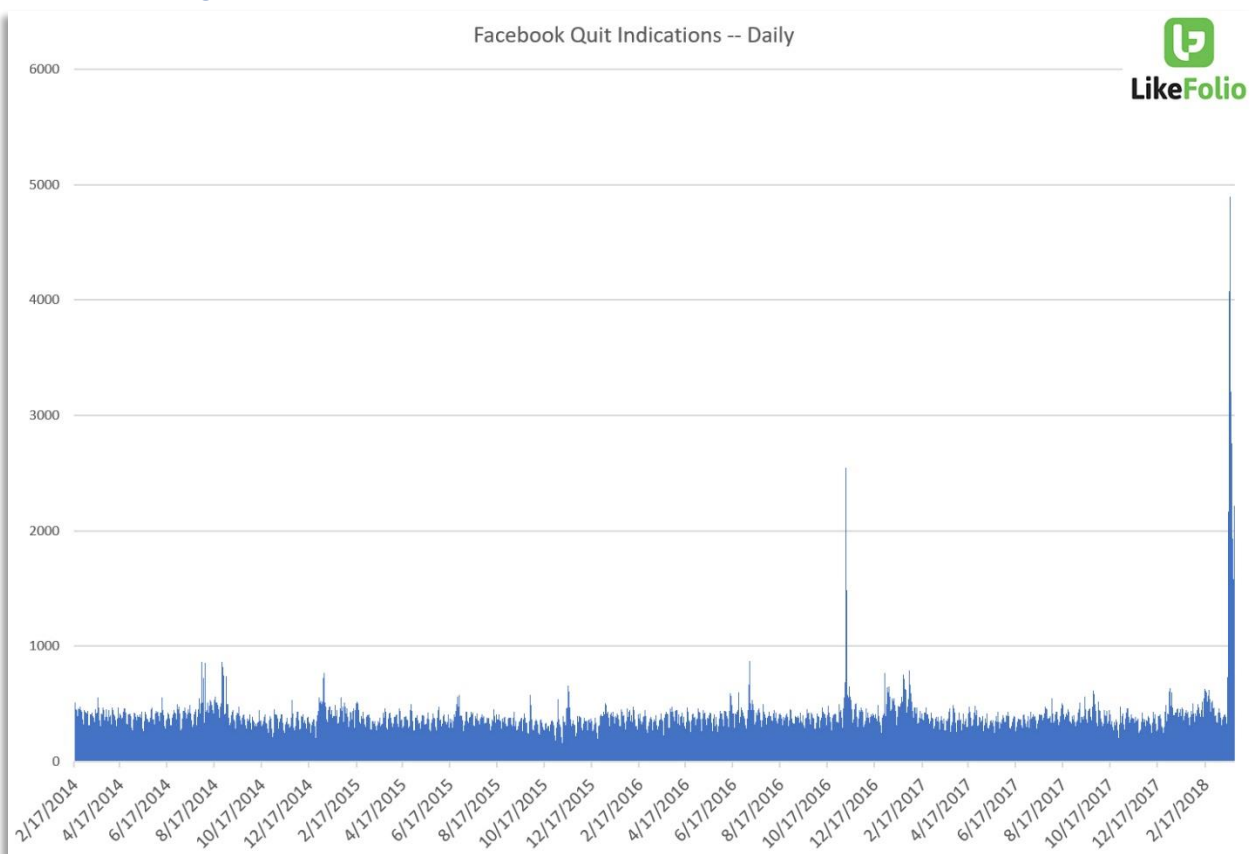


Analysis of social data suggests that the user revolt against Facebook appears to be merely a flash in the trillion-dollar pan.

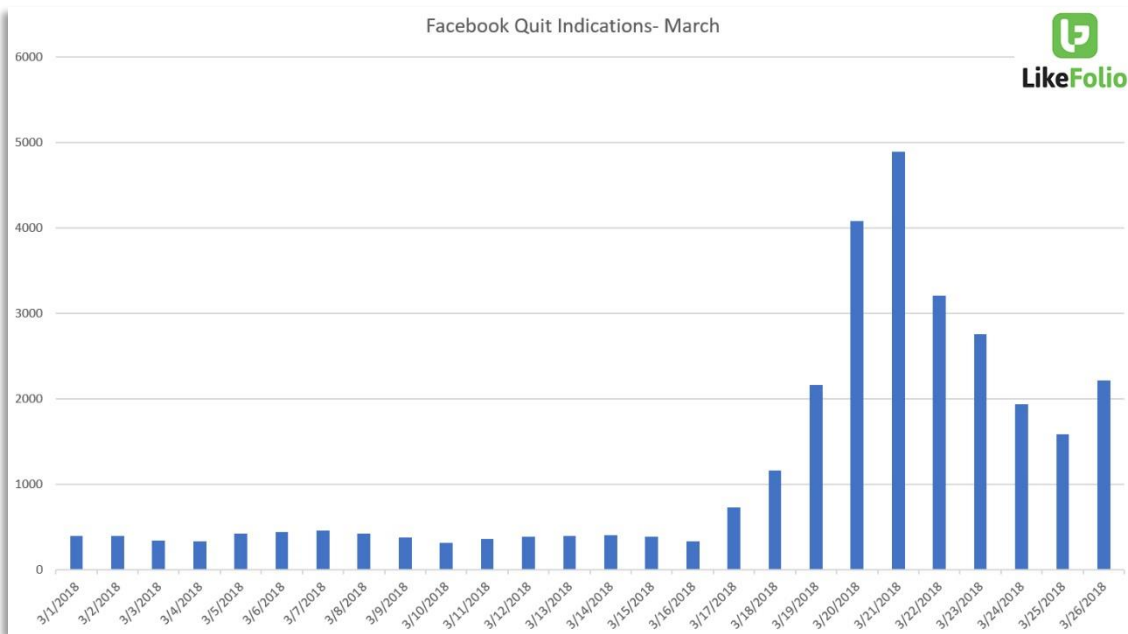
This exclusive LikeFolio report is designed to show the initial reaction that Facebook users are having to revelations related to the Cambridge Analytica “data breach” and subsequent “Delete Facebook” trend/campaign.

Indications of people quitting Facebook have doubled their previous high

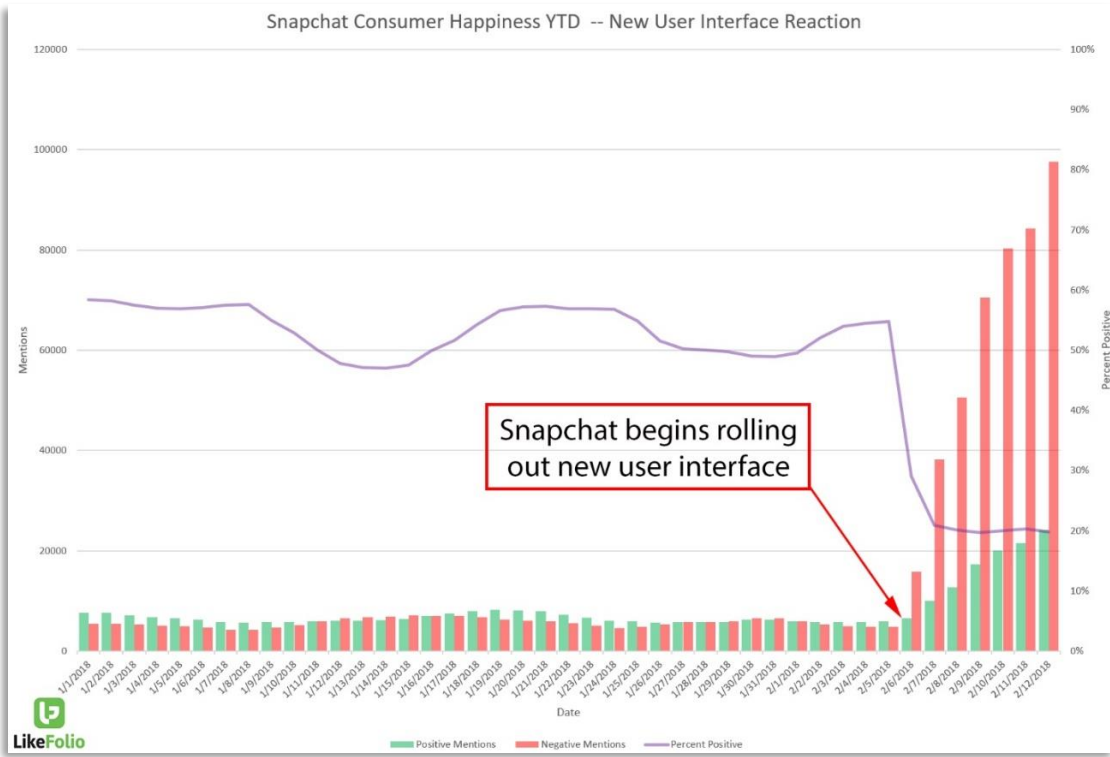


First, the bad news. As you can see from the chart above, quit indications have spiked recently. In fact, we’ve not seen this kind of user revolt for Facebook in history. Record levels of people are indicating that they have deleted or uninstalled Facebook over the past week, mostly in direct reaction to the Cambridge Analytica scandal.

The worst is likely over for Facebook



Wednesday, March 21 was the clear peak of quit indications. The pattern you see above is very common in “movements” that do not stick. Compare to the building negativity that we saw with the Snapchat user revolt as they rolled out their new interface:

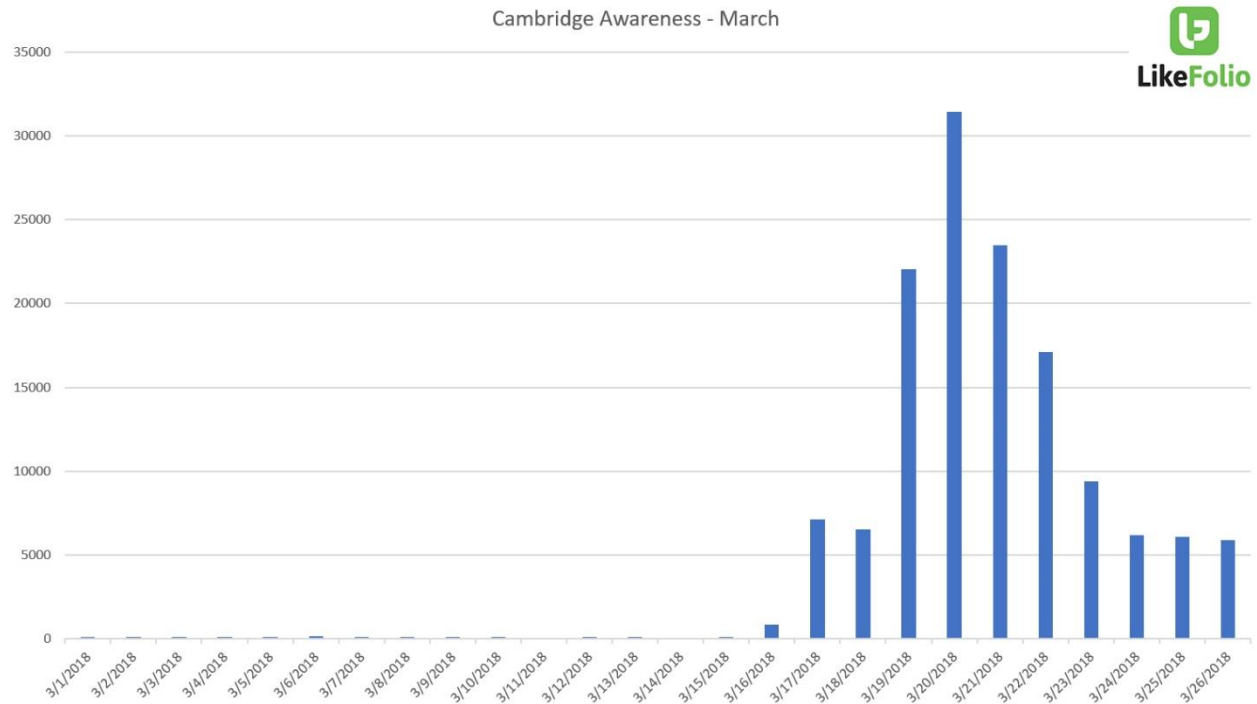


Now THAT is a user revolt.

Instagram – Facebook’s safe-haven

Our data shows **nearly zero impact on Instagram as a result of this story**. Users simply are not connecting the two brands, which has been and will continue to be a source of strength for Facebook.

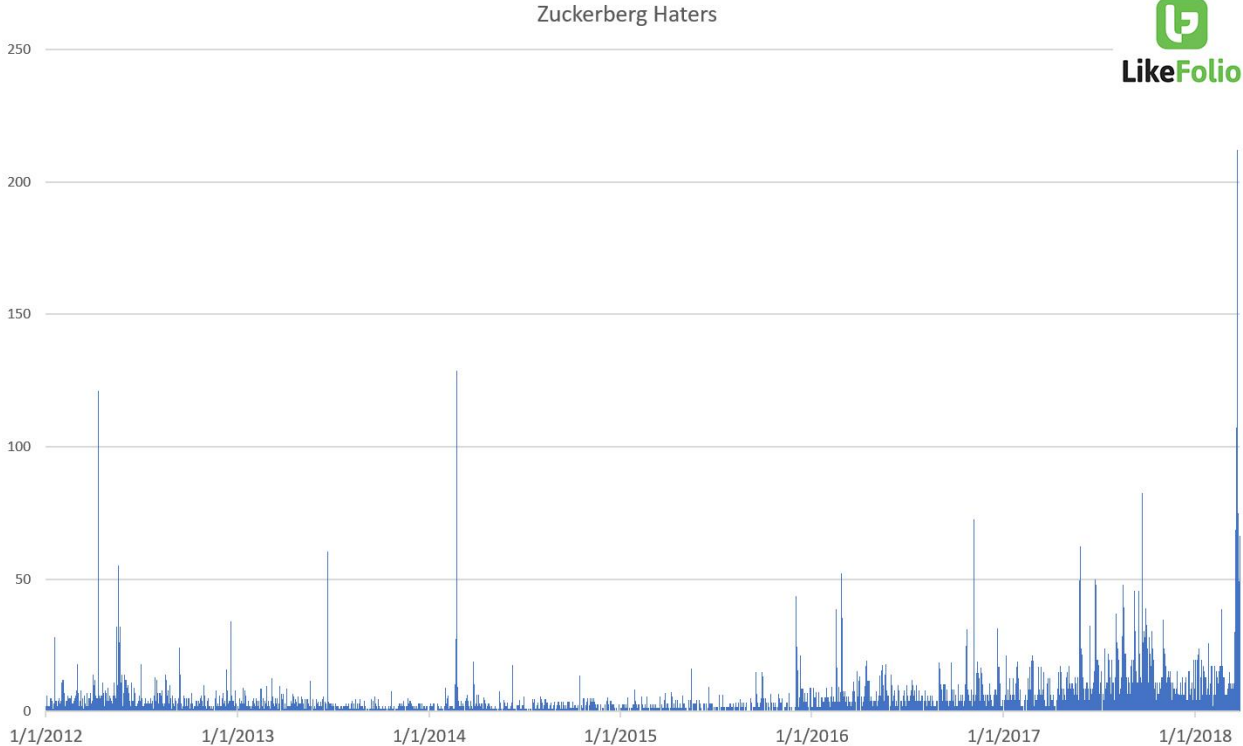
The Cambridge Analytica Firestorm has also subsided



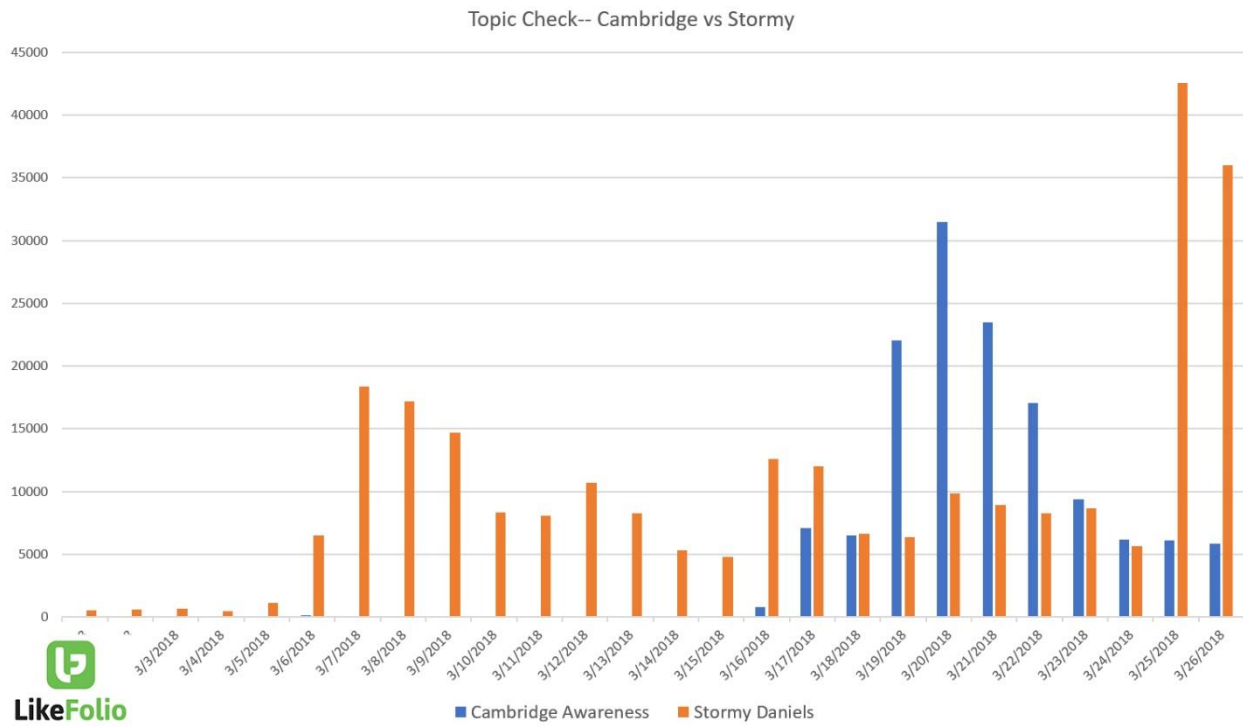
Another good sign for Facebook is that the firm behind the scandal, Cambridge Analytica, has largely fallen off of the public radar.

Fun insights from the data...

Believe it or not, this is only the 3rd most hated that Mark Zuckerberg has been on social media...



The scandal of Stormy Daniels has replaced the scandal of Cambridge Analytica flawlessly...



One flash in the pan replaces another.... and the media cycle continues.

Conclusion:

Early insights from social data indicate that the revolt against Facebook is following a pattern consistent with a “flash in the pan.”

Facebook still has challenges ahead – potential testimony before Congress and winning back the trust of advertisers that are highly influenced by perceptions of public outrage.

We see **no indication that Facebook will lose any meaningful number of users or engagement** from this scandal, and believe the near 20% selloff in \$FB shares is a long-term opportunity for investors.

About LikeFolio:

LikeFolio.com

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[Accuracy of Public Predictions](#)

Media Inquiries: Contact andy@likefolio.com

Methodology:

“Purchase Intent Mentions” are tweets that contain keywords or phrases, specific to the tracked product/service type, which indicate that the person has taken the action that the company would want. For restaurants this could be “eating at” or “reservations”, while for app features like Instagram Stories it could be “switching to” or “start using” or “installing”.

“Customer Happiness” is a measure of consumer sentiment. Again, we measure this through identifying words/phrases that indicate a positive or negative experience for the particular product/service type being tracked.

“Percent Positive” is measured as: $(\text{Positive mentions}) / (\text{Positive mentions} + \text{Negative mentions})$