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How does the disinterest of Facebook users affect small companies that invest their time and money in this social network?

Daisy Ester Medina Órdenes
CCT College Dublin

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How does the disinterest of Facebook users affect small companies that invest their time and money in this social network?

Abstract

In this research, it covered an area little understood in academic studies until now, which was an extra motivation when developing it.

The context of the topic covered was to analyse the participation of Facebook in the business world and what are the dimensions in which the loss of interest and interaction by its users is affecting small businesses, for this the exact question to answer was: How does the disinterest of Facebook users affect small companies that decide to invest their time and money in this social network?

From this response, the reasons why Facebook ceased to be attractive to the target audience it always pointed out and why it failed to capture the interest of new generations. Moreover, why despite this undeniable decline in reach and interest from part of the audience, small businesses continue to invest in Facebook.

Furthermore, is that despite all the cons that were found to answer these questions, it seems that the giant of social networks has a magnet that few companies can resist.

Acknowledgements

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I also want to thank my work in NED Training Centre and to the manager of the Communications and Marketing Department, Luna Rieu, for their time and willingness to attend my interview.

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Chapter 1:

Introduction

This research was born out of an interest in one area of my work. This is contextualized in the Communications Department of an English school, and where I observed how the little interaction that users were having on Facebook, was a constant subject to analyse in the team, it was not seen as a big problem, but it was always trying to improve and adapt the strategies to give a better result in this social network, and many times the question was if it was worth spending so much time on it. From here, the concern is born to find answers and possible solutions to this situation.

The social media giant, Facebook, continues to be the number one social network in the world. However, with an undeniable decrease in the interest of its users, this has occurred progressively in recent years, and the question continues to raise doubts among its customers. Moreover, how this refers to how the disinterest of Facebook users can affect small or new companies that invest their time and money on this platform.

The research area is directly linked to communications, advertising, marketing and social networks. All of these converge at a point where they are needed in some way or another, but the results are not even for each area, and from here two more questions arise to answer in this research. On the one hand, looking for the reasons why Facebook ceased to be attractive to new generations and why it failed to capture the interest of new generations and why small companies continue to invest in it despite the challenges it implies.

The importance of this research is mainly because many studies were found that covered this particular topic and today, considering all the latest events and especially those that have involved Facebook, it is important to analyse the situation and the repercussions it may have for the parties involved with it. In addition, the concern and invitation to inquire more about this topic is raised in order to complement or counteract the observations presented here.

Chapter 2:

Literature Review

Facebook is one of the most successful business propositions in business history. Its market capitalization exceeds half a trillion dollars (Rajan, 2018). It is the leading social network that exists in the world. A network that started as a virtual link platform, whose main objective is to provide support to produce and share content. It came to expand the possibilities of social relationship and caused a noticeable revolution in the world of communications. Marketing was no stranger to this change, finding in this modality fertile ground for new concepts and opportunities. Facebook, of course, also benefits from this valuable service since its primary income comes from the profits generated through advertising.

As Hinz, Skiera, Barrot and Becker (2011) point out well, the new reality of marketing presents new challenges and opportunities for companies when verifying that these interactions on social networks are increasingly influencing consumer purchasing decisions. Thus, Kaplan (2010) understands that this evidence means that social networks have been incorporated mainly into the marketing activities of companies.

From this angle, Facebook has been a valuable source of investment in spreading the image of many companies, expanding through advertising and marketing strategies in all markets. Moreover, it is not difficult to answer why this preference, the numbers speak for themselves since Facebook currently has more than 2.6 billion monthly active users (Clement, 2020). It is precisely this statistic that invites companies to incorporate Facebook into their marketing strategies since there is no other platform that offers this type of reach.

Facebook has thus become an excellent niche for the sale of products and services of many companies. 95.8% of social media marketers are using the Facebook ad platform (Newberry, C. 2019). This is largely because it allows them to target their campaigns to specific users, based on demographics and interests, allowing them to reach the desired target. The same company explains that the target audience is the number of people covered by the segmentation criterion. Through which they can track and identify who the companies really reach and whom they could reach (Facebook Business, 2020). In addition, Facebook has implemented, in favour of companies, various tools that help in the best performance and reach of their pages, such as, for example, generating a direct link and in real-time with a

lead, the interactivity that allows creating relationships with other platforms and thus streamline purchase and payment processes, and lastly, feedback from customers themselves that help improves the performance of the company, enabling the public-brand approach.

So far, everything seems perfect in the relationship between Facebook and companies; however, not everything has been, nor is it rosy. With the aforementioned background, it may seem crazy, or a contradiction, to argue that Facebook's power has been declining. However, this general image of growth and wealth is contrasted by a not very encouraging image in the medium and long term (Rajan, 2018).

This is explained since the social media giant, for a few years, began to lose influence and interactions between its users. Although it continues to be a money-making machine, it no longer generates the interest that at some point it caused. As expressed by the same company in the annual report for investors for 2013, they were aware that a good part of its users, especially young people, were searching and finding new platforms to replace their social network (Facebook, 2014). However, in terms of marketing, the problem was not a threat at the time, since the market niche, between 12 and 19 years old, does not yet have sufficient economic power to translate the preference into purchases.

During that same year, in which Facebook recognized this drop in interest of its young audience, another incident broke out, this time it had to do with the fall of the organic reach of the platform, which although it had been declining for a couple of years ago It was in 2014 when it reached its peak. Organic reach, as defined by the same company, is the number of people who viewed an unpaid post on an advertiser's page (Facebook, 2014). Therefore, if fewer and fewer users view organic posts on a company's Facebook page, fewer users will click on the content, the less they will comment and share it. Furthermore, a decrease in such interactions means fewer conversions, leads, and customers.

This situation, of course, was not to the liking of marketing professionals who reacted worried about the disadvantages that this would bring to their businesses and did not understand why the company of Mark Zuckerberg decided to decrease the visibility of organic publications. This unease sparked a quick response from (then) Facebook's vice president of advertising technology, Brian Boland, who went down the profile of the situation, noting that both he and his Facebook colleagues understood "that this has been a great problem for many companies" and that they were committed to helping them understand the reasons for this change." He pointed out that the main reasons for the drop in

organic reach were, on the one hand, due to the amount of content published in, on the other hand, the platform was trying to show users the most relevant publications for them, instead of displaying all the content available (Boland, 2014).

Despite the explanation, the idea that Facebook's real motive was to incentivize brands to invest more money in advertising was created in the minds of many professionals in the world of marketing. This idea became more relevant in the environment when the administrators of the pages discovered that they had to pay for ads to target their newest fans, even if those followers had voluntarily chosen to see their brand's publications through a "like". (McDermott, 2014).

In a 2014 interview with Digiday, James Del, who at the time was director of Gawker's content studio, summarized the general idea, noting that "Facebook is likely carrying out one of the most lucrative frauds in the Story: First, it convinces brands that they need to buy from all their fans and their "likes" (although we all know that love is priceless); Later, Facebook continues to collect money from those same brands so that they can interact with the fans they just bought "(McDermott, 2014).

Facebook denied this theory, through the voice of Boland again, who responded with a resounding no, to speculation that the drop in organic reach was due to Facebook trying to make more profit, adding that the company's goal "it is always based on offering the best user experience. We believe that providing the best experiences to our users also benefits companies that use Facebook. If more users actively interact with the stories that appear in the latest news section, it is likely that they will also be more active and committed to the content of the companies "(Boland, 2014).

To conclude with this impact, Facebook, through one of a column on its Facebook for Business page, encouraged marketers to analyse their follower base as a way to make paid advertising more effective, rather than to use their pages only as a free transmission channel. Besides, he warned marketers that the changes would continue, but, in most cases, for the better (Facebook, 2014). Since then, and as they warned, Facebook has been modifying its algorithm year after year to improve the experience of its users.

In January 2018, Mark Zuckerberg announced during the new algorithm update that what was sought with these changes was to create a balance in the distribution of content, preventing the content of brands, businesses and media communication from appearing in the news feed. This meant that brands would once again have less organic reach on their pages.

What again caused concern, annoyance and complaints from companies. However, that was just the beginning of a year of many discontents and problems that the social media giant would have.

The great controversy that would put Facebook in the target of criticism and with an evident loss of confidence on the part of its users was called Cambridge Analytica, known as the most significant data leak in Facebook's history. Millions of users' data were extracted without their consent through a personality test and used mainly for political advertising, highlighting a possible influence on the results of the 2016 US presidential elections and the Brexit referendum in the United Kingdom that same year. The impact on Facebook users soon had repercussions, the damage to their image was already undisputed, and although the social network was not the intellectual author of this policy, according to Mark Zuckerberg himself, he did nothing to prevent this from happening (The Guardian, 2018).

Facebook was accused of inappropriately sharing the data of 87 million users with the political consulting firm Cambridge Analytica; therefore, it had to pay the US \$ 5 billion as a penalty for corrupt practices in handling the security of the data of the users. This fine is the highest that any company has been imposed for violating consumer privacy (BBC News, 2019).

Although this had repercussions for Facebook at the business and economic level, losing more than \$60 billion the week the story went viral in the news and on social networks, according to experts it was only a slight and temporary loss. Where they did lose a lot was in reputation, although this is not reflected in the final figures, since, although its users fell during 2018, in approximately one million users, the result of the loss of prestige, they increased again by 9% in total thanks to developing regions. However, that does not mean that Facebook has a reputational problem with its Facebook brand as a company. However, it is very far from being defeated since it has Instagram and WhatsApp as a backup. Moreover, it is that despite the scandals in which it was involved during 2018, this year marked a new era for brands on Facebook (Dillet, 2020).

Regarding the repercussions, due to the Cambridge Analytics scandal, for companies and vendors that use Facebook, these were affected because the audience reach was more limited, due to the decrease in users that Facebook suffered in that period and that immediately affected a large part of this sector. The social media movement has turned out with many people leaving Facebook and preferring other platforms. Even large companies,

includingSpace X and Tesla, pulledoutoftheplatformfortheir marketing campaigns (Wong, 2018).

The truth is that the panic seized the companies, especially the smaller ones, which were heavily investing their Marketing strategies on Facebook, since, due to the controversy, decreased audience and new regulations, their visibility in the giant was affected from social media, as Facebook shut down a variety of analytical tools that business profiles used to preserve the integrity of at least one of their company-owned social media, making it increasingly difficult to advertise their products and services effectively, since the data entries were limited to work, leaving behind the highly targeted advertising, by which the company was characterized. Ease of use had changed forever (Katz, 2018).

As a result, the prices of advertising campaigns on Facebook rose, so the marketing budgets had to be adjusted, as well as the target conversion goals will have to be adapted for a higher failure rate. Therefore, the repercussions for Facebook were at the audience level, mainly affecting its smallest clients, who in turn had already started the year annoyed with Zuckerberg due to the new repercussions of their updates in the organic scope. In this way, the new challenges for companies and especially for smaller ones, were posed and would not be easy (Beck, 2018).

By 2019, Facebook reinvented itself after the scandal, pledging to protect people's privacy, and change the way its products are developed and operated, among many other things of course (BBC News, 2019). However, the aftermath remained, and the most revealing data is that 41% of users claimed to have changed their behaviour on Facebook after learning about the scandals over data use. A percentage that may seem higher or lower, but which in any case is sufficient to take into account (Beck, 2018).

In January of this year (2020), Facebook announced some changes to its regulation of political advertising, which will allow its users to deactivate specific advertising segmentation tools. While it plans to allow, users, to stop seeing ads based on an advertiser's "personalized audience", which allows them to cross their databases with those owned by Facebook. But the social network will not let its users disable that option at a general level, and the change will not affect Facebook's Lookalike Audiences tool, which uses a similar method, news that alleviated the concern of companies that use these tools on the platform (Facebook Business, 2020).

Returning to the organic scope, of which a progressive death has been lamented for years, Facebook reiterated that companies must adapt to algorithm changes so as not to face another fall in their scope. Specialists have claimed that small businesses could be forever doomed to algorithm updates. And is that the general trend of the company is an accelerated change in social media marketing from organic to paid social campaigns. Brian Boland had explained it so well years ago, "Paid media on Facebook enables companies to reach broader audiences more predictably and with much greater precision than organic content" (Boland, 2014). That speech was in that then, and it is until today the explanation that Facebook gives to its clients.

These have been difficult years for Mark Zuckerberg's company and the main ones affected in the medium and short term have been the smallest companies that use the platform to show and sell their products and services to the world. However, this world does not stop turning, and in recent months a new shakeup came to everyone's life and, of course, it had effects on the current situation of Facebook, and therefore it can also have an impact on the companies that invest in it. We are talking about the Coronavirus. The coronavirus pandemic is significantly slowing the growth of Facebook's ad business. Analysts have a bleak outlook for the company's second quarter, and advertisers across industries cut marketing budgets in response to virus-related uncertainty, including many of the small businesses and direct-to-consumer brands marketed actively on Facebook. Fixed income in April indicates that the second quarter will be "more challenging" than the first as countries exit the close and companies reopen at variable rates, they argued (RTE, 2020).

The company is aware of this fact and tries to moderate expectations around these impressive results, noting that "Our community metrics, including daily and monthly active Facebook users, reflect higher engagement as people from Everywhere is quarantined at home, and they use our products to connect with the people and organizations that matter to them. Our expectation is that we will lose at least part of this engagement when several of the quarantine restrictions are relaxed in the future" (Hutchinson, 2020). Still, the numbers do not lie and show that, despite everything, Facebook remains a crucial resource for many users, positioning itself again as a critical connectivity platform during the pandemic.

Chapter 3:

Research Question(s), Goals and Objectives

The general objective of this research is to provide an approximation, options and solutions to a concern that is slowly growing among new, medium and small companies, specifically in the area of marketing and advertising of these and that involves the participation of Facebook as an initial focus in this problem. Other areas to consider for the development of this research are the role of communications and its influence on various target audiences and the new social networks that threaten the throne that Facebook has enjoyed as its leader for so many years.

Consequently, the first thing will be to analyse Facebook's participation in the business world and what are the dimensions in which the loss of interest and interaction by its users is affecting start-ups and small companies that deposit their resources on it.

The main question that this research seeks to answer is how does the disinterest of Facebook users affect small companies that decide to invest their time and money in this social network? This will be complemented with two secondary questions, which explain what the reasons why Facebook, the giant of social networks, ceased to be attractive to the generations that saw it born and failed to capture the interest of new generations and what it is doing Facebook to solve this are? Moreover, why do small and new companies continue to invest in Facebook, despite the challenges involved?

The social media giant, Facebook, remains the number one social network in the world, but with an undeniable decrease in the interest of its users. This decline has occurred progressively in recent years, and the question continues to raise doubts among its clients and investors. Although this loss of users does not seem to have much impact on Facebook since on the one hand they also have the profits from WhatsApp and Instagram, which were bought by the company, but also because Facebook itself as an advertising platform, continues to increase profits and you hardly feel the drop in the number of monthly active users.

Therefore, within the objectives of this research, we seek to identify the reasons for the decrease in popularity and interest in Facebook, considering the profiles that still interact

with this social network, those that remain but do not interact, and those that they have definitely lost interest in it. With the above, the current panorama of the companies in question will be analyzed, to arrive at an approach to their current reality, considering the disadvantages and consequences that this brings to their businesses. In order to propose possible solutions or approaches to these, we will also seek to meet the following goals:

a) Evaluate the business sectors most affected by the lack of interest and interaction on Facebook, by some users, considering these groups, previously evaluated, and how this influences the success of small companies, which remain firmly on Facebook, they hope to get from him.

b) Determine the problems that the fall in the interest of Facebook users generates for small or new companies. Considering, for example, the fall of the organic scope and its consequences. These problems will be classified according to their degree of impact.

c) Analyse why small, and new companies continue to invest in Facebook, despite the economic challenge and risk involved, and the reason why marketing managers prefer this platform, even more, important than LinkedIn or Instagram

d) Identify and evaluate the current situation of the marketing and advertising investments made on Facebook and propose what the best options for small companies to use this platform are. In which specific Facebook tool should it deposit more resources and time and why.

e) From the above, look for possible strategies for small and new companies and with which they can make the most of their investment in this social network, but also propose other options that broaden their scenario and thus make the most of other social networks.

In order to get closer to the objectives and goals mentioned in this section, an analytical study will be carried out on the theoretical, dynamic and informative material related to the field of this research and under which it is hoped to arrive at an approach that allows obtaining the answers, options and solutions and thus to face a possible problem, which with the passage of time may affect the new, medium and small business niches with greater magnitude.

Chapter 4:

ResearchDesignMethodology

The methodological type of this research is qualitative, in which observation, research, ethnographic method, focus group, interview and documentary analysis are used. The elements of this methodological design are the research questions, the objectives, categories and variants, goals and results that are seeking to reach. This was accomplished through inquiry, description, and explanation of the information analysed. With the investigation, an approach to little-studied subjects was achieved and allowed to lay the foundations for future research. In the descriptive, the characteristics, properties, dimensions and regularities of the phenomenon under study were identified. Moreover, finally, on the explanatory level, the purpose was to investigate why physical and social phenomena occur and under what conditions.

The first step is the collection and selection of information from different sources. In this way, the research has a range of information collected from books, magazines, newsreels, online media and interviews, and which will seek to identify the reasons and dimensions of the loss of interest and interactions on Facebook and how and why It is affecting new, medium and small companies that use this platform to sell their brand image, products or services. The information collected was then analysed to answer the research questions and develop the observations and discoveries that led to the results, which in turn determined the conclusions and whether or not the objectives and goals were met.

Regarding the concepts of development of the research methodology, it is considered to be a reliable method since, by following the steps of this methodology, the standard of results obtained could be ensured. At the same time, it is valid since the tools used helped to measure the results according to the research objective.

Regarding the interview questionnaire, it was also developed from this research design. This interview was conducted with Luna Rieu, Manager, Communications and

Marketing Department, NED Training Centre, Dublin. The purpose of the interview was to complement parts of the literature from a professional who speaks from her experience with the research topic.

In conclusion, through this method, it was hoped to find possible answers and solutions, thus collaborating with the concerns of the sector, which is expected to be raised through efficient strategies and useful investment sources.

Chapter 5:

1.5. Results (Research Findings)

After an extensive search and review of information to find out the situation facing small businesses today about their participation in Facebook as the main advertising digital investment platform to show their businesses to the world, considering that this social network has gone through various crises in recent years, we have discovered that:

Regarding the central question of this research, How does the disinterest of Facebook users affect small businesses that invest their time and money in this social network?

It was obtained that the investments of small companies in Facebook often have an indirect effect, in which on the one hand, they take advantage of all the tools that this platform offers them for their businesses. However, on the other hand, they are aware that either due to updates of the Facebook algorithm or eventual crises, such as the case of Cambridge Analytica or the current situation of the Coronavirus, will be disrupted in one way or another. In recent years, the main topic of discussion and concern for business owners and marketing managers has been the profound influence and interaction by Facebook audiences, which is mainly because what was once the target audience from the Zuckerberg social network, today he prefers other platforms, such as Instagram or Tik-Tok. This disinterest is added to the constant demands of the same users that companies demand, such as more transparency in their actions and their participation in social networks.

A situation that has undoubtedly brought new and interesting challenges, both for Facebook and for the companies that use its platform, since they must adapt to changes and be part of a cycle of constant renovations and improvements, which, although not It provides long-term security, allows you through marketing strategies to be prepared to move your chips and be part of the game and stay on the platform and take advantage of it.

Although for small and medium-sized companies the investment in Facebook is sweet and pleasant, since on the one hand they can not be present in this giant of social networks since so far there is no other platform that offers the level of scope and precision provided by Facebook, but they also do not have the long-term assurance that their investments meet their final expectations. It is a constant risk, of which they are aware, but they are also aware of the market rules and because they are small companies they cannot afford to abandon (as some large companies such as Tesla did), this network that gives them visibility and reaches your audiences of interest. So, although they are not always the most benefited by the constant algorithm changes and inevitable crises that Facebook suffers, they remain hopeful that the repercussions will not affect them on a large scale and that they can adapt to them.

On the other hand, the Mark Zuckerberg platform is aware that the primary income from its profits is advertising, so, although at times it seems to show more interest by the audience, especially after the Cambridge Analytical scandal, it does not It will leave the niche that has given it so many benefits. Although in recent years it has been tougher with companies, many affirm that it is only a strategy to obtain more resources, such as when they limit the organic reach and at the same time the price of advertisements in their platform.

Over the years, it seems that most companies have become accustomed to the difficulties that Facebook may cause them and based on this, they advance in their marketing strategies the possible successes and disadvantages that their investments may suffer.

To get a close example of what it means to be a small company trying to survive in the Facebook world, the Marketing Communications Manager of Ned Training Centre, Luna Rieu, gave us her work experience with this platform.

When asked how essential Facebook is for small companies, Rieu said that "small and large companies must adapt according to the objectives they seek. In our case, our main audience is young people between 20-25 years old, this audience is much more present on Instagram than on Facebook, so it stands to reason that we move more on that network, "so he concluded that Facebook is not essential, but it does not hurt to have a presence in it, due to the reputation it has as a platform since it is "undoubtedly one of the leading platforms for companies, which is why we are and will be present in it, to a greater or lesser extent. However, it is also true that its popularity is declining more and more "this explains, it is a risk for companies that invest, but without a doubt" the company will continue to use Facebook, as one more communication channel, but not as the primary channel."

Regarding how low interest and low interaction among users affects them, he pointed out that it does not affect them too much, because "being present on other more popular platforms, we can carry out our communications through them without any problem. We do not want to close the Facebook page since we still have a powerful audience on it, almost 100 thousand followers," however, he acknowledged that the audience that interests them is the one on Instagram.

Economically speaking, it is true that large companies invest millions and millions per year on Facebook, but in the case of small companies they must be evident on the area in which their investment will bring them the most profits; therefore, not all companies will. They play everything on Facebook, except today that there are so many other options and many times better, depending on the target audience you want to reach. This must be key for small companies since many depend on the earnings that each investment leaves them.

Regarding this, Rieu noted that in his case "being a small company, the investment in social media marketing is quite small. However, as a general rule, the benefits have always been positive, despite the clear drop in interaction that can be seen in the feed, investments are friendly when it comes to accounting, "adding that today, Facebook is It brings the power to offer communication windows, focused on different countries where you can customize the information a little more for each type of audience.

So, despite the disadvantages that Facebook can bring at certain times, the advantages always seem to be more significant for small companies, of course, the only way is an investment, since due to the organic scope it is getting closer to disappearing. In summary, companies, and especially small ones, have a high chance of surviving constant updates from Facebook, regardless of the reason, only if the following considerations are clear:

-First, being clear about the company's short-term goals, in order to direct resources in the right direction, without taking unnecessary risks, until at least growing enough to venture if necessary and if desired.

-Second, based on the above, having a clear and flexible marketing strategy to be prepared, especially in uncertain times, for the best, but also the worst, always considering having more than one option in mind.

-Moreover, third, adapt quickly to changes and move forward with them, not wait for the worst to come, if it is necessary to take precedence over them, although it is likely that it will

not always win, it must try to the impossible to advance according to the times and the demands of a world that, like technologies, advances in unsuspected ways.

Finally, and considering the current situation of Covid-19, in which many companies have been affected in one way or another and where their letters to stay present have been precisely social networks, Facebook has had a stroke of luck once again, and It has been one of those that could have obtained positive results from this situation since its scope improved and after having lost millions of users a few months ago, it quickly recovered them during these months. This in some way, brings comfort to companies since at least they will benefit from a broader scope, but of course, investing.

The future of Facebook and the companies that invest in it, for the moment, go hand in hand, but it will depend on how the perspectives and objectives of each company change and, of course, the needs of its target audience, for the moment and in any relationship, The highs and lows will follow.

Chapter 6:

Conclusions and Further Work

At the beginning of this investigation, the main objective was to analyse how the disinterest that Facebook has suffered in recent years from its users affected small businesses. Considering that Mark Zuckerberg's social network continues to be, despite this, the platform with the most reach and precision when it comes to reaching target audiences, therefore, it is a mandatory part of companies' investment.

The search for information sought to find an analysis of the situation and possible. For this, the problems that caused the decline in interest in Facebook by millions of users were first identified, among them, it was identified that the two main reasons for this had been; the preference of younger users for other social networks, which they found much more dynamic than Facebook; And the loss of confidence caused by Cambridge Analytica users. These factors undoubtedly threatened the reach that the social network had at the time, but despite this, companies continued to invest time and money in Facebook.

Another variant that was presented as a threat to companies that invest in Facebook was the update every year of its algorithm, which has caused the organic reach to be on the verge of extinction over time, which is summarized by more investment in paid campaigns offered by the platform.

Despite this, different specialists continue to affirm that companies should be on Facebook. Therefore, most marketing strategies consider Facebook as a mandatory investment subject in terms of advertising and reach. Although there are new and more attractive social networks today, companies still do not dare to leave Facebook definitively, and while that happens the Zuckerberg platform, it will continue to obtain high profits thanks

to the advertising investments of companies in its platform, to At the same time that they take advantage of the tools that Facebook gives them and removes them as it suits them.

In conclusion, it was considered that there are few investigations that deal with the subject in-depth, making it a subject still under development. That said, it invites you to dig deeper into the subject, ask yourself more questions about it, and come up with much more revealing answers than this research.

Chapter 7:

CriticalSelf-Review

This research, throughout its development, underwent essential changes, mainly in the approach and direction of the research questions, as these were refined as more data was collected.

It was not easy since when I thought I had a clear direction, I found information that convinced me of the opposite, so the first weeks were intense regarding the search and selection of useful material. Most of the information I was going to work with was on the internet, and this caused me to have excess information at one point, and when that happens, it is difficult to know where to start. Also, I felt that I lacked information beyond my digital sources. So I had to stop for a day and start reading and selecting what would really be useful to me, and what wasn't, it was tedious but necessary.

When I felt guided in my research, other concerns appeared on my way, this time related to the current pandemic, since this took me out of the organization I intended to have, but most importantly, I realized that there were new antecedents to consider within the investigation and here was where the second pause occurred. I began to notice that much of the information I had considered was changing, so I had to redo much of my literature review, another restructuring, but always keeping in mind that it was necessary and for the better.

So, as I advanced and supplemented this new information, I realized that I had an excess of this again. I think this was the most challenging thing for me, finding small twists with new information, it happened that trying to cover them all I fell behind with other things, and sometimes I felt lost, so honestly, I feel that my analysis could be much better and

perhaps leave outstanding and significant contributions to an area, which in my opinion does not have many academic analyses, although there is an overview of social networks and their relationship with companies, it is still necessary to break down the components that surround the giant of social networks and the domain, which I dare say, exercises with companies, especially with smaller ones.

In conclusion, I hope to contribute, even if it is the question to this topic, so that in the near future new investigations appear and it can be recorded how this process was developed and who knows if someday not too far away, companies will dare to leave Facebook and seek new horizons in the world of marketing and advertising or else never happen.

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Appendix:

Questionnaire Interview

This interview was conducted with Luna Rieu, manager of the Communications and Marketing department of the NED Training Centre.

It was held on Monday, March 30 at 4:00 p.m., via WhatsApp video call and with some messaging backups.

1.- How important is it to you, as a company, Facebook and what are your expectations with this platform?

Facebook is undoubtedly one of the leading platforms for companies, which is why we are and will be present on it, to a greater or lesser extent. However, it is also true that its popularity is declining more and more, especially among the younger audience, which is opting more for more dynamic social networks, such as Instagram or Tik-Tok. In this way, the company will continue to use it as one more communication channel, but not as the main channel.

2.- How do the low-interest rate and little interaction between users affect you, which Facebook has had in recent times?

It does not affect us too much, because being present in other more popular platforms, we can carry out our communications through them without any problem. We do not want to close the Facebook page since we still have an influential audience on it, almost 100 thousand

followers. However, the audience that now interests us the most is on Instagram, and we do have a presence there.

3.- How do you think this affects small businesses in general? Do you think Facebook is an essential contribution and support for small businesses?

I believe that large and small companies must adapt according to the objectives they seek. First, ask yourself who is the audience you want to target and second, what platforms is this audience on. In our case, our primary audience is young people between 20-25 years old, and this audience is much more present on Instagram than on Facebook, so it is logical that we move more on that network. Therefore, Facebook is not essential, although, in my humble opinion, it does not hurt to have a presence there too, due to the reputation it has as a platform.

4.- Economically speaking ... Is it the social network in which you invest the most? If this is affirmative, why do they continue to prefer it? And if not, what is the social network in which your resources trust the most?

It is not the social network in which we invest the most. We dedicate the most significant amount of our time and effort to creating content adapted to Instagram, both the stories and the feed.

5.- Do you estimate that the investment is compensated with what they receive from profit? What other benefits does Facebook offer you?

Being a small company, the investment in social media marketing is quite small. However, as a general rule, the benefits have always been positive, despite the apparent drop in interaction that can be seen in the feed, investments are friendly when it comes to accounting. Right now, Facebook gives us the power to offer extra communication windows, focused on different countries where you can customize the information a little more for each type of audience.

6.- Given the current situation of Covid-19, has the interaction and flow of users improved or worsened for the company?

I think that the current situation of the Covid-19 has not improved any aspect for any company. All branches have been affected, both sales and numbers on social networks, not

only on Facebook but also on the rest of the channels. No one is planning a trip abroad at the moment.

7.- And finally, from your perspective, what do you think will be the future of this platform?

It depends a lot on what interests our target audience. We have seen that, over the years, popularity went from Facebook to Instagram, and now it seems that Tik-Tok is gaining more and more strength. Perhaps in a few years, we will no longer be using any of these three, and another new social network will have appeared, more dynamic than the previous ones that crown itself as the new queen of social networks of the moment.