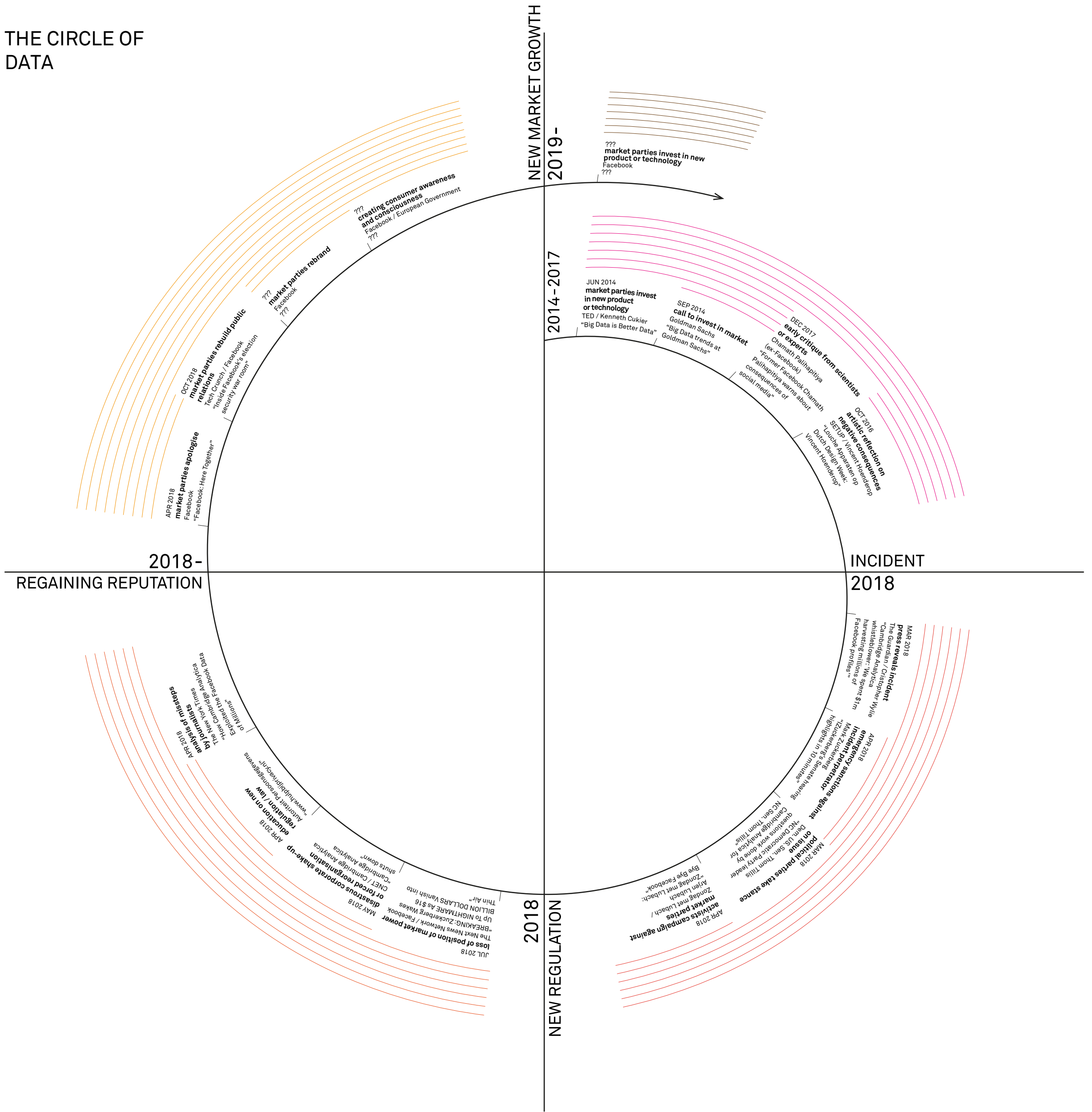


THE CIRCLE OF DATA



NEW MARKET GROWTH
2019-

2014-2017

INCIDENT
2018

2018
NEW REGULATION

2018-
REGAINING REPUTATION

??? market parties invest in new product or technology
Facebook
???

JUN 2014
market parties invest in new product or technology
TED / Kenneth Cukier
"Big Data is Better Data"

SEP 2014
call to invest in market
Goldman Sachs
"Big Data trends at Goldman Sachs"

DEC 2017
early critique from scientists or experts
Chamath Palihapitiya (ex-Facebook)
"Former Facebook Chamath Palihapitiya warns about consequences of social media"

OCT 2016
artistic reflection on negative consequences
SETUP / Vincent Hoerndrop
"Luuche Aparatzen op Dutch Design Week"
Vincent Hoerndrop

MAR 2018
press reveals incident
The Guardian / Christopher Wylie
"Cambridge Analytica whistleblower: 'We spent \$1m harvesting millions of Facebook profiles'"

APR 2018
emergency sanctions against incident perpetrator
Mark Zuckerberg
"Zuckerberg's Senate hearing highlights in 10 minutes"

MAR 2018
political parties take stance on issue
Den. US Sen. Thom Tillis
"NC Democratic Party leader questions work done by Cambridge Analytica for NCSen Thom Tillis"

APR 2018
market parties campaign against activities
Zondag met Lubach / Aden Lubach
"Zondag met Lubach / Bye Bye Facebook"

??? creating consumer awareness and consciousness
Facebook / European Government
???

??? market parties rebrand
Facebook
???

OCT 2018
market parties rebuild public relations
Tech Co-unch / Facebook
"Inside Facebook's election security war room"

APR 2018
market parties apologise
Facebook
"Facebook: Here Together"

2018-
REGAINING REPUTATION

APR 2018
analysis of missteps by journalists
The New York Times
"How Cambridge Analytica exploited the Facebook Data of millions"

APR 2018
regulation / law
www.hupdp/nieuw-jr
"Anorak: Pisonsegevers"

APR 2018
disastrous corporate shake-up
CNET / Cambridge Analytica
"Cambridge Analytica shuts down"

MAY 2018
loss of position of market power
The Next News Network / Facebook
"BREAKING: Zuckerberg Wakes UP TO NIGHTMARE AS \$16 BILLION DOLLARS Vanish into Thin Air"

JUL 2018