

# The Facebook Files: Why this is a big deal, why it isn't, and what's next

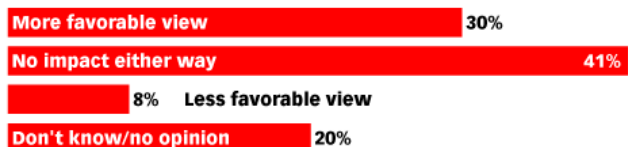
Audio

On today's episode, we discuss all of the latest Facebook revelations that have come from former employee turned whistleblower Frances Haugen: Is Facebook really having its "Big Tobacco" moment, why it's unlikely we will be talking about this in a month, and how might Facebook be forced to change how it does business. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Audrey Schomer.

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**US Adults Who Would Have a More vs. Less Favorable View of a Company Participating in the Facebook Ad Boycott, July 2020**

% of respondents



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Note: ages 18+; numbers may not add up to 100% due to rounding  
Source: Morning Consult, "National Tracking Poll #2006150," July 8, 2020

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