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The Great Hack as A Form of Resistance Against the Use of Personal Data for Business Interests

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ABSTRACT
This research is based on the documentary film "The Great Hack," which provides a detailed account of how Facebook and Cambridge Analytica harvested and utilized personal data for political agendas. The Great Hack aims to uncover the Cambridge Analytica case concerning the unethical use of personal data without user consent for business purposes. The research employs a case study methodology, incorporating interviews, observations, and a literature review. The findings reveal that The Great Hack depicts the unethical use of personal data, with Cambridge Analytica proven to have utilized Facebook users' data without their consent. This data was employed to create psychographic models that predict an individual's social and political behavior. Consequently, it can be concluded that Cambridge Analytica made an unethical use of personal data for business interests.

Keywords: Film; Digital Media; Data Privacy; Cambridge Analytica; The Great Hack

ABSTRAK
Penelitian ini didasari pada film dokumenter yang berjudul The Great Hack. The Great Hack menceritakan secara detail bagaimana Facebook dan Cambridge Analytica memanen serta menggunakan data pribadi seseorang untuk agenda politik. The Great Hack bertujuan untuk mengupas kasus Cambridge Analytica dalam penggunaan data pribadi tanpa persetujuan penggunanya untuk kepentingan bisnis. Penelitian ini menggunakan metode studi kasus dengan wawancara, observasi, serta studi literatur. Hasil penelitian menunjukan bahwa dalam Film The Great Hack terdapat penggunaan data pribadi secara tidak etis. Cambridge Analytica terbukti menggunakan data pribadi pengguna Facebook tanpa persetujuan para penggunanya. Data tersebut digunakan untuk membentuk model psikografis yang dapat memprediksi perilaku sosial hingga politik seseorang. Dengan demikian, dapat disimpulkan bahwa terdapat penggunaan data pribadi yang tidak etis oleh Cambridge Analytica untuk kepentingan bisnis.

Kata kunci: *Film; Media Digital; Privasi Data; Cambridge Analytica; The Great Hack*

INTRODUCTION

The quest for personal data online can be linked to the new gold rush (Hofstad dan Lundqvist, 2021). As technology continues to advance, data becomes a valuable asset. Many entities, ranging from government to companies, seek access to many individuals' personal data. Personal data refers to any information related to an individual that allows that person to be identified or identifiable (General Data Protection Regulation, 2016).

Indeed, personal data can be easily formed on the internet. Every action taken by users will be recorded, tracked, and analyzed (Hofstad and Lundqvist, 2021). Many people assume that Google is just a search engine or Facebook is merely a social network, but reality shows otherwise. Google and Facebook can also be two of the largest advertising networks on the internet. According to a study by DuckDuckgo Tracker Radar (2019), Google tracks as much as 75% of website visitors on the top 50,000 websites. Facebook ranks second with 36.2%, and Adobe, Inc. ranks third with 21.8% (Koetsier, 2020).

The tracking or use of trackers serves the purpose of comprehending user behavior, encompassing their clicks, geographical location, and the specific information they seek. As this comprehensive user profile is established, companies such as Google can deploy targeted advertisements, optimizing the relevance and effectiveness of their marketing strategies (Koetsier, 2020). This practice, however, lies within a contentious realm wherein the digital media industry wields significant influence by exerting full control over user data without their knowledge or explicit consent.

An exemplary exploration of the implications of data privacy and the far-reaching consequences of utilizing personal data in the political landscape is encapsulated in the documentary "The Great Hack." Produced by The OTHRS, this documentary delves into the intricate workings of social media platforms like Facebook and data analytics firms like Cambridge Analytica. It vividly illustrates how these entities harvest and leverage user data for business interests, particularly within the intricate tapestry of political maneuvering (Robertson, 2019).

"The Great Hack," a collaborative effort by filmmakers Jehane Noujaim and Karim Amer, premiered on the Netflix platform in July 2019. Featuring insights from three key figures, namely David Carroll from Parsons School of Design, Brittany Kaiser, a former director of business development at Cambridge Analytica, and Carole Cadwalladr, an investigative journalist (Bradshaw, 2019), the documentary unveils Cambridge Analytica's strategic involvement in political contests across various countries. This includes dissecting their role in campaigns such as Brexit and the 2016 United States Presidential Election, shedding light on the profound impact of data manipulation in shaping democratic processes.

In an interview with The Moveable Fest, Jehane Noujaim and Karim Amer, producers of The OTHRS, expressed their intention behind creating "The Great Hack" – to raise awareness about the perceptual challenges faced by users in the digital world, where realities can be manipulated

and shaped (Saito, 2019). The film highlights that what is observed on the internet may not necessarily be true, underscoring the importance of digital literacy for users and the societal impact of the digital media industry.

"The Great Hack" explores the Cambridge Analytica scandal, revealing the illegal use of data for political campaigns. In an interview with Roger Ebert, Noujaim and Amer explained their desire to illuminate the perspective of algorithms and illustrate their impact on data mining, which can jeopardize individual freedom and democratic societies (Minow, 2019). They aim to educate the public about the dangers of data mining and its implications in political and democratic contexts.

The film shows that personal data has evolved into a valuable commodity. Personal data is collected, analyzed, and then utilized to manipulate societal behavior through targeted messages (Minow, 2019). Undoubtedly, "The Great Hack" underscores the dominant role of the digital media industry in shaping opinions, influencing societal behavior, and molding its audience by effectively utilizing data.

Cambridge Analytica, a political consulting firm originating from the United Kingdom, declared bankruptcy in 2018 amid allegations of criminally exploiting personal data obtained from approximately 90 million Facebook users, now referred to as META (Schneble, Elger & Shaw, 2018). Established in 2013, Cambridge Analytica served as a subsidiary of the UK-based company Strategic Communication Laboratories (SCL) Group, operating specifically as an SCL subsidiary in the United States (Ingram, 2018).

The public's growing concerns regarding Cambridge Analytica were not solely rooted in acquiring personal information but also in the reported manner in which the company utilized this data. As a political consulting firm, Cambridge Analytica was accused of leveraging personal data to support various political campaigns for its clients. Effectively, the company employed psychological profiles of individuals to influence their decisions through digital media (Westby, 2019).

The documentary film "The Great Hack" sheds light on issues related to digital understanding and awareness, encompassing user privacy, data collection, information manipulation, the societal impact of social media on exposed users, and the critical importance of digital literacy. The film indirectly emphasizes the necessity of digital literacy, urging social media users to develop the skills to recognize and counteract manipulation efforts, understand how data can be utilized, and exercise critical judgment in using social media platforms. Through its narrative, "The Great Hack" catalyzes discussions surrounding the ethical use of personal data, digital literacy, and the evolving landscape of online information dissemination.

Vincent Mosco's Political Economy of Media Theory is the theoretical foundation utilized in the research on the Cambridge Analytica case in "The Great Hack" as a form of resistance against the use of personal data for business interests. According to Mosco, this theory encompasses three key concepts: (1) Commodification: Transforming use value into exchange

value through commercialization, liberalization, privatization, and internalization. (2) Spatialization: The transformation of space over time, referring to the growing power of capital to utilize and enhance transportation and communication infrastructure. (3) Structuration: The process where structures mutually form with agency.

This research employs a case study to explore and elaborate on resistance against using personal data for business interests in the documentary film "The Great Hack" in-depth and comprehensively. The examination was also conducted using Vincent Mosco's Political Economy Theory. This theory examines social relationships, particularly power relationships, that mutually shape or influence the production, distribution, and consumption of resources. Referring to the background above, this research focuses on the film "The Great Hack" as a Form of Resistance Against the Use of Personal Data for Business Interests.

METHODS

This research employs a qualitative approach, where findings are not obtained through statistical procedures or calculations. Qualitative research aims to understand the researched object in-depth. Qualitative studies typically present data descriptively and emphasize the process. The researcher utilizes a qualitative method because it allows for a deeper exploration of the issues. This study seeks to provide insights into the importance of personal data security in political democracy through the lens of the film "The Great Hack."

In this research, the researcher employs a case study method to investigate "The Great Hack" as a form of resistance against using personal data for the interests of digital media business. Data collection techniques include interviews, observations, and literature studies. Interview informants include individuals with expertise in digital media data privacy and viewers of "The Great Hack" who engage with digital media. During observations, the researcher examines scenes, plots, visualizations, and texts related to the content of personal data security in the political context and the dominating digital media industry depicted in "The Great Hack."

The researcher utilizes journals, scholarly articles, and literature reviews around the researched themes for this study. The researcher gathers data related to the production of "The Great Hack" film to complement the understanding of the context and implications surrounding the security of personal data. In this research, the main subjects are the respondents providing feedback on the film "The Great Hack." Three informants are involved: an expert in digital media as informant 1, a data privacy expert as informant 2, and a viewer of "The Great Hack" actively using digital media, referred to as MG, as informant 3.

The primary object of the study is the documentary film "The Great Hack." The film reveals the significant impact of data collection and algorithms used by major technology companies through various cases involving Cambridge Analytica in political campaigns, such as the 2016 U.S. Presidential Election and Brexit. The prominent figures in the film include David Carroll (Professor at Parsons School of Design), who seeks to assert his right to personal data from

Cambridge Analytica; Brittany Kaiser (former employee of Cambridge Analytica), explaining how Cambridge Analytica operates and its impact on the political process; Carole Cadwallader (The Guardian Journalist), investigating to uncover the Cambridge Analytica scandal; and Christopher Wylie (former research director at Cambridge Analytica), revealing the unethical use of Facebook user data by Cambridge Analytica.

"The Great Hack" meticulously depicts how Cambridge Analytica constructs psychological profiles based on data obtained from Facebook and exploits them in political campaigns. This provides a profound perspective on how the digital media industry dominates its users and the impact of data privacy in a political context for its audience. Through informant responses, this research aims to gain a further understanding of perceptions and responses to the issues raised in the film, particularly regarding personal data security and the influence of the digital media industry on the political process.

RESULT AND DISCUSSION

"The Great Hack" explains how Cambridge Analytica used personal data without the users' consent. Based on an interview with a Data Privacy expert:

> "Now, the problem, as demonstrated by Cambridge Analytica with personal data and usage data, can be modeled so that this statistical model has an extraordinary resemblance to me. Therefore, all social and political behavior can be predicted, which also applies to marketing now. This model can predict that if I am given content like this, I will tend towards emotions of a certain kind, making it susceptible to persuasion, which becomes problematic. The issue here is the power that can do this is not accountable" (Data Privacy Expert Interview, January 11, 2024).

According to the findings from the above interview, Cambridge Analytica used personal data to create psychographic models that can predict an individual's social and political behavior. This model will then determine which content can be shared to manipulate the emotions and perceptions of its users. This poses a problem for society, especially in political democracy, highlighting the importance of personal data use for private parties. The power to access individual and usage data is not accountable.

Psychographics is conducted to measure the attitudes and interests of users. Psychographics pays more attention to behavior, meaning personality segmentation. By using psychographics, companies can better understand targeted users. Through psychographic profiling, shared content can adapt messages and convey information according to the personality of the targeted user (Wade, 2018).

Psychographics is implemented by administering personality tests. According to an article from Business Insider, Cambridge Analytica used a quiz from psychological research known as OCEAN (Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism),

which scientists have used for years. The quiz results form a psychographic profile used by Cambridge Analytica to craft personalized messages in digital media for the targeted user (Brodwin 2018).

In conducting psychographic profiling, especially in the context of political campaigns, as demonstrated by Cambridge Analytica, several aspects are needed, such as big data, cultural and psychological elements required to profile target audiences, the digital mass communication system, especially social media, and databases used to deliver personalized messages. Additionally, messages are optimized to influence and provoke profiled target audiences discreetly. This makes profiled target audiences unaware they are being manipulated (Bakir, 2020).

The implications of Big Data and psychographic models are explained by Alexander Nix in the film "The Great Hack" with the following narration:

Picture 1. *Personality Traits Presentation*
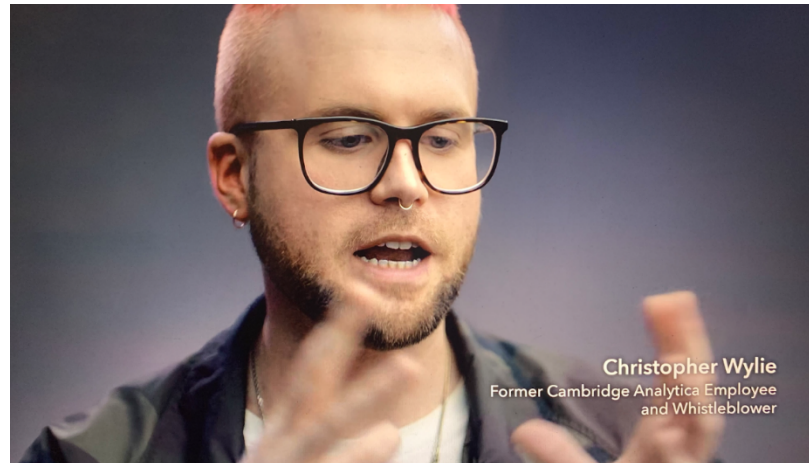

(Source: The Great Hack, 2019)

> *"It's my privilege to speak to you today about the power of big data and psychographics. By having hundreds and hundreds of thousands of Americans undertake this survey, we were able to form a model where we have somewhere close to four or five thousand data points we can use to predict the personality of every adult in the United States. It's personality that drives behavior, and behavior influences how you vote. We could then start to target people with highly-targeted digital video content."* (The Great Hack, minutes 13.30).

Alexander Nix's statement regarding Cambridge Analytica's strategy involves creating personality trait surveys through the Facebook platform and forming psychographic models to predict and influence the personalities of the American public. It is believed that these personalities can drive and influence how the citizens of the United States make choices, especially in the context of elections. Content is then disseminated based on the created models

to shape the citizens' perceptions. Cambridge Analytica executes this strategy by leveraging two resources: big data and psychographics.

Using personal data to form big data for business interests proves an unethical use of personal data and Cambridge Analytica's wrongdoing. This statement is supported in the film "The Great Hack" by Christopher Wylie (Former Cambridge Analytica Employee and Whistleblower) which states that:

**Picture 2. Christopher Wylie**

(Source: The Great Hack, 2019)

"It's incorrect to call Cambridge Analytica a purely sort of data science company or an algorithm. You know, it is a full-service propaganda machine." (The Great Hack, minutes 20.15)

Based on the observation of "The Great Hack," the film presents exclusive interviews with one of its former employees, Christopher Wylie. In line with the ambitions of Cambridge Analytica's CEO, Alexander Nix, to dominate the election business, Cambridge Analytica became a company capable of providing a complete propaganda machine. Cambridge Analytica provides the scheme of modern propaganda by utilizing digital media to fulfill its business purposes. Nix is ambitious to dominate the election business, proving that democracy and politics are no longer the same. It is now a transaction.

Cambridge Analytica used The One Click Personality Test. This personality test was conducted on the Facebook application to harvest data from users or those who joined the application, infiltrate their entire network of friends, and extract all the data from that friendship network. Cambridge Analytica collected all status updates, likes, and, in some instances, even private messages. Cambridge Analytica did not just target its users as voters but aimed to target them as individuals based on their personalities. It only took a few hundred thousand people to build psychological profiles of every voter across the United States (The Great Hack, 2019).

The following are scenes and narration related to the illegal and unethical use of data by Cambridge Analytica, as revealed by Christopher Wylie in his interview in the film "The Great Hack":

Picture 3. *The One-Click Personality Test*
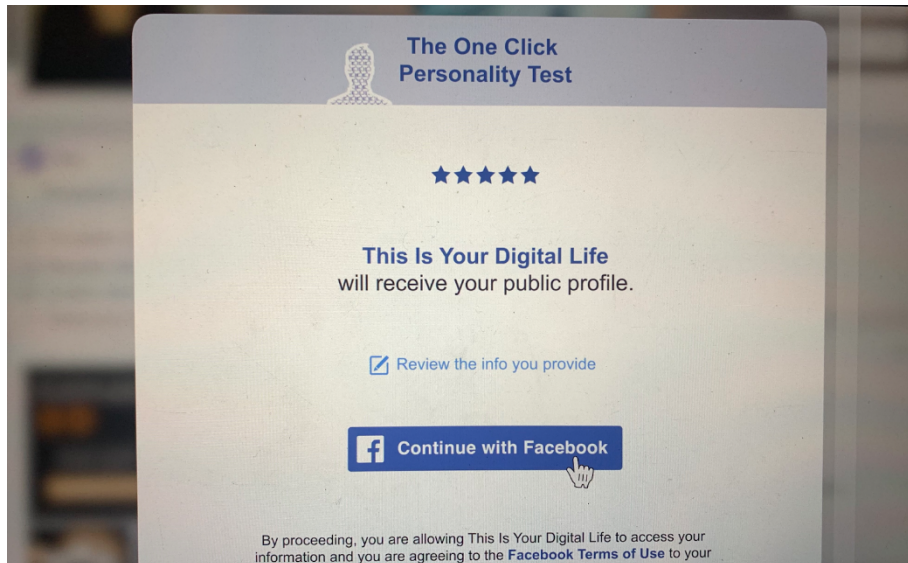
(Source: The Great Hack, 2019)

> *Throughout history, you have examples of grossly unethical experiments. I think that, yes, it was a grossly unethical experiment. You are playing with the psychology of an entire country without their consent or awareness. And not only are you, like, playing with the psychology of a whole nation, you're playing with the psychology of a whole nation in the context of the democratic process.* (The Great Hack, minutes 22.34)

Christopher Wylie stated that Cambridge Analytica used personal data without the knowledge of its users. Cambridge Analytica did an unethical experiment where they played with psychology, not just of an individual, but of an entire nation. This psychological manipulation was also employed in the context of the democratic process. In addition to Christopher Wylie, Brittany Kaiser (Former Director of Business Development for Cambridge Analytica) explained that the Facebook quizzes used to create personality models for voters in the United States were not evenly targeted.

Cambridge Analytica targeted individuals whom they believed had the potential to change their minds, referred to as The Persuadable. These Persuadable Voters would be divided into several districts corresponding to states that could influence the outcome of elections in the United States. Then, Cambridge Analytica's creative team would design personalized content to influence The Persuadable Voters. In "The Great Hack," Brittany Kaiser elaborates on the forms of content shared and the platforms used with the following scenes and narration:

Picture 4. *Personalized Content*

(Source: The Great Hack, 2019)

> "*Our creative team designed personalized content to trigger those individuals. We bombarded them through blogs, websites, articles, videos, ads, and every platform you can imagine until they saw the world the way we wanted them to. Until they voted for our candidate. It's like a boomerang. You send your data out, it gets analyzed, and it comes back at you as targeted messaging to change your behavior.*"
> (The Great Hack, minutes 42.06)

This proves that the existence of psychographic models will have a significant impact, especially in the social and political contexts. The phrase "Until they saw the world the way we wanted them to" is a testament to how easily a company like Cambridge Analytica could use data without the knowledge of its users, not only to create a personality model but also to influence users with a reality shaped through personalized content. As stated by the data privacy expert:

> "And that's terrifying, in the sense that I don't want to be predicted. One issue is that I feel like I can be predicted, right? Firstly, I lose autonomy because something else can predict me, and eventually, it becomes a problem with my subjectivity. I, as a subject, become problematic. That's the essence of it. In politics, it's even more dangerous, especially when my privacy can be used, one, to influence my political choices without my awareness, and two, to intimidate me." (Data privacy expert interview, January 11, 2024).

The expert's statement above explains the impact of psychographic models. Indeed, what Cambridge Analytica did is horrifying because people can be predicted by what they are unaware of and beyond their autonomy. Additionally, a user's data privacy is used to influence political choices without awareness and can be intimidating.

The film "The Great Hack" conveys a message that the democracy of a country is in danger due to the infiltration of the powers of big data and psychographics, which can benefit those in

power in a political context. This is supported by a statement from one of the informants who has watched "The Great Hack" and is also a digital media user. MG mentions:

> "I have to be aware that there will be a strategy packaged discreetly, so maybe through a quiz, ultimately they can map my choices specifically related to Cambridge Analytica, and in this film, it's related to the presidential election. First, they have the capacity to map from a group of individuals, and when the profile enters as an undecided voter, they launch the second strategy, which is to influence. Of course, the influence involves being bombarded in a certain way to individuals who need to be influenced through the news, everything packaged through the distribution on Facebook. So here, I can only realize that subconscious influence is greatly induced by the content provided in digital media." (Interview with Informant MG, Viewer of The Great Hack, January 8, 2024).

From the interview response above, there is an awareness among digital media users that there is an unknown strategy to create a profile and influence users through content provided on various platforms. Therefore, the film "The Great Hack" can raise awareness and provide knowledge about the use of big data and psychological profiles of individuals in the political context.

At the Concordia Annual Summit on The Power of Big Data and Psychographics, Alexander Nix stated, "Big data analytics allows campaigners to know what sort of persuasive message needs to be delivered, on what issue, nuanced to what personality types, and to what group of people, or even individual before the act of creating that message begins; and that addressable advertising technology further enables targeted, individualized adverts" (Concordia, 2016). What Cambridge Analytica has done proves that an increasing number of political campaigns are utilizing digital marketing tools. These tools can be used to influence activities and, in some cases, as revealed in the dark side of Cambridge Analytica, are proven to be used for deceptive and coercive purposes. Furthermore, an article titled "Psychological Operations in Digital Political Campaigns" states, "Across the past decade, digital marketing techniques have progressively supplemented the traditional focus of political campaigning on demographic market segmentation, opinion polling, targeted campaigning, and direct marketing. Increasingly, this involves a move to big data analytics to provide automated insights using data mining techniques and tools to discover hidden patterns in datasets" (Bakir, 2020). With the rapid increase in data usage, a new business emerges.

The data privacy expert states:
> "Political business is the most creative business today, it goes anywhere, right? Even 'The Great Hack' is not just a story about America and the UK, right? Not just Brexit, not just Trump, even in some places, countries in Latin America, and he mentioned Southeast Asia like that. So, it's a creative business, a big business, because it's about how to manufacture consent, that concern that ultimately people willingly get dominated. So, in my opinion, social media facilitates all of that." (Data privacy expert interview, January 11, 2024).

Politics worldwide employs marketing tools, statistics, and psychology to advance their agendas in promoting campaigns and influencing voters. The use of data in the political context is one of the tools to influence voters. The saying "Data is the new oil" is supported by an article from The Economist titled "The World's Most Valuable Resource is No Longer Oil, But Data" (The Economist, 2017). In that article, The Economist states that Google, Amazon, Apple, Facebook, and Microsoft are the five most valuable companies in the world. The profits of these companies soared, with a net income of over $25 billion in the first quarter of 2017.

In the movie "The Great Hack," the speaker Brittany Kaiser also explains that the wealthiest companies are technology companies such as Google, Facebook, Amazon, and Tesla. Brittany states that data is the most valuable asset on Earth (The Great Hack, 2019). These companies are beneficial because they exploit people's assets. The following is a scene and narration when Brittany explains how digital companies have become the most powerful:

Picture 5. *Brittany Kaiser*
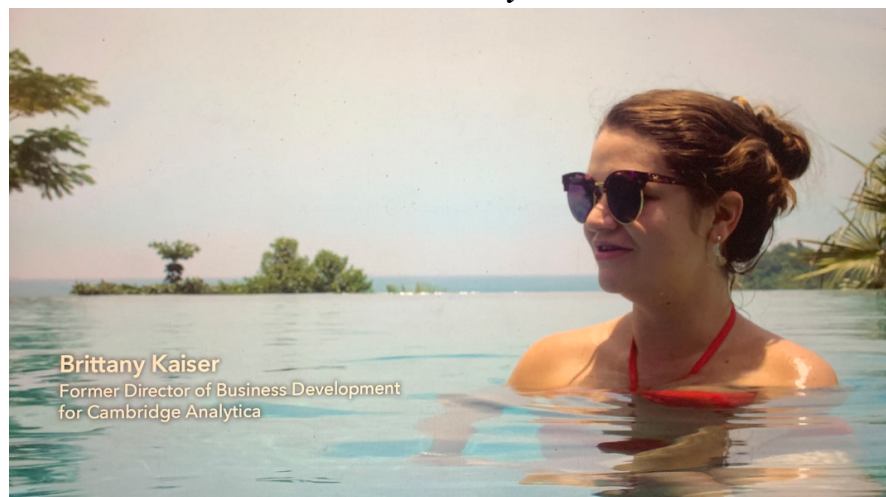
(Source: The Great Hack, 2019)

"The wealthiest companies are technology companies. Google, Facebook, Amazon, Tesla. And the reason why these companies are the most powerful in the world is because, last year, data surpassed oil in its value. Data is the most valuable asset on Earth. And these companies are valuable because they have been exploiting people's assets." (The Great Hack, minutes 30.05)

From Brittany's statement, the conclusion arises that data is a valuable commodity, even more valuable than oil. This undoubtedly drives the media industry to engage in data mining. Data mining is used for the company's benefit and mostly without the user's consent. However, it has become common for a company to collect people's personal data since, again, it is a very valuable asset.

Media industry experts express that:

> "Data mining is common because, for example, if they don't have data, where can they work from? Because in logic, there is a term, and data is oil. Because data is seen as oil, then the industry is also an extractive industry. If, for example, they don't mine, what makes them work, if they don't mine the world's oil, the company dies, it has no institution." (Media industry expert interview, January 11, 2024).

Based on the statement of the media industry expert, the use of data in political business commonly occurs. This political business is creative and extensive, thus having a reasonably strong dominance. According to the political economy theory of Vincent Mosco, there will be a relationship between political power and economic life in society, as depicted by the use of data for political power. Hence, the term data privacy emerges.

The political economy of communication has evolved in response to several social and intellectual challenges. Transactional corporations, government growth, and debates about the interests of information and communication to address global disparities are responses from the theory of the political economy of media (Mosco, 2009). Vincent Mosco explains that political economy is a study of social relationships, especially power relations, that can bring benefits between sources, production, distribution, and consumption, all related to communication sources (Nilam, 2020).

Data privacy is necessary for today's digital issues, but the term is still unfamiliar to many. Data will undoubtedly be needed with advancing technology such as artificial intelligence or AI. Therefore, the public needs to be educated about data privacy. So, what should be done? With the rapid development of technology, data privacy is crucial for society to understand. However, there is a significant imbalance between technological advancements and users' knowledge. Data privacy experts explain:

> "Privacy is foreign to us. Even now, there is a significant gap between those who are aware and those who are not, and it will continue. Until now, what Cambridge Analytica did might even be surpassed by more sophisticated methods." (Interview with a data privacy expert, January 11, 2024).

Based on the statement above, privacy is foreign to society, and the gap between those who are aware and those who are not, especially in terms of data privacy on digital media platforms, proves the need for change from various perspectives. Several things can be done in both the short and long term. In the long term, education about privacy supported by Non-Governmental Organizations (NGOs) and the government can be implemented. Additionally, short-term solutions include creating and strengthening regulations regarding data privacy. However, the government must be strong when dealing with technology companies. It is crucial to have a bargaining position with technology companies and enforce regulations.

The issue of data privacy is a long-term problem that will not be solved with a simple solution. It requires concerted efforts from various parties to ensure that people have fundamental rights

to their own data privacy. This involves the emergence of more privacy-friendly technologies, socialization about digital operations, data privacy education, and regulatory domains related to data privacy and fake content. One crucial aspect is the individual awareness of data privacy, as highlighted in films like The Great Hack, which delves into the Cambridge Analytica case. Psychographics should be considered a technological weapon that is illegally used without supervision and permission from the government, especially in the context of politics and democracy. However, Cambridge Analytica uses it for business purposes, targeting individuals' preferences and harming democracy. The Great Hack aims to convey a message to its audience, urging them to understand the alarming fact that many people's personal data is being used without their knowledge and in ways that few comprehend, and companies tend to use it for personal gain.

Based on researcher observation, there are some scenes delivered by Carole Cadwallader (Investigative Journalist for the Guardian) which stated:

Picture 6. Carole Cadwallader
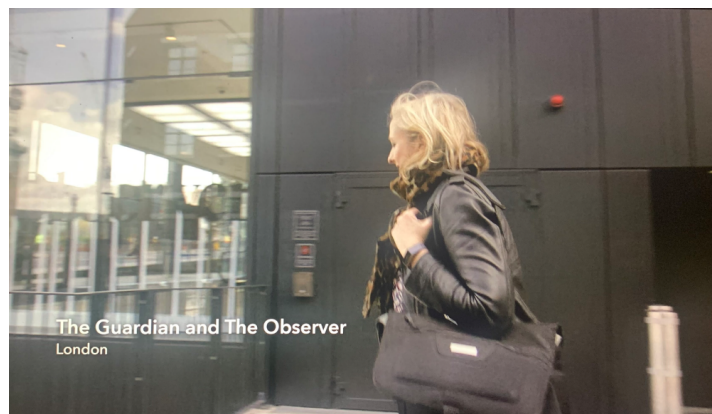
(Source: The Great Hack, 2019)

"Cambridge Analytica is gone, but it's really important to understand that the Cambridge Analytica story actually points to this much bigger, more worrying story which is that our personal data is out there and being used against us in ways we don't understand." (Film The Great Hack, minutes 1.19.58)

"The Great Hack" delivers a message about how the digital media industry dominates and how personal data enters the context of politics and democracy within the digital media platform. There are numerous data services companies beyond Cambridge Analytica worldwide to pursue business interests. Therefore, the film tries to convey the importance of Cambridge Analytica and Facebook. Still, many more people in power are using other people's personal data massively in ways that many are not even aware of. Hence, it is crucial to be aware of personal data and how to protect it because companies tend to collect personal data for business interests.

CONCLUSION

Based on the research discussion conducted through a case study analysis of the film "The Great Hack" as a form of resistance against the use of personal data for business interests, the researcher draws several conclusions that address the research questions as follows regarding the disclosure of personal data used in "The Great Hack," Cambridge Analytica utilized personal data from Facebook users without their consent to create psychographic models predicting individuals' social and political behavior. These models then personalized content with provocative elements to evoke emotions and shape users' perceptions. This situation raises societal issues, particularly in the unethical use of personal data for business interests.

The film also reveals the dominance of the digital media industry. "The Great Hack" enlightens its audience about an industry wielding significant power capable of influencing the behavior of entire communities. The Cambridge Analytica case demonstrates the strength of the digital media industry in both social and political aspects, including extensive data collection, control over advertisements, content distribution, influence on public opinion, and user dependence. Thus, the film provides an in-depth perspective on the impact of the digital media industry on daily life.

Further recommendations for this research include delving deeper into the knowledge within the social context of communities. This is important as the social conditions of a community significantly impact the dominance of an industry, including the digital media industry.

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