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After reading the article I have came up with a few economic and social science theories that have been covered that work with what the article spoke about. First, I find one of the first theories covered in the article is the agency theory. This theory highlights the failure of a company to carryout its duty to take care of its customers. In this article it is noticed in the relationship the company has with a third-party provider. This breach is an indicator of the idea that the company failed to protect the customers information. Next there is the theory of public choice, this theory suggesting that the company’s choice to outsource to the third part platform was done due to desires that are mostly self-centered. Next, I would like to take notice of the social science theories that seemed present in this article. Social contract theory is the first theory I feel ties into the article we read. This theory suggests that the company under performed on the moral and ethical expectations of the customers in the agreement. This breach is a representation of the breakdown of this social contract, which damaged the trust of the customer which could lead to a harming of the customer as well. The last theory I feel relates to the article is the conflict theory, which focuses on the power imbalance that is evident between the company and the customers. This theory states that corporation are often bound to prioritize their own interests over the welfare of their customers. Which I feel happened in this article due to the company using a third-party software that lead to a threat for the customers within this company.