This grid connects the systems and ethical quandaries related to a case in which certain ethical boundaries were crossed. This case in question is Cambridge Analytica's use of fake social media accounts to influence the 2016 presidential vote in the United States of America. The technical and larger scale socio-technical systems listed were all affected by this situation, and some ethical quandaries impact particular systems more than others.

There are many ethical dilemmas when it comes to this situation. The most obvious one involves the idea of a “fake account” What is the legality of creating fake social media accounts, where you are pretending to be either a real-life person or just a person who doesn’t exist? Who can be held accountable for the actions of this account? And is it a threat to society and social media users if these fake users are trying to interact with them for the sake of some higher purpose (The higher purpose being the data that was used to influence the election)? There are tons of election rules regarding super PACs and donations and all the other shady stuff that goes on; is this going too far, and does it violate any of those? Are targeted ads an invasion of privacy? Or are they fair game if you have a public Facebook profile in which data can be pulled from? Is it different if your account is private? The last thing to consider involves the outcomes of the election and what this case spells for future elections. If we assume that this case was unjustified ethically and perhaps even legally, should the decision of the election still stand? What does this say about the legality and fairness of American elections, and the idea of a democratic election in general? Overall, this case is very interesting as it gives us a look directly at the intersection of Big Tech and Political Campaigns.