

1. **What lies are present in the “Tangled Web” considered?** I feel that Murdoch and Gansman both lied to their spouses and broke their contracts with their companies. Not only did they lie to their families and their workplace, they broke the law by doing insider trading as well. Murdoch and Gansman aren't the only ones lying here. I feel that no matter how much Biderman likes to convince himself that he is okay with what Ashley Madison does, it still sounds like a sale when he speaks of people being in control of their lives and that people are the ones making the decision, not the website. When he made the comment about not understanding Toronto Transits reason for turning down \$200,000 when it would decrease fairs. This sounded more like a desperate play on people's pockets for Ashley Madison's gain. The case didn't really mention the spouses and children here but I think they were the ones most affected by the lies and Murdoch's as well as Gansman's affair had the most impact in the end. To me family is more important than the law or any business so lies about insider trading or breaking company policy has little effect in comparison to cheating on my family.
2. **Were the punishments for Gansman, Murdoch, and Brodsky fair?** I think that a person goes through enough stress and guilt after they're discovered to have been unfaithful to their spouse and children. Now, I'm not saying they don't deserve some jail time and monetary punishment, which they do and have received it. I think that such a stress should cover a good portion of their punishment but this is only true if the person actually cares about the wrong they have done. If they aren't affected by their lies, then there's always more jail which is obviously determined by the judge. I think their punishments were sufficient.
3. **Is Ashley Madison based on the ethical business model?** I think Noel Biderman likes to think that it is. Personally I think that if a company provides a means to hide your infidelity and act like it's okay to do so, it isn't very ethical to me. If a person has the courage to cheat on their spouse, then they should have the courage to come clean to their spouse and not cower behind a website.
4. **How does Noel Biderman justify Ashley Madison's business?** He states that it doesn't encourage people to cheat but rather it simply allows people who have already decide to cheat to do son in private. If that's the case, then why spend so much money on advertisement? If someone is looking to cheat, then they will surely find such a website just by doing a simple Google search. So I don't believe that there's a real justification for the website.
5. **What do the events in the story teach us?** I think it teaches us that “lies” are a poison that have the potential to ruin your life no matter where they are used, it could be your family, your work place, or the law. Capitalism is good but only if people are being honest and not trying to constantly break the rules (law) for their personal gain because your personal gain could be someone's loss.