

The Cambridge Analytica Data Scandal

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Background

- Cambridge Analytica is a British political consulting firm, headquartered in London, United Kingdom.
- Facebook-Cambridge Analytica scandal was mainly concerned with collecting and obtaining the data of millions of Facebook users.
- Facebook collected and shared the data without receiving the consent of the Facebook users.

Data Characteristics

- Wired, The New York Times, and The Observer reported that the data-set had included information on 50 million Facebook users meanwhile Cambridge Analytica claimed it had only collected 30 million Facebook user profiles
- Facebook later confirmed that it actually had data on potentially over 87 million users, with 70.6 million of those people from the United States.
- Facebook estimated that California was the most affected U.S. state, with 6.7 million impacted users, followed by Texas, with 5.6 million, and Florida, with 4.3 million.

Information

- Facebook sent a message to those users believed to be affected, saying the information likely included one's "public profile, page likes, birthday and current city"
- Some of the app's users gave the app permission to access their News Feed, timeline, and messages.
- The data was detailed enough for Cambridge Analytica to create psychographic profiles of the subjects of the data

Role of Cambridge Analytica

The elections in the United States in the year 2016, had heavily relied on advertisement targeting.

Cambridge Analytica was involved in the political campaign.

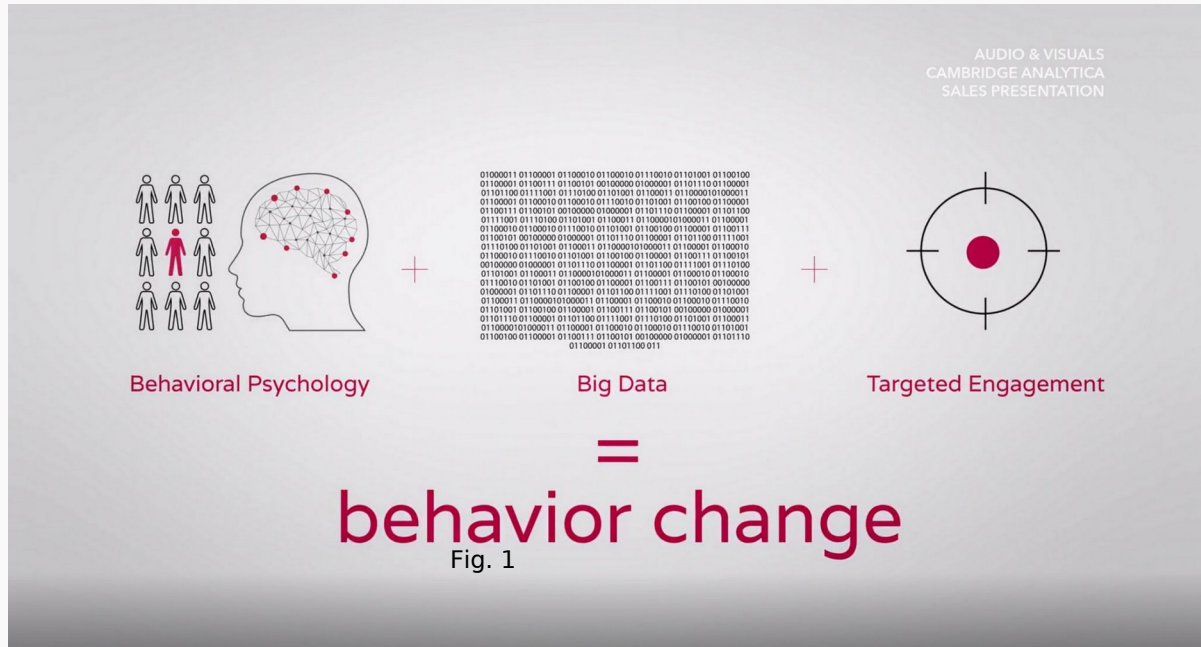
The advertisement targeting for the campaign, may have utilized the Facebook data provided by Cambridge Analytica which may have been obtained illegally.

https://en.wikipedia.org/wiki/Facebook-Cambridge_Analytica_data_scandal

This Is Your Digital Life.

- In June 2014, cambridge academic Aleksandr Kogan created an app called “This Is Your Digital Life”.
- Almost 300,000 users were paid to take the physiological test.
- The app gathered the data from their Facebook friends, which helped Kogan to access the data of millions of Facebook profiles.

Behavior Change



Data Use

- Ted Cruz campaign
- Donald Trump campaign
- Russia
- Brexit

What is our responsibility

- Use the privacy friendly search engines like DuckDuckGo.
- Use the privacy friendly browsers like Brave or Firefox.
- Clear your Cache and Cookies frequently.
- Use messaging apps with end-to-end encryption.

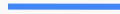
The Cambridge Analytica scandal changed the world – but it didn't change Facebook

“How I got your phone number
through Facebook”

<https://medium.com/intigriti/how-i-got-your-phone-number-through-facebook-223b769cccf1>



"If you're not paying for the product, you're the product"



- Tristan Harris in The Social Dilemma

Thanks!

