



# Cambridge Analytica



## How did this happen?



- In 2014, Cambridge Analytica form relationship with Robert Mercer and Steve Bannon
- Aleksandr Kogan approaches Cambridge analytica with data harvesting idea
- Facebook fail to follow up their initial requests to delete data
- Cambridge Analytica cease to exist and Mark Zuckerberg summoned to appear in US senate and EU Parliament and Facebook suffers dip in usage
- Questions of data privacy and consent remain



# Challenges and Ambiguities

- Millions continue to use social media platforms and willingly give over personal info
- Value placed on private lives but in using social media is a public forum
- Neo-privacy
- Cambridge Analytica and Kogan exploit this phenomenon - opening an ethical debate



# Solutions and Approaches

- Regulation
- Informed Consent
- Personal responsibility



# Questions

# Sources

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