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| --- | --- | --- | --- | --- | --- | --- | --- |
| Ethical Quandary | Hardware | Software | Laws | Community | Ethical Integrity | Reputation | Confidentiality |
| Cambridge Analytica making fake Social Media accounts | **No** | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |

First off, I am doing this in a word doc because I don’t know how to use Excel as well as the fact that it is much easier to write two paragraphs in word than Excel

When it comes to the Technical Systems, two aspects I came up with was Hardware and Software. The Hardware of the systems affected by Cambridge Analytica’s actions was not changed in any meaningful way. The physical servers did not change and the hardware on user’s devices was also not changed. Software on the other hand was greatly affected! The creation of accounts made it to where the algorithms used by the social media platforms were being used to spread information/disinformation across a much wider audience. That is a purely software exploitation that greatly affected how the algorithms were being used.

When it comes to the STS side of things, I came up with a few more options. The Laws in place at the time were ruled to be broken by the FTC. The Community of people using the social media sites was greatly affected by CA’s actions as well. It defiantly changed the way people in the community thought and acted, therefore affecting the at least parts of the community. The Ethical Integrity I consider to be a part of the STS as the ethics of an organization should be taken into account when looking at it as a whole. I think the Ethical integrity of CA and social media platforms like Facebook was affected pretty negatively by the whole ordeal as most people view what happened as an unethical action. The same goes for Reputation. Facebook, which fell out of favor with the public over many other things, defiantly lost some brownie points after the scandal. People view Facebook and CA with resentment and distrust now partly because of what happened. The confidentiality of the users involved was also affected. Facebook used user information to show certain users profiles, pictures, links, and other media to pull their opinion one way or the other. Since the user’s data was taken and used, their confidentiality was breached, therefore affecting it.