

Ethical Quandaries	Social Media	Democracy	Journalism	Data Industrial Complex	Politics	Human Social Behavior
Data Privacy Violation	x			x		
Fake Information	x	x	x		x	x
Electoral Manipulation	x	x			x	
Modern Algorithmic Propaganda	x	x	x	x	x	x

The process of the development and deployment of Cambridge Analytica's technology raises ethical questions on four main fronts. First, the data used to develop their algorithms was attained in large part without the knowledge of the people it refers to. Second, the strategy that technology enabled relied heavily on propagating false information, which corroded discourse. Third, one could argue that the outsized influence of C.A.(Cambridge Analytica) counts as manipulation of an election by a third party. Lastly, the implications for the modern A.I. and algorithms C.A. used in their strategy are disquieting for many areas.

C.A.'s violation of data privacy clearly shows how social media and the data industrial complex behind social media often resort to unethical actions to collect all data possible. The rise of false information that was marked by C.A. had effects in all of these systemic areas, but most notably in journalism where the fight against disinformation is still ongoing, and politics where basic facts in the political arena have become debatable. C.A. arguably manipulated the most historic election in our lifetimes. This has severe ramifications for democracy in that it could very possibly be repeated, and the fate of democratic or pseudo-democratic institutions falls into the hands of data collection companies. Propaganda has always played a part in human society, however, when combined with the right technologies and resources, it might prove to be a very serious threat. Social media allows propaganda to be much more granular, tailored to influence the person viewing it by the incredibly effective algorithms of the Data Industrial Complex. This propaganda often makes its way to journalistic institutions, who often decide the truth of that propaganda based on audience reception rather than reliability. This creates a splintering of truth, which causes polarization in politics, dysfunction in human social behavior, and damage to democracy. This problem is also incredibly difficult to repair, because most of the actors believe that they are pursuing profit in an ethical manner, or are receiving enough profit that ethics goes on the backburner.