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CS4320

Module 4.1

I chose to consider the Cambridge Analytica public case.

Ethical Quandry	Social Media Prediction Systems	Societal Trust in People Online	Voting Systems	Social Media Content System	Social Media Servers
Creating fake accounts	x	x		x	x
Using fake accounts to target people	x	x		x	x
Using fake accounts to target people for political polarization	x	x	x	x	x
Targeting people with information they don't know you have	x	x			
Trying to sway political opinions with large scale misinformation	x	x	x	x	x
Using social media accounts for purposes outside of the host's intended use	x	x		x	x

The systems I chose to consider are both technical and sociotechnical. Social media prediction systems/algorithms can be easily affected by misuse of the platform. This can be used to someone's advantage if they are trying to push an agenda to a large group. If they can influence the prediction system to change, then the change will be more self-sustaining and more effective. Voting systems can be affected by attempts at political polarization and misinformation. If a group can become polarized with misinformation, then voting can be affected. This is a sociotechnical system. The social media

content systems is the actual content being produced on social media. If bad content or misinformation is being pushed by fake accounts, this will decrease the overall quality of content being produced on the social media page. Bad content will be rewarded easily while good content will be much harder to be rewarded for. On the purely technical side of things, the actual servers running the social media site are affected as well. Resources can be allocated for fake or malicious accounts. This wastes computational time and can slow the overall process of the server.

Ethically I considered many different situations surrounding the case. Creating fake accounts can make actual predictions inaccurate, can increase the reward for poor content, and can bog down the actual servers running the application. Using these fake accounts to target people can cause prediction systems to recommend things you want to the victim, can make the victim see more of your content only, and can also bog down the servers. To target these people for a political purpose as well can not only affect the mentioned systems but can also affect how the victim thinks politically and can potentially change how they vote over time. Doing all this with information that the victim isn't aware you have is very problematic. Not only does this affect the social media site's prediction as mentioned before, learning about this after the fact can decrease the trust that people have in other users online someone interacts with. Using an account for any service outside of the intended use of the host can also be an ethical issue. Misuse will affect how the social media site predicts things, how the content is rewarded, and can also decrease the trust in the userbase of the social media. While all these ethical quandaries can all affect very similar things, they each can have a profound effect on many different systems.