This ethical boundaries grid is for the case of Cambridge Analytica's use of fake social media accounts to influence the 2016 presidential vote in the United States of America. In the 2010's, British consulting firm Cambridge Analytica collected millions of Facebook users' data without consent to be used for political advertising in order to influence the 2016 presidential election in the United States. Several ethical quandaries were raised in this event, such as the actions not being in the best interest of the general public, whether or not the CA's fake accounts were interacting respectfully with the Facebook users, whether data was being unknowingly accessed, whether Facebook was storing user data securely, whether more data than needed was being accessed by CA, and whether CA was selling user data to third parties or releasing it. The technical and sociotechnical systems involved were Facebook, Cambridge Analytica, Facebook user data, digital political advertising, and user interactions with fake CA accounts.

The issue of best public interest involved CA, political advertising, and FB user interactions with fake CA accounts because it was CA that was using and interacting with FB users by creating fake accounts in order to target them with political advertising, and this could b questioned as to whether or not it is in the best interest of the public to influence this way. The issue of whether CA's fake accounts were interacting respectfully with the Facebook users involved CA and user interactions with CA's fake accounts. The issue of user data being unknowingly accessed involved CA, FB, and FB user data because CA accessed FB user data through FB because they breached FB's system without their knowledge. The issue of whether user data was stored securely involved FB and FB user data because it is FB's responsibility to ensure user data is stored securely so it cannot be hacked and taken by CA. The issue of whether CA accessed more data than needed involved CA, FB user data, and political advertising because CA could have accessed more user data than needed to target users specifically with political advertising to sway them and possibly abuse their data for personal profit or to push their own political agenda. The issue of whether user data was sold or released to third parties involved CA and FB user data because it was CA that could possibly have abused user data for their own personal profit or political agenda by distributing user data to political campaigns or advertising companies.