

Case Study: Inappropriate Use of Surveys

The reflecting activity looked at the unconsented access to millions of Facebook users' personal data by political consultancy firm Cambridge Analytica. They used an innocuous-looking survey app to collect information, which allowed them to build detailed profiles and influence political campaigns. The data obtained through surveys helped Cambridge Analytica create targeted political advertisements and influence voters' opinions. Ethically, Cambridge Analytica violated users' privacy rights and trust. Socially undermined democratic processes by manipulating public opinion. From the legal perspective, it led to investigations, fines, and increased scrutiny of data practices. This action damaged the reputation of data analytics and research firms. Similar examples include Online Quizzes and Personality Tests. Some seemingly harmless quizzes collect personal data (e.g., favourite colour, birthdate) and sell it to advertisers or use it for targeted. Also, misleading health surveys may lead individuals to make poor health decisions based on inaccurate information.