Ethical Quandry: Cambridge Analytica					Ethical Principles	Violated		
Facebooks Algorithm					Public			
Facebook Advertising Software					Product			
Facebook Users					Public			
Sociotechnical Issue of peoples trust in facebook.					Public			
Sociotechnical issue of peoples being influenced by targeted advertising.					Public			

Facebooks advertising software and algorithm was unwittingly used as a psyop to disseminate messages and info to people without their consent. The true ethical issue here is with the public. While users thought they were just interacting with the normal functions of facebook as they usually would, in reality Cambridge Analytica was barraging them with ideas they knew would catch their attention gathered from interacting with the site normally, in an attempt to sway peoples opinions unethically.

Obviously to save face Facebook had to act as though they were horrified by their actions and how they were using their platform, when in actuality Facebook uses many of the same data harvesting and information pushing to help advertisers which I believe is highly unethical. While targeted advertising is normal, the manner in which Cambridge Analytica used fake groups and profiles in a way that users did not know they were interacting with something un organic will forever be a stain on Facebook's platform and reputation in software ethics.