**CS 4320 Systems Theory Assignment**

I chose the Cambridge Analytica's use of fake social media accounts to influence the 2016 presidential vote in the United States of America as my case to investigate.

In the grid system that I created, I included the more obvious ethical quandaries like making fake accounts, using propaganda, and lying. However, I also had to include some ethical quandaries that the employees of Cambridge Analytica likely faced. These included spending time and money to work on this project and going against one’s own opinions and beliefs. I also did some research into this case and found that the CEO of Cambridge Analytica was found guilty of bribing and blackmailing politicians throughout this case. That is why I included the ethical quandaries of bribing and blackmailing.

Under the system of social media users, I only checked the fake accounts, propaganda, and lying boxes as the other quandaries mostly affected Cambridge Analytica’s employees. Presidential Candidates were likely affected by the propaganda and lying (possibly in their favor or not) and by the bribing and blackmailing by the CEO. Something else I thought of was how the propaganda and lying likely weakened US Citizens’ faith in our voting system. Furthermore, the social media site, Facebook, was mostly affected by the fake accounts that were made using their system and resources. Cambridge Analytica’s employees were affected by nearly all of the ethical quandaries. I left off the fake accounts because I think those only affected social media systems. Along with Cambridge Analytica’s employees, this case also affected the company’s reputation. Similarly to their employees, they were affected by almost all the quandaries. I didn’t include the fake accounts since they’re not a social media system, and going against one’s opinions because that quandary was specific to employees. Lastly, I had the US Population’s Knowledge. This was hugely affected by the propaganda and lying because it dampened their knowledge of the facts of the 2016 Presidential campaign and vote.