The Facebook/Cambridge Analytica scandal is one of my favorite scandals to discuss. While I am severely concerned that it happened, it is extremely interesting to analyze. I will use the information that I learned from the readings this week to explain the document I have created that classifies ethical quandaries from this scandal. First, I used knowledge and understanding to define systems that were impacted during this scandal. These systems included, but are not limited to: Voting, Data, Social Media, Privacy, Facebook, Campaigning, Code, Users, Democracy, and Marketing. The unique characteristics about systems are that the systems alone do not necessarily pose an ethical quandary towards users, however, when used with other systems in a specific way - they can be very problematic.

The ethical quandaries in this chart were chosen based off of the ACM/IEEE code of ethics coupled with the misuse of each system by Facebook and Cambridge Analytica. The “public, client/employer violation” includes sharing user data with 3rd party companies and lying about use of this data which in turn could impact data collection systems, social media, privacy, Facebook’s system, campaigning, code, users, democracy, and marketing. While collecting user data and lying about the use of the data might not create negative impacts right away, the larger impacts can be seen in the other sections of violations: “Product, Client/Employer” and “Public, Client/Employer, judgement” and “Public, Client/Employer, Product, judgement, management”. These violations include not secure programming practices, using non-consented data, threatening an individual’s freedom through marketing tactics, using this data for psychological warfare, using negligent practices to protect data, and looking at profits over ethics. When these practices are used, we have seen how the impacts multiply. It impacts marketing → campaigning → voting → our democracy. It impacts the quality of code → data → privacy → users. Each of these systems of violations then falls back on social media, specifically Facebook in this case.