

The grid that I've created investigates an ethical quandary on a huge case. The case used for this grid is the Cambridge Analytic's use of fake social media accounts to influence the 2016 presidential vote in the United States of America. This was when social media was just starting and it had a huge influence on politics whereas before it didn't play as big of a role. Since social media is part of everybody's daily lives it made sense that it would contain ads, bots, or things to persuade a user to do an action. In this case, it was the use of bots, "fake social media accounts", being used to influence a vote to a certain political party.

The usage of fake social media accounts clearly was unethical. As shown in the chart I placed a checkmark where ethical boundaries are crossed relating back to the 8 ethical principles. In this grid, I evaluate individual systems such as Facebook, Instagram, Twitter, Emails, Reddit, etc. There were obviously many ethical quandaries pertaining to this case and it played a massive role in affecting the public. Bots are still being created this day to make fake social media accounts that cross many ethical principles that affect not only other software engineers but also the public's interest.