

Case Study: Inappropriate Use of Surveys

In 2018, Cambridge Analytica was in the news in the United Kingdom and the USA (Confessore, 2018) for obtaining and sharing data obtained from millions of Facebook users. They obtained the data through innocuous surveys on Facebook (you may have seen this type of survey and probably participated at times). This is probably the highest profile of surveys used for alternative means and, probably, monetary gains. However, this happens often through various media.

Consider how exactly this happened and why it was used. Find one or two further examples of inappropriate use of surveys and highlight the impact of all these examples from the various ethical, social, legal and professional standpoints that apply.

Cambridge Analytica engineered a systematic plan to obtain social media users' data and sell psychological profiles, which could be used to influence elections and public opinion (Confessore, 2018).

The extensive nature of the data planned data breaches varied from the United States to Great Britain and Russia. Approximately 87 million Facebook users' data were affected through psychological surveys managed by Qualtrics. Once a user has granted access to their profile, the application by Cambridge Analytica harvested personal data and that of friends. The impact and reasoning of this were significant.

The exploitation of social media meant that the company could influence voters through targeted advertisement campaigns and predict voting patterns for elections. It is suggested that the data collected was secured from Aleksandr Kogan's 'thisisyourdigitallife' app, which provided data regarding personal lives, 'likes' and contact lists (Hu, 2020).

Facebook was fined \$ 5 billion as a settlement for violating privacy consent to protect consumers against the disclosure of data to third parties (Granville, 2018).

Survey example:	Impact:
Replika AI Companion Luka Inc. (Brooks, 2023)	<p>An artificial intelligence virtual companion application to support friendship, companionship or romance. Users initially provide username, email and gender. However, further information is collected due to the nature of the application.</p> <ul style="list-style-type: none">-Uses data to form a sense of who the other person is.-Inappropriate exposure to vulnerable people (children).-No screening measures for minors.-No protection measures for vulnerable people with emotional difficulties.-Lack of safeguarding-Does not comply with EU GDPR (GPDP, 2023) <p>-Can be considered similar to romance scams.</p> <p>-Users have felt episodes of grief, loss, depression and concerns about suicide.</p> <p>-Banned in Italy</p>

Brooks, R. (2023). I tried the Replika AI companion and can see why users are falling hard. The app raises serious ethical questions. Available from: <https://theconversation.com/i-tried-the-replika-ai-companion-and-can-see-why-users-are-falling-hard-the-app-raises-serious-ethical-questions-200257> [Accessed 23 February 2023].

Confessore, N. (2018). Cambridge Analytica and Facebook: The Scandal and the Fallout So Far. Available from: <https://www.nytimes.com/2018/04/04/us/politics/cambridge-analytica-scandal-fallout.html> [Accessed 23 February 2023].

Gpdp. (2023). Artificial intelligence: Italian SA clamps down on 'Replika' chatbot. Available from: <https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/9852506#english> [Accessed 23 February 2023].

Granville, K. (2018). Facebook and Cambridge Analytica: What You Need to Know as Fallout Widens. Available from: <https://www.nytimes.com/2018/03/19/technology/facebook-cambridge-analytica-explained.html> [Accessed 23 February 2023].

Hu, M. (2020). Cambridge Analytica's black box. *Big Data & Society*, 7, (2): 2053951720938091.