

Part 4 Ethical considerations

The data that is used in this assignment reveals many personality traits that can be traced back to certain individuals. It is highly personal in nature and entails a lot of information on a person's personality, decision-making, and vulnerabilities. Therefore the nature of the data and its potential applications should be clear. This essay dives into the nature of the data and its applications, the good ones and the bad.

First of all, the nature of this data is similar to many scandals and data leaks in previous years. For example, the Cambridge analytica leaks (Confessore, 2018), the Equifax data breach (Fruhlinger, 2020) and more but lesser known big data breaches. To understand the potential dangers of this data, the data should be better known. The data that is at hand are answers to life-meaning and -purpose questions, as well as the outcomes from an IPIP-NEO personality test. These answers and labels can tell much about a persons' personality and can enable others to influence people.

When this data becomes public, one can influence or black mail someone because they know valuable information about them. Next to that, someone's personality can have an influence on individual political outcomes (Gerber et al., 2011). On top of that, one's personality indicates the personal values of people (Roccas et al., 2002). All this information can be used to steer people in the direction you want. For example, based on this data, one can combine the personality of someone with their life goals to manipulate them. Therefore, by knowing this information, one can manipulate these people.

On the other hand, this data can do very well. It is often used in business applications as a predictor of job performance (Rothmann & Coetzer, 2003). Next to that, it is an indicator of team work and entrepreneurial spirit (Jawabri, 2020). This makes it very valuable information to be known among your colleagues. It explains your emotions, ways of working, and your goals (Reisz et al., 2013). If this information is known among your colleagues and friends, you can help each other, understand each other better and tolerate each and everyone better. However, note that still, this information does not have to be available for the entire world.

In conclusion, there are many unethical aspects of this data and its potential applications. It can be used to tailor advertisements that truly target a specific person, making them a playball of the algorithm. On the other hand, this information is very valuable when collaborating with people, it explains their decisions, viewpoints and motives. All in all, it can be concluded that this information can be beneficial, but not when it is known to the entire world.

References

- Confessore, N. (2018, November 14). Cambridge Analytica and Facebook: the scandal and the fallout so far. *The New York Times*.
<https://www.nytimes.com/2018/04/04/us/politics/cambridge-analytica-scandal-fallout.html>

- Fruhlinger, J. (2020, February 12). *Equifax data breach FAQ: What happened, who was affected, what was the impact?* CSO Online.
<https://www.csoonline.com/article/567833/equifax-data-breach-faq-what-happened-who-was-affected-what-was-the-impact.html>

- Gerber, A. S., Huber, G. A., Doherty, D., & Dowling, C. M. (2011). The big five personality traits in the political arena. *Annual Review of Political Science*, 14(1), 265–287. <https://doi.org/10.1146/annurev-polisci-051010-111659>

- Jawabri, A. (2020). The impact of big-5 model leadership traits on team entrepreneurship: An empirical study of small businesses in the UAE. *Management Science Letters*, 497–506. <https://doi.org/10.5267/j.msl.2019.9.031>

- Reisz, Z., Boudreaux, M. J., & Ozer, D. J. (2013). Personality traits and the prediction of personal goals. *Personality and Individual Differences*, 55(6), 699–704. <https://doi.org/10.1016/j.paid.2013.05.023>

- Roccas, S., Sagiv, L., Schwartz, S. H., & Knafo, A. (2002). The big five personality factors and personal values. *Personality and Social Psychology Bulletin*, 28(6), 789–801. <https://doi.org/10.1177/0146167202289008>

- Rothmann, S., & Coetzer, E. P. (2003). The big five personality dimensions and job performance. *South African Journal of Industrial Psychology*, 29(1).
<https://doi.org/10.4102/sajip.v29i1.88>