Assignment 2.1 Part 2

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Summary:

I chose the Cambridge Analytica case, as I personally believe they crossed many ethical boundaries. After doing more research on the case, I found that they were stealing personal data from Facebook users without their consent. They used an app called “This is Your Digital Life” and they used it to create psychological profiles of users, while also collecting personal data of said users. They would then, sell this data to political figures and their campaigning team. Cambridge Analytica was able to obtain the data of up to 87 million Facebook profiles. The initial reaction for me, and I’m sure many others, is that this sounds extremely unethical and illegal.

Given the definitions, Cambridge Analytica did not follow the public, product, judgement, management, profession, and self principles at all. First, Cambridge Analytica did not have the publics best interest in mind during any of this, as they are trying to push the balance of elections in a particular and unfair way. As for product, they did not meet a professional standard, as their actions would be frowned on by the majority. They lacked judgement during this scandal and carried no integrity with them along the way. Their management team had no regard for ethics and the software engineers involved did not show any professional integrity by continuing to work on this. Finally, for the “self” ethical quandary, they did participate in a form of practice in their profession, however, they were not doing it in an ethical manner. On the other hand, the ones I did not mark for Cambridge Analytica to have crossed, by definition, the group was working in favor of their client and employer. Next, colleagues, which I cannot speak on with 100% certainty. However, since they were voluntarily continuing to work on this project, I would say that they were supportive of each other since they were all working towards the same goal.