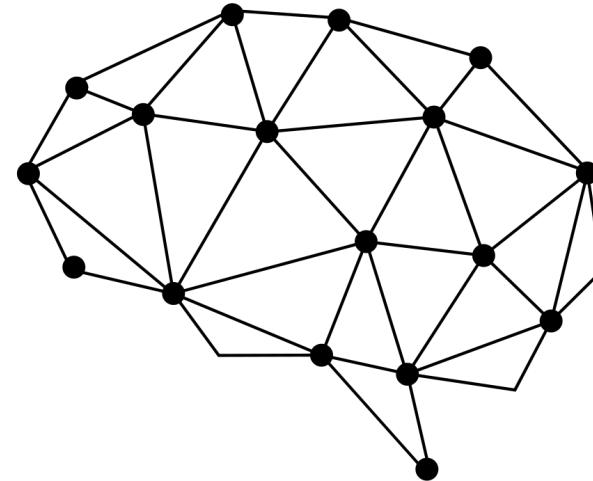


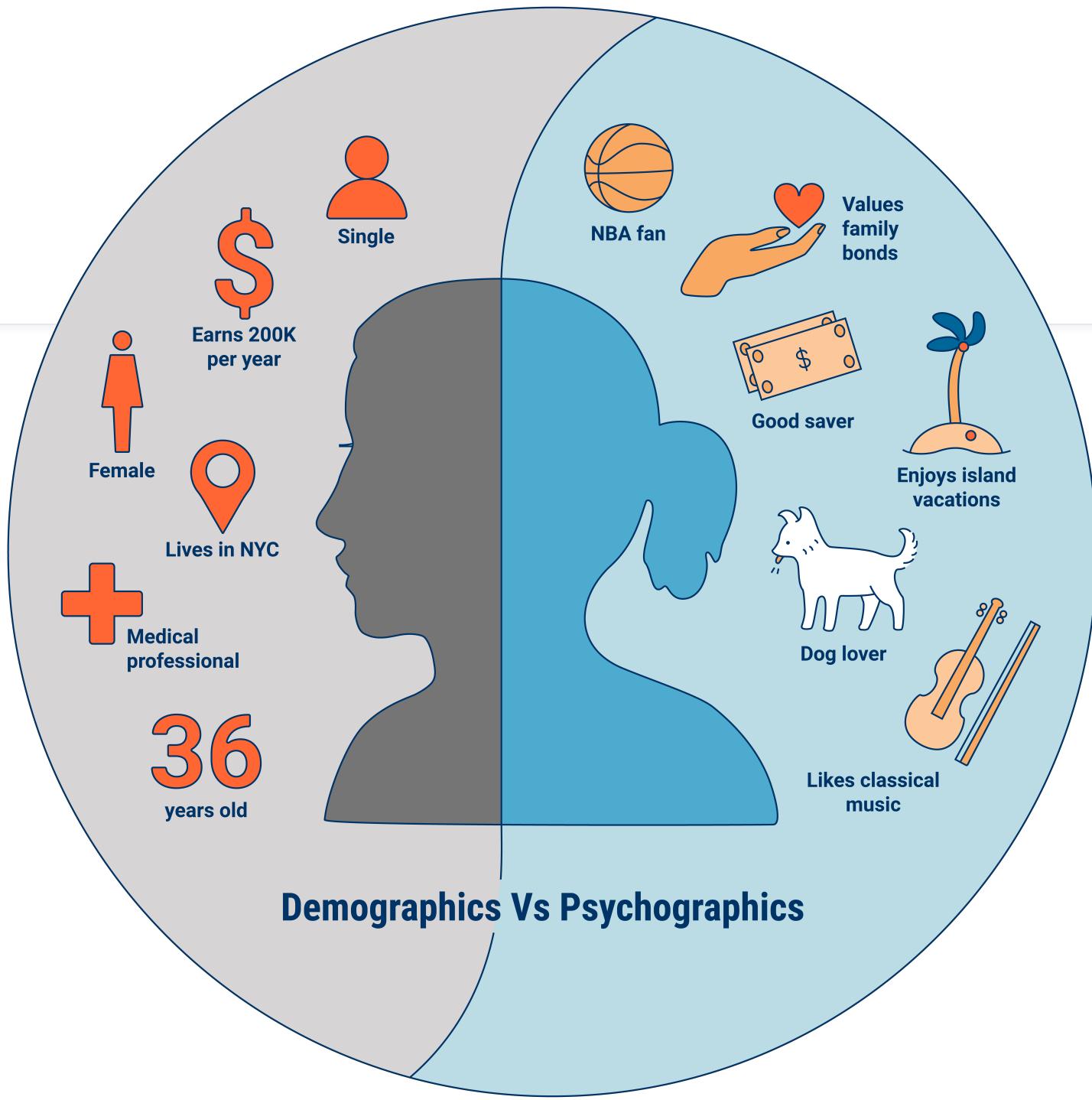
Cambridge
Analytica -
how do we
stop it
happening
again?



Cambridge
Analytica

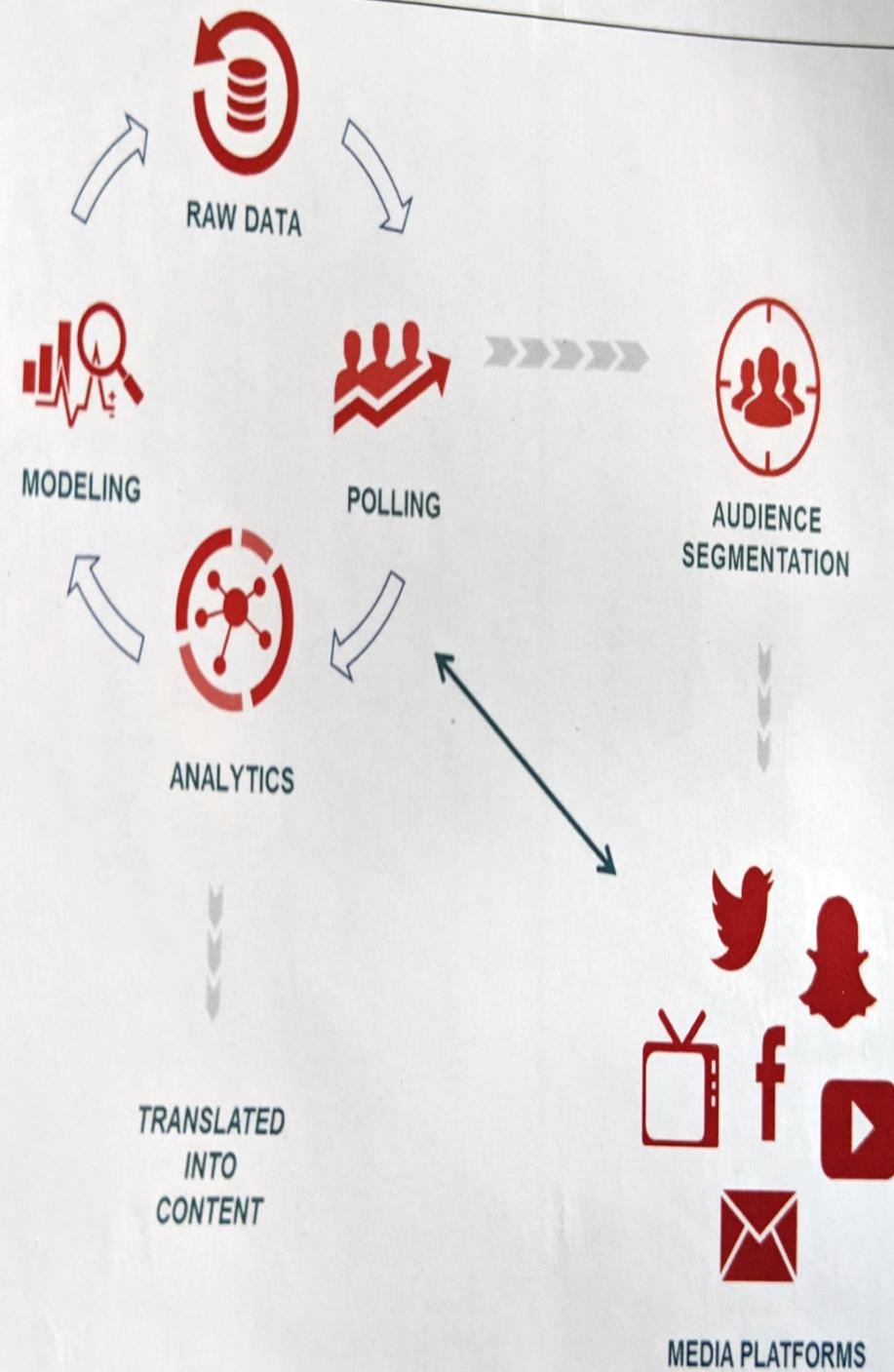
Iowa Caucus





How psychographic information is collected

- A public presentation to the Concordia Annual Summit in September 2016 by Cambridge Analytica's then-CEO Alexander Nix gave the world one of its first glimpses into the psychographic techniques used by the company.
- Traditional focus groups/interviews
- Set-top box viewing data
- Surveys/questionnaires/quizzes
- Psycholinguistic dictionaries
- Website analytics (e.g. Google analytics)
- Browsing Data
- Social media (i.e. likes, clicks, tweets, posts, etc.)
- Third-party analytics



OCEAN Personality Model

We use the established scientific OCEAN scale of personality traits to understand what people care about, why they behave the way they do, and what really drives their decision making.



OPENNESS

Do they enjoy
new experiences?



CONSCIENTIOUSNESS

Do they prefer
plans and order?



EXTRAVERSION

Do they like spending
time with others?



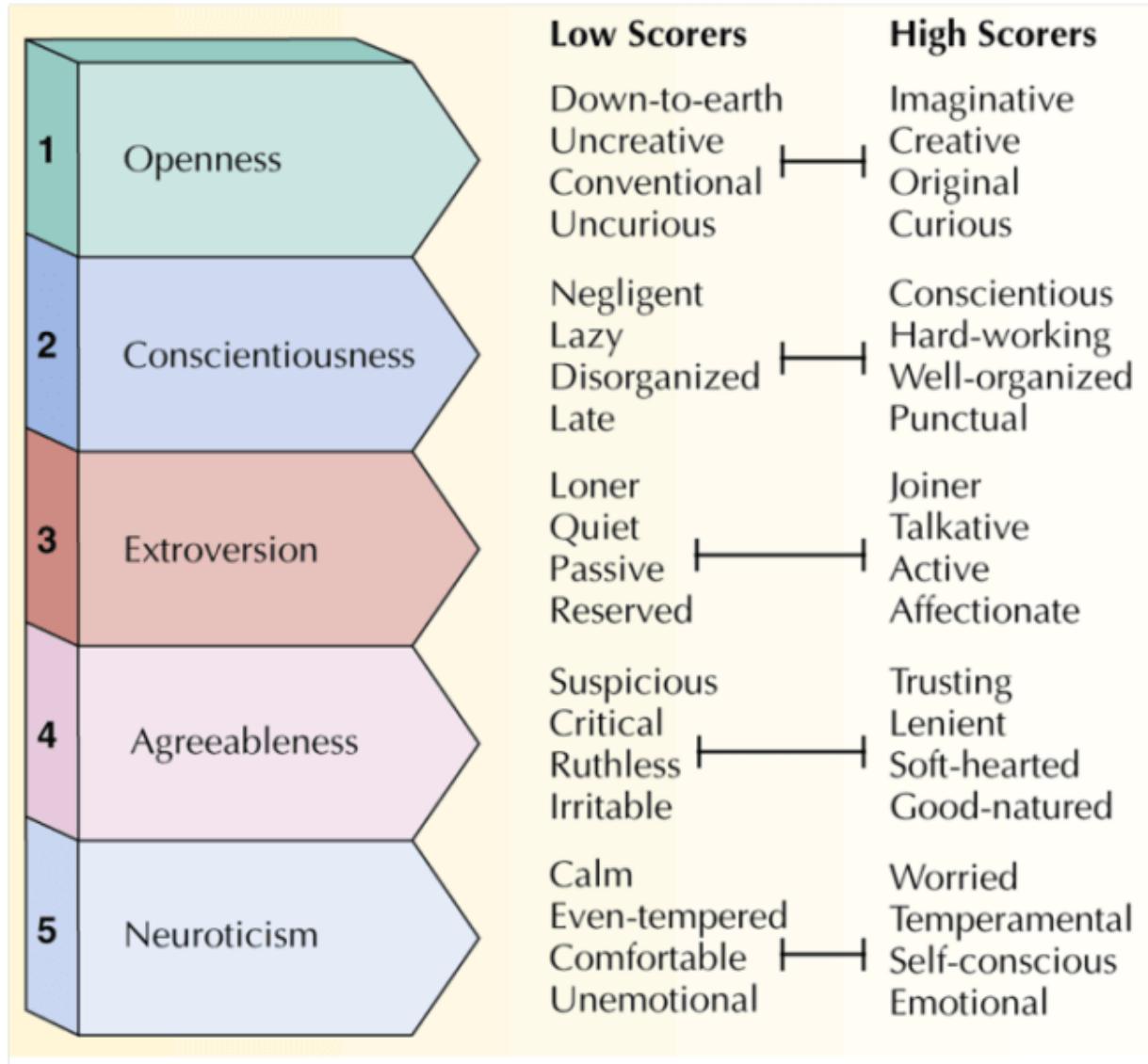
AGREEABLENESS

Do they put people's
needs before theirs?



NEUROTICISM

Do they tend
to worry a lot?



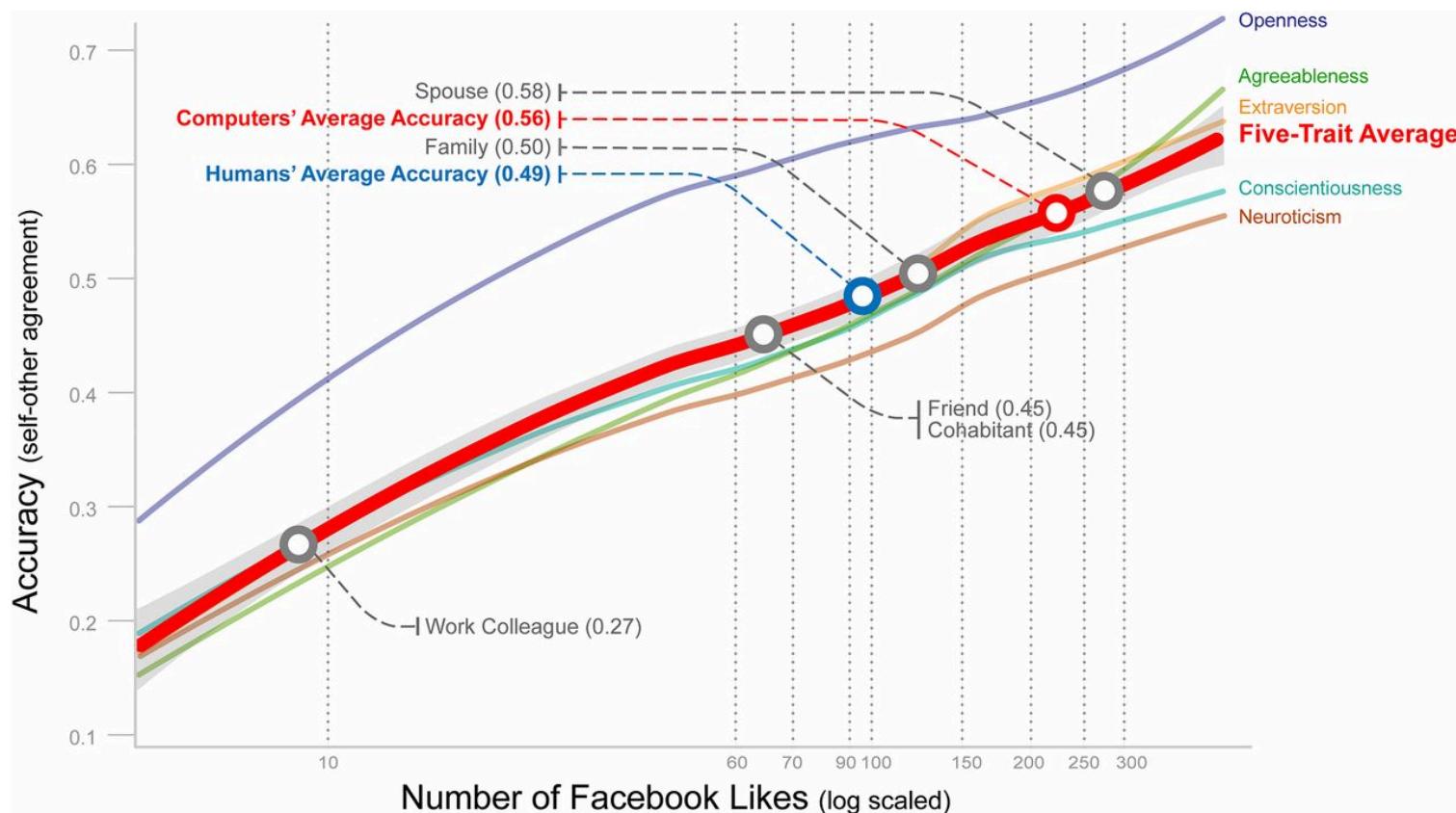


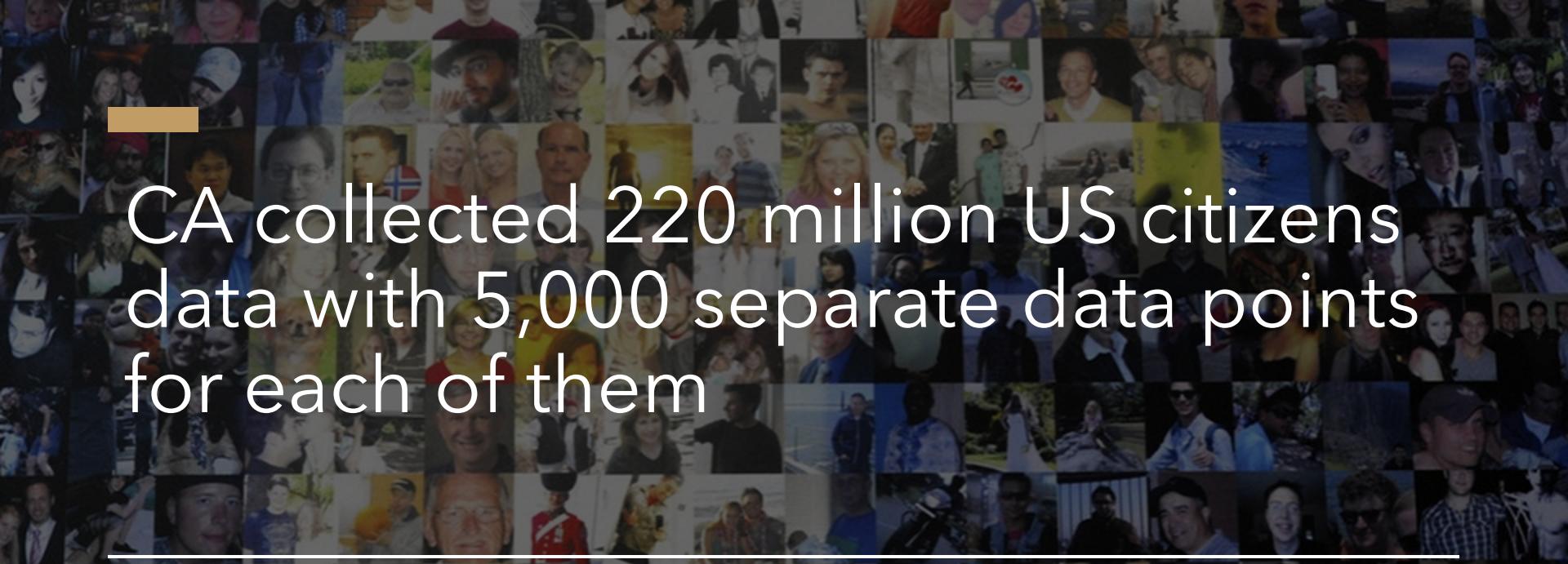
Computer-based personality judgments are more accurate than those made by humans

Wu Youyou, Michal Kosinski, and David Stillwell

PNAS January 27, 2015 112 (4) 1036-1040; first published January 12, 2015 <https://doi.org/10.1073/pnas.1418680112>

Edited by David Funder, University of California, Riverside, CA, and accepted by the Editorial Board December 2, 2014

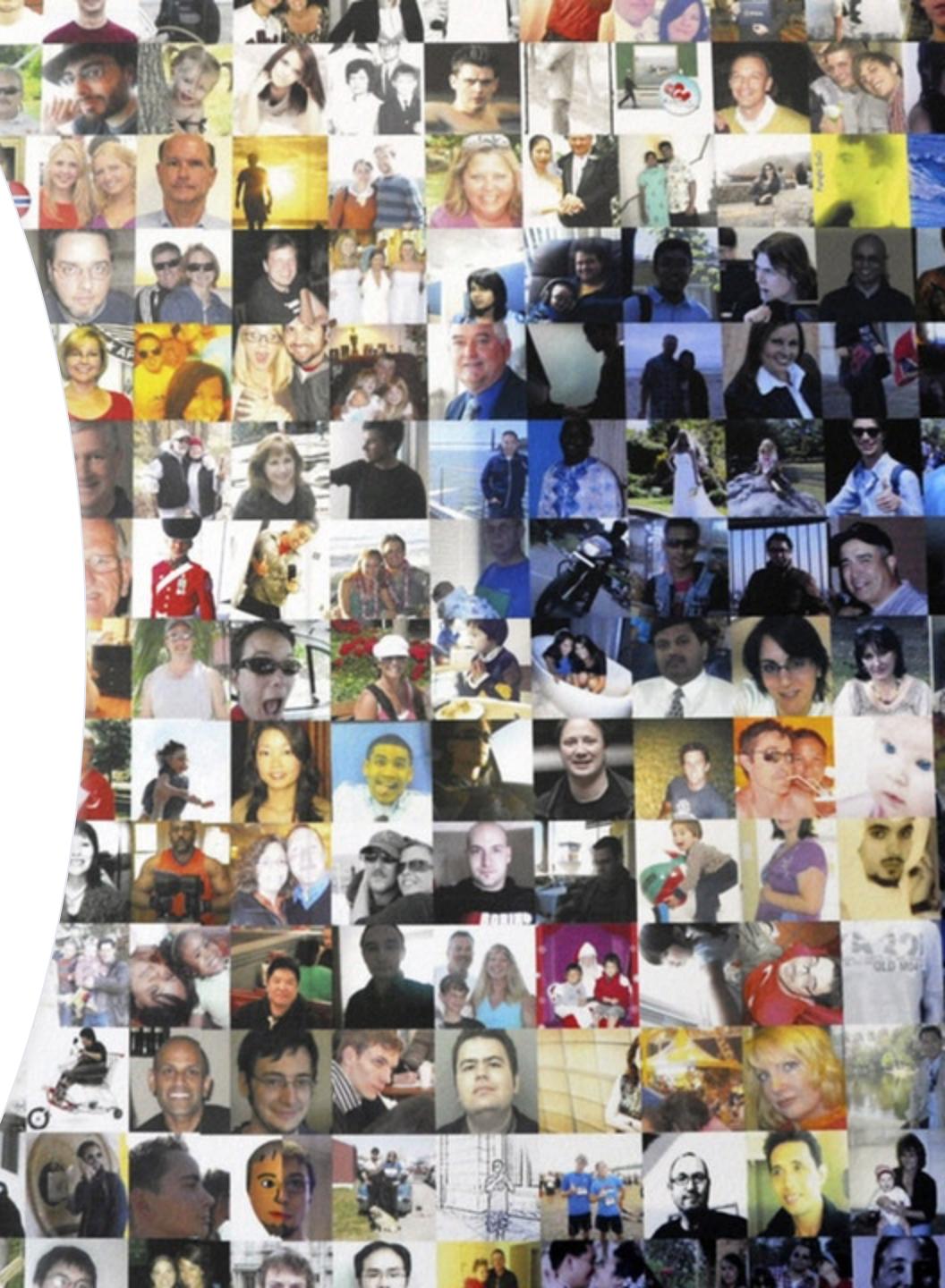




CA collected 220 million US citizens data with 5,000 separate data points for each of them

- Considered the largest database ever built in behavioral data and psychometric modelling
- Created under the basis of creating a novel research area denominated Computational psychology
- Data collected from Facebook Graph API among others
- On July 22nd, 2019, the Federal Trade Commission presented a case against CA, which hearings will be held on March 24th, 2020

- Here's her photo, here's where she works, here's her house. Here are her kids, this is where they go to school, this is the car she drives.
- She voted Romney in 2012, she loves Katy Perry, she drives an Audi, she's a basic ... and on and on and on.
- We knew everything about her for many records, the information was updated in real time, so if she posted to Facebook, we could see it happening.
- And not only did we have all her Facebook data, but we were merging it with all the commercial and state bureau data we'd bought as well. And imputations made from the US Census.
- We had data about her mortgage applications, we knew how much money she made, whether she owned a gun. We had information from her airline mileage programs, so we knew how often she flew. We could see if she was married (she wasn't). We had a sense of her physical health.
- And we had a satellite photo of her house, easily obtained from Google Earth. We had re-created her life in our computer. She had no idea.



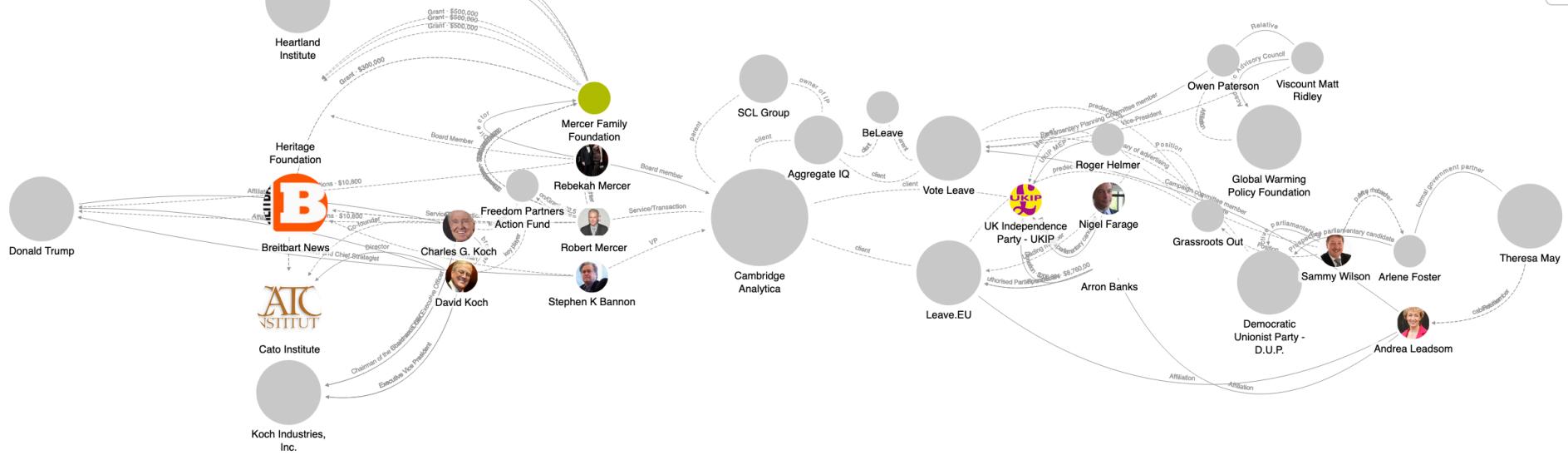
Investigation into the use of data analytics in political campaigns

A report to Parliament 6 November 2018

- We sent 11 warning letters requiring action by the main political parties
- Fined Leave.EU and Eldon Insurance (trading as GoSkippy) £60,000 each.
- Fined Leave.EU £15,000 for a separate, serious breach of PECR regulation 22 after almost 300,000 emails were sent to Eldon Insurance.
- We issued Facebook with the maximum monetary penalty of £500,000
- We issued a monetary penalty in the sum of £140,000 to data broker Emma's Diary (Lifecycle Marketing (Mother and Baby) Limited
- We are in the process of referring CA to the Insolvency Service.
- We issued an Enforcement Notice to AggregateIQ to stop processing retained UK citizen data.



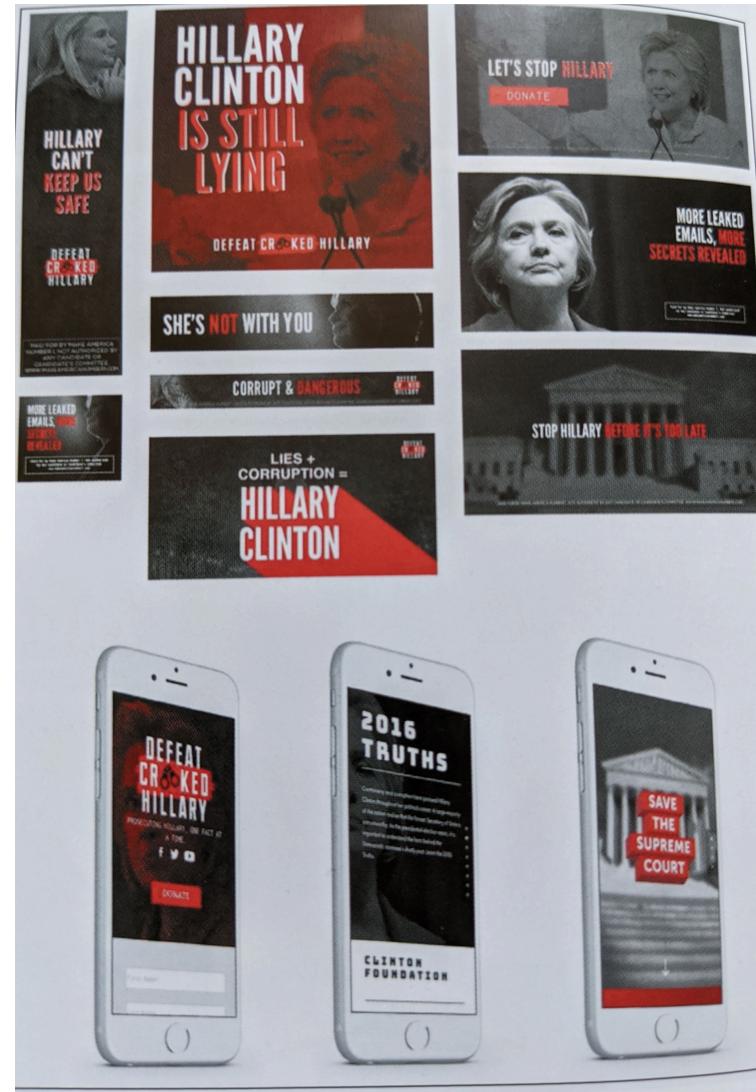
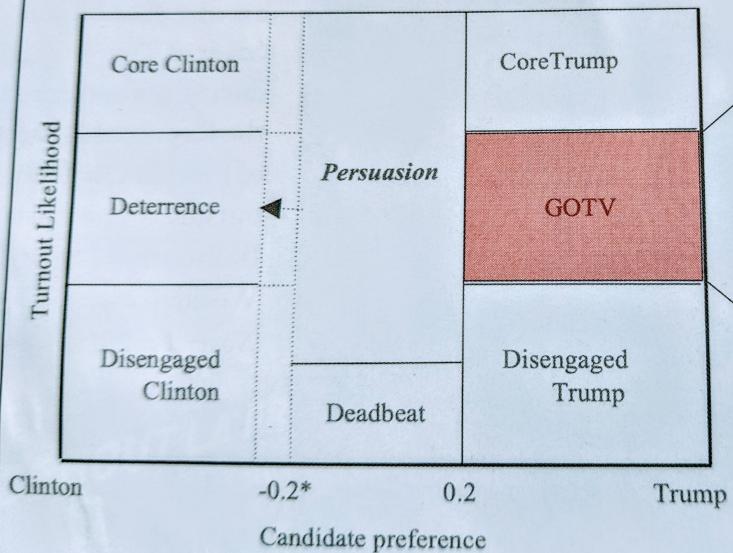
Cambridge Analytica network analysis



<https://littlesis.org/maps/2897-cambridge-analytica-brexit-trump-and-climate-science-denial>

Audiences

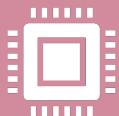
Turnout Likelihood



Recommendations for a Data society



A building code for the Internet



A code of ethics for Software Engineers



Internet utilities and the Public interest



Public stewardship of the Digital Commons

Emerdata Limited

Company number 10911848

- Emerdata's board of directors included Frontier Services Group officer Johnson **Chun Shun Ko**, Cambridge Analytica investor **Rebekah Mercer**, and Cambridge Analytica CEO **Alexander Nix**
- In July 2019, it was revealed that Emerdata Limited "fully acquired" the SCL companies including SCL, Cambridge Analytica and Aggregate IQ.