**Were Facebook’s users justified and reasonable in reacting negatively to the news of the study? Was the study ethical? Why or why not?**

Facebook users are absolutely justified and reasonable for reacting so negatively. This study is a prime example of companies behaving in an unethical manner. Users were not aware that they were basically “voluntold” to be a part of this experiment. Even though users signed an agreement upon the creation of their Facebook account, the vague language make it impossible for any of them to knowingly consent to this specific study. The fact that users were drastically taken advantage of, and had their emotions toyed with, is completely unethical.

**To what extent should those involved in the Facebook study have anticipated that the study might be ethically controversial, causing a flood of damaging media coverage and angry public commentary? If the negative reaction should have been anticipated by Facebook researchers and management, why do you think it wasn’t?**

I believe Facebook definitely anticipated this study would be ethically controversial to a least a certain degree. However, in some odd way, I feel like they didn’t think this study would get released into the public eye. And if they did get caught, they would dress it up as a study to further “improve user experience”. This isn’t the first time Facebook has experimented on its users, and it probably won’t be the last. During this time, I don’t believe Facebook had an ethics board to review these studies, because if they did, I think this whole idea may not have occurred in the first place.

**Describe 2 or 3 things Facebook could have done differently, to acquire the benefits of the study in a less harmful, less reputationally damaging, and more ethical way.**

The first thing that should have been done was making the study as transparent as possible, as well as requested volunteers as opposed to forcing users to unknowingly undergo this study. This could also be used to provide more information as to why this study is being done in the first place. The second thing that could be done is implement some kind of ethics board that are able to determine the potential harms studies like these can cause.

**Who is morally accountable for any harms caused by the study? Within a large organization like Facebook, how should responsibility for preventing unethical data conduct be distributed, and why might that be a challenge to figure out?**

I believe the simple answer to who is morally responsible for the harm caused by the study would be the owner, Mark Zuckerburg, since he is the one in charge. However, I think the challenging part about figuring out who’s responsible is because these studies go through so many other individuals before actually being implemented. Like I mentioned in previous prompts, I think the only way to handle this responsibility is through an established board of ethics.