**Is it ethical for Facebook to mine its users’ posts for signals that those users are about to go through a break up? Is it ethical for the company to then help its clients target their ads based on this research?**

In my opinion, the answers to both of these questions is a big fat NO. Breakups are already emotionally and physically taxing to the impacted individuals, we don’t need companies trying to profit off of them on top of it. Facebook and the ad companies found a new way to prey on people online, abusing their privacy, to profit from their experiences.

**Is what Facebook is doing so much different than what other companies do? Explain.**

When it comes to sending people targeted ads, while Facebook is a main player, they are far from the only ones who do this. Airline sites are notoriously known for monitoring your search history in order to send you targeted flights, and in some cases, bumping up the prices for them. Instagram will sometimes send ads based on clothing items that a person was wearing in a post you liked.

**Identify one use/application in which this type of prediction might cause significant ethical harms, then briefly describe the specific harms that might be caused and who they might affect.**

One harmful way this prediction might cause ethical harm is preemptively putting a person “back on the market” too soon. As an example, say my girlfriend and I breakup, and during that time I get a targeted ad from Tinder, Hinge, and/or Bumble to start a new account. There could be a potential physiological risk that could impact me in a negative way. Or better yet, because Facebook is able to “guess” when we may breakup up to two weeks in advance, Tinder automatically re-actives an existing account of mine. One of my girlfriend’s, who I’m still together with by the way, friends sees me on the app, tells her, and causes our relationship to end because of something I didn’t even do.