

Cambridge Analytica's use of fake social media accounts to influence the 2016 presidential vote in the United States of America

	Facebook	App users	United States Election
Data Mining	x	x	
Distribution of personal data	x	x	
Data Privacy	x	x	x

In my opinion, the Cambridge Analytica scandal was the worst ethically out of the three. Firstly, the “customers” were completely unaware of what was happening. More importantly however, that data was then used to try to influence a democratic election. This goes against everything the US stands for, full stop.

Anyways, the three socio-technical systems I chose were data mining, data privacy, and distribution of personal data. These are all very critical systems to the safety and privacy of an individual. Facebook was impacted by all three, however in a good (for them) way. It brought more income and more users because they could better target different audiences. The users of the app were also impacted by all three, but in the polar opposite way than Facebook. Facebook benefited off of others' detriment (of some pretty serious personal stuff). Given that the election was being influenced, no one could say for sure that there wasn't some nasty deal going on with a foreign nation to try to destabilize the US either. That's a bit of an extreme view, but one that could not be ruled out until the public was actually made aware of the shenanigans.