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

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| Ethical Quandry | Social Media (Facebook) | Social Media Users | Election | Public | Cambridge Analytics |
| Public | X | X | X | X |  |
| Client and Employer |  | X |  |  | X |
| Product | X |  |  |  | X |
| Profession |  |  | X | X |  |
| Self |  |  |  |  | X |
| Legally |  |  |  |  |  |

When Cambridge Analytica’s chooses to make fake social media accounts they are acting immoral. They are lying to public about information they are saying is true. I believe that lying to other is considered immoral. When Cambridge Analytica’s chose to post this, they were not acting in the interest of the social media platform, the social media users, the election, and the public. They were feeding them false information. Cambridge Analytica’s was acting immoral when thinking about their client. In this case, the social medial user is the client. Cambridge Analytica’s is not ensuring that their product is at the highest standard. Their product is their ads that they release. This also give the social media platform and bad reputation for allowing untruthful things to be posted on there page. Cambridge Analytica’s is not acting with integrity to there profession with the publics best interest in mind. They are lying to the public and skewing the results of the Election. Cambridge Analytica’s is not acting morally towards themselves. They have not devoted themselves to promoting an ethical approach towards this profession

Although Cambridge Analytica is acting immorally, they are not acting illegally. They are using their resources and promoting false information to benefit themselves (or whoever is paying them). This is a scary aspect of programing and the internet. There can be wide’s ranges of inaccurate information on the web for anyone to see.