

Class Discussion Replies: Questionnaire Use

Reflective Activity 2

*Cambridge Analytica Case Study: Inappropriate Use of Surveys*

Facebook was in the limelight for exposing the data of about 87 million of its users to a Cambridge Analytica, a company that was working for the Trump campaign then. Steve Bannon launched Cambridge Analytica when he approached Rebekah and Robert Mercer to fund a political consulting company (Rehman, 2019); this was Bannon's Psychological warfare mind tool.

Strategic Communication Laboratories Group (SCL) is a British public relations and messaging firm with clients worldwide. So, Cambridge Analytica was just a shell for the parent company SCL Group. Cambridge Analytica CEO Alexander Nix contacted WikiLeaks founder Julian Assange concerning emails hacked from the Democratic National Committee's servers (Jeune, 2021). According to a former employee of Cambridge Analytica, the firm got data through a researcher, Aleksandr Kogan, a Russian American working for the University of Cambridge.

Steve Bannon became Trump's chief strategist (Boler and Davis, 2021). SCL, having won contracts with the US State Department, was pitching to the Pentagon, and so they decided to bring big data and social media to an established military style of information operations and then turn it to the US electorate.

Aleksandr Kogan Used Facebook to harvest user profiles. It started with Kogan building a Facebook app that was a quiz (Venturini and Rogers, 2019). This did not only collect data from the people who took part in the quiz but also exposed a vulnerability in the Facebook API that was employed in collecting quiz data as well as from friends of respondents. According to Romano, Facebook had prohibited selling data collected using this method, but Cambridge Analytica sold the data it obtained anyway. The company used the stolen data to create political

and psychological (Venturini and Rogers, 2019). The plan was to use the profiles as targets for political ads intended to drive a specific agenda.

#### *Other Cases of inappropriate use of surveys*

In September 2019, Twitter finally admitted to allowing advertisers access to its users' data to improve the targeting of marketing campaigns. Though the company cited it as an internal error, the bug allowed Twitter's tailored audiences' advertisers to access user email addresses and phone numbers (Bossetta, 2018). Twitter's ad buyers could eventually cross-refer their marketing database with Twitter to identify shared customers and serve those targeted ads without the user's permission.

Uber was fined 20,000 US dollars by the Federal Trade Commission (FTC) for what it called "God View," and let Uber employees access and also track the movements and location of Uber riders without their Permission (Muller, 2019). Following their agreement with FTC, Uber paid their fine and even agreed to hire an independent firm to audit their privacy practices every 2 years from 2014 to 2034. It would be unethical to share users' data without their consent. Implications of the act to the user on a social aspect would be exposure to the person's intricate life. Fines are usually the most common form of legal implications (Muller, 2019). Since legal and professional skills are usually intertwined, people start questioning the organization's professionalism.

#### Formative Activities

##### *E-Portfolio update: Data Collection*

The best data collection tool would be an online survey. This would target email users, and it is very efficient. Besides, online surveys are easy to administer and cost-savvy, as the respondents are sent the questionnaires via email or social media channels. An Individual's decision to participate is automatic consent to offer the information needed.

##### *Wiki Activity*

QuestionPro (2021) Questionnaire vs. Survey: Is there a Difference?

There is a clear line defining a questionnaire and a survey. A questionnaire is a set of questions asked to a respondent to draw information from them to assist the reporter in coming up with a report (Taherdoost, 2019). On the other hand, a survey is a whole process from developing questions to administering, analyzing, and reporting.

*Wiki Activity: Questionnaires*

From the sample questionnaire (Appendix A), question 12 is inappropriate because it is difficult for the respondent to know what measures are used to tell the website's success rate. Besides, the respondent may have contrary views, which are not reflected in question 12. However, the form of the questions is appropriate as they are generally simple and clear; no elements of ambiguity are evident in the questions. However, the questionnaire can be made more attractive by asking more specific questions making it easier for the respondent.

**Reference List**

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## Appendix

### A. Sample Questionnaire

1. Have you ever heard about [Site Name]?

☐ Yes ☐ No

2. How did you learn about [Site Name]?

3. Do you purchase goods from [Site Name]?

☐ Yes ☐ No

4. How old are you?

☐ Under 18 ☐ 18 - 25 ☐ 25 - 45 ☐ 45 or more

5. Gender?

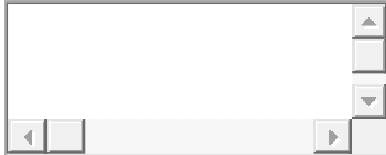
6. How often do you visit our website?

7. Overall, how satisfied are you with our website?

8. How likely would you be to recommend [Your Website Name] to your friends or colleagues?

9. What particular aspect(s) of our website do you like?

10. What particular aspect(s) of our website do you dislike?



11. What factors motivated you to purchase on our site?

12. Why do you think our site is so successful?

13. What is the main reason you visit our website?

14. How easy is it to navigate our website?

15. How often do you buy on our site?