

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

| Ethical Quary | Facebook Users | Singular Voters | Facebook Administration | 2016 Presidential Election | Other Social Media Accounts | Businesses Built Around Political Data | Cambridge Analytica |
|---|-----------------------|------------------------|--------------------------------|-----------------------------------|------------------------------------|---|----------------------------|
| Cambridge Analytica gathering data on facebook through the use of fake personality quizzes. | X | | X | | X | | X |
| Facebook not closely monitoring who is using their platform to obtain data. | X | | X | | X | | |
| Cambridge Analytica selling the obtained data to external sources. | | | | | | X | X |
| Unknown sources using the bought data to spread information about the 2016 Presidential Election. | X | X | X | X | | X | X |
| Facebook users partaking in a personality quiz provided to them through the Facebook app. | X | | X | | | | X |