

Reflective Activity 2

Cambridge Analytica Case:

Cambridge Analytica took advantage of seemingly harmless surveys on Facebook to collect personal information from millions of users without their knowledge or consent. This data was then utilised for targeted political advertising to manipulate electoral outcomes and potentially undermine the democratic process. The unethical nature of this event lies in the breach of trust and privacy, as users were not made aware of the true intentions behind the surveys and the subsequent use of their data.

Example of Inappropriate Use of Surveys:

Phishing Scams: Cybercriminals frequently use surveys as a cover-up to gather sensitive data like login credentials, financial information, or personal identifiers.

These surveys appear genuine but are created to trick users into revealing confidential information, which can be exploited for identity theft, fraudulent activities, or other harmful intentions.

The Cambridge Analytica scandal and similar incidents have demonstrated that surveys can be misused in a way that has profound ethical, social, legal, and professional implications. It highlights the importance of increasing awareness, transparency, and accountability in data collection and research practices to safeguard people's privacy rights and the integrity of democratic processes.