

ASSIGNMENT – 3

The Facebook-Cambridge Analytica Scandal

Description:

The 2018 Facebook-Cambridge Analytica incident was a turning point in the conversation over ethics and data privacy in the digital era. In this case, millions of Facebook users' personal information was gathered without their express agreement and used by Cambridge Analytica for political advertising. This sparked worries about things like data ownership, openness, and the possibility of personal data being misused. Due to the incident, which revealed Facebook's flaws in safeguarding user data, there was a great deal of public outcry, legislative hearings, and international inquiries. Reevaluating data security procedures, scrutinizing internet businesses more closely, and debating the necessity of stricter laws to protect user privacy online were all spurred by the scandal's aftermath.

Since Facebook had users' permission to share data with third-party applications, its activities were first deemed legitimate. But there was a lot of public outcry and criticism when it was revealed that CA had used this data to target political advertising and maybe influence elections.

There were techniques engaged in the Facebook-Cambridge Analytica controversy that were first deemed unethical. Millions of Facebook users' personal information was improperly collected and used without their knowledge or agreement, violating the values of user autonomy, privacy, and trust.

Consensus Shifts:

Following the scandal's public disclosure, there was a notable shift in the consensus on Facebook's ethical data policies.

When consumers and the general public realized how much their data was being used for political goals without their knowledge, the consensus changed.

What Determined changes in the opinion:

The controversy, in my opinion, has had a significant influence on how public data privacy is and has changed the consensus of what ethical behavior in data science looks like.

Before the controversy, most people agreed that businesses may gather and utilize user consent for the collection and use of personal data. The controversy did, however, show that lengthy and intricate terms of service agreements, which most customers neglected to properly read, were frequently used to get this permission. Many users were therefore ignorant of the scope of the collection and usage of their data.

The controversy brought attention to the harm that may result from the improper use of personal information. Here, without the consumers' knowledge or approval, Cambridge Analytica utilized the data to target political advertisements. This sparked worries about the possibility of using data to sway and control people's actions.

Following the incident, there is a growing understanding that businesses shouldn't utilize user data for reasons for which consumers aren't informed or for which they haven't given their explicit consent. This is right for sensitive information like religious or political affiliation.

Businesses will also need to disclose more information on how they gather and use data. They now have to tell users in a clear and simple manner about the ways in which their data is gathered, used, and distributed.

The incident has brought forth a number of regulatory reforms in addition to the shifts in opinion. The General Data Protection Regulation, for example, was implemented by the European Union in 2018 and offers people greater control over the personal data they manage, while also placing more stringent restrictions on the corporations that handle it.

Public Knowledge and Media Attention: The controversy received extensive coverage in the media, raising public awareness of the problem.

Political Repercussions: The issue gained a political component due to Cambridge Analytica's engagement in political campaigns, particularly the 2016 U.S. presidential election.

Cultural Transition to Privacy Consciousness: The crisis happened at a time when people's knowledge of and concerns about online privacy were growing.

Social Media's Place in Society: The occurrence made people reassess how social media platforms affect political events and public opinion.

Criteria for Determinations:

Several factors are considered when determining if a data science technique is morally right or wrong, including:

Evaluating the Risk of Harm: Determining if a certain behavior has the potential to have detrimental effects on people or society at large.

Fairness: Examining a procedure to make sure it is unbiased and free of prejudice, making sure it doesn't unfairly discriminate against any certain set of individuals.

Ensuring Transparency: Checking if a procedure is transparent and giving consumers information about how their data is collected and shared.

Creating Accountability: Assessing if systems are in place to make businesses answerable for their data gathering and use practices.

Evaluating Public Interest: Determining if a practice serves the public interest or if the organization gathering the data is the only one that stands to gain from it.

Regulatory Response: Creating rules and enforcing penalties for unethical behavior.

Citation:

<https://www.nytimes.com/2018/04/04/us/politics/cambridge-analytica-scandal-fallout.html>

https://en.wikipedia.org/wiki/Facebook%E2%80%93Cambridge_Analytica_data_scandal