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The ethical event that I chose to investigate was Cambridge Analytica’s role in the 2016 presidential election. I was familiar with this event because I watched a documentary called *The Great Hack* breaking down their involvement with the election. This documentary was very informative and shed light on the group at large. Overall, I think they impacted the United States, its citizens, and the whole world as result of their involvement. In summary, they were able to gather millions of datapoint on users. They used this information to know what caused certain people react. Based on this information, they would target certain advertisements to people on Facebook – some of these stories were not true. Some people believe that this was a horrendous crime while other think they should not be punished at all.

One major Ethical Quandary that I addressed on my grid was how they used Facebook and gathered all this data about users. This is impact everyone on a global scale because companies, with this data, can predict your behavior which raises a big ethical issue – should this be allowed? On my grid I marked that it affected all parties because almost everyone on the planet at this point has datapoints about themselves. Furthermore, more quandaries were raised because Cambridge Analytica attempted to affect the United States at large by trying to elect a certain candidate. While this not only affects the United States, it affects the whole world because of foreign diplomacy. This is reflected in my grid because almost every quandy is marked for each socio-technical system. I believe this to be the case because this tampering with user data and the election had a broad impact on our society and the world as we know it. If they would have not tampered with the data this way, our society could look a lot different today.