# Exercise 4.1 - Systems Theory Part 2: Summary

The Cambridge Analytica case crossed many ethical boundaries. Cambridge Analytica harvested sensitive data about Facebook users with the intent of analyzing their behavior and selling it to political campaigns so campaigns could wrongfully influence/manipulate the voting preferences of the public. This went against the Public ethical principle because not only were users who had their information stolen influenced but they were also used as pawns to spread political propaganda to their friends/family/other users using Facebook. Users did not give consent for: 1) having their data harvested and analyzed for political gain and 2) having their private data sold to political campaigns; thus, the Client and Employer ethical principle was not upheld. The ethical principle of the Product was also violated when Facebook did not meet the highest professional standard by allowing for Cambridge Analytica to harvest user information for monetary gain and also allow for their users to be targeted by political campaigns. Security was a huge issue in this case because sensitive data about the user was easily obtainable without the users knowing who would have access to this information and what the information would be used for. This also went against the Judgement principle. Overall, this case was extremely unethical and was not in the best interest of Cambridge Analytica, Facebook, and the users.

Individual systems that I think were affected were: Users, Data Harvesting/Analytics, Campaigns, Advertisements, and the Product. The user system involves the user, their interaction with the Facebook application and also their relationships with other Facebook users. This system allowed for data collection used for harvesting and also for helping with the spread of political propaganda. The Data Harvesting/Analytics system involved Cambridge Analytica collecting data about Facebook users and analyzing their behavior to find the best way to target the users. The campaign system involved the exchange of the user data and the analysis of their behaviors to political campaigns from Cambridge Analytica. The advertisements system was affected when political campaigns were able to select specific advertisements for targeted users to influence their political preferences. Lastly the Product system involved the Facebook application where Facebook allowed for easy access to their data and also allowed themselves to be a platform for the manipulation to occur and spread through the use of viral advertisements.