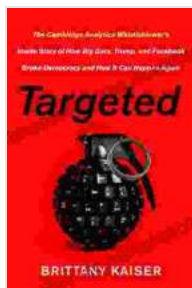


The Cambridge Analytica Whistleblower: Inside Story of How Big Data, Trump, and Brexit Exploited Social Media to Influence Elections



Targeted: The Cambridge Analytica Whistleblower's Inside Story of How Big Data, Trump, and Facebook Broke Democracy and How It Can Happen Again

by Brittany Kaiser

★★★★☆ 4.5 out of 5

Language : English
File size : 10990 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 404 pages

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In March 2018, the world was rocked by the Cambridge Analytica scandal, which revealed that the personal data of millions of Facebook users had been harvested and used to influence elections. The whistleblower behind the scandal was Christopher Wylie, a former employee of Cambridge Analytica, who leaked internal documents to The Guardian and The New York Times.

Wylie's revelations exposed the inner workings of Cambridge Analytica, a data analytics firm that worked for the Trump presidential campaign and the Brexit campaign. The firm used a variety of techniques to collect data on Facebook users, including a personality quiz app called "thisisyourdigitallife." The app collected data on users' personalities,

interests, and political views, which was then used to target them with personalized political ads.

The Cambridge Analytica scandal raised serious questions about the role of big data in elections. It showed how data can be used to manipulate people's opinions and influence their voting behavior. It also raised concerns about the privacy of our personal data and the need to protect it from misuse.

The Impact of the Cambridge Analytica Scandal

The Cambridge Analytica scandal had a significant impact on the political landscape. It led to the resignation of Cambridge Analytica's CEO, Alexander Nix, and the suspension of the firm's operations. It also prompted investigations by governments around the world, including the United States, the United Kingdom, and the European Union.

The scandal also had a significant impact on public trust in social media. A survey conducted by the Pew Research Center in 2018 found that 69% of Americans believe that social media companies have too much power and influence. The survey also found that 57% of Americans believe that social media companies are not doing enough to protect users' privacy.

The Implications for the Future of Data Privacy

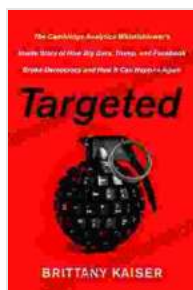
The Cambridge Analytica scandal has raised important questions about the future of data privacy. It has shown that our personal data is not as safe as we thought it was. It has also shown that companies can use our data to manipulate us in ways that we may not even be aware of.

The Cambridge Analytica scandal has led to calls for new laws to protect our data privacy. In the United States, several states have passed laws that give consumers more control over their personal data. The European Union has also passed a new data protection law, called the General Data Protection Regulation (GDPR), which gives consumers more rights over their data.

The Cambridge Analytica scandal is a reminder that we need to be vigilant about protecting our data privacy. We need to be aware of the ways that companies can collect and use our data. We need to take steps to protect our data, such as using strong passwords and being careful about what information we share online.

The Cambridge Analytica scandal is a wake-up call for the world. It has shown us that our democracy is vulnerable to attack by malicious actors who use big data to manipulate elections. It has also shown us that our personal data is not as safe as we thought it was.

The Cambridge Analytica scandal is a reminder that we need to be vigilant about protecting our democracy and our data privacy. We need to pass new laws to protect our personal data and we need to be more aware of the ways that companies can collect and use our data.



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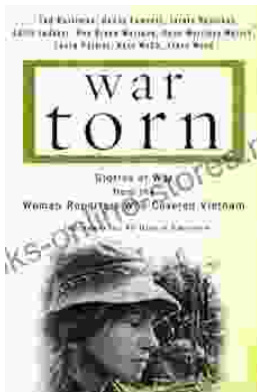
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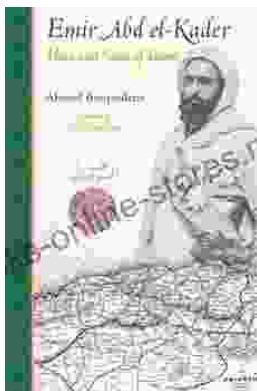
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