### **Discussion Questions for the Facebook-Cambridge Analytica Data Scandal (2018)**

Answer the following questions based on the information provided about the Facebook-Cambridge Analytica data scandal. You are encouraged to use diagrams and charts to illustrate your ideas.

**1. What happened in the Facebook-Cambridge Analytica data scandal?**

* A) Cambridge Analytica hacked Facebook’s servers and stole data.
* B) Cambridge Analytica misused Facebook's data through an app to collect personal information without user consent for political purposes.
* C) Facebook sold data to Cambridge Analytica directly.
* D) Facebook accidentally shared user data through a public API.

**Answer: B) Cambridge Analytica misused Facebook's data through an app to collect personal information without user consent for political purposes.**

**2. What are two effective security mechanisms that could have guarded against data misuse in social media platforms like Facebook?**

* A) Implementing stricter app permissions and regular data audits.
* B) Disabling data sharing with third-party apps entirely.
* C) Using passwordless authentication and eliminating ads.
* D) Banning political advertising on social media.

**Answer: A) Implementing stricter app permissions and regular data audits.**

**3. If you were a data scientist at Cambridge Analytica, what would be an ethical scheme to collect and use social media data for political campaigns?**

* A) Use anonymous and aggregated data only from users who have explicitly opted in for political campaigns.
* B) Create a fake app that users unknowingly consent to.
* C) Collect data from user profiles without their knowledge and analyze it for political purposes.
* D) Only use publicly available data without requesting any consent.

**Answer: A) Use anonymous and aggregated data only from users who have explicitly opted in for political campaigns.**

**4. What are some ethical data collection techniques that could be used on social media platforms?**

* A) Conducting surveys with user consent and using anonymized analytics.
* B) Scraping user profile information from public pages.
* C) Collecting data from third-party apps without informing users.
* D) Purchasing data from brokers without user consent.

**Answer: A) Conducting surveys with user consent and using anonymized analytics.**

**5. How could Facebook have strengthened its data policies to prevent unauthorized data access like in the Cambridge Analytica scandal?**

* A) Limiting third-party access to user data and conducting regular audits of app activities.
* B) Allowing unrestricted access to all data for developers.
* C) Removing API access for apps with less than 1,000 users.
* D) Selling all data to only government entities.

**Answer: A) Limiting third-party access to user data and conducting regular audits of app activities.**

**6. As the CTO of Facebook, what measures would you implement to enhance data privacy while maintaining profitability?**

* A) Introduce more transparent data usage policies and anonymize personal data for advertisers.
* B) Completely remove all data-driven advertisements.
* C) Charge users a subscription fee to avoid ads.
* D) Allow advertisers full access to user data but add encryption.

**Answer: A) Introduce more transparent data usage policies and anonymize personal data for advertisers.**

**7. How should companies balance the need for data-driven insights with the responsibility to protect user privacy?**

* A) By creating anonymized datasets for insights and complying with privacy regulations like GDPR.
* B) By banning all data-driven analytics.
* C) By using personal data without consent for better results.
* D) By outsourcing all data analysis to third-party companies.

**Answer: A) By creating anonymized datasets for insights and complying with privacy regulations like GDPR.**

**8. What steps should be taken to prevent a similar data misuse incident like the Facebook-Cambridge Analytica scandal?**

* A) Regularly audit third-party applications and enforce stricter user consent policies.
* B) Ban political ads from Facebook entirely.
* C) Allow developers to access data only after a public announcement.
* D) Stop users from sharing any personal information online.

**Answer: A) Regularly audit third-party applications and enforce stricter user consent policies.**

**9. What IT weaknesses were present in Facebook’s data privacy practices during the Cambridge Analytica scandal?**

* A) Insufficient data access controls for third-party apps, inadequate user consent mechanisms, and lack of monitoring for misuse.
* B) Facebook did not use encryption for posts.
* C) Facebook accidentally sold data to Cambridge Analytica.
* D) Facebook allowed full access to its servers to anyone who requested it.

**Answer: A) Insufficient data access controls for third-party apps, inadequate user consent mechanisms, and lack of monitoring for misuse.**

**10. As the CIO of Facebook, how would you improve data privacy and rebuild user trust?**

* A) Implement a comprehensive privacy-first strategy, including user education, stronger data controls, and transparent policies about data usage.
* B) Stop collecting user data altogether.
* C) Disable all third-party applications and move to a subscription-based model.
* D) Limit privacy settings for users to simplify the platform.

**Answer: A) Implement a comprehensive privacy-first strategy, including user education, stronger data controls, and transparent policies about data usage.**