The Great Hack- the review

Who?

Cambridge Analytica targeted people who did not have their “views”. They targeted everyone in the USA and attempted to change their minds but justifying their work by saying that “at the end of the day people still and their opinions,” but they were bombarded by adverts and video to change their view and the way they see things. They also did this in the United Kingdom, in the leave the EU campaign as they helped Nigel Farage and found the persuadable, targeted them into voting for leave and left our country in pieces for years.

What?

They used people’s personal data in ways they do not understand so cannot get angry about. They used this in many democratic process ‘s meaning that in a way they cheated many people into voting for a person they never believe they wanted in charge their country. They also swayed English voters into leaving the EU as they were vulnerable as new voters, people who have not fully decided or other members of the United Kingdom.

Where?

All over they world if you have a social media presence your personal data is in someone else’s hands. Data is the most expensive business in the world and your personal data is worth a lot of money. The richest companies in the world are data companies such as Facebook, Google and Amazon.

When?

This investigation has been going on since 2016, the Trump Campaign, it was Cambridge Analytica’s first big win and it build them into a powerhouse company and after the EU Campaign they were looking like they were on their way to be a billion dollar company.

Why?

At Cambridge Analytica they want to control the way people think about their options and influence them to vote for their leader or opinion. This information is a “weapon” in many senses, it has changed democratic processes since 2016 and has put people in power and changed the future of countries.

This movie is about a company which has fallen apart because they went against a lot of people finding their personal information for their gain. This scandal is not just one company it is everywhere but is not in the public eye as much as Cambridge Analytica was. This company made many mistakes targeting innocent citizens in both America and the UK and played people with fear and angry. Facebook is a massive, very expensive company who has broken its trust with their users and although Cambridge Analytica is no more Facebook has returned to normal and people have forgotten this situation very swiftly as Mark Zuckerberg claims all of the leaked data is gone and they take responsibility for their mistake.