Mark Turnbull played a pivotal role in the 2016 presidential election scandal. As the Managing Director for Cambridge Analytica, he was intimately involved in every aspect of the company and its involvement in the digital side of the Trump presidential campaign, as reported in the Vice article Watch Cambridge Analytica’s CEO Offer to Entrap Political Opponents With Sex Workers. In video footage captured by undercover reporters for Channel 4 News and released in the report Exposed: Undercover secrets of Trump’s data firm, Turnbull describes his company’s approach to politics, saying, “it’s no good fighting an election campaign on the facts because ultimately it is all about emotion.” In another conversation with Turnbull and Alexander Nix, CEO of Cambridge Analytica, Nix suggests using Ukrainian prostitutes, bribery, and other underhanded methods to gain political power (Emerson 2018). Turnbull and Nix also described details about their involvement with the Trump campaign, including: the use of proxy companies and special communications systems to generate a strong negative social media presence in regard to Hillary Clinton, Trump’s opponent in the 2016 election; the details of how they circumvent investigations into their activity; and the fact that these devious activities were largely responsible for Trump’s victor (Exposed 2018). According to the CNN article Facebook’s data scandal: Key names to know, Alexander Nix has been suspended from Cambridge Analytica, but there is no mention of punitive action toward Mark Turnbull, who sat beside Nix in all these meetings.

In the eyes of now President Trump, Mark Turnbull’s actions throughout this scandal largely had positive consequences. Turnbull and his company, by their own admission, were instrumental in winning Trump the 2016 presidential election (Exposed 2018). Furthermore, in the same report, Turnbull and Nix described the strong anti-Hillary movement they created and encouraged on social media, which not only gave Trump a leg up in the 2016 election but also all but guaranteed the end Hillary Clinton’s political career. For anyone not directly benefited by Turnbull’s actions, however, the consequences are anything but positive. As pointed out by Martin Haselmayer in Negative campaigning and its consequences: a review and a look ahead, there is a
chance that negative campaigning, which was one of the foundational contributions by Turnbull and Cambridge Analytica to the Trump campaign, may increase polarization and contribute to the splintering of society. Additionally, as pointed out by Turnbull, Cambridge Analytica’s data-driven, psychologically-targed campaign strategy of playing to voter’s unconscious fears and biases helped Trump win the electoral college by an extremely narrow margin – just 40,000 votes – which could be argued as having undermined the democratic process during the 2016 election cycle (Exposed 2018).

In an article titled **Thinking Ethically**, Manuel Velasquez, Claire Andre, et. al of Santa Clara University describe the Common-Good Approach to ethics as one in which individual members of a society should make decisions with consideration of how these decisions will impact society as a whole rather than just themselves as individuals. It is clear that Mark Turnbull has absolutely no consideration for large portions of society in the videos obtained by the Channel 4 News team. Aside from openly admitting that he and his company have no regard for truth or facts, Turnbull goes further to boast about how well they have learned to manipulate people based on *thoughts and feelings they don't even know they have*: “You didn’t know that was a fear until you saw something that just evoked that reaction from you. And our job is to...drop the bucket further down the well than anybody else.” (Exposed 2018). Turnbull and his fellow political deviants clearly have no regard for their fellow members of society. Their entire approach to politics as if it is a game to win under any circumstances; they show no hesitation to illegally and secretly collect data and use it to manipulate innocent and unsuspecting people in order to get their way or get rich.

**Ch 2 ~ Examine a Case: Facebook Scandal(s) - Windy**

Jun 30, 2020 11:23pm

**Samuel Leonard**

According to Manuel Velasquez, Claire Andre, et. al of Santa Clara University in their article **Thinking Ethically**, the Virtue Approach to ethics posits that once a person learns to act in a virtuous way, they will continue to act in that way. In other words, virtuous behavior is learned, and once learned, becomes the normal way for that person to think and act. This would suggest that a person’s behavior should be more or less consistent over relatively short periods of time. As described in **Who is Brittany Kaiser?** by Sophia Waterfield, Brittany Kaiser seemed to change positions rather quickly. Over a span of just a few months in 2018, Kaiser went from holding lofty title at Cambridge
Analytica – director of business development – to joining other whistleblowers in exposing the devious nature of the company’s involvement in the 2016 presidential election. Importantly, she left Cambridge Analytica only after being passed over for a promotion. Furthermore, she failed to speak out about the company until after other former employees had already done so. Finally, though Kaiser claimed that her position allowed her to work for Cambridge Analytica without detailed knowledge of their ethically corrupt practices, she showed during testimony and on her new #OwnYourData campaign that she “know[s] about this topic intimately because I used to work for Cambridge Analytica”.

This evidence suggests that Kaiser was not guided by a practiced adherence to ethical principles that could be expected under the assumption that she was a student of the Virtue Approach to ethics. Rather, it seems to describe an individual completely devoid of any ethical framework, acting only in ways which seem to best serve her own self-interest at the time.