

Silicon Valley's Persuasion Machine | Polarised

By Matthew Taylor and Ian Leslie

June 14, 2018

By now, lots of us have heard at least part of the story of the Facebook election scandal. Cambridge Analytica, the company in the eye of the storm, has closed its doors and is under investigation. But how effective were its methods? Can 'psychographic microtargeting' really swing elections and referendums? And is it already driving a wedge in our politics?

Guests

Links

- ['Who's zoomin' who?' - Ian's short piece on Cambridge Analytica, March 2018](#)
- [Wikipedia: Big Five personality traits and OCEAN](#)
- [Amazon: The Hidden Persuaders by Vance Packard](#)
- [Vox: A massive new study reviews the evidence on whether campaigning works. The answer's bleak.](#)

- [YouTube: Rage Against the Weaponized AI Propaganda Machine](#) - Chris Sumner's talk on the Online Privacy Foundation's psychographic microtargeting research, at the DEF CON hacker conference, October 2017

- [Wikipedia: Social proof](#)

- [Martin Moore's blog](#)

- Martin's forthcoming book: [Democracy Hacked: Political Turmoil and Information Warfare in the Digital Age](#)

- [Fisher, M., & Keil, F. \(2014\). The Illusion of Argument Justification. Journal of Experimental Psychology.](#)

- [Ian's newsletter, The Ruffian](#)

- [Ian Leslie on Twitter](#)

- [Matthew Taylor on Twitter](#)

Source: [Silicon Valley's Persuasion Machine | Polarised](#)