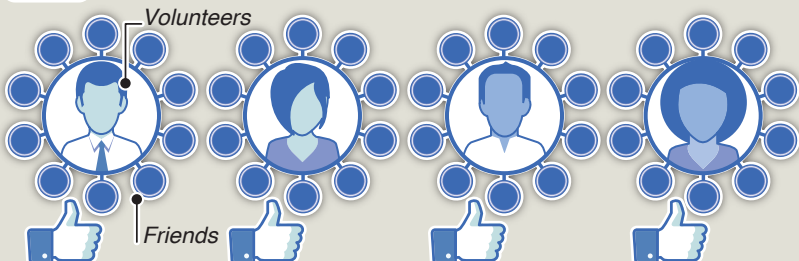


# How Facebook was weaponised



**2013, Cambridge University:** Psychology researchers publish study of more than 58,000 volunteer U.S. adults, in which online survey app reveals personality traits based on **Facebook “likes”**



App collects data on Facebook users' friends – average of 340 friends/user  
**Study can identify Democrat and Republican voters in 85% of cases**



## Strategic Communication Laboratories



**Dec 2013:** SCL launches **Cambridge Analytica (CA)**, backed by \$10 million from Republican donor **Robert Mercer** (left).

**2014-16:** Donald Trump's strategist, **Steve Bannon** (right) is CA's vice president



## Global Science Research



**May 2014:** Cambridge psychologist **Aleksandr Kogan** (right) founds **Global Science Research**, which works with SCL and CA. **GSR harvests so-called psychometric profiles of 50 million U.S. Facebook accounts**



## Cambridge Analytica



**Feb 2016:** CA chief executive **Alexander Nix** (above) works with **Ted Cruz's** campaign in Republican Party presidential primaries.

Kogan's psychometric profiles are used to create highly-personalised Facebook ads.

**Cruz wins Iowa caucuses**

## Trump campaign



**Jun-Nov 2016:** Trump campaign hires CA.

Team uses **dark posts** – ads which target undecided Democrats' Facebook accounts to suppress their votes. **For example, ads aimed at African-Americans misquote Hillary Clinton referring to black men as predators**