



# Whistle-blower: *Hero* *or Traitor?*

**Course:** Business and Academic Ethics

**Teacher:** Assoc. Prof. Dr. Weishen Wu

**Presented by:**

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# Joining the #deleteFacebook movement

Mar 25, 2018

## What happens now?

Some users are joining the #deleteFacebook movement, but it remains unclear if advertisers will abandon the important platform.

發生了什麼事?

FB使用者紛紛加入了the #deleteFacebook，即使發號者自己都還不清楚是否就算了。



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# Christopher Wylie exposed how they harvested data



Cambridge Analytica's Christopher Wylie exposed how they harvested data from millions of Facebook users

劍橋分析Christopher Wylie 透露如何獲取千萬筆FB使用者個資



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# Cambridge Analytica whistleblower

## I'm not on a crusade against Facebook' says Cambridge Analytica whistleblower

劍橋分析吹哨者說: 我不是預謀對抗FB

- Whistleblower Christopher Wylie, who helped set up data analytics firm Cambridge Analytica

吹哨者Christopher Wylie協助劍橋分析建立資料

- Harvested private information from more than 50 million Facebook users in developing techniques to support election campaigns

獲取5000萬筆以上FB使用者個資發展技術支援選舉

- He came forward to reveal the firm's practices, not to take down Facebook.

他挺身而出揭露公司實情，並不是要拉倒FB



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# Whistleblower Christopher Wylie

- Whistleblower apologises for role in Cambridge Analytica, says company could impact elections

吹哨者為他在劍橋分析所扮演的角色道歉說：公司的確影響了選情

- He said on Tuesday (March 20) that he believed the company had developed techniques capable of having an “genuine” impact on elections.

他說公司研發的技術真的對選舉有了很大的衝擊



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# Harvested private information from more than 50 million Facebook users

## ‘He feels like he owns you’: Cambridge Analytica whistleblower describes CEO

吹哨者引述CEO：他覺得他已掌握了你

- Whistleblower Christopher Wylie, who helped set up data analytics firm Cambridge Analytica

吹哨者Christopher Wylie協助劍橋分析建立資料

- Harvested private information from more than 50 million Facebook users

獲取5000萬筆以上的FB使用者個資

- Developed techniques to support President Donald Trump’s 2016 election campaign, described the “toxic environment the firm’s chief executive Alexander Nix created.

發展技術支援川普總統在2016年的選舉 -- 劍橋分析總裁Nix說



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# 吹哨者：英雄或背叛者

## Canadian whistleblower Wylie worked on Parliament Hill

吹哨者為加拿大裔原於Parliament Hill 工作

- Christopher Wylie, the whistleblower in the Facebook/Cambridge Analytica case, once worked for Canada's Liberal party.

劍橋分析吹哨者Christopher Wylie以前為加拿大Liberal黨員

- As David Akin reports, some of the privacy issues the Liberals dealt with a decade ago because of Wylie's work are before Parliament once again.

如David Akin 報導說：十年前由於Wylie的關係而討論的一些議 題如今重演了



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# 劍橋分析吹哨者竟然成為FB的敵人

## Christopher Wylie: How Cambridge Analytica's whistleblower became Facebook's unlikely enemy

Christopher Wylie說: 劍橋分析吹哨者竟然成為FB的敵人

- In one explosive moment last weekend (Mar 17), Wylie became the enemy of one of the tech industry's most powerful and **lucrative** companies. (profitable)

由於Wylie的揭露，他成為一家最有財力與權力的科技企業的敵人

- The former student of fashion trends has delivered revelations that have triggered government investigations on both sides of the Atlantic. (surprising fact made known)

這項驚人的揭露啟動了大西洋兩岸政府深入的探討。



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# Wylie是污點吹哨者

- Some say that Wylie is a flawed whistleblower

有人說Wylie是污點吹哨者

- That he never should have helped collect data on tens of millions of Facebook users and should not have waited years to publicly reveal his misgivings about working for Cambridge Analytica.

他不應該協助收集5000多萬筆FB使用者個資，更不應該在沈默了幾年後揭發在劍橋分析工作時心裏的掙扎

- But he says he's trying to make matters right by speaking out now.

不過，他說他只不過想導正事件的真相而已



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# Christopher Wylie

- 一名頂著粉色頭髮，穿戴鼻環的28歲青年——來自加拿大的懷利（Christopher Wylie）。
- 「是我們毀了臉書，為這場戰爭打造了武器，」懷利向英國《觀察家報》（The Observer）坦言。
- 他，正是竊取臉書五千萬用戶個資，英國數據分析公司「劍橋分析」（Cambridge Analytica）的核心人物；如今卻成為第一個「吹哨人」，向竊取數據者開炮。



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# 劍橋分析前執行長尼克斯

- 即使懷利忠言逆耳的「預言」未受青睞，卻吸引到行為研究顧問集團SCL的關注——當時該公司選舉部門總監，正是這次風暴中最「暗黑」的劍橋分析前執行長尼克斯（Alexander Nix）。

*SLC: Strategic Communication Laboratories*

劍橋分析的母公司



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## 劍橋分析創立於2013年

- 劍橋分析，創立於2013年，由共和黨大金主、億萬富豪梅瑟（Robert Mercer），投資1,500萬美元（約4.38億台幣），找來白宮前策略長巴農（Stephen K. Bannon）出任副總裁。
- 公司成立主旨，從2012年共和黨總統候選人羅姆尼（Mitt Romney）落敗，凸顯他們在網路數據缺失，「民主黨看起來在科技改革方面占優勢，共和黨則數據分析和資料探勘方面落後。」



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# 5000萬名臉書用戶個資遭竊

- 據英國廣播公司（BBC）報導，美國總統大選期間，將近5,000萬名臉書用戶個資，遭英國資料分析機構「劍橋分析」（Cambridge Analytica）擅自取用。
- 藉此透過特定宣傳文宣和廣告，企圖操控選民動向，協助川普（Donald Trump）打贏選戰。



# 科學研究的表象再也遮掩不住政治操弄的意圖

- 2013年，做為SCL的旁枝機構，劍橋分析在倫敦成立。
- 除了尼克斯、懷利之外，更關鍵的新成員，則是投資銀行家巴農（Steve Bannon），後來成為川普的選舉顧問、白宮前策略長。
- 億萬富翁默瑟（Robert Mercer），也是共和黨的長年支持者成了幕後金主。「科學研究」的表象，再也遮掩不住「政治操弄」的意圖。



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# Questions

## 1. Is a promotion worth hiding who you are?

為了進升而隱藏你真正的自己值得嗎?

- *Harvard Business Review*

## 2. Forrester said, “Figure out a **way** to have courage - Take it to heart and it will change your life.

However, how about being a whistle-blower?

Forrester說: 我們要設法使自己有勇氣 – 且要謹記在心，那將改變你一生。  
不過，如果成為吹哨者呢?

- *Jay W. Forrester, Father of System Dynamics*



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# Introduction

- Whistleblowing has been critical issues in business ethics scholars (Liu et. al., 2015).

吹哨已是企業倫理學者的重要議題

- Whistleblowing refers to “the disclosure by organization members (former or current) of illegal, immoral or illegitimate practices under the control of their employers, to persons or organizations that may be able to effect action” (Near and Miceli, 1985).

吹哨就是非法，不道德，或違約公開公司的實情而影響到公司及個人

# Introduction

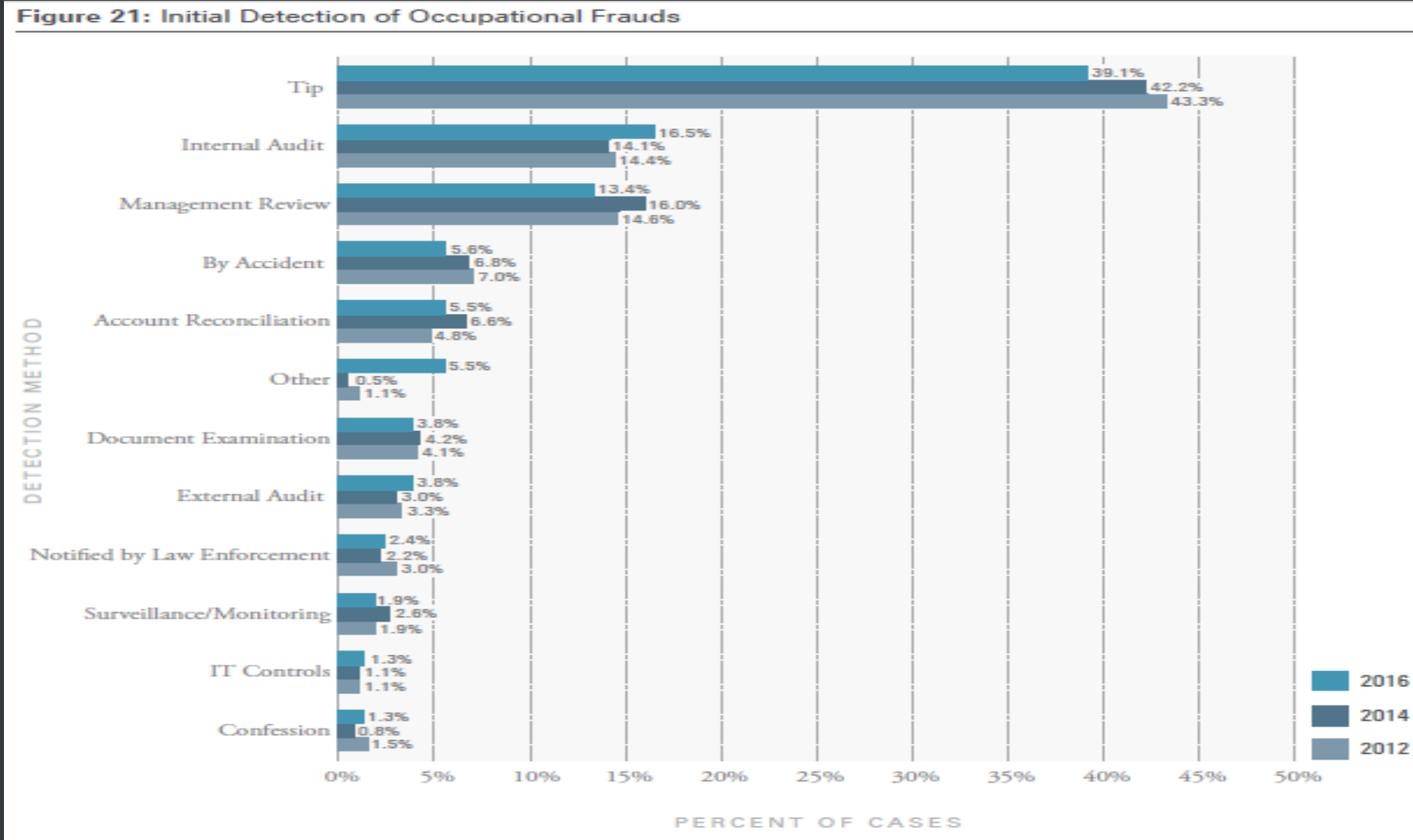
- Whistleblowing issue was first presented as an ethical issue over 20 years ago by Miceli and Near (1988).

吹哨首次由Miceli and Near於1988視為倫理議題至今已20年

- However, since "The Enron Scandal" publicized in October 2001, many scholars in various field such as management, accounting, and ethical behaviour started intensively to investigate whistleblowing mechanism in the organizations.

自Enron醜聞以來，各領域學者已開始研究公司之吹哨機制

# Introduction



# Introduction

- The facts show that the disclosure of most cases illegal practices (such as fraud, corruption, etc.) in the business and work environment occurs because of an employee or other key informants who become whistle-blower (Sweeney, 2008).

吹哨都是由公司擁有資料者所為

- The Association of Certified Fraud Examiners (ACFE) show that more than 40 percent of unethical or illegal activities in the organization was first detected by a whistle-blower (ACFE, 2016)

ACFE舞弊調查學會調查結果: 40%以上不倫理案件都由是由吹哨者發掘的



# Dilemmas of Ethics

- Whistleblowing itself causes several dilemmas in society.

吹哨給社會的觀感造成兩極

- Some individuals or groups view whistle-blowers as **heroes**.

有人認為吹哨者為英雄

- However, others consider whistle-blowers as **traitors** because they believe that wrongdoing should be rectified only by the organizations and they fear that the disclosure through whistleblowing is against the confidentiality.

但有人認為是背叛者對組織不忠與洩密



# Dilemmas of Ethics

- Even, a study of **300 whistle-blowers** by research at the University of Pennsylvania found that **69 percent lost their jobs** were forced to retire after exposing their companies' misdeeds (Ferrel et al., 2017, p.195).

但據賓州大學研究69%吹哨者因揭發公司的不當行為而失去工作

- Apart from **the case of Cambridge Analytica**, this section will show the **other 2 cases**. And, a couple of questions will be discussed after explaining the cases.

本報告除以上劍橋分析再討論以下2個案例，最後討論幾個問題。

# 1<sup>st</sup> Case (Kim Emigh)

- **Emigh** worked at WorldCom's networking engineering office in Richardson.

Emigh在Richardson的WorldCom網路公司上班

- Kim Emigh blew the whistle and was later fired by **WorldCom**.

Emigh因吹哨而被撤職

- He **first reported** about WorldCom scandal in **the May 16th edition** of the **Fort Worth Weekly**. The Fort Worth Weekly published the story of Kim Emigh, who was fired for **questioning inappropriate accounting practices** at WorldCom.

他首次在Fort Worth 5/16周刊吹哨有關WorldCom醜聞。周刊報導了他的文章，他因質疑公司不當財務，被WorldCom撤職

# 1<sup>st</sup> Case (Kim Emigh)

- As detailed in a Fort Worth Weekly cover story on May 21, **Emigh had objected to a management directive** that he believed could have caused about \$3.5 million in capital expenses to be illegally accounted for.

5/21周刊報導Emigh因反對項管理命令，他認為那命令必須非法花費3.5百萬

- Comparatively small they may have been, but Emigh's allegations apparently started a very big ball rolling. The story about Emigh was one of the elements discussed by WorldCom internal auditors.

雖然數目不大，但Emigh的舉發卻如滾雪球般，而引起WorldCom財務經理們的討論

- **A few weeks after the story ran**, WorldCom auditors announced they had uncovered a different scam that had **inflated the company's cash flow by \$3.9 billion**.

幾星期後，WorldCom的財務經理宣佈他們揭發公司另一膨脹現金流量達39億的詐案



# 2<sup>nd</sup> Case (Snowden)



**Edward Joseph Snowden** is an American computer professional, **former** Central Intelligence Agency (**CIA**) employee, and former contractor for the United States government.

# 2<sup>nd</sup> Case (Snowden)

- Edward Snowden is also a whistle-blower that leaked documents that showed the existence and shocking extent of a global mass surveillance system that the US government used to spy on the personal communications of millions – if not hundreds of millions – of Americans and foreign citizens with no links to terrorism.
- This system included private emails, phone conversations, web histories, etc. – all without consent or court warrants.

# 2<sup>nd</sup> Case (Snowden)

- Snowden's decision to share this information consequently prompted a **global debate** over **surveillance techniques and protecting citizens' privacy**, which resulted in the US government passing laws for the first time in decades restricting government surveillance.

# 2<sup>nd</sup> Case (Snowden)

- As part of the far-reaching consequences of his actions, technology companies like **WhatsApp** and **Apple** are also doing **more to encrypt and protect users' personal information**.
- None of this would have happened without Snowden. The Snowden's actions became the world's debate. Some of the opinions in particular **USA Government** regarded him **as a traitor**, while some others regarded him **as a hero**.



# 3<sup>rd</sup> Case (C.A.)

- Christopher Wylie is a former worker at **Cambridge Analytica (C.A.)**.
- He revealed to the public that Cambridge Analytica used the data from Facebook users to help to build profiles of American voters and raise support for Donald Trump in the 2016 U.S. presidential election.



# 3<sup>rd</sup> Case (C.A.)

- He further explains that Cambridge Analytica used the data of 50 million Facebook users, collected without their permission, to target potential Trump voters during the 2016 US presidential election.
- Until today, discussion about Cambridge Analytica scandal still run. Several parties argue that **this case is not clear**. Conversely, in other parties argue that **violation of ethics** from Cambridge Analytica which included Facebook is **unsettling**.



# Questions

1. What are you think about whistle-blower? If you are manager, whether you will “judge” your employees who become whistle-blower as a hero or traitor? Please Explained!  
你對吹哨者看法如何?如果你是經理，你會認為吹哨者是英雄或背叛者，請說明。
2. If you "judge" the whistle-blower as a traitor, can you explain how will you treat a whistle-blower in your organization/company?  
如果你認為吹哨的員工是背叛者，在公司裏如何對待他?
3. If you “judge” the whistle-blower as a hero in your corporate, can you explain how to enhance the whistleblowing mechanism in your organization/company?  
如果你認為吹哨的員工是英雄，在公司裏如何增進吹哨的機制?
4. Is a promotion worth hiding who you are?  
為了進升，而隱藏你真正的自己，值得嗎?
5. Forrester said, “Figure out a way to have courage - Take it to heart and it will change your life.”  
However, how about being a whistle-blower?  
Forrester說: 我們要設法使自己有勇氣 – 且要謹記在心，那將改變你一生。  
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# Conclusions

Whistleblowing is divided into (Source: Park et al. 2008):

- 1) **External whistleblowing** (blowing the whistle to the authorities or the public outside of the organization).
  - External whistleblowing involves passing such information to persons or authorities outside the organization, such as **regulatory agencies, law enforcement officers, NGOs, or the media** (Park et al., 2014).
- 2) **Internal whistleblowing** (blowing the whistle to persons and managers inside of an organization) .
  - Internal whistleblowing involves disclosure of observed wrongdoing to those within the organization, such as an **ethics officer, a supervisor, or any other person** responsible for correcting wrongdoing within the organization (Park et al., 2014)..



# Conclusions

- External whistleblowing may damage organizational image while internal whistleblowing can provide an opportunity for organizations to correct the unethical practices (Miceli and Near 1988).
- Furthermore, employees are anticipated to exhaust internal whistleblowing for disclosing the misconduct before they choose external whistleblowing (Grant, 2002).
- Making internal whistleblowing mechanism start from leader.



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