

book review: **MINDF*CK: Cambridge Analytica and the Plot to Break America**

Everyone should read this new book, or at least listen to the 30-minute Terry Gross interview with its author, ex-Cambridge Analytica employee Christopher Wylie.

Most of us are not aware of how easy it is to amalgamate and use information easily available online about voters, in order to radically change people's minds and get them to vote against their own self interest.

And for those of us who ARE aware, most don't imagine the deep efforts that were successfully employed in the 2016 presidential campaign. Cambridge Analytica no longer exists as a corporate entity, but the people who worked there are still around, and some of them are working on the Trump 2020 campaign.

NPR interview, Terry Gross and Christopher Wylie (30 min)

<https://www.npr.org/people/2100593/terry-gross>