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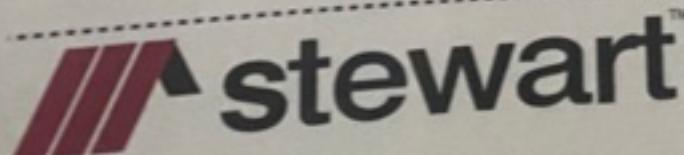
MON TUE WED THU FRI SAT SUN

Professional Practices in IT

- Privacy: The right to be left alone.
- Information privacy is combo of
 - Communication privacy
 - Data privacy
 - limit access to data.

Privacy protection & Law:

- * Systems stores data from every interaction from customer to make better decisions (Approval of ZaraN, Job candidate)
- * Global market, intensified competition
 - ↳ Importance of knowing consumer's habits
 - ↳ Target marketing



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Laws, application, rulings

→ Past 40 years

- ↳ Most addressed invasion of privacy by govt
- ↳ No protection of data privacy
- ↳ No single, overarching national policy

* Financial Data:

↳ Individuals must reveal their financial data to have products & services i.e. credit cards, accounts, loans etc

↳ To access these products, you must have, name, password, PIN.

①

Fair Credit reporting act (1970)

②

Fair & Accurate credit transaction act (2000)

③

Right to financial privacy act (1991)

Gram Leach
Bliley Act (1999)
Financial
Privacy
rule
Sofeguards rule
Protecting rule
G D P R

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- Opt-out: refusing to allow the institution to collect and share their personal data
- ↳ Financials must provide a notice to pp
 - ↳ If customer chooses to take no action they are automatically opt-in

→ Opt in

- ↳ giving company the right to collect & share their personal data.

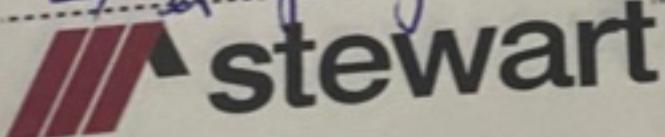
Health information:

- ↳ Use of medical records & interlinking and transferring among diff orgs has become pop.

Children:

- ↳ notify parents or guardians about data privacy ~~is~~ tech for web sites under 13

- ↳ assign rights to parents regarding their children's education &c
18 → give back.



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- * Electronic surveillance
 - ↳ govt electronic
 - ↳ Different laws for oral, telephonic communication.

- * Export of personal data

- ↳ Ensure that flow of personal data across national boundaries does not result in unlawful storage of personal data, or the abuse & disclosure of data

- * Access to govt records

- The govt has a great capacity to store data about each & every one of us.

Freedom of Inf. Act: enables the public to gain access to certain govt records

Privacy act: prohibits the govt from concealing the existence of any personnel data.



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Privacy & Computer technology:

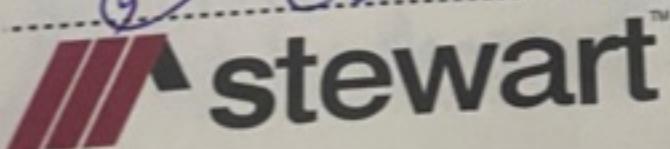
- Tech is not necessarily for invasion of privacy
- Tech has changed what we know & can do
- First step: Understanding risk & problems
 - ↓ Designing systems with built-in privacy protection & less risk

Key Aspects:

- 1) Freedom from intrusion
- 2) Control of information abt oneself
- 3) Freedom from surveillance

Threats comes in Categories:

- ① Intentional/institutional uses of info
- ② Unauthorized / release by insiders
- ③ Theft of info
- ④ Negligence or carelessness
Our own action



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Stolen & Lost data:

- 1) Hackers
- 2) Physical thefts
- 3) Requesting info under false pretenses
- 4) Bribery

Key Privacy & Anonymity Issues

① Identity Theft:

↳ Impersonating, key info theft

- Name, DOB, CNIC, Mother's name, etc

* Some approaches

- 1) Create a Data breach
- 2) Buy data
- 3) Phishing
- 4) Install spyware

Recommendations

- Use hard to guess pins & passwords
- Don't use debit cards for online
- Delete mails after use
- Beware of shoulder surfing
- Shred everything

DATE & Consumer Profiling

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- ↳ Companies openly collect personal info data about users

* Cookies:

- ↳ Text file that a website can download to visitor's hard drive so that it can identify visitors later

- ↳ helps to provide personalized service and target advertising

Tracking softwares analyze browsing habits

Recommendations

- 1) Set the browser to limit cookies
- 2) Manually delete them
- 3) Install cookie manager
- 4) Use anonymous browsers that don't accept cookies

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- Personalization software
- Used by marketers to optimize no. mixture of ad placements
- Rules based (online behavior)
- Collaborative filtering (similar buying habits)
- Demographic filtering (demographic info.)
- Contextual commerce

Treating consumer data responsibly

- strong measures are required to avoid customer relationship problems

Companies should adopt

CPO
↳ oversees data privacy policy

Training, gap

- 1) Fair info practices
- 2) Info carefully protected & shared
- 3) Consumer can review their own data
- 4) Opt-out / opt-in
- 5) Establish corporate data policies

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Workplace monitoring

- ↳ Employers monitor workers
- protect against employee abuses that reduces worker productivity

Reasons of monitoring

- Less productivity
- Comply with legal liabilities

Public sector rights >>>

Advanced Surveillance Tech

- 1) Camera
- 2) GPS

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Fake news: logical fallacies

↳ Solution?

↳ Critical thinking: Question everything

↳ Check sources. ↳ look for 'about us'

↳ Peer reviewed journal > conferences > magazines
and newspapers > broadcast news

↳ Typical sausage factories' sign

- Click-baits (Know your birth...)
- fake emails, unknown owners

↳ Supporting evidence

↳ Bigger claim, more evidence

Analyse content:

↳ Fact vs opinion

↳ first look for: data, studies, survey
polls, scientific

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Sources of news

↳ good sources

↳ vox, CNN, NYT, Print journalism
has peer-review, TV doesn't

How To spot fake news:

- Source
- Read beyond headline
- check author
- What's the support
- Date
- Biased
 - Experts
- Joke

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Fallacy: ^{→ Deceptive}

↳ Use of invalid, faulty reasoning or wrong move in construction of an argument

Logical fallacy:

"Even though its only the first day, I can tell this is ^{bore}

↳ (In oral & written communication)

• Argue from authority → (Considering true on basis of authority)

↳ You said that bcz an authority thinks something.

• Argue from Ad hominem (personal attack)

↳ You attack your opponents characters or personal traits in an attempt to undermine their argument

Indians

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→ Argue : Anecdotal evidence

↳ You used a personalized experience or an isolated example instead of a sound argument

↳ I know them, all are bad

→ Appeal to emotion:

↳ Attempt to manipulate an emotional response in place of sound argument

④ Army ki burai nhi kro. Pak zindabad

↳ Hasty generalization

↳ all men are powerful

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Strawman:

↳ You misrepresented someone's argument to make it easier to attack.

↳ Give more money to poor. Why? aren't their employers?

Tu quoque:

↳ You avoided having to engage with criticism by turning it back on the accuser.

↳ Answer criticism with criticism.

A: Don't do this

B: Focus on your character

Loaded Question

↳ Question which can't be answered without



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Ambiguity

- ↳ You used double meaning or ambiguity of language to mislead the truth
"fine for parking"

Genetic:

- ↳ You judged smth based on where it comes from, or from "Indian news said" → If gf.

B&W

- ↳ You presented two alternative states as the only possibility

- ↳ Ya PTI, Ya enemy

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Philosophy of Ethics

Ethics: → makes our lives better
↳ Study of doing right

↳ rules we make up for an organization

Ethical view: → KANT (very rigid)

Deontological: Centered around concept of duty
↳ and moral principles
Lie is a lie, no matter what

Utilitarianism:

↳ focuses on consequence of act
Lie is ethical, if its better for majority

Natural rights: Individuals have inherent rights

↳ fundamental

No simple answer:

↳ ethical dilemmas can be complex, no solution for all.

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Deontologist:

→ set of rules you consider right

- ↳ emphasize duty (Do not lie)
(rules of universalities)
- ↳ logic or reason determines ethics
- ↳ thinks rationally
- ↳ Dont ppl as important in
themselves ^{best} not as a means to goals.

Utilitarianism:

- ↳ To increase utility

- ↳ Act is right if majority is happy
might sacrifice utility for
some

Act utilitarianism

↳ on situation

what to do
to make best
for everyone

Rule

General rules
to make stuff
better

Distinction b/w right & wrong

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Act: drawback

↳ doesn't respect individual rights.
(kill someone and give free organs?)

Rules: drawback:

↳ lesser drawbacks

(\rightarrow Do not kill, Do not steal)

↳ Don't see situation, follow rule

Right, Wrong, Okay.

↳ some situations have options that are acceptable

Obligatory

↳ Some actions (moral duty) and have to do it

Prohibited

↳ not acceptable

Acceptable \rightarrow Okay (middle ground)

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Problem Solving & Critical thinking

Presentation:

- ↳ 2 mins Make or break
- ↳ Elevator pitch

Must answer two questions

- ↳ What problem you're solving
- ↳ How are you different

Textual vs Visual information

Critical thinking study

Data Acquisition

Pictorial Data

is remembered more

Always prefer graphics over text in presentation

↳ More words = Bad slides

Issues:

- Engagement with audience
- ↳ Speak at once



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Problem solving → Top 1 Skill in 2010-2015

Cowbar Cow IoT → startup

Problem framing → solution → repair
elevator is too slow

reframe
↓

↑ expensive

wait is annoying → solution → put up mirrors
play music

↑ less expensive

Aspects

- 1) Abstract thinking → Thinking past what your senses tell you
- 2) Creative → innovative out of box
- 3) Systematic
↳ organizing your thoughts in logical steps
- 4) Communicative
↳ being precise with your ideas

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Critical Thinkers

- ① See problem as exciting challenges
- ② Keep an open mind
- ③ Use evidence to make judgements
- ④ Avoid emotionalism
- ⑤ Think before acting

Uncritical

↳ Pretend to know more

Get annoyed

Impatient

Judge on first impressions

Guided by feeling rather than thought

IDEAL ~~IDEAS~~ Method

Identify
Define
Explore
Act
Look

Most Imp Approach

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Identify the problem

Define the problem (what you want)

Explore alternative approaches

↳ Best fit, fair

Act on best

Look back to evaluate

↳ Is it working?



Common failing

- Unable to notice problems (Ask questions, disturbed)
- Can identify, not solve.
↳ lack the tools, energy etc



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Time Management

- Classify your goals
- Be involved in better delegation
- Work more efficient with boss/advisor
- Learn specific skill / save you time
- Overcome procrastination / stress

"Time is money"

Why Time management is important

- The time famine

↳ "starving for more time
to do stuff"

"Bad Management = Stress"



"Quotes hi Quote"

Signs of Time waste

- 1) Miss appointments
- 2) Messy Desk
- 3) Can't find stuff
- 4) Tired/Unable to concentrate

ppl wastes 2 hours per day

Being successful doesn't
make you Time manager
Managing your Time
makes you successful

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4 Quadrant To-Do list

	Urgent	Not Urgent
Important	1	2
Not Important	3	4

Tempted to go from 1 to 3, but go to 2 instead.

Scheduling yourself

80/20 rule

- Learn to say "No"
- Make Time, NOT find time
- Everything you do is an opportunity cost

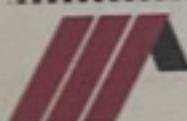
Critical 20%
Trivial 80%

Gentle's No

Do the ugly
Thing first

Paper work:

- ↳ Keep desk clean
- ↳ Your Inbox is not your To-Do list
- ↳ Touch each piece of paper once

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Procrastination is Thief of

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Time
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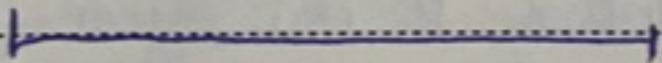
Interruptions

- 6-9 mins, 4-5 mins recovery, five interruptions shoot our hand.
- Turn phone calls into mails
- TURN IT OFF!!!(Klaus Mikaelson)

Deadlines are Imp, Make your own ones

Challenge people

- ↳ People rise to the challenge.
- ↳ Communication should be clear
- ↳ Give objectives not procedures
- ↳ Tell relative Imp.



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Freedom of Speech / Expression.

↳ Fundamental right to articulate one's thoughts, ideas, opinions and info without fear of censorship or punishment.

Freedom of expression & internet

- Internet enables

- ↳ News - ideas, rumors, information

- ↳ Open discussions - anonymity

* Ethical use of this freedom & Power.

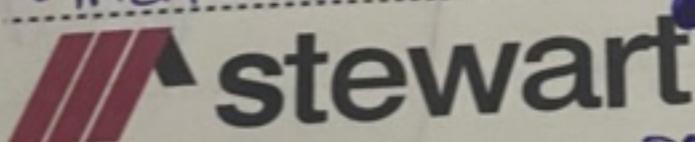
1st amendment → right of freedom of expression

Definition of free speech:

- 1) Nonverbal, visual and symbolic expression
- 2) Right to speak anonymously
- 3) Speech for protection of minority other than majority

Not protected

- Perjury • Fraud • Defamation • Obscene speech
- Incitement to panic/crime - Sedition • Fighting words



↳ Lack literary, artistic, political or scientific value

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Limitation exist to prevent harm or abuse.

- Perjury: Providing false info Under oath.
- Fraud: Deceptive practices to gain unfair power
- Defamation: False statements to harm reput of others
- Obscene speech: Speech lacking value
- Incitement of panic: Speech causing public fear
- " " crime: Encouraging criminal activity
- Fighting words: Provocative speech causing violence
- Sedition: Speech to cause against govt.

Defamation:

↳ Oral / written statement that

↳ False

↳ Harms the reput of others (Slander
↳ Libel)

Key Issues: F of E:

- 1) Control access to info on internet
 - 2) Anonymity on internet
 - 3) Defamation & hate speech
- Corporate
• Pornography

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Control Access to info on net:

- ↳ Complex due to ease of access by children
 - ↳ raises concerns abt exposure to harmful content
- ↳ Laws of Content filtering
 - ↳ To control access of certain type of content on internet, (explicit stuff)
- Content filtering software used to restrict access to certain types of content

COPA (1998) (faced challenges), unconstitutional

- ↳ penalties on those who expose minors to material deemed harmful

Internet filtering:

- ↳ Use of software tools to block and control access to specific sites and content

→ Installed with browsers

→ Utilized at network level.

Striking balance is difficult

Aim: Protection to children

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Internet filters

- 1) NetNanny
- 2) CyberSitter
- 3) Safe Eyes
- 4) Cyber Patrol

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URL filtering

- ↳ Filtered based on sites URL & domain name
- ↳ Allows organizations to filter domain names & URLs which are more likely to fall in that category.

Keyword filtering

- ↳ blocking specific words & phrases
- ↳ Target content that is offensive, against policies

Dynamic content filtering:

- ↳ Evaluating content of site at runtime, just before it is displayed to user
- ↳ Better than static

Uses:

- 1) Object analysis (filter obj, pic, via)
- Image recognition (visual elements)

Internet content rating system

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ICRA rating system

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↳ involves a questionnaire for web authors
to fill out abt sites content

↳ Based on responses, system generates
a label for nature of content

PICs: Platform for Internet content selection

↳ allows user to configure web browsers to
read content labels generated by provider
↳ additional layer of control

ISP blocking:

↳ Service provider blocks access to certain
websites

ClearSail, Family.NET

CIPA: children internet protection act:

↳ applied to schools and libraries in U.S.

↳ Block computer access to stuff
Acceptable Use policies

AUP, signed by parents, employees

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Anon in US formation

Anonymity on Internet:

↳ expression of ppl who don't reveal them
↳ right of democratic society.

Anonymity is free in countries which don't allow free speech

- Can be a tool of unethical activities

Anonymity of Importance for net ppl

+ve

- 1) Seeking help in online support grps
- 2) Reporting defects in product
- 3) Taking part in sensitive topic

-ve

-) Defamation
-) Fraud
-) Libels
-) Exploitation of children

whistle blowers

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anonymous Remailer service

↳ Allows user to send messages without revealing them

↳ Orgs may implement measures, fitfully to control employee access to remailer and issue warnings

(unknown individual)

JOHN Doe's lawsuit:

↳ filed against person who engages in activities harmful for business

Reasons → confidential info

Damaging reput

identity hard to know

- Court issues summonses to compel the defendant to come.
- With court orders, ISPs are asked to reveal the identity.

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Defamation & hate speech

includes

- 1) Clear threats
- 2) Threatening private msg on internet
- 3) Displaying public msgs on a site
- 4) Libel directed at particular person
- 5) Dissing, critical & offensive

Legal liabilities

↳ Threats

↳ Intimidation

→ ISPs can remove data

→ Schools & Unis are govt agents,
must follow first amendment
against speech restrictions

→ Corporations, private Should

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Corporate Blogging

- Employees to create their research blogs
- Reach out
- Improve image
- Discuss issue

• Blogs can provide uncensored commentary
criticism of policies & decision

Risks

- 1) Company Secrets
- 2) Breach security disclosure law

Guidelines

- Don't reveal secrets
- Be interesting
- Authentic
- Appeal



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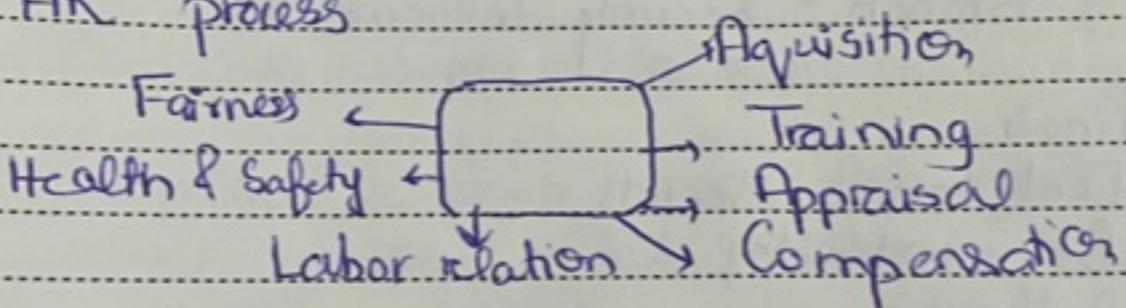
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HR M issues:

HR manager at work

- 1) Ensuring recruitment, selection, promotion, ^{complying with anti-discrimination legislation}, ^{meets} ^{regulations}
- 2) Staff training
- 3) Monitor appraisal procedures
- 4) Workforce planning
- 5) Grievance procedures
- 6) Health & Safety
- 7) Consultative committees

HR process



An HR specialist is a

- 1) Recruiter ✓
- 2) Labor relation specialist ✓
- 3) Training specialist ✓
- 4) Compensation manager ✓
- 5) Job analyst
- 6) EEO coordinator



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Recruitment & Selection

1) Selection Techniques:

- One-one interviews (Reliable) (no rep)
- Interview with panel (public sector) (Smooth talkers)
- Assessment for references (Provide references)
- Psychometric test (Ability, Aptitude, Personality)
- Situational assessments (more valuable)
- Task assessment (runtime task)

Selection tools must be reliable & valid

Reliability → Degree to which the tool measures the same each time it's used

Validity → Does the test measure what it supposes to measure

Staff Training → more imp in high tech

US → professionals paid to get part time

Degree → promotions on further qualifications

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Training: Teach organizational members how
low-level to perform work jobs.

Development: Build workers' skills to
enable them to take on new duties
management.

↓
Types

1) Varied work experiences: Top manager
must build expertise

2) Formal education: Tuition reimbursement
is common for managers taking
MBA

"Results must be transferred to workplace."

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Remuneration policies & job evaluation

- Scales - increments
- Govt < private

Job evaluation

* equal pay - equal work

Scheme:

- Non-analytical - comparing whole jobs without considering skill and elements
 - ↳ job classification
- Analytical - different individual skills.

Pay & Benefits:

↳ Managers decide

↳ Pay structure: cluster jobs into categories

Benefits

↳ incentives

↓

commission, Bonus

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Team Incentives

1) Gain sharing : Akash Ram

2) Profit sharing: percentage of profit earned
by dept.

Appraisal Schemes

1) MBO → only short term

↳ set of obj to achieve in 6

↓
precise, concise, verifiable

can't all be clear

Now, we leave it on employer ↳ ^{empowerment}



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Performance Appraisal

- ↳ Process of evaluating employee performance
- ↳ Systematic ✓

Self appraisal → khud

Peer appraisal → by your peers

360° app. → by everyone

Central Tendency → Consider every arg

Leniency → everyone is evaluated higher

Fair dismissal

- Lack of capability
 - ↳ misconduct
 - ↳ Redundant (not needed)
 - ↳ Unfair
 - ↳ Work permit expired.