**Ethics** Weston: "study of moral values (how to prioritize, clarify, integrate values)"Quinn: "philosophical study of morality, a rational examination into people's moral beliefs and behavior"

**Value** The things we care about; goals or ideals we aspire to and measure ourselves and society by.

**Moral Values / Morality** Weston: "values that consider the needs and legitimate expectations of others as well as ourselves"Quinn: "rules of conduct describing what people ought and ought not to do in various situations"

## Dogmatism "dogmatic character; unfounded positiveness in matters of opinion; arrogant assertion of opinions as truths." (Dictionary.com) "dogmatic assertion of opinion, usually without reference to evidence" (YourDictionary.com)

**Example: (from Weston):** every value judgment of a dogmatic person has the same status as the 10 Commandments

## Relativism **Definition**: "The doctrine that no ideas or beliefs are universally true but that all are, instead, "relative" — that is, their validity depends on the circumstances in which they are applied." (Dictionary.com)

E**xample**: Moral relativism: It's only wrong to steal if a person feels that it is wrong.

**Example**: Cultural relativism: In the U.S., dogs are pets,but in some other countries, dogs are considered a source of food.

## Rationalization / Self-Justification **Definition**: **Rationalize** (from Dictionary.com):

"to ascribe (one's acts, opinions, etc.) to causes that superficially seem reasonable and valid but that actually are unrelated to the true, possibly unconscious and often less creditable or agreeable causes."

**Example**: A person avoids paying their taxes, claiming that the government frequently wastes money. A person downloads music illegally, claiming that the artists are rich and don't need their $.99 for a song.

* Opt-In: individual must grant permission for the company to share data with another company
* Opt-Out: individual must deny/forbid a company from sharing data with another company / org.

**Privacy**: prudential right “rational people recognize some privacy rights.”

**Data mining** (the analysis step of the "Knowledge Discovery in Databases" process, or KDD),[[1]](http://en.wikipedia.org/wiki/Data_mining#cite_note-Fayyad-0) a field at the intersection of [computer science](http://en.wikipedia.org/wiki/Computer_science) and [statistics](http://en.wikipedia.org/wiki/Statistics),[[2]](http://en.wikipedia.org/wiki/Data_mining#cite_note-acm-1)[[3]](http://en.wikipedia.org/wiki/Data_mining#cite_note-brittanica-2)[[4]](http://en.wikipedia.org/wiki/Data_mining#cite_note-elements-3) is the process that attempts to discover patterns in large [data sets](http://en.wikipedia.org/wiki/Data_set). It utilizes methods at the intersection of [artificial intelligence](http://en.wikipedia.org/wiki/Artificial_intelligence), [machine learning](http://en.wikipedia.org/wiki/Machine_learning), [statistics](http://en.wikipedia.org/wiki/Statistics), and [database systems](http://en.wikipedia.org/wiki/Database_system).[[2]](http://en.wikipedia.org/wiki/Data_mining#cite_note-acm-1) The overall goal of the data mining process is to extract information from a data set and transform it into an understandable structure for further use.

**Collaborative filtering** (**CF**) is a technique used by some [recommender systems](http://en.wikipedia.org/wiki/Recommender_system). Collaborative filtering has two senses, a narrow one and a more general one.[[1]](http://en.wikipedia.org/wiki/Collaborative_filtering#cite_note-recommender-0) In general, collaborative filtering is the process of filtering for information or patterns using techniques involving collaboration among multiple agents, viewpoints, data sources, etc.[[1]](http://en.wikipedia.org/wiki/Collaborative_filtering#cite_note-recommender-0) Applications of collaborative filtering typically involve very large data sets.

**Secondary**[**data**](http://en.wikipedia.org/wiki/Data), is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or [qualitative research](http://en.wikipedia.org/wiki/Qualitative_research). Primary data, by contrast, are collected by the investigator conducting the research.

**Pubic Record: info reported to gov agency (birth cert, marriage lic, DMV, IRS)**

**Public Information: info you provided to an org that can share w/other orgs(RFIDS, cookies, spyware, body scanners)**

Negative right: a right that another can guarantee by leaving you alone to exercise your right. (ex: right of free expression)  
Positive right: a right that obligates others to do something on your behalf. (ex: right to free education).

**1988 Employee Polygraph protection act**: private emps can’t use lie detector tests.

**1988 Video privacy protection act:** video providers can’t disclose rental rental records w/o cust. Consent

**1999 Financial services modernization act:** financial supermarkets. Annual report of info collected & how used

**2008 Genetic information nondiscrimination act:** prevent discrim. In benefits, employment

**1970; 1996 fair credit reporting act:** accuracy, privacy. <= 7 yrs exceptions: criminal convict. Indef bankruptcy 10 years

**2004 fair & accurate credit transactions act:** free copy annually. Identity theft

**2000 childrens online privacy act:**  reduce amt public info gathered from children

**1996 Health ins portability & accountability act:**  use of medical info gathered from patients. No release to life ins. Co, banks

**Ferpa:** >=18 yrs can review educ. Records, request chgs

### Ethics of Happiness Rational aim: balance happiness over pain or suffering in the long run. Happiness is SOCIAL -- our happiness is connected with the happiness of others. Utilitarianism (Jeremy Bentham and John Stuart Mill) -- "the greatest good for the greatest number"

### Ethics of Person Relating to others -- wholely engaging with other people. Fundamental regard for people as valuable individuals with independent thoughts and actions. Kant - Persons are not just "means" -- they are "ends in themselves"

### Ethics of Virtue **Greeks' 4 virtues:** prudence, justice, temperance, courage. **Medievals** added these: faith, hope, charity **Opposites of the 7 deadly sins**: loyalty, dependability, humility, work ethic -- persistence, reliability, thrift, economy **Aristotle**: Moral virtues are "character traits that fulfill our essence as human beings". Humans are "rationale animals".

**Utilitarianism**: serve the common good. Families, communities, governments try to reduce pain and suffering & build harmony.

**Kantianism**: ethics of the person -- understanding the Golden Rule, "unversal" rules that everyone could follow.

**First formulation:** Act only from moral rules that you can at the same time will to be universal moral laws.

**Second formulation:** Act so that you treat both yourself and other people as ends in themselves and never only as a means to an end.

**Theory of Virtue**: grounding for a number of professional codes of ethics such as the Hippocratic Oath.

Social contract theory: Rational people wold collectively accept it as binding becuase of the resulting benefits to the community.

**Why do we study ethical theories?** All persons are treated as moral equals(Kantianism).it focuses on happiness(utilitarianism).it is down-to-earth(utilitarianism).

**Rejecting a theory:** (divine command theory) *There are many holy books, and some of their teachings disagree with each other. It is unrealistic to assume a multicultural society will adopt a religion-based morality. Some moral problems are not addressed directly in scripture. It is fallacious to equate “the good” with “God.”*

**Covert surveillance:** Wiretaps and Bugs, operation shamrock, carnivore surveillance system, covert activities after 9/11, TALON database.

**3 pieces of legislation that relate to wiretapping:** Title III Electronic communications privacy act, stored communications act

**Constructive strategies at a glance:** 1) When genuine moral values are contending, ask not which side is right but what each side is right about. 2) Seek the best balance between the contending values – decisions that thke the best possible account of all the important values at stake. 3) build on the shared and convergent interests beneath apparently opposite and mutaly exclusive “positions.” 4) Beyond the immediate conflict, work out compelling and inclusive moral visions that invite us all toward a better future.

**Net Neutrality** Right now, the end users pay the ISP for access to the internet. Without net neutrality, ISPs could **also** broker business relationships with content providers, charging them fees for better throughput for their data.

The FCC does not regulate Internet content or applications. To the contrary, the purpose of Open Internet rules is to clarify high-level, flexible rules of the road for broadband to ensure that no one—not the government and not the companies that provide broadband service—can restrict innovation on the Internet.

* **Comcast, AT&T and Verizon Will Ruin the Internet,** writes [Marvin Amori](http://www.huffingtonpost.com/marvin-ammori/ten-things-comcast-will-b_b_560897.html) at The Huffington Post. He lists 10 ways Internet providers could exploit consumers. Here are five:

(1) Block your tweets, if you criticize Comcast's service or its merger, especially if you use the #ComcastSucks hashtag.

...

(3) Force every candidate for election to register their campaign-donations webpage and abide by the same weird rules that apply to donations by text message.

...

(7) Block all peer to peer technologies, even those used for software developers to share software, distribute patches (world of warcraft), distribute open source software (Linux). In fact, Comcast has shown it would love to do this.

(8) Block Daily Kos, Talking Points Memo, Moveon.org (and its emails), because of an "exclusive" deal with other blogs. Or alternatively, block FoxNews.com because of a deal with NBC and MSNBC.

(9) Monitor everything you do online and sell it to advertisers, something else that some phone and cable have done, with the help of a shady spyware company.

* **Keeping Broadband Deregulated Is Good for Everyone,** writes [Scott Cleland](http://precursorblog.com/content/why-deregulated-broadband-public-interest), an industry analyst who consults Fortune 500 companies and writes about policy at the Precursor Blog. He gives eight reasons that deregulation is in the public's interest. Here are four:

1) Respects the rule of law, Congress' Constitutional authority to set interstate communications policy, the Constitution's protections, and court precedent.   
2) Encourages private investment and innovation.  
...  
5) Continues Congress' bipartisan Internet policy in law to keep the "competitive free market... Internet... unfettered by Federal... regulation."  
...  
7) Encourages public-private cooperation to get broadband to all Americans fastest under the FCC's National Broadband Plan.