290 exam 1

1. How can computing professionals better anticipate potential consequences of their technology?
   1. Some think computing professionals would benefit from broader exposure to social issues in an effort to reduce their blind spots and and therefore unexpected consequences
2. Explain, “If you are not paying for the product, you ARE the product”
3. Describe *techlash*
   1. *Techlash* is the growing distrust of Big Tech and technology innovations that are contributing to a variety of social ills.
   2. Similar fears and opposition existed with the telegraph, automobile, electricity, recorded music and elevators.
4. Defend either side of the three selected questions in ITIF report
   1. 1) Are tech companies destroying consumer privacy?
      1. Yes. Selling data without having an opt out clause in the US is illegal and an opt in clause in the UK.
      2. No. Stories about “surveillance capitalism” often misunderstand what digital “tracking” technologies such as web cookies actually do. They also assume consumers are unwitting victims of unilateral spying and data exploitation when in fact they are well aware they are providing data in exchange for services, and they derive enormous value from the fact that these services are often free. Moreover, their data usually isn’t shared with advertisers—and there are alternative ways of getting most services if they would prefer not to exchange their data. A balanced and focused national privacy bill can address most of these concerns.
   2. 7) Does social media facilitate disinformation?
   3. 18) Is IT destroying jobs?
5. Describe three concerns some recent college graduates have about working for Big Tech
   1. Uber’s sexual harassment and discrimination policies cost the company roughly $100 million, largely because of talent lost to competitors.
   2. Public pressure continued to mount, fueled largely by young activists. The company halted its production of napalm a year later
   3. “As tech firms get more negative reviews in the media and it becomes clear what their political toll can be, students may have more circumspection about taking these jobs,”
6. What responsibilities do computing professionals have with respect to digital privacy?
   1. Inform people when you collect information
   2. Collect only the data needed
   3. Offer a way for people to opt out
   4. Keep data only as long as needed
   5. Maintain accuracy of data
   6. Protect security of data
   7. Develop policies for responding to law enforcement requests for data
7. How has cheaper data storage influenced digital privacy?
   1. More data on various things are now collected because we can now store it
   2. Facebook getting out of facial recognition game
8. Should an app exist that allows anyone to track any other phone?
   1. No, invasion of privacy.
9. Should Facebook make new features such as “auto tagging” opt-in or opt-out?
   1. Opt out in US – opt in in UK
10. Is targeted marketing ethical?
    1. Yes
11. Is it ethical for a developer to bypass OS safeguards for location tracking?
    1. It depends if there’s a warrant
12. Is it ethical to create or use ad blocking software? Support both positions
    1. Yes. Companies can create ad blockers, but there’s also software to block ad blockers too. If it’s ethical for you to do it to them, then it’s ethical for them to do it right back to you.
    2. No. The advertisers are harmed with less viewers, or false numbers of how many people their actually advertising too. Some companies might lose ad revenue. Free content may become endangered. Writers and advertisers might lose jobs. Consumer may miss an opportunity
13. Describe three actions a company should take to protect customer data
    1. Require a unique ID / password
    2. Assign specific access rights for employees
    3. Maintain *audit trails*
    4. Request *external privacy audits*
    5. Use trusted third-parties to handle data
    6. Publish privacy policies
    7. Respond to ”peer pressure” to follow best practices
14. Describe three tech “innovations” to protect individual privacy
    1. Encryption
    2. Disabling Cookies
    3. “Do not track”
15. Why do most websites now display cookie alerts when a visitor first arrives?
    1. Bc in UK it’s a law to inform
16. Is Google likely to agree or disagree with the “right to be forgotten”?
    1. No because “Right to be forgotten” is UK thing. Search engine results can be removed. Limit on freedom of speech? Right to know?
    2. Google is US and we hate censorship
17. How does GDPR affect U.S. companies such as Google and Facebook?
    1. Google follows UK rules too inorder to provide google to UK as well
18. Is the GDPR opt-in or opt-out?
    1. Opt in
19. Constrained and unconstrained facial recognition
    1. Constrained is apple face ID
    2. Unconstrained is CCP traffic cam surveilance
20. Describe an ethical use of *constrained* facial recognition.
    1. Unlocking phone with face id. Secure database
    2. Accuracy (Facebook 97%, FBI 85%)
    3. Less accurate with dark-skinned people (women)
    4. Transparency of use
    5. Privacy policies
    6. Protection against theft and misuse

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OST software consulting really big company

IST made a scoreboard for a friends

Sound off signal worked on legacy code in visual basic that they scraped in a year

Development operations, work on code base on git hub repos and check and test everything

Auto owners filled up intern positions

Bluejay not fun dows java – 16$

Apply at dematic – engineering – big –

Apply Ally financial inc – hire comp sci – big – popular online banking

Apply rocket companies – 65k remote – rocket morgatge – worked for quicken loans

Farmers insurance better than auto owners