**Ethical Case Study Analysis**

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**Introduction**

Information and communication technologies (ICTs) are constantly developing, with the Internet of Things (IoT) playing a significant role proliferating innovative technology. The increased interconnection of technology and users grows alongside its impacts. It is essential ethics and policy remain dynamic to address the implications of arising developments. Critical thinking allows professionals in this field to navigate the complex ethical dilemmas, foresee potential implications of technological advancements, and formulate policies that balance innovation and ethical responsibility.

In looking into evolving tech such as smart devices, I employ critical thinking considering The Internet of Things (IoT) is the power behind the networks of connected smart devices all around us, increasing the technology intertwined within our lives (Fw:Thinking, 2013). For example, while the video lists the many ways that technology will fulfill our needs- without much own conscious effort (Fw:Thinking, 2013)- I question the amount of data and monitoring necessary to achieve this. I remain skeptical while the video touches on how this technology can help us in many environments. I reflect beyond its vast potential, becoming concerned in considering the “every move” surveyed in exchange (Fw:Thinking, 2013). As Fw:Thinking portrays an eeriness of the surveillance, I question the guidelines for acquiring this information, its access and utilization in contexts of cybersecurity and data governance.

Furthermore, the new and evolving technology underscores a great need for persistent reflection on ethical concerns and the policy implications they give rise to. I will begin to go in more depth, exploring the merits and concerns associated with IoT and its devices through additional research and perspectives. Finally, I’ll present some suggestions on what can be done to balance innovation and user privacy. I believe that through the contributions of professionals from varying disciplines, tech developers should innovate with guidelines that respect the many different ethical and privacy concerns that may arise.

**Research**

There is an idealistic future of the IoT embedding into our real world with responsive design anticipating and addressing our demands. Such advancements in responsive design come at significant costs. There are many potential factors to acknowledge and comprehend in an attempt to balance and check the advancements with ethical considerations.

The Intellectual Property & Technology Law Journal wrote an article addressing several plausible implications pertinent to wearable IoT (technology that can be worn or attached to one’s self/garments) (Singer & Perry, 2015). In total, they list 5 major measures and guidance to ensure responsible use of personal data: Transparent Communication: Clear communication of all data collected (even passively). Data Sharing Policies: Clear communication of data being shared (particularly with personally identifiable information and in exchanges with third parties). Restricting Further Sharing: Restrictions on vendors’ abilities to share data further. Consequences of Social Network Sharing: Clear explanations of how sharing data on social platforms can lead to wider spread of personal information Aggregated Data Parameters: Clear descriptions of aggregated data and privacy policies to clarify how aggregated information is shared (Singer & Perry, 2015).

Moreover, Jack Karsten’s article, “Alternative Perspectives on the Internet of Things”, dives deeper into further factors through various experts' insights. He balances outlooks on the technology by presenting contrasting viewpoints. For example, he presents “founding director of the Center for Technology Innovation” Mr. West’s optimistic outlook on IoT as a solution in healthcare and transportation (Karsten, 2016). This is followed by “managing editor” of a blog that engages in serious discussions of “hard national security choices” Ms. Hennessey’s concerns for surveillance risks due to extensive data collection (Karsten, 2016). These diverse viewpoints highlight the need for a balanced approach to the various factors that must be considered in shaping policies and measures to safeguard privacy in the evolving landscape of IoT.

**Suggestions**

**Conclusion**

The Internet of Things’ future is bright and exciting. I can already see how useful it is while using my own Alexa for hands free reminders or toggling of music, as well as through my sister wearing her Apple Watch to plan bike routes and quickly glance at messages on her wrist. However, research also reminds us of the many risks to our privacy that occur through the very monitoring IoT needs to achieve such functions. Critical thinking and research have both allowed me to understand a variety of security and privacy implications, and encouraged me to practice a more mindful and balanced approach towards technology and its potential hidden costs. It has also prompted me to contemplate the considerable efforts needed to safeguard privacy, encouraging me to explore potential measures required for protection.

**References**

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