

Assessment 3: Ethics or Privacy Report

Aims

The aims of this assignment are:

- To analyse an example of an ethics or privacy scandal
- To apply codes of ethics to make ethical decisions
- To review a scandal and identify ethical or privacy issues
- To critically analyse justifications of both parties
- To produce a reflective viewpoint on third parties' opinions.

Weight: 35%

Submission

Your final report should be submitted to LearnJCU, in either Word (.docx) or PDF (.pdf) format, and should:

- Be around 1,500 words, excluding references (word counts 10% below or above the required word limit will be penalised by 10% deduction of the marks available. The word count must be accurately stated at the end of the written piece. Every printed element between spaces is to be counted including quotations and in-text references (but not including reference list or appendices)
- Be less than 10 A4 pages and in 12pt Arial font
- Include a cover page, including the assignment title, subject code and name, and your student ID and name.

Overview

Ethics has become one of the top business agendas since the risks associated with inappropriate behaviour have increased. There is an increased likelihood of unethical behaviour for organisations, employees and consumers/users. Globalisation and competitive environments have made it more difficult for organisations to maintain revenue and profits thus tempting some organisations to resort to unethical behaviour to maintain profits. Also, there are many common forms of employee ethical misconduct, including misuse of company time, abusive behaviour, lying to employers, company resource abuse and so on. Obviously, there are also many unethical consumer/user behaviours.

In addition, organisations are collecting, storing, analysing and reporting more information about people to enable better business decisions. As a result, privacy concerns have become an important issue for both consumers/users and organisations, including data breaches, identity theft, consumer profiling, information privacy and so on. In this subject, we have seen many high-profile examples of ethics violations and privacy issues in organisations around the world, including Volkswagen's emissions scandal, Facebook's data breach and VR headset's IP fight.

There are many ethics scandals and privacy disputes and the two parties involved in these scandals and disputes could be:

1. One organisation and another organisation (e.g. Samsung against Apple)
2. An organisation and its employees (e.g. Telstra against its employees)
3. An organisation and its consumers/users (e.g. Facebook against its users).

The main goal of this assignment is to investigate and research a case study in the area of ethics scandals or privacy disputes in the Asia-Pacific region for one of the three different party relationships described above. For instance, you might choose a privacy dispute between Telstra and its customers in Australia, a data breach incident in Australian Red Cross Blood Service, or an ethical labour scandal for 7-Eleven.

Assessment tasks

You are required to write a report about your chosen case study of an ethical scandal or privacy dispute in the Asia-Pacific area. The report should include your answers to each of the four sections outlined below.

Section 1: Description of case study (10%)

In this section you should describe the details of your chosen case study. Your description should follow good logical progression (flow) covering relevant information and details about the case. It should be written in a readable and logical format, using the five W's and one H approach to clearly state what is the privacy or ethical problem at the heart of the case, why people think there is a problem, who is directly affected by the problem, who caused the problem, who else is affected, the frequency of the problem, how are people impacted by the problem, the seriousness of the problem and so on.

Points to consider when describing your case study:

- Write your description using the 5W1H (who, what, when, where, why and how) approach
- Use around 5-20 references (including websites, blogs, articles etc.) to research and to describe your case study
- Clearly state what is the privacy or ethical problem
- Clearly state who are the parties involved – who caused the problem and who is affected
- Include relevant details about the problem, including the impact, seriousness and so on.
- This section could be around 2-3 A4 pages, around 600 words, excluding references.

Section 2: Justifications supporting the party causing the problem (7.5%)

Investigate and research the literature (including articles, blogs, websites etc.) to list reasons and justifications that back-up or support the party causing the problem. For example, some of the justifications could include: the party employs a corporate ethics (or privacy) officer to improve ethics (or privacy) in the company, the party sets up corporate social responsibility to act ethically by taking responsibility for the impact of its actions on its consumers, employees, shareholders, the community, the environment or others affected by the problem.

Remember these supporting justifications are not yours but the views of others, so you might disagree with some of these points.

Points to consider when presenting the justifications:

- Use around 5-20 references, (including websites, blogs, articles etc.) to research support for the party causing the problem
- List 4-6 reasons and justifications that back-up or support the party causing the problem
- Use in-text citations and a reference list to indicate the sources
- This section could be around 1-2 pages, around 300 words, excluding references.

Section 3: Justifications supporting the affected party/ies (7.5%)

Investigate and research the literature (including articles, blogs, websites etc.) to list reasons and justifications that back-up or support the affected party or parties. These justifications may include supporting justifications for the affected party, as well as anti-justifications against the party causing the problem.

Remember these supporting justifications are not yours but the views of others, so you might disagree with some of these points.

Points to consider when presenting the justifications:

- Use around 5-20 references, (including websites, blogs, articles etc.) to research support for the affected party/parties
- List 4-6 reasons and justifications that back-up or support the affected party or parties/by the problem
- Use in-text citations and a reference list to indicate the sources
- This section could be around 1-2 pages, around 300 words, excluding references.

Section 4: Whose side are you on and what would you do (10%)

In this section, you are required to analyse the case study, choose whose side you are on and use the five-step decision-making process to explain what would you do.

1. Develop problem statements
2. Identify alternatives
3. Choose alternatives
4. Implement decision
5. Evaluate results.

Now that you have researched other people's justifications for supporting both parties, it is time to decide where you stand. In this section, you need to provide your reflection on justifications for the one you are supporting, then clearly state which party you are supporting, and justify your stand.

Points to consider when presenting the justifications:

- Reflect on the reasons and justifications others have given that support each party
- Use around 5-20 references (including websites, blogs, articles etc.) to justify your stand
- Use in-text citations and a reference list to indicate the sources
- This section could be around 1-2 pages, around 300 words, excluding references.

Sample report structure

Title page:

- Subject code and name
- Your student ID and name

Section 1:

- Case study description
- Between two and three A4 pages (12 pt font), around 600 words.

Section 2:

- List of causal party justifications
- One or two A4 pages (12 pt font), around 300 words.

Step 3:

- List of affected party/ies justifications
- One or two A4 pages (12 pt font), around 300 words.

Step 4:

- Reflection on third party justifications
- Your stand
- Justification of your stand
- One or two A4 pages (12 pt font), around 300 words.

Reference list

- APA 6th edition style
- Not included in word count