9425 Ethics of Opting In and Opting Out

## Overview

This project is designed to allow experience in, and to critically think about, the ethical issues of opting in and opting out.

Ethics of Opting In and Opting Out Questionnaire

* What newsletter did you choose?
  + I chose Chegg.com to get access to study materials and books.
* Why did you choose the newsletter you chose?
  + I was struggling with my statistics class, since a lot of concepts are what I learned in high school, I needed access to formulas and solutions to refresh my memory.
* How easy was it to subscribe?
  + It was quite easy, I created my account, provided my credit card information, and paid a monthly subscription fee of $16.28.
* Did the company validate your email address, e.g. provide a link in your email to verify etc.?
  + Yes, I received a verification link in my email, I clicked on it and then I was able to login and get started.
* Were you asked to join additional mail lists tailored to your interests?
  + No, there are similar websites for accessing study materials, but I wasn’t asked to join additional mail lists by Chegg.com.
* What folder was it delivered to in your email?
  + It was delivered at my primary email folder.
* Was there a notice texted or appearing as a banner on your phone?
  + No, I didn’t receive any text in my phone, apart from verification codes from Chegg.com.
* Did you opt in for the banner?
  + No, I did not opt in for any banner.
* After unsubscribing, did you receive any incentive to remain a subscriber?
  + I was given a list of reasons, among which I had to choose the reason for unsubscribing. My reason was that some of the math problem solutions were incorrect. They showed a message saying, “I can always come back if I change my mind”.
* Did you receive any follow-up emails asking you to rejoin?
  + Yes, I received an email saying, “Discover more homework help tailored to you”.
* At some point, did you start receiving the newsletter without re-opting in?
  + No, I did not receive any newsletter without re-opting in.
* Did you receive any additional advertising or notices because of opting in for the newsletter?
  + Yes, I received several advertisement emails related to books, flashcards, tutors, and solutions.
* If so, did you do anything to rescind the advertisements or notices and what was the result?
  + Yes, I put the emails in my archive folder.

**Reference**

[**https://www.chegg.com/my/orders-next**](https://www.chegg.com/my/orders-next)