

Case Study

(CLO/PLO 2.1/S4, 2.2/S1, 3.1/V1)

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5 pages

1. (CLO/PLO 2.1/S4)

- A. Cite another example of information technology companies pushing the boundaries of privacy issues; apologizing, and then pushing again once the scandal dies down. (3 marks)

Facebook- Cambridge Analytica data reproach

is a major political reproach that erupted in early 2018 when it was revealed that Cambridge Analytica had collected "particular data" about millions of people on Facebook without their concurrence, before using it for "political advertising" purposes. The reproach was described by numerous as a "watershed moment" in the public understanding of particular data and led to a significant drop in the global stock price of Facebook. Others called for "stricter regulation" of technology companies' use of particular data.

Harry Davies, a intelligencer at The Guardian, was the first to report on the "unlawful data collection" of Facebook druggies' data by Cambridge Analytica in December 2015. Davies stated in his investigative composition that Cambridge Analytica worked for American Senator Ted Cruz by using data attained from millions of Facebook accounts without their concurrence, studying it, and trying to impact it. While Davies' composition caused some buzz, Facebook declined to note on the story and ignored it.

The reproach resurfaced in March 2018 when intelligencer Carole Cadwalladr linked Christopher Wylie, a former hand of Cambridge Analytica, who handed her with all the information she demanded. Wylie hadco-authored an composition with Cadwalladr in The Observer in 2017, where his identity wasn't explicitly revealed but was appertained to as the "anonymous source." The composition bandied the UK's pullout from the European Union and linked it to Cambridge Analytica, raising "skeptical responses." Cadwalladr worked with Christopher Wylie for a time, prevailing him to do with his exposé of the company and considering him a "whistleblower."

By March 17, 2018, three journals contemporaneously published a series of papers and examinations about Cambridge Analytica and its relationship with Facebook, driving a "major public outrage." This led to a request value drop of over\$ 100 billion for Facebook within days, and politicians in both the United States and the United Kingdom demanded answers from Facebook's CEO, Mark Zuckerberg. ultimately, Zuckerberg agreed to swear before the US Congress.

- B. As long as the controversy fades, is there anything unethical about such a strategy? (3 marks)

Ethical Considerations:

While it's not uncommon for companies to face controversies, apologize, and then move forward, the ethical implications depend on several factors:

1. Transparency and Accountability:

- If a company learns from its mistakes, takes concrete actions to address privacy concerns, and becomes more transparent about its practices, it may demonstrate ethical behavior.

2. Repeat Offenses:

- If a company repeatedly engages in practices that compromise user privacy, despite apologies and promises to do better, it raises ethical concerns. It suggests a pattern of behavior that prioritizes profit over user rights.

3. User Consent:

- Ethical concerns arise if companies collect and use user data without clear and informed consent. Respecting user privacy and giving individuals control over their data are crucial ethical considerations.

4. Long-Term Impact:

- While controversies may fade, the long-term impact on user trust and the broader implications for society should be considered. If a company consistently undermines user trust, it can have ethical consequences beyond short-term controversies.

In conclusion, the ethicality of such a strategy depends on whether the company genuinely learns from its mistakes, takes meaningful steps to address privacy issues, and respects user rights and consent. A repeated pattern of pushing boundaries without substantial change raises ethical concerns about a company's commitment to user privacy and responsible data practices.

2. (CLO/PLO 2.2/S1)

Google states that its intention in gathering unprotected wireless network information was simply to be able to provide more accurate location data for its Street View service.

A. Can you think of any reason for Google to have gathered this data? (3 marks)

1. Grounded Services Enhancement

- Google could use information from vulnerable wireless networks to improve the accuracy of position-based services, such as Google Maps. This data could help enhance the accuracy of position services in urban areas where GPS signals may be less reliable.

2. Street View Enhancement

- Google has expressed its intention to improve the accuracy of position data for its Street View service. The new data from Wi-Fi networks could contribute to a more detailed and accurate representation of streets and neighborhoods.

3. Crowdsourced Data for Network Analysis

- Google might be interested in using the data to understand the distribution and performance of wireless networks, potentially helping to optimize network structure or providing insight for future network planning.

B. Is there any potential service Google could consider offering with this additional data? (3 marks)

1. Wi-Fi Signal Strength Maps:

- Google could offer users maps that indicate the strength of Wi-Fi signals in different areas. This information could be valuable for individuals looking for places with reliable Wi-Fi connections.

2. Network Health Reports:

- Google could aggregate and anonymize the data to provide general reports on the health of wireless networks in specific regions. This could be useful for internet service providers and network operators in optimizing their services.

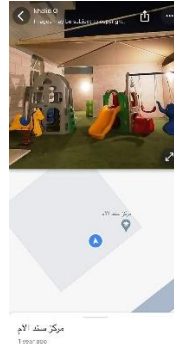
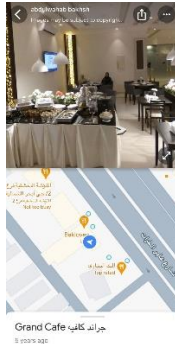
3. Predictive Connectivity Services:

- Google could develop services that predict and recommend the best connectivity options for users based on historical data about the performance of wireless networks in different locations and at different times of the day.

It's crucial to note that while these potential services could offer benefits, the ethical use of data, user consent, and privacy considerations should be at the forefront of any data-related initiatives. Companies must be transparent about their data practices and prioritize user trust and privacy.

3. (CLO/PLO 3.1/V1)

Enter the street address of your home or place of work to find what photos are available in Street View. Comment on the accuracy of Street View and the content of the photos you find.



A. Does this sort of capability delight you or concern you? (4 marks)

it's important to note that participating particular addresses online, indeed for educational purposes, isn't recommended due to sequestration and security enterprises. still, I can give a general response to the questions about Street View.

The answer to this question is private and depends on individual perspectives. Some people may find the capability of exploring thoroughfares and locales through tools like Street View pleasurable because it offers a virtual stint of colorful places around the world. It can be useful for planning passages, exploring neighborhoods, or just satisfying curiosity about different locales.

On the other hand, some individualities may be concerned about the implicit irruption of sequestration. Street View captures images of public spaces, but there's the possibility of unintentionally landing private information or moments. also, there are enterprises about the data collection styles used and the implicit abuse of similar information.

B. Why? (4 marks)

Delight:

- **Convenience:** Street View serves as a valuable tool for virtual exploration and planning without the need to physically visit a location.
- **Accessibility:** It provides access to places that individuals may find challenging to visit easily.

Concern:

- **Privacy:** There are apprehensions regarding the inadvertent capture of private moments or information, even though Street View is intended for public spaces.

- **Security:** The detailed street views shared could have security implications, as they might be exploited for potentially malicious purposes.

In conclusion, people's reactions to this capability will vary based on their perspectives on privacy, security, and the potential benefits or drawbacks of such technology. Striking a balance between the convenience of technology and the protection of personal information and privacy is essential.

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