

1. One way in which we can go about verifying these the business licenses is by checking in with a city repository that has all of the business licenses listed on their database. At Airbnb, once renters give us their business licenses number, we can cross reference this number with the city database and verify that it is a legit business license. A potential drawback to this approach would be that the city may not want to give out all of the information of business licenses to the public. Another drawback would be that Airbnb would have to cross reference all listings and this would be time consuming.
2. After reading the article, it is clear that over the past several decades, the amount of people who purchase properties for the sole purpose of renting them out to others has increased exponentially. Based on this information, one question that can be asked is: To what extent has the rise in investment properties in the United States caused increased rates among housing affordability, housing safety, and neighborhood safety.
3. I think one thing that is extremely important to consider when thinking about the legality of web scraping is the damage and loss that web scraping can cause on companies. By utilizing web scraping techniques, companies are able to gather data, obtain insights, and gain a competitive advantage on one another. In the case of Southwest Airline, competitor Kiwi was able to use scraping techniques to better provide competitive airline prices. When considering the harm that scraping can cause a company, it is important to see how competitors can unfairly utilize web scraping to gain an advantage.
4. I think the first thing that must be considered is the severity of the information. If we are dealing with information such as individuals social security numbers, obviously this would not be something that anyone would want public. However, if we are dealing with something that is less private, I do not think that web scraping would cross the line in terms of ethics. Another thing that I think should be considered is whether the user agreed to give up their data. In many cases, websites will make their users agree to data collection. If users do not agree to data collection, I think it may be unethical to collect and use their personal information without them being made aware.