Assessment Information

SIT719: Security and Privacy Issues in Analytics

Assessment 1: Privacy/security issues report

This document supplies detailed information on assessment tasks for this unit.

Key information
- Due: Friday, 3rd August 2018 by 23.59 (AEST)
- Weighting: 20%
- Word count: 2,000 words

Learning Outcomes
This assessment assesses the following Unit Learning Outcomes (ULO) and related Graduate Learning Outcomes (GLO):

Unit Learning Outcome (ULO)	Graduate Learning Outcome (GLO)
ULO 1: Analyse the potential privacy and security issues associated with the application, use and/or production of data in analytics.	**GLO 1:** Discipline knowledge and capabilities. **GLO 2:** Communication **GLO 3:** Digital literacy **GLO 4:** Critical thinking
ULO 2: Recognise and apply the relevant ethical, regulatory and governance constraints on organisations and professionals when dealing with data and analytics.	**GLO1**: Discipline knowledge and capabilities. **GLO 4:** Critical thinking

Purpose
In this report, you will demonstrate your ability to analyse security and privacy issues relating to data analytics and to recognise and apply relevant ethical, regulatory and governance guidelines when doing so.

Instructions
You are required to develop a Privacy/Security Issues Report for the Victorian Privacy Commissioner.

You need to identify the potential privacy/security risks that Victorians could face in relation to Cambridge Analytical and Facebook situation.

Your research would include looking at government reports, industry reports, etc. In your report you will need to analyse what you think the privacy issues are in relation to the Cambridge Analytical and Facebook situation.

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In this assessment you need to recognise and apply the relevant ethical, regulatory and governance issues that arose with when dealing with data and analytics and the Cambridge Analytical and Facebook situation.

Your assessment will be presented as a formal report.

The following is some initial starting points for you to the Cambridge Analytical and Facebook situation. Initial starting sources are:

https://www.washingtonpost.com/news/politics/wp/2018/03/19/everything-you-need-to-know-about-the-cambridge-analytica-facebook-debacle/?utm_term=.327fa09df49b

http://www.bbc.com/news/technology-43465700

https://www.oaic.gov.au/media-and-speeches/statements/facebook-and-cambridge-analytica

https://www.youtube.com/watch?time_continue=9&v=mpbeOCKZFfQ

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Report Structure
The structure of the report of 2000 words could be broken down in the following way:
- Executive Summary of your report findings (200 words).
- Privacy Issues (900 words)
- A discussion of the privacy issues in relation to the Cambridge Analytical case.
- Ethical issues and Analytics (900 words)
- A discussion of the ethical issues that arose out of the application of analytic techniques in the Cambridge Analytical case.
- References that you have used (not part of the word count)

What do I do now?
• Start collecting and researching information;
• Think creatively!
• Develop the report in Microsoft Word format.
• Make sure you look at the rubric and the unit learning outcomes to make sure you understand what you are being assessed (and marked) on.

Resources
Start collecting and researching information. Make use of the Deakin Library resources for Information Technology and Information Systems and Business Analytics as a starting point. Read the information about finding information in the library. Good sources of information are government reports, academic papers and industry reports, e.g. you may want to give reference to real life examples.

Submission details
You assessment should be submitted as a Microsoft Word document via Dropbox. Instructions can be found on FutureLearn.

Extension requests
Requests for extensions should be made to Unit/Campus Chairs well in advance of the assessment due date. Please follow the link for detailed information and form: http://www.deakin.edu.au/students/faculties/sebe

Special consideration
You may be eligible for special consideration if circumstances beyond your control prevent you from undertaking or completing an assessment task at the scheduled time.
See the following link for advice on the application process:
http://www.deakin.edu.au/students/studying/assessment-and-results/special-consideration

Assessment feedback
You will receive a mark and feedback on your assessment task in the form of a rubric within two weeks of submission of your assessment.

Referencing
You must correctly use the Harvard method in this assessment. See the Deakin referencing guide.

Academic integrity, plagiarism and collusion
Plagiarism and collusion constitute extremely serious breaches of academic integrity. They are forms of cheating, and severe penalties are associated with them, including cancellation of marks for a specific assignment, for a specific unit or even exclusion from the course. If you are ever in doubt about how to properly use and cite a source of information refer to the referencing site above.

Plagiarism occurs when a student passes off as the student's own work, or copies without acknowledgement as to its authorship, the work of any other person or resubmits their own work from a previous assessment task.

Collusion occurs when a student obtains the agreement of another person for a fraudulent purpose, with the intent of obtaining an advantage in submitting an assignment or other work.

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Work submitted may be reproduced and/or communicated by the university for the purpose of assuring academic integrity of submissions: https://www.deakin.edu.au/students/study- support/referencing/academic-integrity

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SIT719 Security and Privacy Issues in Analytics
Assessment Task 1: Privacy/security issues rubric

	Exceeds standard		Meets standard		Yet to achieve minimum
Criteria	**High Distinction (80 – 100)**	**Distinction (70 – 79)**	**Credit (60 – 69)**	**Pass (50 – 59)**	**Fail (0 – 49)**
Executive summary 20% Provide an executive summary that demonstrates the analysis of your findings.	Provides a comprehensive description, with detailed evidence of the analysis of the issues that has been undertaken through both the executive summary and the conclusion. Depth and insight clearly shown	Provides a good description, with clear evidence of that analysis of the issues has been undertaken and expressed. Depth and insight clearly shown in some areas.	Provides a basic description of the task via the executive summary and conclusion and there is some evidence of analysis of the issues. Depth and insight is sometimes shown but not always well expressed.	Provides a simple description of the task via the executive summary and conclusion but not evidence of analysis of the issues. Depth and insight is not clearly shown.	No demonstration of analysis via the executive summary and conclusion. Provides no meaningful information related to the task.
Privacy Assessment 40%	Provides an assessment which shows high level of initiative and originality in their strategy and is extensively supported by theory and practical examples. Does provide a	Provides an assessment which shows some well-developed initiative and originality in their strategy and is supported by clearly by theory and practical examples. Does provide a good demonstration of the	Provides an assessment which shows some initiative and originality in their strategy and is supported by theory and practical examples. Does provide a basic demonstration of the professional understanding of such	Provides an assessment which shows little initiative and originality in their strategy and is not supported clearly by theory and practical examples. Does not demonstrate a professional understanding of such	Provides no meaningful information related to the task. No analysis has been undertaken that is relevant to an assessment of either the security or privacy issues

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	comprehensive demonstration of the professional understanding of such an assessment and presents in a manner wholly appropriate for such a professional assessment.	professional understanding of such an assessment and presents in a manner appropriate for such a professional assessment.	an assessment and attempts to present in a manner appropriate for such a professional assessment.	an assessment and fails to present in a manner appropriate for such a professional assessment.	
Ethical Assessment 40%	Provides an assessment which shows high level of initiative and originality in their strategy and is extensively support by theory and practical examples.

Provides a comprehensive demonstration of such an assessment and presents in a manner wholly appropriate for a professional assessment. | Provides an assessment which shows some well-developed initiative and originality in their strategy and is supported clearly by theory and practical examples.

Provides a good demonstration of such an assessment and presents in a manner wholly appropriate for a professional assessment. | Provides an assessment which shows some initiative and originality in their strategy and is supported clearly by theory and practical examples.

Provides a basic demonstration of such an assessment and presents in a manner wholly appropriate for a professional assessment. | Provides an assessment which shows little initiative and originality in their strategy and is supported clearly by theory and practical examples.

Does not demonstrate a professional understanding of such an assessment and fails to present in a manner appropriate for such a professional assessment. | Provides no meaningful information related to the task.

Has not recognised and demonstrated an understanding of the constraints associated with ethical, regulatory and governance matters. |