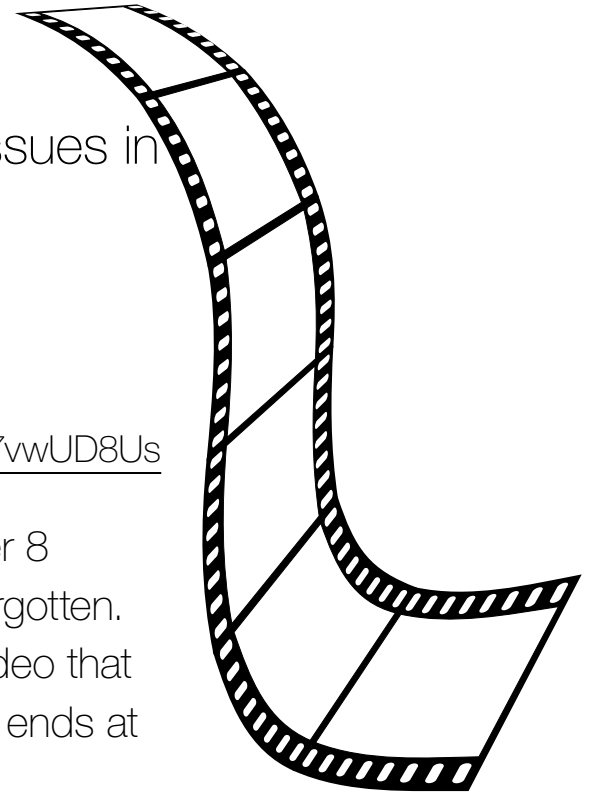




video case



chapter 8 Ethical, Social, and Political Issues in E-commerce

case 8.1 The Right to Be Forgotten

watch the video at

<https://www.youtube.com/watch?v=CD37vwUD8Us>

summary

This video complements the Chapter 8 opening case on the Right to Be Forgotten. L: 13.22. *Note:* The portion of the video that discusses the Right to Be Forgotten ends at 8:14.

case

In this video, Mike Rugnetta, the host of the PBS web series Idea Channel, undertakes an entertaining, yet also insightful examination of the Right to Be Forgotten. Rugnetta reviews the current state of affairs with respect to the still evolving Right to Be Forgotten as of the date of publication of the video (February 2015). He reviews the case filed by Mario Costeja Gonzalez, which led to establishment of the Right to Be Forgotten by the European Court of Justice. He places the Right in the context of previous European law and history. He also discusses the current limitation of the Right to Be Forgotten to just Europe and the implications of adopting such a Right on a global basis. Rugnetta proposes that the Right to Be Forgotten can be re-conceptualized as the “right to be different from oneself” as suggested by Norberto Nuno Gomes de Andrade. He finishes with some speculation about

continued

why some people habitually post and then quickly delete those posts on social media, and notes the way developers have responded to this behavior.

video case questions

1. What is the Right of Oblivion and how does it differ from the Right to Be Forgotten?
2. According to Dr. Victor Mayer-Schoenberger, how has past history in Europe impacted current European attitudes toward personal privacy?
3. What are the concerns about the potential adoption of the Right to Be Forgotten on a worldwide basis?
4. What are some of the apps that the video notes are premised on the notion of impermanence and anonymity?