The initial ethical quandry that I looked at was regarding the best interest of the users. This case can be related to most of the socio-technical systems and parts of the technical system. The stock/low relationship could relate to the user's information as the stock with the users who upload information as the source of flow. How accessible/secure that information is also relates to the flow. If the users are aware of the potential ethical issues being abused, then they may use the system differently.

These issues could easily be seen as a poor reflection of the company and its employees. Having a lack of feedback loops allowed this issue to go unchecked for longer than it should have.