4.1 Summary Kevin Zeng

For my assignment, I used the dilemma of selling user data. IMO it was a little hard to quantize, but I think with this summary and the excel data, it should be clearer. To start I think that collecting user data is ethical, and usually contributes to the maintenance and business/technical decisions the developers want to make. The grey area is when the company starts selling user data for money. I believe that you can argue that it is ethical, depending on the context, if a company needs to sell the data to another company that they do business with in order to improve the quality of service, then it can be argued that it is ethical, as it improves user experience without harming them. If a company sells that data to big advertising and revenue streams, that is where I deem it to be unethical and dangerous.

Data is very accessible and valuable. In my data sheet, the quandaries mostly describe user attitudes and general feelings about the quandary. I think that to most systems, the impact of the quandary is negative (i.e the user is less likely to think favorably about the service), but there are cases where a positive impact is possible. On top of the ethicality of this example, I do think selling personal info is necessary for some applications. As a general final thought, I think as far as this case goes, selling info does impact the attitude of the user, but often times the user doesn’t know or doesn’t care about their data being sold, which may impact how people use some services, and skew attitudes about selling data.