Introduction to Information Technology and Web Science

ITWS 1100

Spring 2021

Ring, Inc. Case Assignment

The case assignment contains two parts, ultimately concluding with a culminating class to formally close out the case.

1. A written submission of your analysis to a directed case question.
2. Participation in the online case discussion.

Details for each part are as follows:

**2:15 PM February 25, 2021 – 11:59 PM March 4, 2021**

1. Case reading, analysis, and written response submission:
   1. Read and be prepared to discuss the “Ring Inc. and Law Enforcement: The Cost of Keeping Neighborhoods Safe” case included in the Course Pack from Harvard Business School Press.
   2. Study Ring’s website and current events.
   3. Research appropriately outside of the case to support your answers.
   4. Prepare to answer the following questions related to the “Ring” case during class: (Do not submit your answers for these questions in writing. You may however answer and/or take notes and bring to class with you to use for your own reference during the discussion)
      1. What responsibility do corporations like Ring have to self-regulate in highly unregulated industries?
         1. What, if any, safeguards and internal policies should Ring consider related to its partnerships with law enforcement?
      2. What is the biggest risk(s) that Ring’s management team should be considering as they expand their product offerings and partnerships?
      3. Do corporations have a responsibility or right to provide services like public safety if a gap exists in government provision of the service?
      4. Should lawmakers consider regulating emerging technologies such as Ring’s?
      5. Why would a company like Ring pursue partnerships with law enforcement where it is not charging fees for use of the Neighbors app or Portal Tool, and, in some cases, is providing free or discounted devices?
      6. How important is public image to a company like Ring?
         1. Could Ring survive a public backlash?
         2. Would any potential issues with Ring negatively impact Amazon?
      7. Should Amazon break from tradition and become more hands-on with the management and public relations efforts of Ring? Why or why not?
   5. **Submit the answer to the following “Ring” case question in written form by 11:59 PM on Thursday, March 4 on LMS.**
      1. At the end of the case, Smythe has to consider how Ring should respond to three different “concerns.”
      2. Acting as a consultant to Smythe, provide a recommendation for how Ring should respond to each concern.
         1. As part of your recommendation be sure to justify your position so that Smythe (and in turn Ring) understand how the response will dictate their future actions or inactions.
      3. The length of these written answers should be one to two pages, single spaced with 12-point font and standard margins.
      4. Include your name, the course name, the case title, and date in a header at the top of the assignment.
      5. State and clearly answer the written question.
      6. Use qualitative and quantitative arguments from the case and other sources as needed to support your answer.
      7. Use professional English language, spelling, grammar, and referencing. Use the MLA citation format or equivalent. See RPI’s Center for Communications Practices at <http://www.ccp.rpi.edu/resources/> and the associated MLA citation page at <https://owl.english.purdue.edu/owl/resource/747/01/>.

**12:00 AM March 5, 2021 – 12:00 PM March 11, 2021**

1. Online case discussion
   1. A class wide discussion will occur on LMS about the case. This discussion is intended to spark a healthy debate about the case topic and facilitate learning between one another. Each of you has a unique perspective and the case discussions provide the opportunity for you to express your position, and for others to learn from the various opinions.
   2. In order to facilitate the discussion, an initial set of questions will be posted. Each student will be required to respond directly to a minimum of (1) of these questions. In addition, a minimum of (2) additional posts must be responding to the posts of others, either extending on their thoughts or offering a different view. This requires that each student remain in engaged in and contributing toward the digital conversation throughout the week – it is not designed to be a “post and run” experience. To assist, time constraints will be in place – the initial post from a student must occur within (3) days of the discussion opening **(before 11:59pm on March 7)** and no more than (2) posts will be allowed in “one-sitting” (i.e. cannot post 3 times within an hour of each other).
   3. By now you should realize that a minimum of (3) posts is required for each session. This does not mean you cannot post more! You are encouraged to participate as much as possible while always considering the criteria for a successful post and overall discussion.
   4. Grading of your participation in the discussion is based on two factors – meeting the quantitative requirements and providing thoughtful engagement across your posts. More specifically…
      1. A quality post:
         1. Meets word count requirements.
         2. Word count must fall between 100 and 300. Be efficient and not long-winded – if your post requires a TL;DR, it is not appropriate for this format!
         3. Note: Word count does not include salutations or closings, quotes, links, or reference notations – only your written analysis/response counts.
         4. Shows insight by incorporating quantitative or qualitative information from any number of sources such as the case, textbook, outside sources, personal experiences, etc.
         5. Continues the conversation or challenges a response in a manner that is respectful and impactful, thus helping to increase the learning for all.
         6. Uses correct spelling, grammar, punctuation, etc.
      2. A quality discussion:
         1. Meets posting requirements.
            1. At least the minimum number of posts is reached.
            2. Timing of posts is valid.
            3. Required types of posts are produced.
         2. Produces a collective body of work that demonstrates a high level of effort and an understanding of the case.
         3. Contains at least one posting that sites an external source.
         4. Has all posts considered to be of quality (see above).
   5. Please note that the written case analyses and discussion forums are separate activities; your discussion posts should not repeat your written submission verbatim, either in whole or in part.

**12:20 PM March 11, 2021**

1. Attend class for final review/discussion of case materials