

## Works Cited

American Medical Association. "Informed Consent." *American Medical Association Code of Medical Ethics*, [code-medical-ethics.ama-assn.org/ethics-opinions/informed-consent](https://www.ama-assn.org/ethics-opinions/informed-consent). Accessed 22 June 2025.

This section of the AMA's Code of Medical Ethics, known as The Code, defines informed consent and explains the benefits of informed consent in decision-making and relationship-building. I incorporated this source in my project by describing best practices for informed consent and demonstrating that it is a fundamental principle in the medical field. The Code is one of the most renowned ethical guidelines for physicians in the US. A separate council of AMA reviews and updates The Code two times every year to ensure relevance.

Caldera, Camille G. "College Board Student Search Program Under Fire For Selling Prospective Students' Information." *The Harvard Crimson*, 15 Nov. 2019, [www.thecrimson.com/article/2019/11/15/college-board-student-names/](https://www.thecrimson.com/article/2019/11/15/college-board-student-names/). Accessed 5 July 2025.

Caldera's article details ethical issues concerning the College Board's Student Search Service and connections to admissions concerns, such as in the Varisty Blues scandal. I used this information to explain how Student Search Service may benefit colleges and universities more than it benefits students, specifically in boosting prestige. Additionally, this information connects in targeted advertising mentioned in the social media section of the project. The Harvard Crimson is independent of the university itself and is known to bring up issues on campus and in higher education. Caldera includes information that is corroborated by

other sources. She quotes reputable people in the higher education field, including former admissions officers and a College Board representative.

"California Consumer Privacy Act (CCPA)." *State of California Department of Justice*, 13 Mar.

2024,

[oag.ca.gov/privacy/ccpa#:~:text=The%20CCPA%20requires%20business%20privacy,the%20Right%20to%20Non%2DDiscrimination](https://oag.ca.gov/privacy/ccpa#:~:text=The%20CCPA%20requires%20business%20privacy,the%20Right%20to%20Non%2DDiscrimination). Accessed 10 June 2025.

This source explains individual rights granted by the California Consumer Privacy Act and the California Privacy Rights Act. It serves as an example of strict data regulations in the US. The information came from the website of the Office of the Attorney General of California, which regulates the CCPA.

Collins, Sara. "The Tangled Web of College Admissions, Data, and Privacy." *Student Privacy*

*Compass*, 4 Nov. 2019, [studentprivacycompass.org/collins2/](https://studentprivacycompass.org/collins2/). Accessed 5 July 2025.

Collins's article explains how colleges use online methods to track demonstrated interest. I used this information to introduce the concept of predictive analytics in higher education admissions. Also, it serves as an example of a lack of transparency, a component of the principle of Integrity highlighted in my project. Student Privacy Compass is an initiative by the Future of Privacy Forum (FPF), a non-profit promotes privacy for all individuals. FPF conducts research and informs US policy as well as guiding global regulations.

Dimitrov, Ivan. "Invasive Apps." *pCloud*, 5 Mar. 2021, [www.pcloud.com/invasive-apps](https://www.pcloud.com/invasive-apps).

Accessed 30 Nov. 2024.

This study on cell phone apps reveals apps that use and share the most user data.

This source was used to compare how social media companies publicly advertise

their privacy policies versus what third-party research discover about data use.

pCloud is a cloud storage service. The company has certifications supporting its security and aligns with the EU's General Data Protection Regulation (GDPR).

pCloud used data from Apple's App Store to calculate how user data is collected by certain apps. The study was published on the pCloud website, not in a reputable academic journal. However, the study has been cited in cybersecurity and computer magazines.

Fair, Lesley. "Twitter to Pay \$150 Million Penalty for Allegedly Breaking Its Privacy Promises ? Again." *Federal Trade Commission*, 25 May 2022, [www.ftc.gov/business-guidance/blog/2022/05/twitter-pay-150-million-penalty-allegedly-breaking-its-privacy-promises-again](https://www.ftc.gov/business-guidance/blog/2022/05/twitter-pay-150-million-penalty-allegedly-breaking-its-privacy-promises-again). Accessed 4 Jan. 2025.

This article details the Twitter (now X) data scandal in which the company was alleged to have exploited contact info for advertising, which boosted Twitter's profits. It mostly focuses on the Department of Justice complaint against Twitter and the resulting \$150 million penalty issued by the Federal Trade Commission (FTC). The United States FTC is a government agency that works to prevent unfair business practice and protect consumers. The source is used in the social media section along with a description of a Facebook lawsuit to demonstrate the lack of accountability among social media platforms.

Federal Data Strategy Development Team. *Federal Data Strategy 2020 Action Plan*. 2020. *Federal Data Strategy*, [strategy.data.gov/](https://strategy.data.gov/). Accessed 29 Nov. 2024.

The Federal Data Strategy 2020 Action Plan is a long-term plan for data management within the federal government. Although it applies to the

government, the content is pertinent to data ethics as a whole. I specifically used the Principles section of the strategy document to help create the three pillars of data ethics I focused on in the project: Integrity, Impact, and Innovation. This strategy was part of an official government initiative and the document is housed on an official government website. The group that created the Federal Data Strategy comprised of federal agencies and representatives. Feedback from federal employees and the public informed the development of the plan.

"HIPAA Right of Access Investigation Resolution Agreement and Correction Action Plan." *U.S. Department of Health and Human Services*, 15 Dec. 2022, [www.hhs.gov/hipaa/for-professionals/compliance-enforcement/agreements/health-specialists-ra-cap/index.html](http://www.hhs.gov/hipaa/for-professionals/compliance-enforcement/agreements/health-specialists-ra-cap/index.html). Accessed 23 June 2025.

These regulations require regular audits of data policy for U.S. healthcare institutions and immediate intervention if an entity violates HIPAA regulations. I used this information to explain how data policies in healthcare are kept accountable and up to date. The information came directly from an HIPAA resolution on the official website of the U.S. Department of Health and Human Services, which oversees the HIPAA.

"HIPAA Violations and Enforcement." *American Medical Association (AMA)*, [www.ama-assn.org/practice-management/hipaa/hipaa-violations-enforcement](http://www.ama-assn.org/practice-management/hipaa/hipaa-violations-enforcement). Accessed 19 June 2025.

This article summarizes punishments for HIPAA violations, both civil and criminal. It describes various legal terms in the context of the HIPAA. Additionally, it notes who enforces the consequences; the Office of Civil Rights

administers monetary civil fines and the Department of Justice determines criminal punishment for non-compliers. The American Medical Association (AMA) is one of the largest national associations of physicians and informs public health policy through research and advocacy. The organization is world-renowned for its ethical standards and publications.

"Informed Consent FAQs." *U.S. Department of Health and Human Services*,

[www.hhs.gov/ohrp/regulations-and-policy/guidance/faq/informed-consent/index.html#:~:text=The%20informed%20consent%20process%20should%20ensure%20that%20all%20critical%20information,they%20can%20make%20informed%20choices](http://www.hhs.gov/ohrp/regulations-and-policy/guidance/faq/informed-consent/index.html#:~:text=The%20informed%20consent%20process%20should%20ensure%20that%20all%20critical%20information,they%20can%20make%20informed%20choices). Accessed 22 June 2025.

This resource page includes common questions regarding Common Rule and informed consent in the medical field. I used some of the answers to summarize informed consent from a legal standpoint and compared it with the ethical standpoint as presented by the AMA's Code of Ethics. The information was retrieved from the official government website of the U.S. Department of Health and Human Services, which is the federal agency that regulates the Common Rule. Answers to the FAQs cite specific sections of the original documents that establish Common Rule, thus the information is reliable.

Mandile, Simona. "The Dark Side of Social Media: Recommender Algorithms and Mental Health." 20 Jan. 2025. *SSRN*, <https://doi.org/10.2139/ssrn.5130959>. Accessed 12 Mar. 2025. Working paper.

This research paper examines the effect of algorithmic personalization on social media on different demographic groups. I used the results to show that teenagers

are disproportionately harmed by social media algorithms. The Social Science Research Network (SSRN) contains a variety of academic research in all stages of publication, which allows authors to receive feedback early in the research process. This piece is labeled as a working paper, so it has not been peer-reviewed yet. This means there is potential for inaccurate findings, so caution is warranted. However, Mandile used the Dutch Longitudinal Internet Studies for the Social Sciences, a reputable study with a representative sample.

Meta Platforms, Inc. "Meta Privacy Policy." *Meta Platforms, Inc. Privacy Center*, 14 Nov. 2024, [www.facebook.com/privacy/policy/](https://www.facebook.com/privacy/policy/). Accessed 2 Mar. 2025.

This is Meta's official privacy policy that applies to all Meta platforms, including Facebook and Instagram. It comes directly from Meta and is accessible to all Meta users and non-Meta users. The policy uses text and videos to explain how and why user data is collected, used, shared, and transferred. Meta updates the policy a few times each year. This source will be used to summarize what social media companies tell users about data use versus what third-party researchers have discovered about data use on social media platforms.

Nwala, Alexander, Dr. Videoconference interview with the author. 8 Jan. 2025.

I spoke with Dr. Nwala over a Zoom meeting about my project and heard from him about his research and insights on data ethics of social media companies. The research he highlighted was developing algorithms to combat manipulation on social media. We also discussed the different facets of privacy and how social media platforms are not prioritizing user privacy enough. He argues that more protective legislature would ameliorate the issue. An especially insightful

suggestion was for laws to be structured so that they may be changed with the evolution of technology. I used the information from this conversation in the Social Media section of the project. It was especially pertinent to the Integrity and Action Steps aspects. Dr. Nwala is an Assistant Professor of Data Science at William & Mary. He has conducted research on Social Media, Computational Social Science, Web Science, Data Science, and Web Archiving at multiple research institutions and has published in multiple peer-reviewed journals. He also teaches classes about ethics in data science at William & Mary.

Olivero, Amy, and Anokhy Desai. "Washington's My Health, My Data Act." *International Association of Privacy Professionals (IAPP)*, Apr. 2023, [iapp.org/resources/article/washington-my-health-my-data-act-overview/](https://iapp.org/resources/article/washington-my-health-my-data-act-overview/). Accessed 19 June 2025.

This article describes Washington state's My Health My Data Act (MHMDA), which protects healthcare data privacy. It outlines the jurisdiction and timeline of the legislature as well as patient rights, obligations of covered entities, and methods of enforcement. Additionally, the article defines different types of health data mentioned in the legislature. The International Association of Privacy Professionals (IAPP) is a non-profit organization focused on digital privacy and AI regulation. They provide a global forum and informational resources on digital policies and they also administer globally-recognized credentials for privacy professionals.

Schleiter, Kristin E. "When Patient-Physician Confidentiality Conflicts with the Law." *AMA Journal of Ethics*, Feb. 2009, [journalofethics.ama-assn.org/article/when-patient-physician-confidentiality-conflicts-law/2009-02](http://journalofethics.ama-assn.org/article/when-patient-physician-confidentiality-conflicts-law/2009-02). Accessed 23 June 2025.

This article provides examples of how certain laws may contradict with the concept of doctor-patient confidentiality. It highlights the fine balance of ethical and legal behavior. I used this source to show exceptions of medical confidentiality and to emphasize the need for critical decision-making skills and discernment in the medical field. The AMA is a renowned organization of physicians regarded for its medical ethics guidelines. The AMA Journal of Ethics is a peer-reviewed journal published by the AMA. Kristin Schleiter was a Senior Research Associate at the AMA when she wrote this piece. She has more than a decade of experience in public policy.

Stempel, Jonathan. "Meta Reaches \$37.5 Mln Settlement of Facebook Location Tracking Lawsuit." *Reuters*, 23 Aug. 2022, [www.reuters.com/legal/litigation/meta-reaches-375-mln-settlement-facebook-location-tracking-lawsuit-2022-08-23/](http://www.reuters.com/legal/litigation/meta-reaches-375-mln-settlement-facebook-location-tracking-lawsuit-2022-08-23/). Accessed 12 Mar. 2025.

This article describes key details of the Facebook lawsuit due to alleged user location tracking. I used this report to show a lack of integrity in how social media companies handle user data. Reuters is an international news organization and is known to be a fairly unbiased and reliable source of news facts. The piece is informational and contains none of the author's opinions.

"Summary of the HIPAA Privacy Rule." *U.S. Department of Health and Human Services*, 14 Mar. 2025, [www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html#permit](http://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html#permit). Accessed 19 June 2025.



This source summarizes the Security Rule, one of three main rules of the HIPAA. It outlines who is covered by the rule, what type of information is protected, and situations in which patient authorization is required or not. The information is directly from the official government website of the Department of Health and Human Services, which oversees the HIPAA.

"Summary of the HIPAA Security Rule." *U.S. Department of Health and Human Services*, 30 Dec. 2024, [www.hhs.gov/hipaa/for-professionals/security/laws-regulations/index.html](http://www.hhs.gov/hipaa/for-professionals/security/laws-regulations/index.html). Accessed 19 June 2025.

The official summary on the Security Rule serves as an aspect of privacy in healthcare data use. The Security Rule is part of the HIPAA set of regulations and protects electronic personal health data. All of the summarized information is pulled directly from official documents. The U.S. Department of Health and Human Services manages this website and oversees the HIPAA.

Wolford, Ben. "What Is GDPR, the EU's New Data Protection Law?" *GDPR EU*, [gdpr.eu/what-is-gdpr/](http://gdpr.eu/what-is-gdpr/). Accessed 9 July 2025.

This source describes the main points of the European Union's General Data Protection Regulation that went into effect in 2018. I further summarized this information to give readers a brief introduction to the GDPR and how its contents differ from current federal regulations in the United States. GDPR EU is an independent website, not an official government or legal website. However, the website was partially funded by Horizon 2020 Framework Programme, a research and innovation initiative of the EU. Ben Wolford is the editor in chief of GDPR EU.

X. "X's Use of Your Personal Information for Tailored Advertising." *X Help Center*,  
[help.x.com/en/personal-info-and-ads](https://help.x.com/en/personal-info-and-ads). Accessed 4 Jan. 2025.

This is X's official statement from their website in response to the Department of Justice and FTC allegations of personal data misuse for commercial purposes. Its vague language does not acknowledge that Twitter purposefully misused user information, which is what the Department of Justice complaint stated. The source is used in the social media section of the project along with a lawsuit against Facebook to substantiate the notion that social media companies lack accountability for data privacy issues. I retrieved this statement from the X website.