

FIGURE 3 Many different forces shape your personal ethics. (Noam Armonn/Shutterstock; Rachel Donahue/Getty Images; Rob Marmion/Shutterstock; Shutterstock)

you value protecting any living being? How important is it to you that you never tell a lie? Or do you feel it is kind to lie in some situations? List the key ideas you believe to be important in conducting your life. Do you always behave this way, or are you “flexible”? Are there situations in which your answers might change (say, if the medical research was to cure cancer or the lie was to protect someone’s feelings)?

3. **Identify external influences.** Where did your key principles come from—your parents? Your friends? Spiritual advisors? Television and movies? You may want to question some of your beliefs once you actually identify where they came from.
4. **Consider “why.”** After writing down your beliefs, think about *why* you believe them. Have you accepted them without investigation? Do they stand up in the context of your real-world experiences?
5. **Prepare a statement of values.** Distill what you have written into a short statement. By having a well-defined statement of the values you hold most important in your own life, which you can refer to in times of challenge, it will be easier for you to make ethical decisions.

What are the benefits to ethical living? Society has established its own set of rules of conduct in the form of laws. Ignoring or being inconsistent in following these rules can have an immediate impact. And more and more research is showing

the health benefits of ethical living. When your day-to-day decisions are in conflict with your ethical principles, you often develop stress and anger.

Perhaps even happiness itself is a result of living ethically (see Figure 4). **Positive psychology** is a new focus in the field of psychology. Pioneered by Dr. Martin Seligman of the University of Pennsylvania, this field works to discover the causes of happiness instead of addressing the treatment of mental dysfunctions. Dr. Seligman’s research has shown that by identifying your personal strengths and values and then aligning your life so that you can apply them every day, you can be happier (and suffer less depression)—an effect equivalent to that of antidepressant medication and therapy. Thus, finding a way to identify and then apply your ethics and values to your daily life can impact your health and happiness.

Personal Ethics and Your Work Life

How do employers affect personal ethics? You may have a set of personal ethics that guide your behavior, but do your ethics change when you go to work? Of course, your employer expects you to follow the rules of conduct established for the business. However, this doesn’t mean you need to blindly follow corporate practices that you feel are unethical or detrimental to society (see Figure 5).

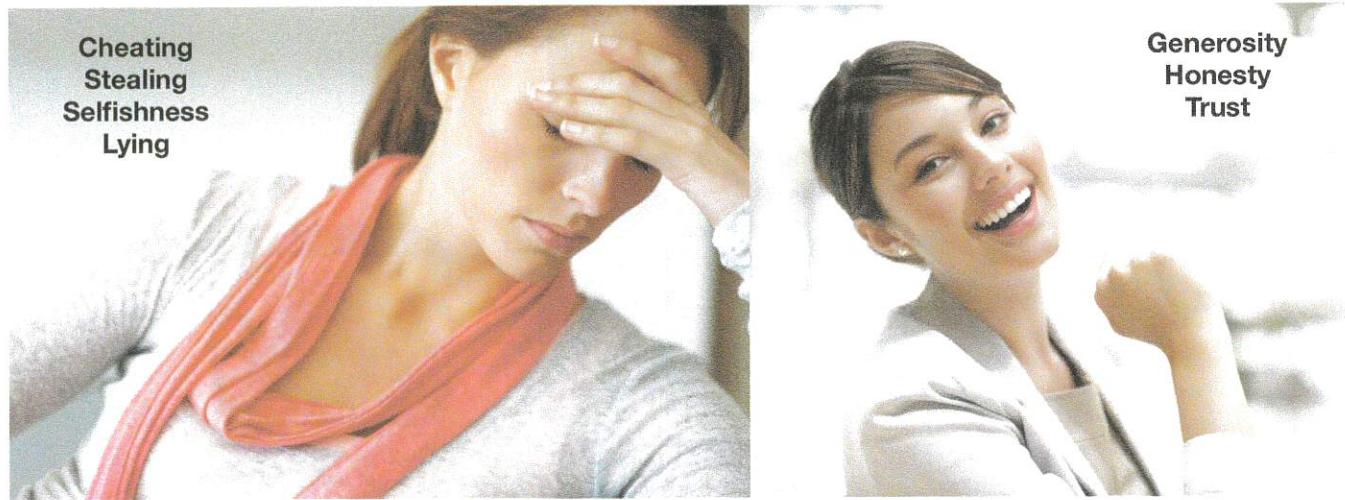


FIGURE 4 The field of positive psychology shows that living and working ethically affects your happiness. (Shutterstock; Shutterstock)

If you spot unethical behavior at your company, what do you do? **Whistle-blowers** are people who report businesses to regulatory agencies for committing illegal acts or who expose unethical (but still legal) acts committed by their employers by publicizing unethical behavior through



FIGURE 5 How should you respond if you see people in authority at work behaving unethically? (Corbis)

various media outlets. The Sarbanes–Oxley Act of 2002 requires companies to provide mechanisms for employees and third parties to report complaints, including ethics violations, anonymously. In addition, many businesses are using their websites to allow whistle-blowers to report wrongdoing anonymously, replacing previously used e-mail and telephone hotline systems, which did not shield employees from being identified. With an online system, it's easier for a company to sort and classify complaints and designate them for appropriate action.

Should your employer have control over your conduct outside of the office? Do behavior, integrity, and honesty off the job relate to job performance? They might. But even if they don't, from your employer's perspective, your actions could reflect poorly on your employer. Consider the employee of Memorial Hermann Southeast (a Houston hospital) who was fired from her job after making an allegedly racist comment about the unrest in Ferguson, Missouri, on her Facebook page. The hospital administration felt that her comment was contrary to the hospital's mission of serving all members of the community. Therefore, although your ethics might dictate one mode of behavior, you need to consider how your employer might view your actions.

How does making ethical choices in a business setting differ from making personal ethical choices? Most personal ethical decisions involve few people. However, before making an ethical choice for a business, you need to consider the effect your choice will have on all of the business's stakeholders. **Stakeholders** are those people or entities who are affected by the operations of a business. Typical business stakeholders include customers, suppliers, employees, investors (shareholders), financial lenders, and society at large.

For instance, suppose you decide to cut costs in your restaurant by hiring workers “off the books” by paying them in cash. Although doing so might boost profits in the short term, the long-term impact on stakeholders can be severe. If you’re caught avoiding paying payroll taxes by paying workers in cash, fines will be levied against your business, which may cause investors to lose money and may affect the company’s ability to repay lenders. The negative publicity from being caught doing something illegal may cause a downturn in business, which, in turn, might force layoffs of employees or even closure of the business. Your simple decision on cutting costs isn’t as simple as it may seem.

In summary, in a business environment, your behavior is guided by the ethical principles defined by the business owner or management, but you’re ultimately guided by your own personal ethics.

Technology and Ethics: How One Affects the Other

Because technology moves faster than rules can be formulated to govern it, how technology is used is often left up to the individual and the guidance of his or her personal ethics. In the rest of this Technology in Focus feature, we explore situations in which ethics and technology affect each other: social justice (brain technology), intellectual property (international piracy), privacy (personal privacy and technology), e-commerce (geolocation), electronic communication (free speech), and computer abuse (cyberbullying).

Ethical considerations are never clear-cut. They’re complex, and reasonable people can have different, yet equally valid, views. We present alternative viewpoints in each setting for you to consider and discuss. Figure 6 summarizes the issues we’ll be discussing.

FIGURE 6

Ethics in Computing

TOPIC	ETHICAL DISCUSSION	DEBATE ISSUE
Social justice	Should the ethics of robotic systems be programmable by individuals?	Should manufacturers, the government, or individuals set the ethical parameters of robotic systems?
Intellectual property	Do entire countries support software piracy?	Can we impose our values and intellectual property laws on the world?
Privacy	Can employers peer into your personal profiles on social media sites?	Should personal privacy be protected?
E-commerce	Do geolocation devices and applications threaten privacy?	Do the benefits of geolocation devices and applications outweigh the risks?
Electronic communication	When does big business limit free speech?	Should companies allow the Chinese government to dictate when to curtail free speech?
Computer abuse	Whose responsibility is it to monitor cyberbullying?	Should parents bear all the responsibility of monitoring cyberbullying, or should it be in the hands of public officials?

SOCIAL JUSTICE

Who Sets the Ethics for Robots?

Summary of the Issue

The rise of the Internet of Things means that more embedded computers and robotics are being included in devices every year. Personal robots in households are not far off. But who controls the ethical constraints by which robotic machinery operates?

Automobiles now contain sophisticated robotic systems to exercise control over the vehicle and respond faster than humans can. Using radar, accident-avoidance systems can apply the brakes and even change lanes to help drivers avoid accidents. In the coming years, these systems may exercise even more control of your vehicle.

Consider this scenario: You come up over the crest of a hill. A school bus is disabled in your lane and you are traveling too fast to brake in time to avoid hitting it. To the left is a lane of oncoming traffic. To the right is a large grove of trees. A robotic system controlling your car has three options: (1) Apply the brakes to slow the vehicle. You will hit the school bus but at a lower speed. You will survive, but some occupants of the bus may be killed. (2) Swerve to the left into oncoming traffic to avoid hitting the school bus. You may hit another car, but the risk of loss of human life is limited to just the occupants of two vehicles. (3) Swerve to the right into the trees. Only you are at risk of being killed if your car hits a tree. So which scenario does the robotic system controlling your car choose?

At this point, automobile manufacturers program robotic devices when they build the cars. But should owners have a choice of overriding the programming in their vehicles and adjust the ethical parameters of the robotic systems? If an owner was selfless, he or she could program the car to always make decisions that resulted in less harm to others (option 3 above). Alternatively, he or she could program the car to choose option 1, which minimizes his or her chance of injury.

And what would you as a manufacturer do until laws are passed regarding robotic ethics? If you program the car to protect the driver's life at all costs and the accident described above results in children on the bus dying, you could be sued by the families of the bus occupants. On the other hand, if you programmed the car to minimize harm to others, you could be sued by the driver's family when the car swerves into the woods and crashes into a tree killing the driver.

What is best for society as a whole? The answer is not very clear cut but is one we will need to wrestle with in the coming years.

Questions to Think About and Research

1. Who should be responsible for controlling the ethics of robotic systems? Why?
2. If a collision avoidance system in an automobile takes control of the vehicle to avoid an accident and a death results, who is responsible—human or machine?
3. When do the benefits of robotic controls outweigh the risks of the technology taking ethical decisions out of the hands of human beings?
4. Does relying on robots to make ethical decisions make us less human?

POINT

Individuals Should Have the Right to Set Ethics for Robotic Systems They Own

Advocates of individual choice over robotic ethics feel that just as individuals are free to make choices in their own lives, these choices should be extended to robots that they own.

1. Society dictates what is legal and illegal by passing laws. As long as choices over robotic ethics don't violate laws, they should be in the hands of individual owners.
2. Individuals should have the right to set ethical parameters for their robots because they may wish to be even more selfless than society dictates (i.e., by having the robots protect other people's lives, even at the cost of their own life).
3. When devices such as automobiles don't have robotic systems, individuals make ethical decisions in times of crisis. Robotic systems should be an extension of the individual's ethical values.

COUNTERPOINT

Robotic Ethics Should Be Controlled by the Government or Manufacturers

Critics maintain that individuals cannot be trusted to make decisions on robotic ethics that will benefit society as a whole. The greater good is served by making universal ethics programming decisions at the point of manufacture.

1. If robots do not contain ethical constraints that prevent harm to human beings, human lives may be lost.
2. Robots must have ethical programming that allows them to make decisions regarding the best possible outcomes in life and death situations.
3. Allowing individuals to adjust the ethics of robotic devices exposes society to risks from careless, thoughtless, or psychotic individuals.

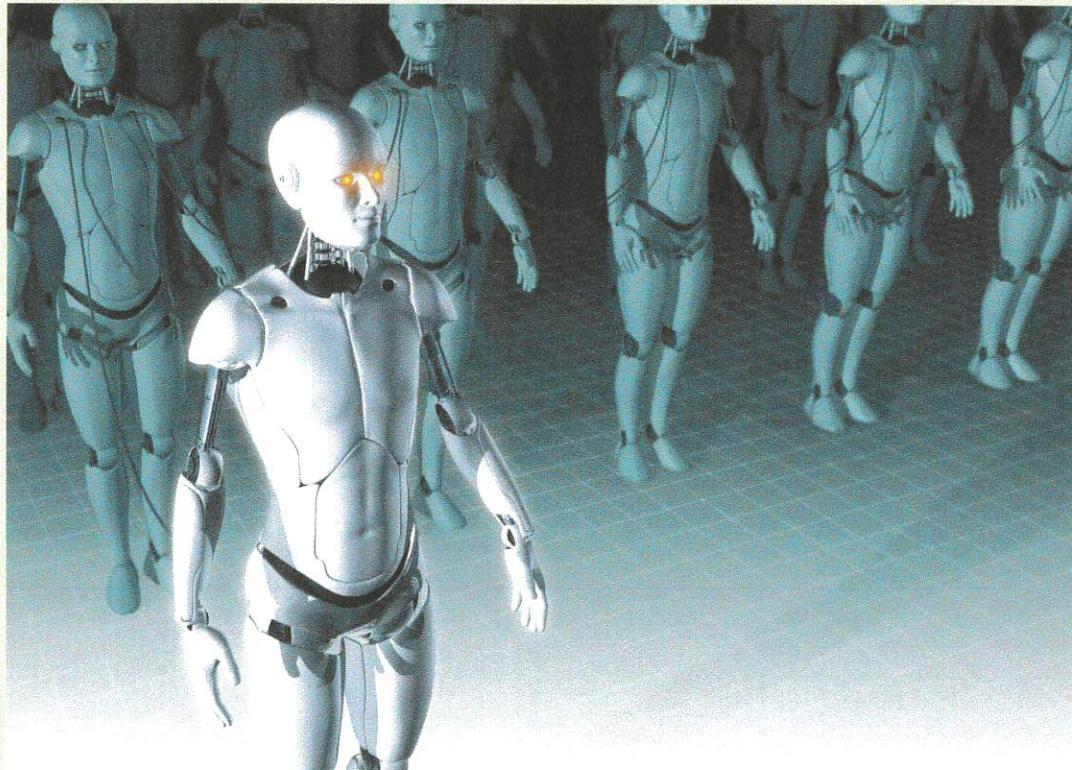


FIGURE 7 Who should set the ethics for robotic systems? Individuals? Manufacturers? The government? (*Dolphfyn/Alamy*)

INTELLECTUAL PROPERTY

International Pirates

Summary of the Issue

Intellectual property (such as music, writing, and software) is protected by copyright law. But there have been challenges in enforcing these standards in other countries. What happens to fair trade if some countries refuse to enforce copyright laws? How should the trade partners of these countries respond?

The Business Software Alliance estimated that in 2013, 69% of computers in the Philippines and 74% of the computers in China ran on pirated software. For comparison, the estimated piracy levels in the United States and Sweden are 18% and 23%, respectively. This discrepancy means that many businesses in the Philippines and China don't have to spend money for operating system or productivity software, which gives them an advantage in the international marketplace. Although some companies, like Microsoft, continue to do business in China and the Philippines despite the high levels of piracy, smaller companies often can't survive there. For example, Tom Adams, chief executive of Rosetta Stone, pulled his company and its language training software products out of China. He describes China as a "kleptocratic society" and worries about the amount of theft of his software in that environment.

In fact, the chief executives of 12 major software companies—Microsoft, Adobe, Autodesk, Symantec, and others—have lobbied the U.S. administration and lawmakers to continue to put pressure on China to crack down on illegal copying. With a potential market of more than one billion people, and an increasing number of technology-hungry purchasers, companies dread the idea of missing out on the Chinese market. In 2010, talks between the United States and China resulted in promises by the Chinese government of stricter enforcement of antipiracy laws and implementation of aggressive antipiracy media campaigns. But to date, software companies have failed to see any significant increases in software sales in China, indicating the Chinese government's actions have been ineffective. Even though the Philippines government stepped up enforcement of copyright laws (see Figure 8) in an effort to get off the U.S. government's intellectual property watch list, they haven't made much progress in slowing piracy.

Many countries, such as Pakistan, Bangladesh, Nicaragua, Algeria, and Vietnam, have higher rates of piracy than China and the Philippines. The Business Software Alliance estimates the monetary losses from software piracy at more than \$63 billion worldwide for 2013, although there is debate around the exact value.

Most people have had the opportunity to participate in the piracy of copyrighted materials through illegal peer-to-peer sharing and the use of torrents. This behavior is now multiplied to the level of nations, and the consequences are still being explored.

Questions to Think About and Research

1. Should a government be penalized for failing to actively enforce the laws it has enacted within its own country? If so, what should the penalties be, and how should they be enforced?
2. Does each government have the right to make its own decision on a stand against piracy?
3. How can other countries respond to international piracy?
4. Does individual piracy have any connection to the enforcement of copyright laws on an international level?

POINT

International Copyright Protections Need to Be Vigorously Enforced

Artists and software developers depend on the integrity of the protection of intellectual property, both within the United States and internationally, to make a fair profit on their work.

1. If other countries do not fight piracy, artists and developers have a disadvantage in the marketplace.
2. By allowing massive piracy, some countries are stealing from others.
3. Every country needs to have a common understanding and enforcement of intellectual property laws for trade to be fair and beneficial to everyone.

COUNTERPOINT

Global Business Demands Understanding Other Cultures

Most countries have laws on their books regarding intellectual property. It is not the job of the United States to tell a foreign government how to conduct its internal affairs.

1. The existing laws on intellectual property have worked to serve the interests of these countries. If U.S. companies do not want to sell to the billion-person market of China, then that is their choice.
2. Piracy exists within the United States, so it is hypocritical to be chastising foreign governments for software piracy.
3. Companies can pursue restitution for piracy through the foreign court systems.



FIGURE 8 Despite public crackdowns on pirated media, the Philippines still hasn't made much progress on decreasing instances of pirating.
(Rolex Dela Pena/epa/Corbis)

PRIVACY

Should Employers Peer into Your Personal Life?

Summary of the Issue

Like respect and dignity, privacy is a basic human right. What, exactly, is privacy? Simply stated, privacy is the right to be left alone to do as one pleases. The idea of privacy is often associated with hiding something (a behavior, a relationship, or a secret). However, privacy really means not being required to explain your behavior to others. But social media sites such as Facebook are inherently about sharing information with others. Does this mean there is no such thing as personal privacy (see Figure 9) on social media sites?

Facebook and other social media allow you to set privacy filters on your personal information. You can choose to share information publically, share it with just with your friends, or keep it totally private. Employers now routinely check social media sites to gather publically shared information on prospective employees. But recently, many government agencies, such as police departments and some private employers, have been asking job seekers for access to their *private* Facebook information, as well.

Sometimes this is blatant, such as what happened to a Maryland corrections officer who was seeking reinstatement. During an interview, he was asked for his Facebook password. The interviewer then proceeded to log on to his account, purportedly to see if he had any gang affiliations.

Although this might seem like a legitimate reason for a prison system to screen candidates, the U.S. Senate disagrees. In 2012 and 2013, legislators proposed the Password Protection Act to prevent employers from demanding passwords to private sites from employees. The 2012 bill died in committee, and the 2013 bill was still in committee as of late 2014. The state governments are acting, however, and over a dozen states, including Maryland, New Jersey, and California, have enacted similar legislation. Employers are currently prohibited from asking prospective employees information related to their gender, race, religion, age, and sexual orientation, but this information is often found in social media site profiles. Facebook has also warned employers against this practice, as it violates the terms-of-use agreement for the site.

Often, however, employer research is more subtle. For example, employers often encourage prospective employees to "friend" them on Facebook. Although these company profiles are set up specifically so that prospective employees can learn information about the company, once prospective employees "friend" the company, company representatives can often see more information about these would-be employees than what is visible in their public profile.

The American Civil Liberties Union (ACLU) and other privacy advocates have begun voicing opposition to these practices, citing erosion of personal privacy rights. You wouldn't give a prospective employer the keys to your house so they could poke around in your personal life. But doesn't it have almost the same effect if you let them see your private information in a social media profile?

Employers—especially small businesses—argue that hiring decisions are so critical that they need to gather as much information as possible and that people voluntarily surrendering passwords is not a violation of prospective employees' rights. But critics of these practices say that job seekers may feel powerless to refuse these invasions of their privacy for fear they'll be turned down for a job.

The control and privacy of information will continue to be a fine balancing act for the foreseeable future, with employers trying to gather intelligence while appeasing the concerns of privacy advocates. Leaving a trail of electronic breadcrumbs is to a certain extent inevitable. But cleaning up or hiding your "trail" is still important to many users, not because they're trying to hide something but because they value their basic right to privacy.

Questions to Think About and Research

1. Should you be able to decide exactly what information on a social networking site you share with others? Would you be willing to pay for this privilege?
2. Do you know what your privacy settings are on the social media sites you use? Is there any information being shared publicly that you weren't aware was being shared?
3. Should employers be allowed to ask prospective employees for their passwords to social media sites? In which states is this currently illegal?
4. Is there any information on sites you use that you want to restrict potential employers from seeing? Do these sites allow you to restrict the information you wish to protect?

POINT

Employers Have No Right to Job Seekers' Private Social Media Information

The advocates of protecting privacy in the United States argue that the right to privacy is a basic human right that should be afforded to everyone. Personal privacy concerns should outweigh the business needs of a corporation.

1. Social media sites have an inherent duty to protect the data of their users.
2. If employers are screening private information, they might misuse or lose control of the data or violate current employment law.
3. Default privacy settings on social media sites should all be opt-in, allowing users the ultimate control over who views their data.

COUNTERPOINT

Employers Are Entitled to Gather Personal Information Directly Related to Employment

Advocates for unrestricted sharing of information feel that business concerns outweigh privacy concerns. Businesses should have the right to screen all data in social media sites to determine the character and fitness of employment candidates.

1. Volunteering password information does not violate an individual's right to privacy.
2. Users can make their own privacy decisions and choose not to post or share sensitive information (opt out).
3. In the digital age, loss of a certain amount of privacy is inevitable.

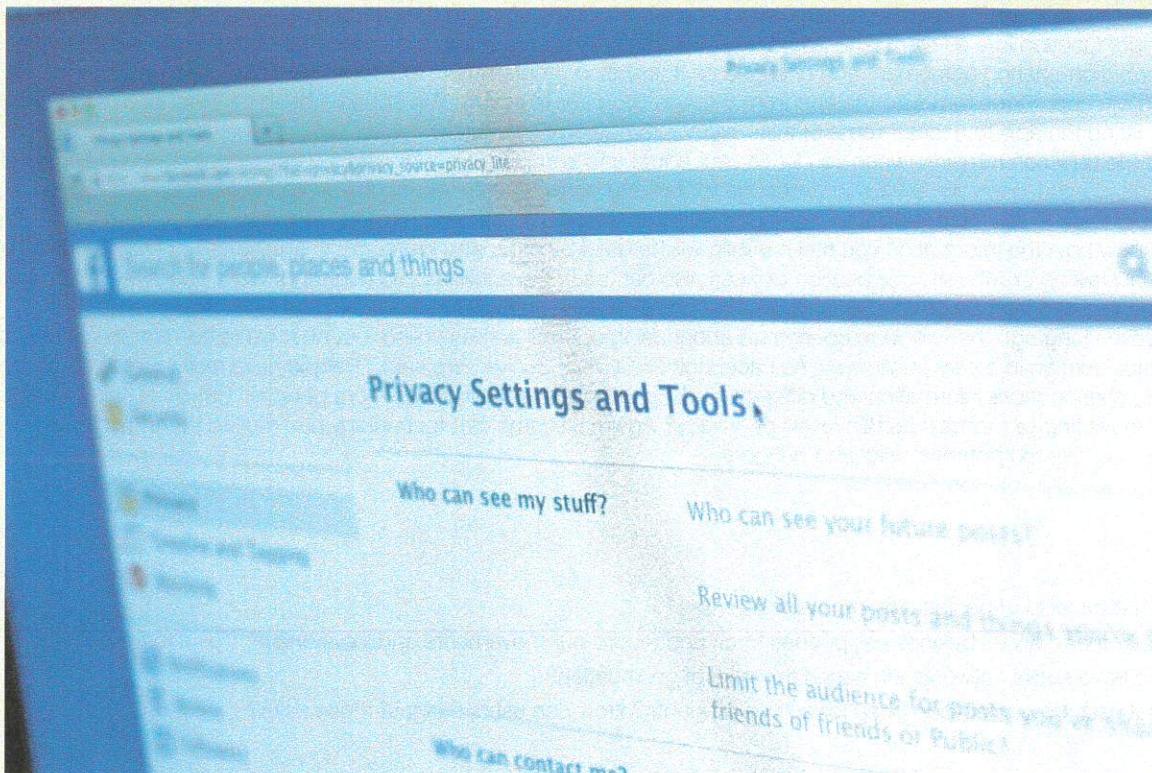


FIGURE 9 What information are you sharing on Facebook and with whom? (Dolphfyn/Alamy)

E-COMMERCE

Geolocation: Who Knows Where You Are?

Summary of the Issue

"Where are you?" is the burning social networking question these days, and your smartphone probably has the answer. The technology is called geolocation (see Figure 10), and smartphones have a GPS chip that can calculate your exact position. Services such as Foursquare, Gowalla, Brightkite, and Loopt are all hoping you'll use their geolocation services to find your friends or let your friends find you. Through the apps, you can receive recommendations of places to visit or things to do nearby. Businesses are using geolocation apps to promote their products and offer rewards for "checkins" to help drive customers to their location.

When you sign up on Foursquare and other social media sites, you can choose what information is publicly available, such as your location or your Facebook profile. Foursquare is designed to make it convenient to see where your friends are and who's in the venue where you're currently "checked in." You might be cautious and choose to make personal and location information only accessible to your friends—or it might all be public. But what if another app you know nothing about is using your information in a way never intended by the social media sites you joined?

Consider the controversy that erupted around the iPhone app Girls Around Me. When the app was first launched, it used data from Foursquare to create a local map that showed how many individuals logged into Foursquare were in geographic locations near you. It also allowed you to view Facebook profiles of people around you if they had their Facebook profiles linked to their Foursquare account. The app developer, i-Free, promoted the app as a tool to see what was happening in a wider range of locations instead of just one at a time. It viewed its tool as a way to let users identify "hot spots" of activity that had a lot of people checked in. i-Free said the app was just like looking in the window of a location to see how crowded it was, but it was also aggregating publicly available information provided by other social media services.

Critics of the app decried it as a tool for stalkers that provided more information than people could gain by glancing in a window. They argued that the app violated the privacy of Foursquare users because they had no knowledge of how the Girls Around Me app was using their information. Many detractors argued that just because you agreed to make certain information public on Foursquare doesn't mean you automatically agree to the use of that same information on other apps that might function in a different (and perhaps objectionable) way. Foursquare claimed that i-Free was violating the terms of its information-sharing agreement and changed its application programming interfaces (APIs) to effectively disable the Girls Around Me app. i-Free removed the app from the App Store for retooling. The app has been reintroduced, and Foursquare is permitting the app to access some of their users' information once again.

But the question remains, when you leave your home and announce your constant whereabouts through tweets and checkins, do you lose your privacy in exchange for fun and convenience? Although you can set certain levels of privacy in the apps, there is still the potential for someone with bad intentions (stalkers, robbers) to follow your updates. And do you really know how the information you make public will be used by other app creators? In addition to opening yourself up to potential stalking or robbery, geolocation devices also can track the activities you might not want publicized and that once documented can later be used against you.

It wasn't long ago that we were concerned about using our real names online, but now we're comfortable with sharing our exact location in a very public way. As Facebook CEO Mark Zuckerberg said, "People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people." But does such acceptance justify neglecting to maintain certain levels of privacy? Again, it seems that technology has moved more quickly than society can address the potential risks and dangers.

Questions to Think About and Research

1. Do the benefits of geolocation outweigh the risks?
2. What other devices besides cell phones track and record our movements and locations as digital records?
3. How have social networks increased the risks of geolocation?
4. What risks do geolocation pose for college students? How can users mitigate those risks?

POINT

Geolocation Devices Do Not Threaten Privacy

The advocates of using geolocation devices with minimal concern for threatened privacy are those who believe the social norm has shifted and people have become comfortable with sharing more information.

1. Businesses are adopting geolocation apps as a part of their social media strategy in order to drive customers to their business. They would lose revenue if such activities ceased.
2. As the devices and apps become better and more precise, they may become useful as public safety and news-gathering devices.
3. Society may need to reevaluate its views about how much privacy is needed in people's digital lives, as well as the degree of an individual's responsibility for making sensible decisions about sharing information through the Internet.

COUNTERPOINT

Geolocation Devices Are a Threat to Privacy

The advocates for tighter privacy controls and awareness campaigns about the potential risks of using geolocation devices suggest that the threats are too big to ignore. Society has become too complacent with privacy issues.

1. Privacy settings on apps and GPS devices should be more restrictive in order to avoid broadcasting one's location and risking personal assault.
2. Laws and regulations will need to be created as to the use and distribution of digital location information.
3. Consumers need to be educated about geolocation and the ways it can affect them so that they are able to make informed choices.

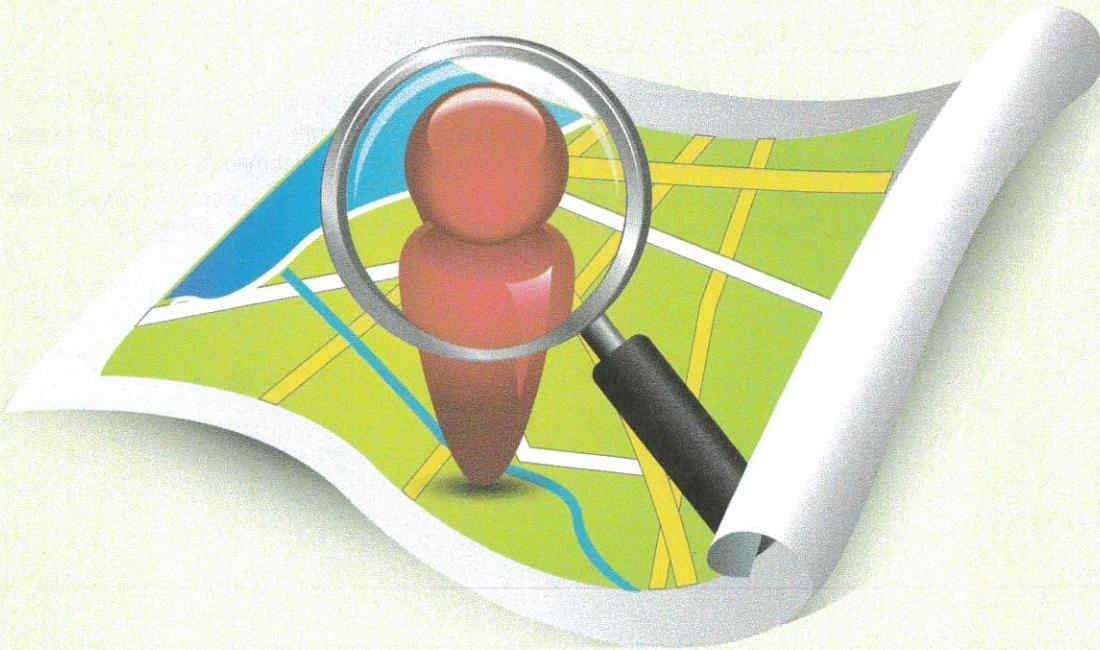


FIGURE 10 Geolocation applications help you find cool places and businesses. But who do you want to find you with geolocation? (Cseke Timea/Fotolia)

ELECTRONIC COMMUNICATION

Does Free Speech Have a Price?

Summary of the Issue

In early 2006, when Google launched its search engine services in China, it conceded to the Chinese government's demands that it self-censor its search engine, restricting search results for sensitive information such as the details of the Tiananmen Square protests and of human rights groups. This decision prompted much discussion, with some condemning Google's decision for putting business profits over what they saw as basic human rights (see Figure 11). Google justified its actions by stating that a company must operate within the rules of the market in which it operates and that the benefits of increased access to information for people in China "outweighed our discomfort in agreeing to censor some results." And, compared with search results from **Baidu.com**, the leading Chinese search engine, Google was not censoring all information.

However, in 2010, Google announced that it was no longer willing to censor search results and moved the site to Hong Kong, where it hoped there would be less censorship. The departure was a reaction to a sophisticated, targeted cyberattack that Google believes was done to gather information on Chinese human rights activists. At that time, Google had about a 35% market share.

Microsoft had only a 1% share of the market, so it decided to partner with **Baidu.com** to provide English-language search results for China's largest search engine. Microsoft stated it would agree to abide by Chinese censorship laws (so search terms like *freedom* and *democracy* deliver filtered results), thereby respecting the laws of the countries where it operates. However, before honoring any censor requests, Microsoft insisted that Chinese authorities made legally binding requests in writing.

So how did it all work out? As of the first quarter of 2014, Google's market share has dropped to 1.5% in China, whereas **Baidu.com** has increased its market share to 58%. Microsoft's decision to keep censoring its searches appears to have paid off—at least from a monetary perspective. But is the financial result more important than the social implications of its behavior?

Questions to Think About and Research

1. Is there anything else that Google could have done that would have a major impact on China's censorship laws?
2. Has Microsoft's compliance with censorship laws furthered the Chinese government's cooperation in combating software piracy in China? Are Microsoft's financial incentives even deeper than just Internet market share?
3. Can the U.S. government compel technology companies to take a firmer stance on free speech in China and elsewhere by instituting criminal charges if U.S. companies do not take reasonable steps to protect human rights?

POINT

U.S. Companies Should Comply with Local Laws in Foreign Countries

Those in favor of Microsoft's actions to remain in China feel that if a company chooses to operate in a foreign country, it knows the local laws and should be prepared to work within those laws as it does business. It is not the place of a company to try to change laws of foreign countries.

1. Microsoft conducts businesses in other countries that have censorship laws, so why not participate in China?
2. Working in China does not mean a company supports all of China's policies.
3. Microsoft's presence continues to advance the progress the Chinese government is making toward democracy. U.S. companies can ethically stay in China if they make an effort to improve human rights there. U.S. companies operating in China should agree on guidelines that respect human rights.
4. A U.S. company's presence has no impact on reform—reform must come from within.

COUNTERPOINT

U.S. Companies Should Put What Is Right Ahead of What Is Financially Expedient

Those in favor of Google's actions believe that international corporations should begin to take a firm stance against governments that do not promote basic human rights.

1. China will never change unless there are financial and political incentives to do so. Google's departure helps pressure the Chinese government.
2. Google's withdrawal from China threatens the viability of many advertising resellers in China. Will this added pressure help or hinder human rights efforts?
3. Google's decision to leave helps put pressure on China's government to play by global standards. China cannot expect to compete in the global marketplace while refusing to have a global exchange of ideas.

CENSORSHIP



FIGURE 11 Is free speech possible in countries (such as China) where information availability is restricted by law?

(Kentoh/Shutterstock)

COMPUTER ABUSE

Cyberbullying: Who Should Protect Children from Each Other?

Summary of the Issue

Cyberbullying is just like normal bullying, but it involves the use of digital technologies such as the Internet, cell phones, or video (see Figure 12). There are many types of cyberbullying, some of which might result in criminal charges depending on the type of incident:

- Bombarding a victim with harassing instant messages or text messages
- Stealing a password and then using the victim's account to embarrass the victim by sending harassing, threatening, or lewd messages while pretending to be the victim
- Spreading rumors or lies on social networking sites
- Posting embarrassing photos or videos on the web
- Infecting the victim's computer with malware, usually to spy on the victim

The effects of cyberbullying can be devastating. Infamous cases include Hannah Smith, the English girl who at 14 committed suicide after being repeatedly taunted on social networking sites, and Tyler Clementi, a Rutgers freshman who committed suicide after his roommate showed fellow students videos of him having sex.

Signs that a child is a victim of cyberbullying are often the same as the signs of depression. A child may:

- Suddenly lose interest in normal activities
- Be reluctant to go to school
- Lose his or her appetite
- Have trouble sleeping
- Appear upset after using the Internet
- Experience unusual mood swings (such as bursting into tears for no apparent reason)

Signs that a child might be perpetrating cyberbullying include the following:

- Using the Internet excessively
- Sending large volumes of text messages
- Clearing the computer screen when others enter a room
- Conducting clandestine Internet activities (refusal to say what he or she is doing)

Vigilance over children's online activities is obviously key to spotting both victims and perpetrators of cyberbullying.

But who is responsible for monitoring children? Parents obviously need to protect their children, but bullying usually doesn't happen until children are exposed to other children, such as in school. So should teachers shoulder the responsibility for detecting, reporting, and mitigating cyberbullying? Children often spend more time in school during the day than under the supervision of their parents. But cyberbullying activities don't just take place in school. Most children have access to the Internet at home and can carry on campaigns of terror from their bedrooms.

There is currently no federal law prohibiting cyberbullying, but the recently passed law against cyberstalking may cover this area. According to the Cyberbullying Research Center (cyberbullying.us), as of August 2014, 49 states had antibullying laws on the books. However, only 48 state laws cover electronic harassment, and a mere 20 state laws cover cyberbullying. Many legislatures are reluctant to pass laws that instruct parents on how to raise their children because this tends to raise issues about personal freedom. Therefore, anti-cyberbullying laws tend to place the burden of detection on the schools. For instance, the Massachusetts law requires schools to provide age-appropriate education on bullying to students, to train school employees in detection and prevention of bullying, and to have plans developed for detecting and reporting bullying.

Questions to Think About and Research

1. What level of responsibility should school employees have for protecting children from cyberbullying?
2. Should there be federal laws that make cyberbullying a crime? If so, how would these laws be enforced?
3. What types of education for children would be beneficial in preventing cyberbullying? When should these programs begin, and how often should children be required to participate?

POINT

Parents Must Protect Their Children from Cyberbullying

Proponents of parental responsibility for detecting and preventing cyberbullying feel that it's a personal behavior issue. Individuals are responsible for their own behavior as long as it doesn't harm others. Parents should be allowed to educate their children according to their own standards of behavior and preferences in terms of moral behavior (such as religion).

1. Parents are ultimately responsible for protecting their children.
2. Bullying is a personal behavior issue, and all decisions regarding personal freedom and behavior should be made by parents.
3. Because educating children about bullying is key to preventing it, the content of such training needs to be controlled by parents.

COUNTERPOINT

Schools Must Bear the Responsibility for Protecting Students from Cyberbullying

Cyberbullying affects society because it can severely damage an individual's self-esteem. Cyberbullying is similar to other hate crimes and should enlist public officials (such as educators) in enforcement of the laws.

1. Parents do not supervise their children 24/7 and therefore require help from other responsible adults to protect their children.
2. Parents need to be assured that publicly funded institutions such as schools and libraries are "safe havens" where their children will not be exposed to malicious activities.
3. Educators have better resources than most parents for teaching children about the serious effects of cyberbullying.

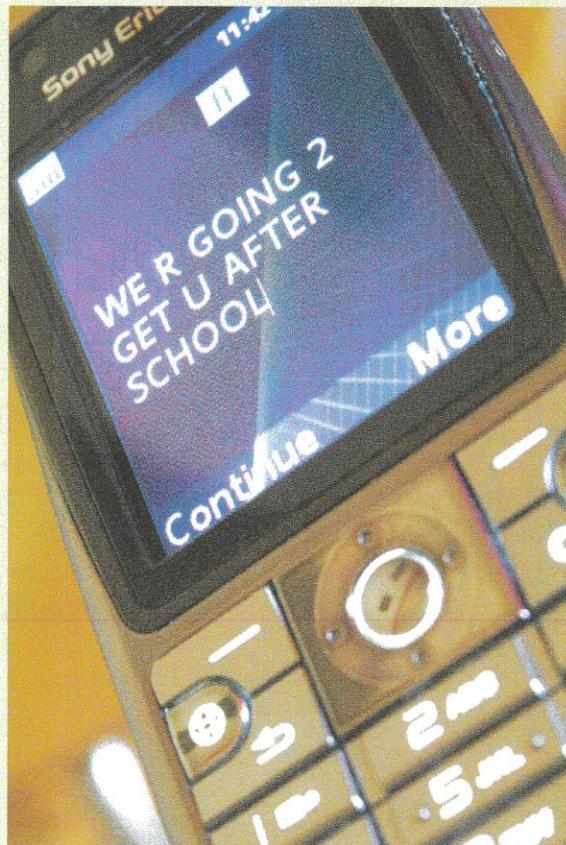


FIGURE 12 Cyberbullying involves the use of digital technologies both to bully and to disseminate acts of bullying. (Rawdon Wyatt/Alamy)

Using Computers to Support Ethical Conduct

Although there are many opportunities to use computers and the Internet unethically, we can also use technology to support ethical conduct. For example, many charitable organizations use the Internet and other technology tools for fundraising. When severe flooding wiped out 1,600 homes in Colorado in September 2013, the Salvation Army and other charities received many pledges via their websites.

Google Crisis Response is a project sponsored by Google that helps disseminate information before and after a crisis to coordinate relief efforts and provide updates to the public (see Figure 13). Google Person Finder, part of Google Crisis Response, helps individuals and organizations to provide information and updates on persons missing (or located) after a disaster.

Computing devices and the Internet provide many opportunities for you to start or get involved in ethical initiatives. Consider the Empty Bowls movement that was started by students at Wichita State University students. Local potters, students, and educators worked to create bowls and then guests

were invited to consume a simple meal of bread and soup from them. For a donation to help local organizations feed the hungry, donors were encouraged to keep the bowls as a reminder of all the empty bowls in the world. This movement is now spreading across the United States through the website **emptybowls.net**. What can you and your fellow students do in your community?

Throughout your life, you'll encounter many ethical challenges relating to information technology. Your personal ethics—combined with the ethical guidelines your company provides and the general ethical environment of society—will guide your decisions.

For further information on ethics, check out the following websites:

- Ethics in Computing (ethics.csc.ncsu.edu)
- The Center for Ethics in Science and Technology (ethicscenter.net)
- Business Ethics: The Magazine of Corporate Responsibility (business-ethics.com)
- Council for Ethical Leadership at Capital University (businessethics.org)

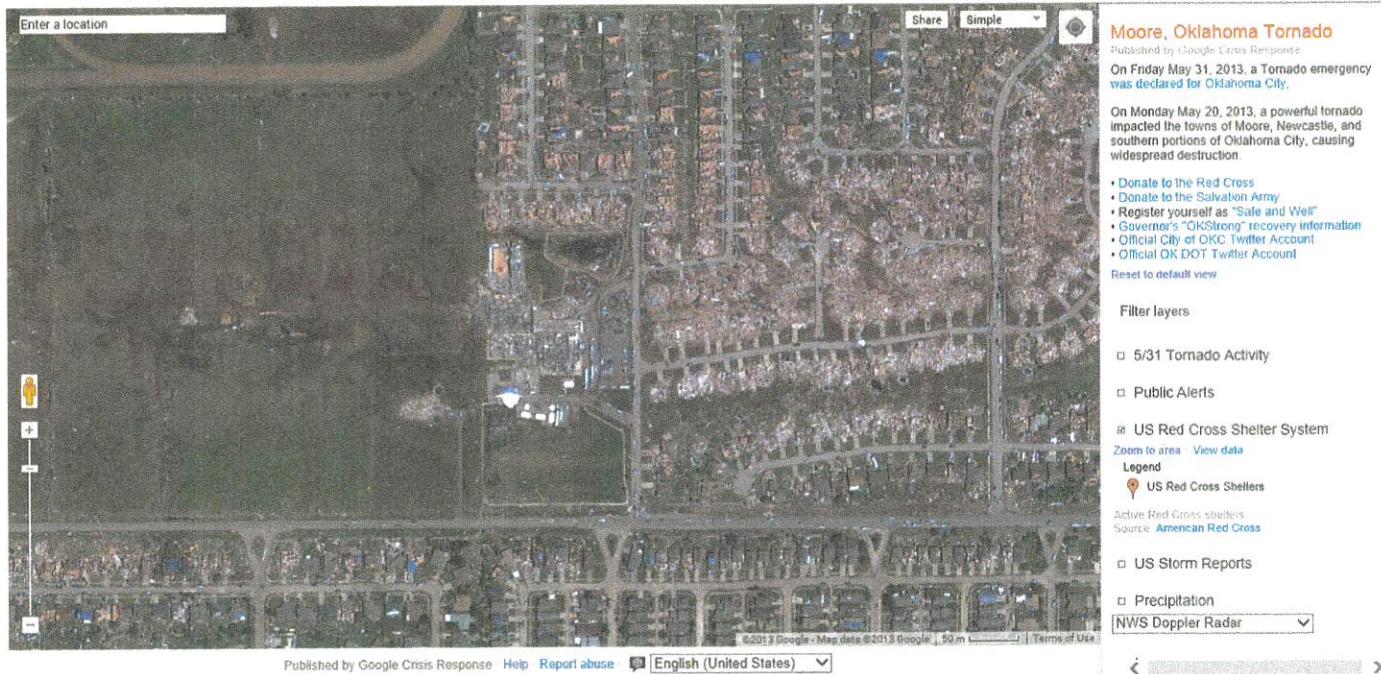


FIGURE 13 Tools provided by Google Crisis Response help disseminate information and locate lost individuals after a disaster such as the tornado in Moore, Oklahoma, in 2013. (Google, Inc.)