

## Ethics and Laws

### ❖ Ethics

- ◆ Rules of behavior based on ideas about what is morally good and bad
- ◆ Can vary with individual and religious beliefs, country, race, or culture
- ◆ **Personal Ethics**
  - ◆ Guide an individual's personal behavior
- ◆ **Business Ethics**
  - ◆ Guide a business's policies, decisions, and actions
- ◆ **Computer Ethics**
  - ◆ Concern moral conduct related to computer use



### ❖ Individuals and businesses make ethical decisions every day which determine success

### ❖ Laws

- ◆ Formal rules of society will result in a penalty if violated



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## Policies and Guidelines

### ❖ Both are binding and enforced in organization

### ❖ Policies

- ◆ Large static documents approved by governance
- ◆ Written with some degree of flexibility so they can be adapted to changing circumstances
- ◆ Penalties are not usually included in a policy

### ❖ Guidelines are based on policy

- ◆ Focus on specific process in the functional area
- ◆ Approved and changed by department affected so puts authority in knowledgeable staff
- ◆ More explicit than policies in defining allowances
- ◆ Specify penalties for violations

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## Codes of Conduct Acceptance

### ❖ User Access Agreements

- ◆ Log on to employer-owned computers, employees are required to acknowledge and accept the user access agreement

### ❖ Employee Code of Conduct

- ◆ Policies, steps, procedures, and guidelines define the “who, what, and when” for running the organization and also define the organization's expectations of all employees collectively

### ❖ Professional Associations' Codes of Ethics

- ◆ Standards and behaviors that apply to members who come from many different companies and even countries

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## Software Theft or Piracy

### ❖ Software theft, occurs when software is illegally copied, registered, activated, released, or sold

- ◆ Software includes data files, music files, videos, pictures, game files, e-books, computer applications, and operating system programs

### ❖ Victims of piracy are software manufacturers, writers, programmers, and legitimate owners

- ◆ Customers who purchase software are victims of piracy as well, because the purchase price of software increases to cover development costs

### ❖ Software manufacturers register or *copyright* their work to protect it from unethical copying

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## What Is Copyright?

- ❖ Copyright refers to a series of rights that are granted to the author of an original work
  - ◆ Reproduction and distribution rights
  - ◆ Right to exploit their work and stop others
- ❖ United States, copyright is automatically granted to the creator of a work
  - ◆ Copyright protection remains in effect for the life of the author plus an additional 70 years
  - ◆ explicit copyright notice on the work ("©2010"), is not required to qualify for copyright protection
  - ◆ "Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed."

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## The Digital Millennium Copyright Act (1998)

- ❖ If illegal activity is detected, the ISP is obligated to ensure that these illegal transfers or publications of copyrighted materials do not continue
- ❖ Violators can be liable for civil penalties of up to \$150,000 per violation
- ❖ You could also face criminal prosecution, with fines and penalties.
- ❖ Is the risk of getting a criminal record and paying a hefty fine worth the reward of having pirated software?

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## Social Networking

- ❖ Social networking is ongoing communication between one or more groups of persons
  - ◆ Facebook.com, Twitter.com, eHarmony.com
  - ◆ Career development: jobs posts and resumes
    - ◆ Linkin.com, Glassdoor.com, monster.com, usajobs.gov
- ❖ Public databases can store integrated information about individuals such as:
  - ◆ Police records, tax records, and credit records
  - ◆ Photos, Location, likes profiles, connections
- ❖ Cyberbullying is hostile communication behavior
  - ◆ Intimidate, control, manipulate, or humiliate recipient
- ❖ Cyberstalking is repeated unwanted communication
  - ◆ Can lead to same behavior described in cyberbullying

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## Privacy

- ❖ Personally Identifiable Information (PII)
  - ◆ Name, social security number, driver license ID,
  - ◆ Credit cards
- ❖ Methods Criminals Use to Illegally Obtain PII
  - ◆ Leaving computer unattended
  - ◆ UserID and password acquisition (keyloggers)
  - ◆ Weak or common passwords
  - ◆ Social engineering—trick you into providing personal information which grants them access
  - ◆ Phishing—e-mail that looks legitimate but comes from a source seeking to illegally obtain your PII
- ❖ Browser tracking in the name of "marketing"

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## Consequences of Identity Theft

- ❖ You have been hacked
- ❖ Criminal may have access to any of your transactions stored online
  - ◆ Medical records, tax records, driver's license records, credit reports, and criminal records
  - ◆ Bank accounts, PayPal account, credit cards
  - ◆ Telephone numbers, home address
  - ◆ Email accounts



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## Introduction to PowerPoint

- ❖ PowerPoint is presentation graphics application
  - ◆ Utilizes Slide Show paradigm for speeches
  - ◆ Bulleted items, Clip art, Photos, Sound, Animation
  - ◆ Prepare speaker notes
  - ◆ Print Handouts
- ❖ PowerPoint is a Vector Graphics program
  - ◆ Math description for objects size and placement
  - ◆ Scalable Objects & Fonts for different resolutions
  - ◆ Uses *filename.ppt* extension
- ❖ Can export to Bitmapped (raster) graphics
  - ◆ *filename.bmp* is uncompressed fast rendering with large file size
  - ◆ *filename.gif .jpg .png* are compressed web graphic with small size

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## PowerPoint View: Normal: Outline

**Outline**

**Slide**

**Speaker Notes**

**View Buttons: Normal, Slide Sorter, Slide Show**

**Zoom Slider**

Slide Sorter view – this view displays all the slides in miniature for the entire presentation. This view is useful for checking the overall flow of your presentation.

Notes Pages view – this lets you create speaker's or audience notes for the slides in a presentation. The notes do not appear during a slide show but can be printed to help you remember what to say as you present.

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## Working Quickly: Outline

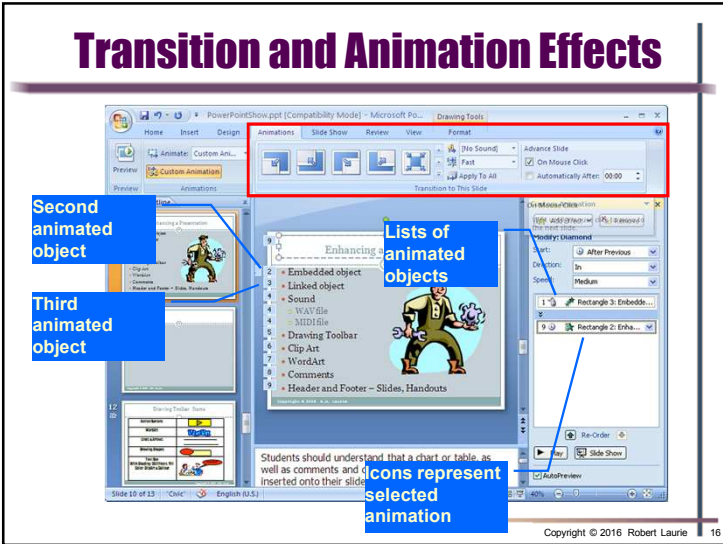
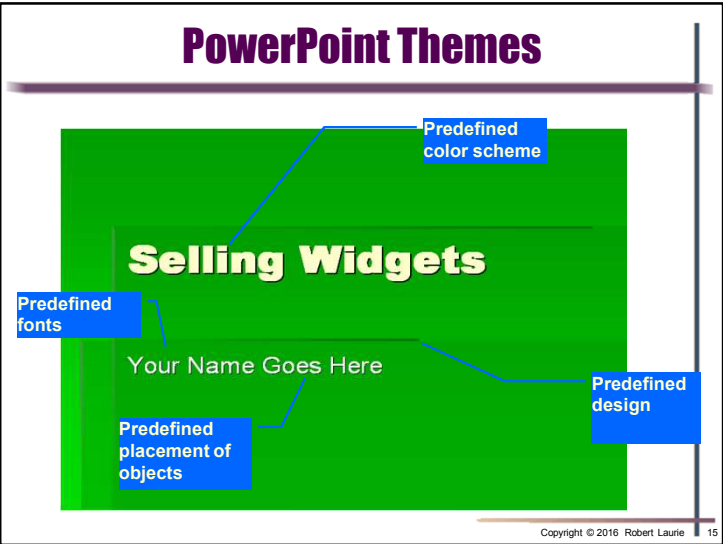
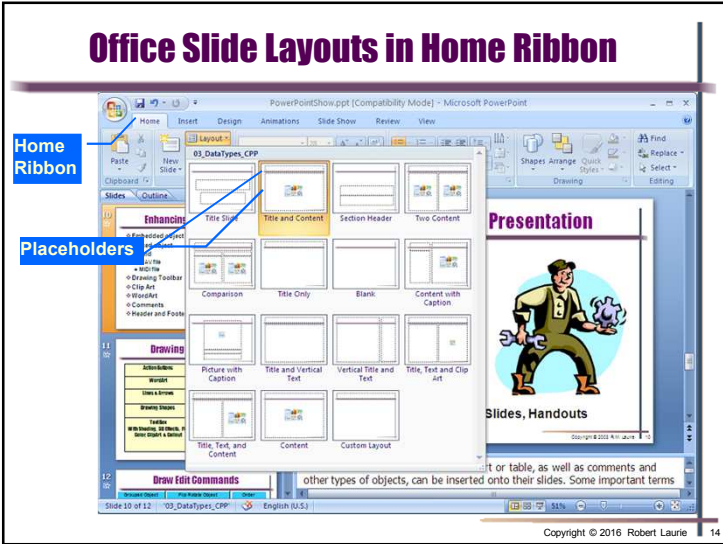
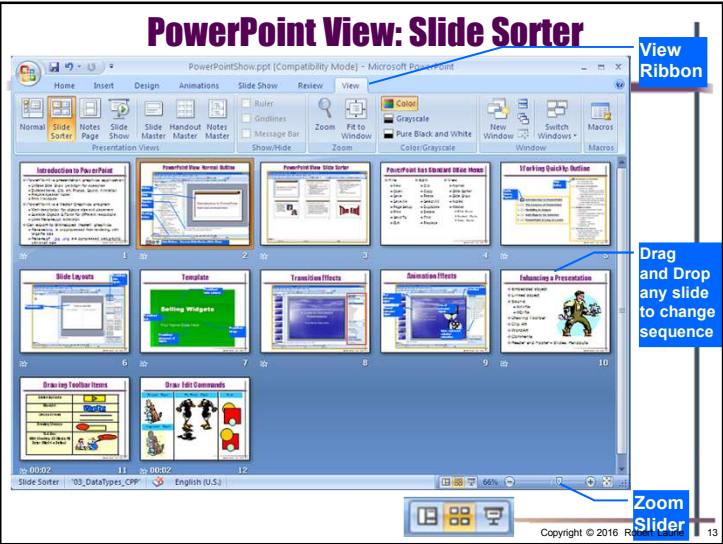
**Slide Outline**

**Double-Click to Expand**




- 1 Introduction to PowerPoint
  - Your name goes here
  - Your course goes here
- 2 The Essence of PowerPoint
  - You focus on content
  - Enter your thoughts in an outline or directly on the individual slides
  - Add additional elements such as tables and charts
  - PowerPoint takes care of the design
  - Professionally designed templates
  - Preformatted slide layouts
  - Flexibility in delivery and presentation
- 3 Flexibility in Output
  - Web-based presentations (HTML documents)
  - Computer presentations (slide show)
  - Print in a variety of formats
    - Audience handouts
    - Outline
    - Speaker notes
    - Traditional - Overhead transparencies
- 4 Add Objects for Interest
  - Include photographs, clipart, and other objects as appropriate
  - Use animation and sound to introduce to add variety
  - Meet Bob and Maryann

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IFSM201: Slide Set 7 - Ethics and PowerPoint



## Enhancing a Presentation

- ❖ Embedded object
- ❖ Linked object
- ❖ Sound
  - ◆ WAV file
  - ◆ MIDI file
- ❖ Drawings 
- ❖ Clip Art 
- ❖ WordArt 
- ❖ Comments
- ❖ Header and Footer – Slides, Handouts

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## Draw Edit Commands

### Grouped Object



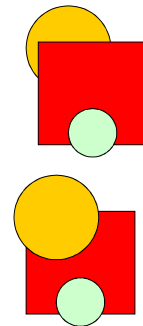
### Ungrouped Object



### Flip Rotate Object



### Order



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