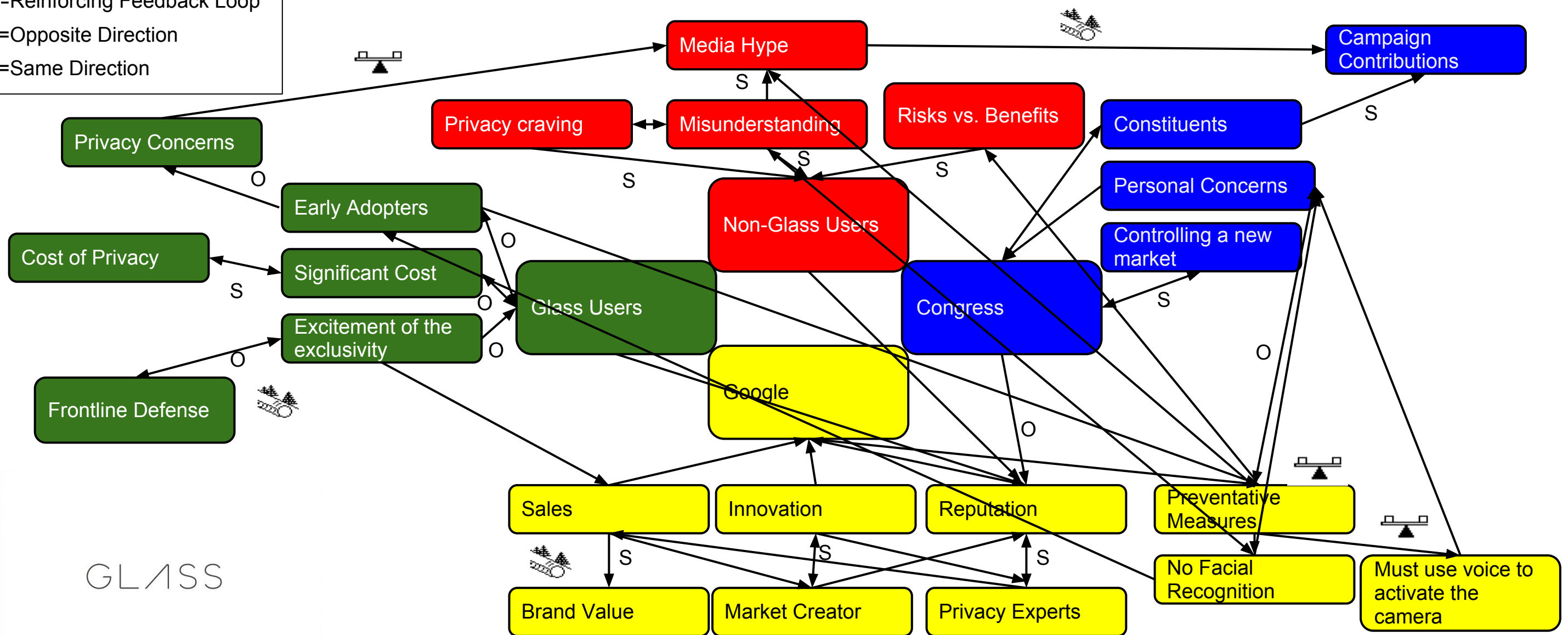


## Privacy Concerns around Google Glass



GLASS

The overarching concern about Google's latest product, Glass, revolves around privacy. Because of the camera on the device, it is theoretically possible to take a picture of someone without their knowledge, or use facial recognition software to get information about someone else just from their face. There are a number of elements that contribute to the debate about privacy and Google Glass, but they all revolve around the interests of 4 audiences: Non-Glass Users, Google, Google Glass Explorers (people participating in a trial of Google Glass) and Congress. Each audience has their own concerns which are connected in some ways to the concerns of the other groups. For example, the Glass Explorers are confronted daily by non-Glass users who have privacy concerns that are completely illegitimate. However, because of what they hear in the media, they have an incorrect view of what the product can and can't do.

Additionally, Congress has gotten involved on behalf of the U.S. citizens in order to protect their right to privacy. However, it can be argued that their main concern is campaign contributions, or attempting to generate publicity for themselves. For the politicians that have come out against Google Glass, Google has had adequate answers and solutions for their problems. For example, when the issue of facial recognition came up, Google quickly acted by saying they would not allow facial recognition applications to be used on Glass. Despite making this announcement, there are still many people who think Glass can do facial recognition.

Ultimately it will take a while to find out exactly what capabilities Google Glass will or will not have. This will depend largely on the developers, or Glass Explorers, who are using the device now. Google's reputation when it comes to Glass, being a privacy leader, and leading innovator depends on a good reaction from each of these groups. It remains to be seen what will happen when Glass is released commercially, but like most new and groundbreaking technologies, Glass will face its fair share of scrutiny.

Sam Dowd  
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**Zeitgeist Activity 1**

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