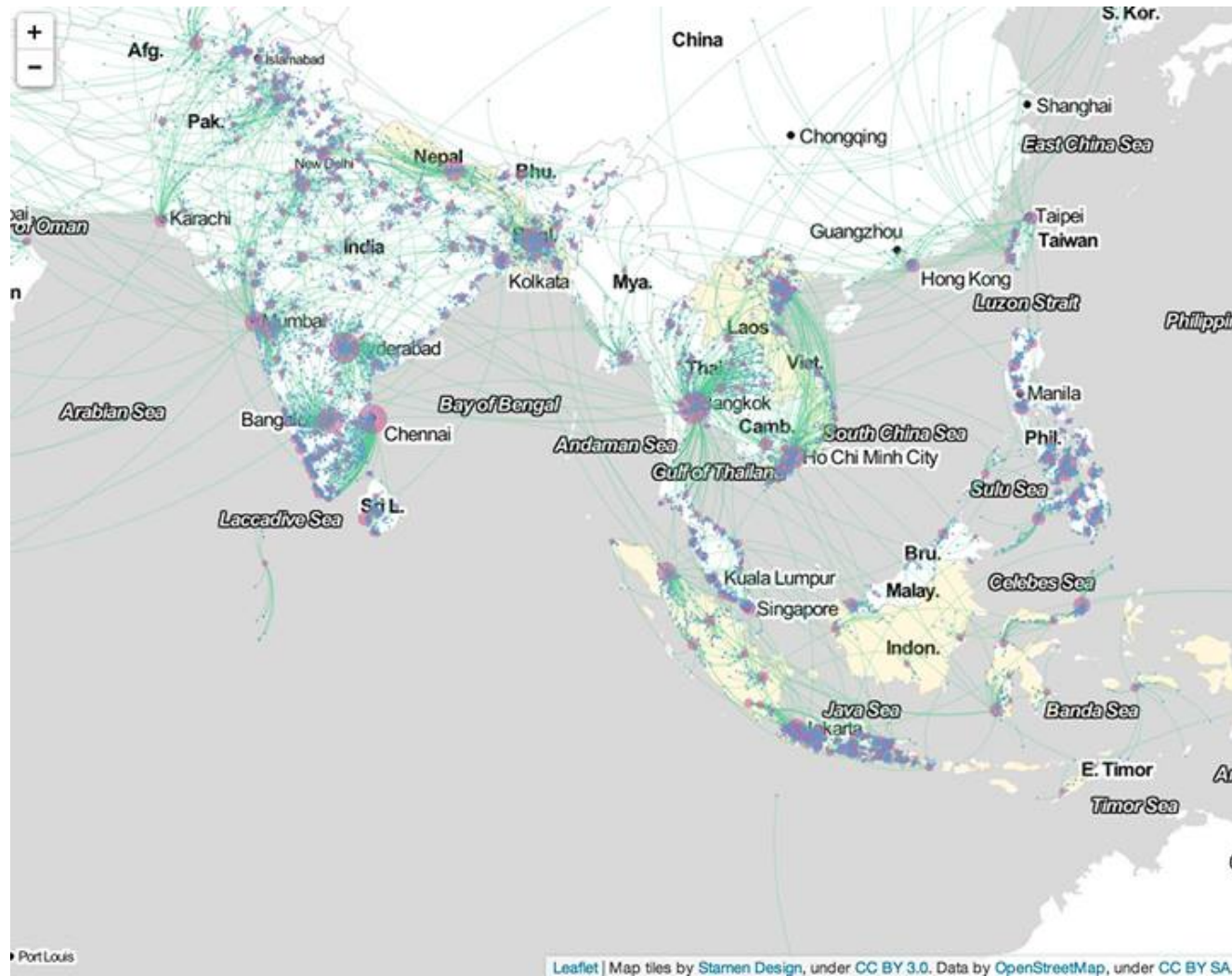


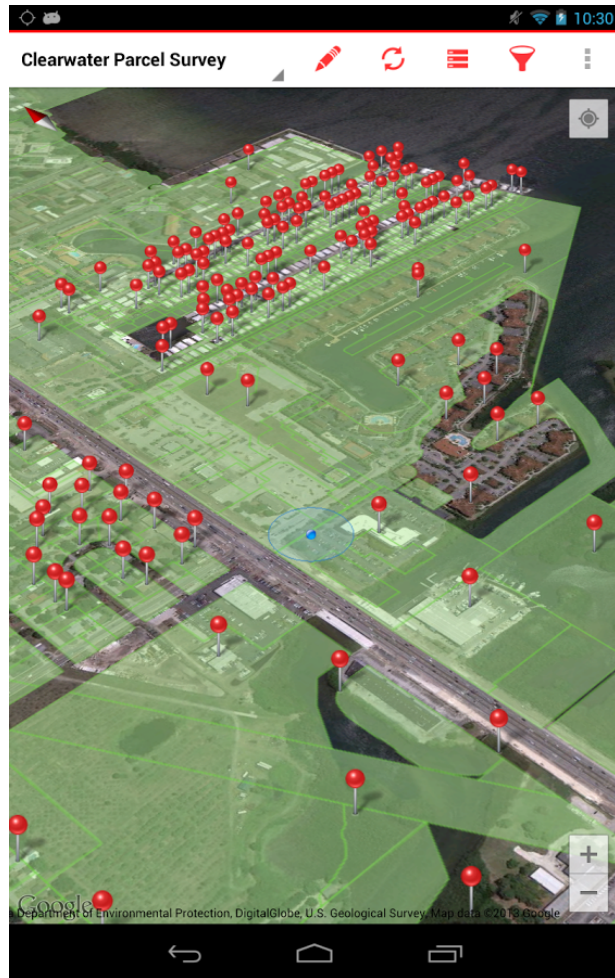
GIS directions and GIS ethics

"Big Data"



Source: Facebook

Mobile GIS



Source: Fulcrum/Google

The 'internet of things'



Source: Google/ExtremeTech.com

Indoor GIS

Location-based services



Source: Northwestern Business Review

OpenStreetMap

Link: <http://www.openstreetmap.org>

The Digital Individual and the Private Realm

- Critique of geodemographic segmentation (example here)
- What do we risk when representing people digitally?
- Does the use of GIS/GPS technologies represent an infringement upon personal privacy?
- Article for discussion: click here

Ethics in GIS

- What does "ethics" mean to you?
- What does it mean to be an "ethical" GIS professional?

GIS code of ethics

- [Full text available here](#); [rules of conduct available here](#)

Includes:

- Obligations to society
- Obligations to employers and funders
- Obligations to colleagues and the profession
- Obligations to individuals in society

Ethical scenarios

- Group 1: [read this linked document](#)
- Group 2: [read this linked document](#)

Discuss in groups: what is an "ethical" response to these situations?

