

Jeriza Dana M. Junio
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ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Ethics and the Information Revolution" --- Terrell Ward Bynum

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Computing technology is the most powerful and most flexible technology ever devised. For this reason, computing is changing everything—where and how we work, where and how we learn, shop, eat, vote, receive medical care, spend free time, make war, make friends, make love

(Rogerson and Bynum, 1995).

Learning Expectations:

I am expecting to learn how computer can raise some special ethical issues. It is to learn how computer made an impact in the history of mankind.

Review:

In this essay I will discuss what makes computers different from other technology and how this difference makes a difference in ethical considerations. In particular, I want to characterize computer ethics and show why this emerging field is both intellectually interesting and enormously important.

On my view, computer ethics is the analysis of the nature and social impact of computer technology and the corresponding formulation and justification of policies for the ethical use of such technology. I use the phrase "computer technology" because I take the subject matter of the field broadly to include computers and associated technology.

A typical problem in computer ethics arises because there is a policy vacuum about how computer technology should be used. Computers provide us with new capabilities and these in turn give us new choices for action. Often, either no policies for conduct in these situations exist or existing policies seem inadequate. A central task of computer ethics is to determine what we should do in such cases, i.e., to formulate policies to guide our actions. Of course, some ethical situations confront us as individuals and some as a society. Now it may seem that all that needs to be done is the mechanical application of an ethical theory to generate the appropriate policy. But this is usually not possible. A difficulty is that along with a policy vacuum there is often a conceptual vacuum. Although a problem in computer ethics may seem clear initially, a little reflection reveals a conceptual muddle. What is needed in such cases is an analysis which provides a coherent conceptual framework within which to formulate a policy for action.

What I have learned:

The mark of a basic problem in computer ethics is one in which computer technology is essentially involved and there is an uncertainty about what to do and even about how to understand the situation. Hence, not all ethical situations involving computers are central to computer ethics. If a burglar steals available office equipment including computers, then the burglar has done something legally and ethically wrong. But this is really an issue for general law and ethics. Computers are only accidentally involved in this situation, and there is no policy or conceptual vacuum to fill. The situation and the applicable policy are clear.

Integrative Questions:

1. What are the bases of computer Ethics?
2. What is a computer program?
3. Is it really intellectual property which can be owned or is it more like an idea, an algorithm, which is not owned by anybody?
4. If a computer program is intellectual property, is it an expression of an idea that is owned (traditionally protectable by copyright) or is it a process that is owned (traditionally protectable by patent)?
5. Is a machine-readable program a copy of a human-readable program?

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O0B

ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Ethics and On- Line" --- Deborah G. Johnson

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Computer ethics today is rapidly evolving into a broader and even more important field, which might reasonably be called "global information ethics.

(Krystyna Gorniak-Kocikowska)

Learning Expectations:

In the language of computer technology, it is to further learn the relevance of information being conveyed in the computer world. It is to understand the utilization of the information to benefits mankind. At the same time, being aware of the governing laws that provide safety measure with the information relevant to the needs of the user.

Review:

Once this technology is in place, there will be a rapid expansion of global "cyberbusiness". Nations with a technological infrastructure already in place will enjoy rapid economic growth, while the rest of the world lags behind. What will be the political and economic fallout from rapid growth of global cyberbusiness? Will accepted business practices in one part of the world be perceived as "cheating" or "fraud" in other parts of the world? Will a few wealthy nations widen the already big gap between rich and poor? Will political and even military confrontations emerge?

If inexpensive access to the global information net is provided to rich and poor alike — to poverty-stricken people in ghettos, to poor nations in the "third world", etc. — for the first time in history, nearly everyone on earth will have access to daily news from a free press; to texts, documents and art works from great libraries and museums of the world; to political, religious and social practices of peoples everywhere. What will be the impact of this sudden and profound "global education" upon political dictatorships, isolated communities, coherent cultures, religious practices, etc.? As great universities of the world begin to offer degrees and knowledge modules via the internet, will "lesser" universities be damaged or even forced out of business?

The gap between rich and poor nations, and even between rich and poor citizens in industrialized countries, is already disturbingly wide. As educational opportunities, business and employment opportunities, medical services and many other necessities of life move more and more into cyberspace, will gaps between the rich and the poor become even worse?

What I have learned:

I have learned that the computer is important in the globalization. It connects people from all walks of life. It is an outside source of information relevant to understand one another and the culture and beliefs manifesting from one country to another. It also provides relevant information on the kinds of information being conveyed, that is, suitable to the needs of the user.

Integrative Questions:

1. What is globalization?
2. What is the relation of computer to globalization?
3. Who is Krystyna Gorniak-Kocikowska?
4. What are the global laws on computer?
5. What is on-line communication?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Reason, Relativity, and Responsibility and Computer Ethics" --- James H. Moor

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The second generation of computer ethics, therefore, must be an era of "global information ethics." The stakes are much higher, and consequently considerations and applications of Information Ethics must be broader, more profound and above all effective in helping to realize a democratic and empowering technology rather than an enslaving or debilitating one.

(T. Bynum, S. Rogerson, 1996)

Learning Expectations:

I am expecting to understand the core values which James Moor is talking about. The ethics about computer is a broad subject that needed to be dissect in order to understand.

Review:

Although almost everyone would agree that computing is having a significant, if not a revolutionary, impact on the world, and those ethical issues about applications of this surging technology should be raised, there is disagreement about the nature of computer ethics. Let me describe two positions with which I disagree. These two positions are both popular, but represent opposite extremes. I believe they mislead us about the real nature of computer ethics and undercut potential for progress in the field. The first view I will call the "Routine Ethics" position. According to the Routine Ethics position, ethical problems in computing are regarded as no different from ethical problems in any field. There is nothing special about them. We apply established customs, laws, and norms, and assess the situations straightforwardly. Sometimes people steal cars and sometimes people steal computers. What's the difference? The second view is usually called "Cultural Relativism." On this view, local customs and laws determine what is right and wrong, but, because computing technology such as the World Wide Web crosses cultural boundaries, the problems of computer ethics are intractable.

How can we justify a standard for or against free speech on the World Wide Web? Routine Ethics makes computer ethics trivial and Cultural Relativism makes it impossible.

I believe that the views of both Routine Ethics and Cultural Relativism are incorrect, particularly when used to characterize computer ethics. The former underestimates the changes that occur in our conceptual framework and the latter underestimates the stability of our core human values. The problems of computer ethics, at least in some cases, are special and exert pressure on our understanding. And yet our fundamental values, based on our common human nature, give us an opportunity for rational discussion even among cultures with different customs. The purpose of this chapter is to explain how it is possible to have both reason and relativity in computer ethics.

What I have learned:

I have learned that the values being tackle in this selection are based on our common human nature. We rationalized our own deeds, however different it seems to be. The laws governing computer ethics might be different from one country to another. It is just a matter of having your own perspective to what is right from wrong.

Integrative Questions:

1. What does Moor mean by Reason and Relativity?
2. What is the Special nature of computer ethics in comparison with ethics related to other fields?
3. People spread a wide spectrum with regard to their attitude towards computer ethics. According to Moor, what are the two extremes along this spectrum?
4. What are the characteristics of computing?
5. Who is James Moor?

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O0B

ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Disclosive Computer Ethics" --- Philip Brey

Book: CYBER ETHICS

Library Reference: N/A

Quote:

There is little attention paid to the domain of professional ethics -- the values that guide the day-to-day activities of computing professionals in their role as professionals. By computing professional I mean anyone involved in the design and development of computer artifacts... The ethical decisions made during the development of these artifacts have a direct relationship to many of the issues discussed under the broader concept of computer ethics

[Gotterbarn, 1991]

Learning Expectations:

Review:

The first stage was that of "technological introduction" in which computer technology was developed and refined. This already occurred in America during the first forty years after the Second World War. The second stage -- one that the industrialized world has only recently entered -- is that of "technological permeation" in which technology gets integrated into everyday human activities and into social institutions, changing the very meaning of fundamental concepts, such as "money", "education", "work", and "fair elections".

Moor's way of defining the field of computer ethics is very powerful and suggestive. It is broad enough to be compatible with a wide range of philosophical theories and methodologies, and it is rooted in a perceptive understanding of how technological revolutions proceed.

This "other way" was the approach taken by Wiener in 1950 in his book *The Human Use of Human Beings*, and Moor also discussed it briefly in "What Is Computer Ethics?" [1985]. According to this alternative account, computer ethics identifies and analyzes the impacts of information technology upon human values like health, wealth, opportunity, freedom, democracy, knowledge, privacy, security, self-fulfillment, and so on. This very broad view of computer ethics embraces applied ethics, sociology of computing, technology assessment, computer law, and related fields; and it employs concepts, theories and methodologies from these and other relevant disciplines [Bynum, 1993]. The fruitfulness of this way of understanding computer ethics is reflected in the fact that it has served as the organizing theme of major conferences like the National Conference on Computing and Values (1991), and it is the basis of recent developments such as Brey's "disclosive computer ethics" methodology [Brey 2000] and the emerging research field of "value-sensitive computer design".

What I have learned:

Integrative Questions:

1. What is disclose computer ethics?
2. Who is Phillip Brey?
3. What are the stages of computer revolution?
4. What are the effect of computer revolution to humanity?
5. What is computer ethics?

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ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Gender and Computer Ethics" --- Alison Adam

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Optimistically we may hope for positive change as more studies of gender and information technology begin to gel. Within contemporary gender and ICTs studies, there has been something of a shift from the traditional concerns about women in the workplace, with women's supposed technophobia which several studies now challenge, towards an interest on how women fare on the internet, how communication and communities are organized, how sexuality and identity is played out in that medium.

Learning Expectations:

Women are susceptible being, we should be able to take care of them most especially. The study will further help me understand the nature of women in relation to cyber technology. Furthermore, how does women shaped the development of cyber technology.

Review:

If they can be shown that these areas can offer suitable careers that women are perfectly capable of doing e.g. through measures such as workshops for schoolgirls, then surely women will begin to enter technical areas in greater numbers. Not surprisingly such measures have had little effect. In the UK and elsewhere, women's representation in higher education computing courses continues to run at around 10%, a significant decrease from the figures of the late 1970s and early 1980s and which shows little likelihood of improving. Flis Henwood (1993) argues that the reasons for this point squarely to the way that the 'women into science and engineering' type of view offers no analysis nor challenge to the ways in which science and technology are perceived as 'gendered' .

This view asks women to do all the changing; it asks no change of science and technology, nor of men nor even schoolboys. Under these circumstances, it is difficult to see why measures based largely on propaganda exercises should make a difference to women's participation. Indeed there could even be a negative effect from such activities.

A further example of where a liberal approach to ethics does not serve both genders equally well in relation to networked technologies can be found in the problem of cyberstalking. Broadly speaking cyberstalking is the Internet version of traditional stalking where a computer and the Internet are used in the perpetrator's attempt to stalk the victim.

Perpetrators have quickly discovered ways in which the Internet can provide relative anonymity and also the way that it can provide a means to impersonate the victim e.g. to make it look as if the victim is issuing invitations to others, thereby increasing the harassing behaviour (Adam, 2001). The majority of victims are women and the majority of perpetrators, men. However the major policy document to date, namely the report of former Attorney

General Janet Reno to former US President Clinton in the summer of 1999 makes nothing of this fact in causal terms (Reno, 1999). Instead of trying to get to the root causes of cyber stalking and its gendered nature, the report offers the traditional forces of self-help, state and capitalism to counter the crime.

What I have learned:

I have learned that harassment of female is predominant in the cyber space. It should be noted that government should be doing extensive study on how to further the protection needed by women while in the cyberspace.

Integrative Questions:

1. Is gender diversity (or lack there-of) really an ethical problem in the IT professions?
2. What does Adam think is the cause of the lack of Women in IT professions and why does she feel that it is important? What do you think is the cause(s)?
3. Is it possible to say that one sex approaches morality/ethical questions differently than another?
4. How does Adam feel that Ethical diversity can be beneficial to the field of CS/IT?
5. What determines what action is ethical and which action is not?

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O0B

ITETHICS

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“Is the Global Information Infrastructure a Democratic Technology?” --- Deborah G. Johnson

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The world is slowly witnessing the development of the global information infrastructure (GII), a seamless web of communication networks, computers, databases and consumer electronics that will put vast amounts of information at user's finger tips

(United States. Information Infrastructure Task Force 1994).

Learning Expectations:

To learn the impact of global information infrastructure to the humanity and to be able to confirm users of said information. Furthermore, to be able to identify the uses of information infrastructure. In addition, to define global information infrastructure and its effect to democracy.

Review:

The world is slowly witnessing the development of the global information infrastructure (GII), a seamless web of communication networks, computers, databases and consumer electronics that will put vast amounts of information at user's finger tips (United States. Information Infrastructure Task Force 1994). Through the global information infrastructure, users around the world will be able to access libraries, databases, educational institutions, hospitals, government departments, and private organizations located anywhere in the world. The Internet, a global network of computers and networks is being seen as the front runner to GII, and is providing an opportunity and infrastructure for publishing and distributing all types of information in various formats in the shortest possible time and at the lowest cost. With millions of people around the world accessing the Internet and still a large number trying to do so, providing information content on the Internet has become a major business, economic, cultural and even political activity. Both large and small business institutions are marketing their products through the Internet. Cultural institutions such as music and film industries, national libraries, archives and museums are also establishing their presence on the Net.

Universities in many countries are providing Internet access to their faculties and research staff members while some have even started providing facilities to students. The industrial and commercial sectors are also using the Internet and setting up Web sites. Electronic banking and commerce through the Internet is also slowly becoming a reality on the continent with banking institutions in South Africa leading the way. Governments, although some of them initially appeared to have been opposed to the free flow of information on the Internet, have also started establishing their presence on the Web. A large

number of international and non-governmental organizations operating in Africa have Internet access. Internet access from homes is also slowly taking shape.

What I have learned:

The global information infrastructure is a global phenomenon with no borders. There are no restrictions on how much should be contributed to its growth in terms of the information content. Political leaders should create a conducive environment by providing the required information communication technology infrastructure, while information professionals should use their information processing and management skills to ensure that information available on the global information infrastructure.

Integrative Questions:

1. What is global information infrastructure?
2. What is the effect of global information infrastructure to democracy?
3. What are the uses of global information infrastructure?
4. Are all nations benefited by global information infrastructure?
5. How is global information infrastructure being distributed?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

“Applying ethical and moral concepts and theories to IT Contexts: Key Problems and Challenges” --- Frans A. J Birrer

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Justice requires “the liberty of each human being to develop in his freedom the full measure of the human possibilities embodied in him.”

(Wiener 1954)

Learning Expectations:

In laying down a foundation for information ethics, Wiener developed a cybernetic view of human nature and society, which led him to an ethically suggestive account of the purpose of a human life. Based upon this, he adopted “great principles of justice” that he believed all societies ought to follow. These powerful ethical concepts enabled Wiener to analyze information ethics issues of all kinds.

Review:

According to Wiener, for human beings to flourish they must be free to engage in creative and flexible actions and thereby maximize their full potential as intelligent, decision-making beings in charge of their own lives. This is the purpose of a human life. Because people have various levels of talent and possibility, however, one person's achievements will be different from those of others. It is possible, though, to lead a good human life — to flourish — in an indefinitely large number of ways; for example, as a diplomat, scientist, teacher, nurse, doctor, soldier, housewife, midwife, musician, artist, tradesman, artisan, and so on.

This understanding of the purpose of a human life led Wiener to adopt what he called “great principles of justice” upon which society should be built. He believed that adherence to those principles by a society would maximize a person's ability to flourish through variety and flexibility of human action. Although Wiener stated his “great principles”, he did not assign names to them.

What I have learned:

Given Wiener's cybernetic account of human nature and society, it follows that people are fundamentally social beings, and that they can reach their full potential only when they are part of a community of similar beings. Society, therefore, is essential to a good human life. *Despotic societies*, however, actually *stifle human freedom*; and indeed they violate all three of the “great principles of justice”.

Integrative Questions:

1. What are the great principles of justice?
2. Who is Norbert Wiener?
3. What is the purpose of human life?
4. What is information revolution?
5. What is the principle of benevolence?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 1: the Internet, Ethical Values, and Conceptual and Frameworks

"Just Consequentialism and Computing" --- James H. Moor

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Justice requires "a good will between man and man that knows no limits short of those of humanity itself."

(Wiener 1954)

Learning Expectations:

Clarify any ambiguous or vague ideas or principles that may apply to the case or the issue in question. If possible, apply already existing, ethically acceptable principles, laws, rules, and practices that govern human behavior in the given society.

Review:

For many philosophers working in computer ethics, Moor's description best captures the methodology of this relatively new field of applied ethics. As noted in the preceding section, Moor argues that not only must we revise existing policies and frame some new ones, but we must also *justify* those policies. To justify policies involving moral issues, philosophers have typically appealed to one or more standard ethical theories. But some have questioned whether it would always be possible to appeal to such theories when attempting to resolve computer ethics issues, especially if at least some of those issues are unique ethical issues. Although a number of philosophers have recently argued that traditional ethical theories—e.g., utilitarian, deontological, and aretaic (virtue ethics) theories—cannot be easily applied to all computer ethics issues, their reasons for holding such a view, as well as the alternative theories they put forth, differ markedly.

Luciano Floridi (1999), who believes that the greatest challenge to computer ethics in terms of its philosophical status is *methodological* in nature, has recently claimed that the issues of computer ethics "strain" the conceptual resources of traditional ethical theories. Although some might disagree with Floridi, others have put forth either new theories or new variations and combinations of standard ethical theories in order to resolve computer ethics issues. Jeroen van den Hoven (1997), for example, believes that a theory, first articulated by John Rawls, called "The Method of Wide Reflective Equilibrium" (WRE), offers the "best model of practical moral reasoning available for justifying new policies involving computer ethics issues." Using an example involving the privacy debate, van den Hoven illustrates how the WRE method can be applied. A somewhat different approach has recently been suggested by Bernard Gert (1999) who believes that his system of "common morality" (developed more fully in his book *Morality: Its Nature and Justification*, Oxford University Press, 1998) can help us to understand better, and in some cases resolve, moral issues associated with computing technology. Gert illustrates his methodology via an example involving software piracy.

Today, the “information age” that Wiener predicted half a century ago has come into existence; and the metaphysical and scientific foundation for information ethics that he laid down continues to provide insight and effective guidance for understanding and resolving ethical challenges engendered by information technologies of all kinds.

What I have learned:

Integrative Questions:

1. What is the principle of equality?
2. What is the principle of benevolence?
3. What is the principle of freedom?
4. What is information revolution?
5. Who is Norbert Wiener?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"The Internet as Public Space: Concepts, Issues and Implications in Public Policy" --- L. Jean Camp and Y.T. Chen

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"A typical problem in computer ethics arises because there is a policy vacuum about how computer technology should be used" (Moor, 2000).

Learning Expectations:

It is very important to teach everyone about moral values and ethics. The Internet can educate the public on the importance of respecting privacy, property and learning to be critical of negative information. It is important for everyone to learn what is morally right and wrong and act accordingly.

Review:

Drawing from radical geography and discourse analytics, this study shows how cyberspace is a produced social space (like all other social spaces) but one constituted in part by different physical laws than the spaces in which human bodies move. This alternative physics--as much electricity as it is the material infrastructure in which electronic data flow--makes cyberspace another space (a heterotopia) in relation to our more conventional physical spaces. This difference is what leads us to experience cyberspace as at once real but contradictory: a space that invites us to rethink our assumptions about what goes on in our embodied spaces.

Johnson has argued that with respect to ethical considerations, Internet technology has three special features or characteristics worth considering: its scope, which is global and interactive; the ability to communicate with anonymity; and the reproducibility of information on the medium. Although she notes that these features may make a "moral difference in that they make behavior in an electronic network morally different from offline behavior," Johnson does not claim that the Internet has introduced any new ethical issues. Some authors, however, now use the expressions "Internet Ethics" and "CyberEthics" in ways that might suggest, at least initially, that the Internet has generated new ethical issues and that possibly a separate field of study dedicated to ethical issues involving this relatively new medium is needed.

To answer such a question, perhaps it would help to consider a particular computer ethics issue, such as personal privacy and computers, vis-à-vis the Internet. Helen Nissenbaum has recently shown how certain intrusions into the activities of online users are not currently protected by privacy norms because information available online is often treated as information in "public space" or what she describes as a sphere "other than the intimate." She also notes that few normative theories sufficiently attend to the public aspect of privacy and that philosophical work on privacy suffers a "theoretical blind spot" when it comes to the question of protecting privacy in public. Agreeing with Nissenbaum that activities on the

Internet involving the monitoring and recording of certain kinds of personal information can cause us to reconsider our assumptions regarding the private vs. public character of personal information currently available online, Tavani argues that Moor's "control/restricted access theory" of privacy can be extended to resolve issues involving the protection of personal privacy in the "public space" of the Internet. Despite the challenges that the Internet has posed with respect to protecting certain kinds of personal information, however, there is no compelling evidence that any genuinely new privacy issues have been introduced by that medium or that we need a new category of "Internet privacy," as some have suggested.

What I have learned:

I think that we ought to realize that the Internet is "public space" in the sense that what we say there can never be anything other than "public". Therefore as INDIVIDUALS we ought to behave accordingly, and I have so stated. I am not entirely sure that this is an area law needs to address (though in the area of concrete, demonstrable harm to the innocent, I may be willing to revisit this).

If you take precautions (such as forcing people to log in with laborious security measures) then I'd argue perhaps your private areas could be affected - you can't very well argue you stumbled inadvertently into an area that forces you to log in with a secure password). If you end up offended... oh well: p However, if crimes are committed there, especially against children, I will support law enforcement in stringing up your sorry tuckus - online or not.

Integrative Questions:

1. What is internet?
2. What is internet ethics?
3. What must we realize about internet being a public space?
4. What are the adverse effects of internet to humanities?
5. What is plagiarism?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"The Laws of Cyberspace" ---Larry Lessig

Book: CYBER ETHICS

Library Reference: N/A

Quote:

For a truly intercultural information ethics, one must take seriously the diverse cultures of the world and their own historical traditions.

(Rafael Capurro)

Learning Expectations:

It is problematic in our global information society to assert that the grounds for ethics, in particular information ethics, lies in this Western tradition. If we are trying to create a genuine dialog about ethical values and ethical reasons in the multicultural internet world, we cannot be bound solely to this tradition, because, for example, Chinese and Indians have engaged in ethical thought and ethical reasoning and the grounds for the resolution of their ethical dilemmas may or may not be the same as those offered in Western society.

Review:

Information ethics has grown over the years as a discipline in library and information science, but the field or the phrase has evolved and been embraced by many other disciplines. What will be sketched here is a brief summary of the strands that have now come to make up information ethics. In fact, it can now be seen as a confluence of the ethical concerns of media, journalism, library and information science, computer ethics (including cyberethics), management information systems, business and the internet. In the process of showing this evolution, several bibliographic references will be highlighted, although given the brevity of this article, the set of references provided is in not intended to be comprehensive.

For example, one of the key figures in the field is Robert Hauptman who wrote several works and articles on ethical issues, one of the most well known and seminal being Ethical challenges in librarianship. This work addressed some of the problem areas of librarianship: censorship, privacy, access to information, balance in collection development, copyright, fair use, codes of ethics, and problem patrons, to name a few. At this time, when schools of library and information discussed ethical issues, these issues would be included in the content of some other, larger subject matter: for example, a course in reference work might discuss ethical issues in reference, such as competency in supplying adequate or correct information. However, there were no courses whose sole concern was ethical issues in the field of library and information science. When courses solely devoted to ethics emerged in America, they tended to move away from a sole concern of ethical issues in librarianship to a broader concern of ethical issues in information science, information technology and information in society. In fact, even at its beginning the domain of concern in information ethics spilled over to other areas: computer ethics, information systems ethics, ethical issues in management information systems, and information policy.

What I have learned:

In sum, information ethics is a dynamic and evolving field, flowing from various disciplines and perspectives and cultures, critical in these times of intercultural exchange and dialog. The theme of the paper was both provocative and challenging —asking the participants to think beyond their own traditions.

Integrative Questions:

1. What are the laws of cyberspace?
2. Who is Rafael Capurro?
3. What are the means of implementing the laws of cyberspace?
4. What is information ethics?
5. What is cyberethics?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"Of Black holes and Decentralized Law-Making in Cyberspace" --- David G. Post

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Reports that say that something hasn't happened are always interesting to me, because as we know there are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns--the ones we don't know we don't know.

Learning Expectations:

This study seeks to identify significant philosophical implications of the free, open source option as it has emerged in global software development communities. A three part approach inspired by the Carl Mitcham's philosophy of technology has been employed

Review:

James Moor suggested that "conceptual muddles" and "policy vacuums" exist where there are problems lacking a philosophical framework to address them, and this is particularly true of computer technology (Moor, 1985). Likewise, Walter Maner proposed that innovations in computer technology create unique, new ethical problems (Maner, 1995). For years, this conceptual vacuum has been filling with the musings of self-proclaimed accidental revolutionaries like Richard Stallman, Eric Raymond, and Linus Torvalds, the creator of the Linux kernel, as well as industry leaders like Bill Gates and Tim O'Reilly. While subject area experts have arisen in the field of computer ethics and the philosophy of computing and information, articulation of the ethical implications of trends favoring free, open source software are only beginning to be featured in academic publications and conferences. An excellent example is the 2007 North American meeting of IACAP, which keynoted free software and open access. The argumentative approach I have selected is borrowed from the philosophy of technology, in particular the work of Carl Mitcham and Andrew Feenberg, to present practical and moral advantages of the FOS option.

In *Thinking through Technology: the Path between Engineering and Philosophy*, Carl Mitcham introduced the Engineering Philosophy of Technology (EPT) as the field of study focused on determining the best way to conduct engineering and technological endeavors (Mitcham, 1994). This work is from the insider's perspective, and the obvious starting point to transfer insights from the technical arena to the academic study of FOSS. There is a ready set of commonly cited practical benefits supported by empirical research as well as the methodologies used to evaluate, organize, and execute such projects (Lerner and Tirole, 2005). Practical ethics have to do with making everyday choices and judging which are appropriate based on their anticipated outcome. In this respect, technologists engage ethics in the early stages of project management when they evaluate options. A fundamental differentiation of options to be considered has always been between in-house versus third party, or build versus buy (Weinstock and Hissam, 2005). Other 'practical ethics' employed by technology decision makers include minimizing the total cost of ownership

(TCO), using the best tool for the job, standardizing on a particular technology tool set, and outsourcing where there is no competitive advantage, which is to leave the decision to a third party.

What I have learned:

Software piracy is very tempting due to the relatively high cost of commercial applications, the easy transfer of digital information, and the lack of a perception of doing harm. Software piracy is especially common among curious academics and hobbyists

Integrative Questions:

1. Why not avoid the moral dilemma by selecting FOSS?
2. What is the FOS option?
3. Who is Walter Maner?
4. Who is James Moor?
5. Who is Deborah Johnson?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"Fahrenheit 451.2: Is Cyberspace Burning?" --- ACLU

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Any content-based regulation of the Internet, no matter how benign the purpose, could burn the global village to roast the pig." U.S. Supreme Court majority decision, *Reno v. ACLU* (June 26, 1997)

Learning Expectations:

The first flames of Internet censorship appeared two years ago, with the introduction of the Federal Communications Decency Act (CDA), outlawing "indecent" online speech. But in the landmark case *Reno v. ACLU*, the Supreme Court overturned the CDA, declaring that the Internet is entitled to the highest level of free speech protection.

Review:

In the landmark case *Reno v. ACLU*, the Supreme Court overturned the Communications Decency Act, declaring that the Internet deserves the same high level of free speech protection afforded to books and other printed matter. But today, all that we have achieved may now be lost, if not in the bright flames of censorship then in the dense smoke of the many ratings and blocking schemes promoted by some of the very people who fought for freedom.

The ACLU and others in the cyber-liberties community were genuinely alarmed by the tenor of a recent White House summit meeting on Internet censorship at which industry leaders pledged to create a variety of schemes to regulate and block controversial online speech.

But it was not any one proposal or announcement that caused our alarm; rather, it was the failure to examine the longer-term implications for the Internet of rating and blocking schemes.

The White House meeting was clearly the first step away from the principle that protection of the electronic word is analogous to protection of the printed word. Despite the Supreme Court's strong rejection of a broadcast analogy for the Internet, government and industry leaders alike are now inching toward the dangerous and incorrect position that the Internet is like television, and should be rated and censored accordingly. Is Cyberspace burning? Not yet, perhaps. But where there's smoke, there's fire.

What I have learned:

Today, all that we have achieved may now be lost, if not in the bright flames of censorship then in the dense smoke of the many ratings and blocking schemes promoted by

some of the very people who fought for freedom. And in the end, we may find that the censors have indeed succeeded in "burning down the house to roast the pig."

Integrative Questions:

1. Who is Ray Bradbury?
2. Will Fahrenheit, version 451.2 a new kind of virtual censorship be the temperature at which cyberspace goes up in smoke?
3. Is cyberspace burning?
4. Is third party-rating the answer?
5. Internet Ratings Systems How Do They Work?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"Filtering Internet in the USA: Is Free Speech Denied?" --- Richard S. Rosenberg

Book: CYBER ETHICS

Library Reference: N/A

Quote:

To give up the fight, without exhausting our defenses, could cost the surrender of our "soul".

(Leo Tolstoy)

Learning Expectations:

Irresponsible writing or dispensation of personal views is one of the objectionable aspects of the internet. Treasures of the Internet believe in the principle that anyone who has something to say must be willing to stand by it. Otherwise, a person does not deserve the right to participate in a public forum.

Review:

Advocating free speech and opposing censorship are very difficult issues to deal with -- partly because many members of our society have forgotten that the freedom to speak our mind also requires the responsibility to be sensitive to the feelings and rights of others. Invasion of our privacy is motivated mainly by the increasing competition among various entities who view us mainly as consumers of their products or services.

All those freebies that we get from the internet -- free e-mail, calendars, webpages, etc. -- are in exchange for a more invaluable information, the most important details about our person. It has become such an economic necessity to know information about individuals such that "data gathering (or mining) and selling of information" is one of the booming sectors (if not the backbone) of the internet economy.

If you consider these "trade-offs", what we assume to be free (e-mails, webpages, etc.), in fact, comes at a much greater price -- the lost of our freedom to control how the most intimate details about our humanity is used. The greater tragedy is that we have given up our privacy, without much of a fight.

The internet is still at its infancy; and yet, if you look closely, you will find that the "800-pound gorillas" in each sector of the industry want to annihilate the competition.

Many internet sites may no longer be available to you because of self-serving monopolistic collusions among these giants to get a greater share of the market. Some search-engines nowadays would place at the top of your search results the names of companies that have paid them "fees" to be given such priority.

What I have learned:

If some forces in our society will have their way, they would want to take our right to free choice. In fact, to a certain extent, these forces have succeeded -- many of the search engines nowadays employ some sort of "filtering" -- so that many sites may not be accessible to you already, without your knowledge.

The "guardians of morality" are the main advocates of censorship; but even some of the more liberal forces in our society can be guilty in advocating for censorship. [On the other hand, even I sometimes find it difficult to accept the stance of ACLU to defend some "unpopular groups", even if I know that in principle they are correct in doing so.]

Integrative Questions:

1. What is freedom of speech?
2. What is trade-off?
3. What is Internet?
4. What is privacy?
5. What is treasure of the internet?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"The Censorship: The Internet and the Child Pornography Law of 1996: A Critique " ---Jacques N. Catudal

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The only ground on which intervention is justified is to prevent harm to others; the individual's own good is not a sufficient justification."

(Easton 1998)

Learning Expectations:

This site explores some of the issues associated with the debate of censorship of various types of pornographic material on the web. There is a discussion of definitions of pornography and obscenity, an exploration of some of the general arguments for and against the censorship of pornography and a short legal history of pornography, censorship and the Internet in the United States. This web site is intended to be a starting point for exploring the issue of Internet pornography and is not an exhaustive source.

Review:

Censorship of pornographic material of all types is not a new phenomenon and has been debated nearly every time a new medium of distribution has emerged. The Internet has been no exception in this regard. Given that the issue has been around for a while, it is necessary to understand some of the general arguments made for and against the censorship of pornography before discussing the specific challenges brought about by the Internet.

According to Easton, both English and American jurisprudence on free speech and censorship are rooted in the democracy and truth justifications of Mill (Easton 1998, 608). Underpinning this debate has been the harm principle (Easton 1998, 608). Mill's harm principle states that "the only ground on which intervention is justified is to prevent harm to others; the individual's own good is not a sufficient justification." (Easton 1998, 605).

Mill's influence is substantial in Canadian, American and English democracies because they are all varieties of liberal democracies. A liberal democracy is a representative democracy where a large part of what the citizens do or don't do is believed as being none of the government's business (Pocklington 1994, 24). Essentially, Mill's harm principle has been a central part of the debate in deciding what is legitimately the government's business and what is not. In the case of pornography, those against and those for censorship or regulation at some time have to deal with Mill's conception of harm to some. Lee Groarke summarizes the situation nicely by stating:

"the classic defense of freedom of expression is John Stuart Mill's *On Liberty*. It is difficult to exaggerate its influence and it is enough for us to note that its account of freedom of expression has become a rarely questioned part of liberal theory that is routinely invoked by contemporary theorists, both in discussions of pornography and in the more general accounts of justice proposed by influential thinkers like John Rawls, Jan Narveson, and Michael Walzer." (Groarke 1997, 198)

Clearly, Mill and the harm principle are at the center of this debate, but what is this classic account of freedom of expression which Mill proposed, and what are some of its implications?

The close relationship between the harm principle and liberalism and the censorship of pornography and feminism make Wendy McElroy's *Liberal Feminist* argument a compelling summary of the liberal arguments against censorship. Underlining all of her arguments is the importance of moral independence, the essential nature of freedom of expression in a democratic country, and that the harms of pornography are not justifications for censorship while the harms of censorship are justifications not to censor. Essentially her argument is summarized by three general arguments. First, that freedom of speech is necessary for freedom; second, that the censorship of pornography will hurt women; and third, that pornography offers certain benefits to women (McElroy, *Liberal feminism*, 1997, 216).

What I have learned:

US laws on obscenity and child pornography have remained applicable to the new medium of the Internet. With amendments to the child pornography laws, the range of material and methods of distribution covered have been increased. The more difficult area has not been with the obscene or child pornography (neither of which are subject to First Amendment protection), but rather the prevention of minors viewing the more vague and protected indecent material. Minors have no right to view indecent material, but for adults it is part of protected speech. The CDA failed to balance these competing interests and was therefore ruled unconstitutional. However it is unlikely that the US government will not attempt to pass more focused legislation restricting minors Internet access. Once this happens, more challenges and precedents will be set, particularly in regards to the status of ISP's as common carriers and the application of the zoning rationale to the Internet.

Integrative Questions:

1. What is Pornography?
2. What are the general arguments for and against the censorship of pornography?
3. What is Communication Decency Act?
4. Who is the author of Communication Decency act?
5. What is moral ethics?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"PICS: INTERNET ACCESS CONTROLS WITHOUT CENSORSHIP" --- Paul Resnick and James Miller

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Restricting inappropriate materials at their source is not well suited to the international nature of the Internet, where an information source may be in a different legal jurisdiction than the recipient. Moreover, materials may be legal and appropriate for some recipients but not others, so that any decision about whether to block at the source will be incorrect for some audiences.

(Paul Resnick)

Learning Expectations:

New infrastructures are often used in unplanned ways, to meet latent needs. There will be many labeling vocabularies that are unrelated to access controls. The PICS specifications also plan for unplanned uses, by including extension mechanisms for adding new functionality.

Review:

With its recent explosive growth, the Internet now faces a problem inherent in all media that serve diverse audiences: not all materials are appropriate for every audience. Societies have tailored their responses to the characteristics of the media: in most countries, there are more restrictions on broadcasting than on the distribution of printed materials. Any rules about distribution, however, will be too restrictive from some perspectives, yet not restrictive enough from others. We can do better—we can meet diverse needs by controlling reception rather than distribution. In the TV industry, this realization has led to the V-chip, a system for blocking reception based on labels embedded in the broadcast stream.

On the Internet, we can do still better, with richer labels that reflect diverse viewpoints, and more flexible selection criteria. [PICS](#), the Platform for Internet Content Selection, establishes Internet conventions for label formats and distribution methods, while dictating neither a labeling vocabulary nor who should pay attention to which labels. It is analogous to specifying where on a package a label should appear, and in what font it should be printed, without specifying what it should say.

The PICS conventions have caught on quickly. In early 1996, Microsoft, Netscape, SurfWatch, CyberPatrol, and other software vendors announced PICS-compatible products. RSACi and SafeSurf are offering their particular labeling vocabularies through on-line servers that produce PICS-formatted labels. In May of 1996, CompuServe announced that it will label all web content it produces using PICS-formatted RSACi labels.

What I have learned:

PICS provides a labeling infrastructure for the Internet. It is values-neutral: it can accommodate any set of labeling dimensions, and any criteria for assigning labels. Any PICS-compatible software can interpret labels from any source, because each source provides a machine-readable description of its labeling dimensions.

Around the world, governments are considering restrictions on on-line content. Since children differ, contexts of use differ, and values differ, blanket restrictions on distribution can never meet everyone's needs. Selection software can meet diverse needs, by blocking reception, and labels are the raw materials for implementing context-specific selection criteria. The availability of large quantities of labels will also lead to new sorting, searching, filtering, and organizing tools that help users surf the Internet more efficiently.

Integrative Questions:

1. What is PICS?
2. How PICS does censored internet access controls?
3. What are the specifications for PICS?
4. Who is Paul Resnick?
5. What are the advantages of PICS?

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ITETHICS

Chapter 2: Regulating the Net: Free speech and content controls

"INTERNET SERVICE PROVIDERS AND DEFAMATION: NEW STANDARD OF LIABILITY" --- Richard A. Spinello

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider."

(Section 230, USA Communications Decency Act 1996)

Learning Expectations:

Like almost all other laws to date, defamation is defined within jurisdictions that are based on geographical areas. The Internet is inherently trans-border in nature, with both push technologies like email and pull technologies like the web unconstrained and indeed uncontainable by state or national borders

Review:

Many of the American cases that have considered the issue of ISP liability for defamation have focused on the possible analogies between print and broadcast media, and the Internet. A major difference in how ISPs conduct their business has been identified by some courts as a reason to deviate from standard principles of imposing liability for defamation on the ISP intermediary: ISPs, unlike their print and broadcast counterparts, generally do not impose any sort of editorial filter on content. The argument is then made that ISPs function more like the 'innocent disseminator', and should not be held liable for the defamatory statement carried on the service unless it was known, or the ISP ought to have known, of the existence of the defamatory statement.

From time to time, it is claimed that the USA First Amendment protects the speech of Americans to the extent that they can say anything they wish about another person without risk of a successful defamation action against them. However, the First Amendment does not protect all speech, for example, there is no constitutional protection for false statements of fact.

Defamation laws in the USA are significantly less restrictive of speech than the laws of most (probably all) other countries because the US First Amendment provides strong protection for freedom of speech. The rules governing when defamatory speech is actionable have been developed by the US Supreme Court primarily since 1964 (the New York Times Co. v. Sullivan case) and are complex.

What I have learned:

Defamation laws have developed over several centuries to provide recourse for people whose reputation are or are likely to be harmed by publication of information about them. In theory, the objective of defamation laws is to balance protection of individual reputation with freedom of expression. In practice, defamation laws are frequently used as a means of chilling speech. A threat of (costly) defamation proceedings and damages, whether or not a plaintiff's claim is likely to be upheld by a court, is often used to silence criticism not only by a particular person or group but also as a threat to others.

Integrative Questions:

1. What is Internet Services Provider?
2. What is defamation?
3. What is liability?
4. What is Communication Decency Act 1996?
5. What is libel?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"Digital Millennium Copyright Act"

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The DMCA is anti-competitive. It gives copyright holders — and the technology companies that distribute their content — the legal power to create closed technology platforms and exclude competitors from interoperating with them. Worst of all, DRM technologies are clumsy and ineffective; they inconvenience legitimate users but do little to stop pirates.

- Timothy B. Lee

Learning Expectations:

This article will further expand the meaning of Digital Millennium Copyrights Act. It will also highlight the importance of DMCA for the mankind. Likewise, it will also enumerate the disadvantages of the said act.

Review:

The DMCA has had an impact on the worldwide cryptography research community, since an argument can be made that any cryptanalytic research violates, or might violate, the DMCA. The arrest of Russian programmer Dmitry Sklyarov in 2001, for alleged infringement of the DMCA, was a highly publicized example of the law's use to prevent or penalize development of anti-DRM measures. While working for Elcomsoft in Russia, he developed The Advanced eBook Processor, a software application allowing users to strip usage restriction information from restricted e-books, an activity legal in both Russia and the United States. Paradoxically, under the DMCA, it is not legal in the United States to provide such a tool. Sklyarov was arrested in the United States after presenting a speech at DEF CON and subsequently spent nearly a month in jail. The DMCA has also been cited as chilling to legitimate users, such as students of cryptanalysis (including, in a well-known instance, Professor Edward Felten and students at Princeton), and security consultants such as Niels Ferguson, who has declined to publish information about vulnerabilities he discovered in an Intel secure-computing scheme because of his concern about being arrested under the DMCA when he travels to the US.

What I have learned:

The DMCA has been criticized for making it too easy for copyright owners to encourage website owners to take down allegedly infringing content and links which may in fact not be infringing. When website owners receive a takedown notice it is in their interest not to challenge it, even if it is not clear if infringement is taking place, because if the potentially infringing content is taken down the website will not be held liable.

Integrative Questions:

1. What is DMCA?
2. What is copyright?
3. What is cryptography?
4. What are the provisions of DMCA?
5. What are the advantages of DMCA?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"Note on the DeCSS Trial "

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"Our main goal," said Gross, "is to build a strong, solid record to take to the appeals court, where civil liberties are taken more seriously."

Learning Expectations:

Linux came to the forefront of the ongoing DeCSS trial late last week. That's because, in a very real way, Linux started the uproar that has resulted in eight movie studios suing Eric Corley.

Journalist Eric Corley -- better known as Emmanuel Goldstein, a nom de plume borrowed from Orwell's *1984* -- posted the code for DeCSS (so called because it decrypts the Content Scrambling System that encrypts DVDs) as a part of a story he wrote in November for the well-known hacker journal *2600*. The Motion Picture Association of America (MPAA) claims that Corley defied anticircumvention provisions of the Digital Millennium Copyright Act (DMCA) by posting the offending code for anyone to download from his Website.

Review:

The whole affair began when teenager Jon Johansen wrote DeCSS in order to view DVDs on a Linux machine. The MPAA has since brought suit against him in his native Norway as well. Johansen testified on Thursday that he announced the successful reverse engineering of a DVD on the mailing list of the Linux Video and DVD Project (LiViD), a user resource center for video- and DVD-related work for Linux. The Electronic Frontier Foundation (EFF), an organization based in San Francisco which supports civil liberties in digital arenas, is providing a legal defense that cites, among other issues, fair use. After all, the EFF argues, if you buy a DVD, why can't you play it on any machine you want?

What I have learned:

The judge in the case, the honorable Lewis Kaplan of the US District Court in southern New York, issued a preliminary injunction against posting DeCSS. Corley duly took down the code, but did not help his defense by defiantly linking to myriad sites which post DeCSS.

By taking his stand, Corley has brought key issues of the digital age to trial. Among them is the right to experiment and to share knowledge, he said. The case also points to the DMCA's broad protections, which for the first time not only give copyright to creative work but also to the software -- or any other technology -- that protects it.

Still open is the question of whether the injunction against Corley, or the fight against DeCSS itself, is not a vain struggle in the face of inevitable change. Judge Kaplan, whom the defense requested recuse himself based on conflict of interest, said last Thursday to Mikhail Reider, the MPAA's chief of Internet antipiracy, "You are asking me to issue an injunction against the guy who unlocked this barn, [telling him] not to unlock it again --- even though there is no horse in it." "It's good to see that [the judge] is realizing the futile nature of dealing with these issues this way," said Robin Gross, an EFF attorney and a member of the defense team.

Though the MPAA may not be able to stop DeCSS, there are other issues at stake that are unrelated to digital piracy.

Copyright is not the issue to supporters of the defense in this trial. "I think that anyone who holds First Amendment rights dear, in addition to Linux users at large, are interested in satisfying the copyright of entertainment properties, as long as fair use and freedom of speech is not inhibited," said Jim Gleason, president of the New York Linux Users Group, which plans further protests should Corley lose the case.

Integrative Questions:

1. What is DeCSS?
2. What is Trial ?
3. What is the copyright issue of the defense trial?
4. Who is the Judge?
5. What is the plans ?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"A Politics of Intellectual Property: Environmentalism for the Net?" --- James Boyle

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Without that balance, there is a danger of absolutizing the claims to ownership and control to the detriment of other interested parties, something we have noted in recent legislative proposals.

Samuelson, 1997)

Learning Expectations:

The question is, how much protection is required, and when and to what extent should it apply?. This paper addresses that question. First it presents some cases that illustrate the range of possible intellectual property rights. Next it examines the traditional justifications for such rights. It then critiques those justifications, not to refute them, but to show their limits.

Review:

Property usually refers to tangible assets over which someone has or claims control. Originally it meant land. Now it could also refer to a car, a milling machine, a jacket or a toothbrush. In all these cases the property claim is of control of the physical entity. If I claim a plot of land as my property, I am saying I can control who has access to that land and what they do there. I can build a fence around it, rent it out, or drill for oil on it. If a car is my property, I get the keys to it. I can exclude others from using it and use it myself for whatever I want, as long as I do not threaten the lives or property of others. Intellectual property is different because its object is something intangible, although it usually has tangible expression. The intellectual property in a book is not the physical paper and ink, but the arrangement of words that the ink marks on the paper represent. The ink marks can be translated into regions of magnetic polarization on a computer disk, and the intellectual property, and whatever claims there are to that property, will be the same. The owner of a song claims control, not of the CD on which the song is recorded, but of the song itself, of where when and how it can be performed and recorded. But how can you build a fence around a song? What does it mean to "own" an idea? Where are the locks that keep other people from "driving" it?

Technology arises from intellectual property in the form of new inventions. But technology also supports intellectual property by providing new, more powerful and more efficient ways of creating and disseminating writing, musical composition, visual art, and so on. In fact it was the technology of the printing press that originally gave rise to intellectual property as a legal and moral issue. Before, when it took almost as much of an effort to reproduce a document as it took to create it, there was little need to impose limits on copying.

What I have learned:

Computer technology has created a new revolution in how intellectual property is created, stored, reproduced and disseminated; and with that has come new challenges to our understanding of intellectual property and how to protect it. Of course computers have given rise to a whole new category of intellectual property, namely computer software. A major commercial program can take a team of one hundred or more highly skilled and highly paid programmers years to create and can sell for hundreds, or even hundreds of thousands, of dollars per copy.

Integrative Questions:

1. What is intellectual property?
2. What is information?
3. What is copyright?
4. What is plagiarism?
5. What is computer technology?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"Intellectual Property, Information and the Common Good" --- Michael G, McFarland

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Software is not really free, according to free software advocates, unless its human-readable source code is available for distribution

(Mann, 1999)

Learning Expectations:

Of course ethics is about people, not databases or automobile designs. But knowing the purpose of information tells us something very important about the purpose, or the virtue, of information producers. It is not just production that matters, but communication as well. They are not fulfilling their purpose, that is, they are not virtuous, unless their work is shared in an appropriate way; and the more effective the sharing, the more virtuous they are.

Review:

The fundamental problem with intellectual property as an ethical category is that it is purely individualistic. It focuses on the creator/developer of the intellectual work and what he or she is entitled to. There is truth in this, but not the whole truth. It ignores the social role of the creator and of the work itself, thus overlooking their ethically significant relationships with the rest of society. The balance is lost.

If we start with the idea of property, then the issue naturally becomes ownership and control, because that is what property is about. It is necessary to step outside that framework to get a more complete view of the issues.

Natural law, which goes back at least as far as Aristotle's *Nicomachean Ethics*, begins by asking what is the good. For Aristotle the good of something was inherent in its nature; it was the fulfillment of its purpose. Thus an acorn exists to become a tree. That is its purpose. It finds its fulfillment, its virtue, in growing into that tree. Human beings are by nature rational and social beings. Their fulfillment, then, and their happiness come from living rationally in society. Aristotle identifies a number of particular virtues that support this, the most important of which are friendship and love.

We might ask, then, what is the nature of all those creative products we call intellectual property, especially the ones that can be stored and transmitted electronically? What do a mystery novel, an autobiography, a demographic study, a table of stock prices, a photo, a painting, a piece of music, the design of an automobile, and a web browser all have in common? All are information in some sense. Anything that can be stored on a computer is information, including the computer programs that process that information.

What I have learned:

Producers of information who want to maximize their control over its use, and therefore their ability to profit from it, find intellectual property a very attractive concept because it focuses primarily on the producers and their claims of ownership.

To get a more adequate perspective, we need to step back and ask about the significance and purpose of this information. When we do this, we gain a very important insight that tends to be lost when we only think in terms of rights and property. That is that information is about communication; it is meant to be shared. Ethical policies for the use and distribution of information must take into account the social nature of information, even as they recognize the legitimate claims of the producers.

Integrative Questions:

1. Who is Aristotle?
2. What is Nicomachean ethics?
3. What is the nature of all those creative products we call intellectual property, especially the ones that can be stored and transmitted electronically?
4. What is copyright?
5. What is Plagiarism?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"Is copyright unethical?" --- Shelly Warwick

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Intellectual property laws tend to stuff creative works back into containers, creating an artificial scarcity

(Branscomb, 1984)

Learning Expectations:

United States copyright law is theoretically based on policy created within a framework that valued the interests of the people as a whole over the interests of an individual creators. The original framework is being slowly dismantled to give more weight to the interests of individual creators. This shift in policy is often defended based on the ethics of allowing a creator control over her work. However, this ethical position does not generally extend to moral rights.

Review:

One could argue that the continual extension of the term of copyright protection and the expansion of authors' rights indicates a shift of ethical perceptions in the United States and that the "right" of creators to benefit from their work is now perceived as more legitimate. Or one could argue that copyright has lost whatever mooring it once had to either ethics or theory and is a law unduly influenced by those who would benefit most from stronger protection. For example, many of those who argued for an expanded term of copyright often spoke of literary work as an author's legacy to their family, (echoing the arguments of the Stationer's Company who pointed to the widows and orphans of authors as they lobbied for perpetual copyright (Rose, 1993). What drove term expansion, however, were the interests of corporate copyright holders such as Walt Disney who feared the entry of Mickey Mouse into the public domain (Litman, 1994).

Given the strong connection between a creator and her work (especially in literary genre) it is difficult to assert that granting no rights to the creator is ethical. Likewise given the fact that almost all works, including those that are literary, owe a debt to the sum of works that have gone before, it is difficult to assert that granting exclusive perpetual rights in a work to a creator is ethical. However, the arguments for personal ownership and control of intellectual works are appealing, since they accords with concept of ownership as awarded to physical works, since original works can satisfy all four approaches to private property: occupancy, labor, personality and a means to an economic end. However intellectual works are different from physical objects. And one of the problems of the current copyright system is that it was created at a time when intellectual property was easily fixed in real objects so it was not necessary to confront the difference between the container and the content. This is no longer the case with the advent of technologies that allow intellectual works to be easily copied and shifted from media to media. Not only is the enforcement of copyright more

difficult but the non-consumable and non-exclusive nature of intellectual property becomes evident, along with its low marginal cost of reproduction (Hettinger, 1993). Intellectual property laws tend to stuff creative works back into containers, creating an artificial scarcity (Branscomb, 1984)

What I have learned:

As stated before, the United States has traditionally protected the economic rights of creators, not their moral rights. However in 1990 authors of visual works were granted the rights of attribution and integrity. These rights were designated as being separate from copyright and for a term that expired with the death of the creator. However, unlike moral rights in France, they can be waived. It is difficult from an ethical viewpoint it is difficult to understand how if visual artists have moral rights and not creators in other media, such as text or music? Is it perhaps the fact that an original painting or sculpture are usually unique — one of a kind items that lose value (artist and financial) in reproduction so that the original needs to be preserved & created? If so, then an underlying value of copyright law would be that works which retain value through reproduction should receive less protection. In that case factual works should receive the least amount of production.

Integrative Questions:

1. What is copyright?
2. What copyright doesn't cover?
3. Is copyright unethical?
4. What is Copyright Act of 1790?
5. What are the theories of intellectual property and copyright?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"On the Web, Plagiarism Matters More Than Copyright Piracy" --- Jon W. Snapper

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Student plagiarism subverts the system of course evaluation, debases qualifications and offends against academic integrity"

(Walker, 1998).

Learning Expectations:

This paper mainly examines various aspects of plagiarism on the web. We also try to argue that on the Internet, plagiarism does more harms than the violation of copyright, especially in academic communities. This essay starts with giving a general description of plagiarism and then examines the negative effects it may have on the academic environment.

Review:

A quick search for sales of academic essays or reports using any search engine can yield a large number of websites that sell various kinds of pre-written or customized papers. These papers can be used by students to submit as their own work for assignments at school or university. All major credit cards are accepted and delivery is guaranteed within twenty four hours. A browsing student could spend just a few minutes and shop for the best service or the best price (Gajadha, 2001). Each site also includes a disclaimer stating that all papers supplied through the service are meant as models or aids and any misuse of contents were not the responsibility of the providers. However, most of the papers were purchased for such" misuse of contents".

The above websites have arguably formed a new highly profitable industry. For instance, the site "School Sucks" in just only one and a half year after launching could attract 5,000 to 6,000 surfers a day. Kenny Sahr, entrepreneur of "School Sucks" defends his service claiming it is not about plagiarism but providing a research tool for students. Sahr also insists that establishing such website is a good way to stop educators from using the same subject contents year after year (Gajadha, 2001).

Many similar sites like "School Sucks" are providing tools for academic plagiarists and their businesses still continue blooming.

What I have learned:

An author, who does not receive credit for his work, may not suffer any direct financial harm. As ideas and information are not protected as the authors' property, we usually do not tend to grant an author any financial interest when using his ideas or information.

The only indirect financial harm to the author is that he would miss some reputation when his ideas are used by others. But this harm is clearly difficult to assess, and in the case of plagiarism from an author who died several years before, there seems to be no grounds for worrying about loss of potential reputation. Thus there is insufficient background to establish legal protections of reputation through plagiarism. Plagiarism is neither a tort nor a crime. It is an ethical, not a legal offence. As a result, courts never handle plagiarism disputes; only academic authorities do so regarding their codes of honours and academic honesty policy .

Integrative Questions:

1. What is plagiarism?
2. What is copyright?
3. What are the harmful effects of plagiarism?
4. What is cyber-plagiarism?
5. Why do students plagiarise?

Jeriza Dana M. Junio
OOB

ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"An Ethical Evaluation of Web Site Linking" --- Richard A. Spinello

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"It is important to our company that you know our exact process we take for the education and understanding on how is the ethical evaluation on web site Linking"

Learning Expectations:

Web Site **linking** we use this SEO strategy to navigate people to other pages within the website for the relevant information they are looking for. This improves navigation and link back popularity as well. This procedure is not a huge factor in our search engine optimization services but we have found it very functional for the end user getting them where they want to be in a site for information they may be looking for and possibly get the website owner the sale or lead in that specific area.

Review:

For the most part we consult with the person or team of people for that company on the most important keywords they would like to rank high for. Nine out of ten times we find that the keywords the companies like to see are not their only main or lateral phrases for keyword placement and top search engine rankings. In fact I have had keywords come across to me that really have no relevancy to their web sites goals for success. Scam and Spam search engine optimization companies eat this up because they realize that some words have no competition to them and can be achieved with very little effort, and if you're locked into their contract, you will sometimes have to shell out more money because they claim they have much more to do

What I have learned:

Each category will be built for a unique area targeting links that compliment the website services as well as other high Google page ranking directories. The Directory is developed to increase traffic and search engine popularity by targeting other websites to point back to your website. This will also help to improve traffic by other audiences finding your website through another site on the World Wide Web. This is a very important factor in driving your website to the top for your relevant keyword terms.

Integrative Questions:

1. What is ethical evaluation?
2. What is Web Site Linking?
3. What is the Strategy of Web Site Linking?
4. Why Ethical Evaluation is important?
5. What are the different kinds of Web Site Linking?

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ITETHICS

Chapter 3: Intellectual Property in Cyberspace

"The Cathedral and the Bazaar" --- Eric Raymond

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"Given enough eyeballs, all bugs are shallow"

Learning Expectations:

The Cathedral and the Bazaar (abbreviated **CatB**) is an essay by Eric S. Raymond on software engineering methods, based on his observations of the Linux kernel development process and his experiences managing an open source project, fetchmail. It was first presented by the author at the Linux Kongress on May 27, 1997 and was published as part of a book of the same name in 1999

Review:

Raymond's standard talk begins with references to himself as an ordinary but experienced IT guy of sorts who, without any sort of formal training in sociology, psychology, marketing, business, or the like, has become the chronicler of the "gnu generation" (not his quote, just a common one) and predictor of open source things to be. Then, he drones on for an hour or two about sociology, psychology, marketing, business, and the like. I've seen him give this talk in front of academics.

It's rather to warn you, the lay reader--this guy may have attained some sort of status in the open source community which needs such figures, but it doesn't mean that what he has to say is any good or even true. In his works (including "Cathedral"), Eric makes a very one-sided analysis of software engineering methodologies. It's a complete ra-ra piece which fails to seriously address the very many shortcomings of open-source development, including, most critically, the inability to scale timewise as well as commercial software (while not under the GNU licence, two years ago Raymond was predicting the success of the open-source Mozilla browser initiative, which is at this point a complete fiasco). Instead, he talks about obscure supporting sociological constructs such as that of "gift cultures" that would only convince the already converted.

What I have learned:

What people should be getting out of this book (or a book like this) is a balanced, informed view of open source vs commercial software, undertaken with sound research on various cost/effectiveness metrics and some case studies. What we have here is a bible for a

community that desperately needs one, because, as Eric's whole thrust implies, it is largely ego driven.

Integrative Questions:

1. What is the Cathedral and the Bazaar?
2. What is the cathedral model?
3. What is Linux Kernel?
4. Who is Raymond?
5. Why is this book worth reading?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 4: Privacy in Cyberspace

"Towards a Theory of Privacy for the Information Age " --- James H. Moor

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The public/private distinction has sometimes been taken to reflect differences between the appropriate scope of government, as opposed to self-regulation by individuals. It has also been interpreted to differentiate political and domestic spheres of life. These diverse linguistic descriptions capture overlapping yet non-equivalent concepts.

Learning Expectations:

In the course of this paper I will argue that privacy in public, which in the past has been explicitly excluded or merely neglected by many of the most highly-regarded and often cited philosophical and legal works on privacy, is a genuine privacy interest that is worthy of study as well as protection.

Review:

After surveying circumstances and activities that give rise to the problem of privacy in public, I offer an explanation for why predominant and influential theoretical accounts of privacy have failed to deal explicitly with it. Following this, in what may be seen as the core of the paper, I identify the features of contemporary surveillance practices that are central to viewing these practices as genuine concerns for any normative theory of privacy. In the concluding sections of the paper, I consider how we may absorb privacy in public into comprehensive theories of privacy.

I also clear the way for such a theory by showing how certain barriers that, in the past, have seemed insurmountable may be overcome.

Before responding directly to the challenge of producing principles by which Lotus Marketplace Households and similar efforts may be judged violations of privacy, I consider the reasons why many influential philosophical theories of privacy may not have addressed directly the cluster of issues raised by widespread public surveillance. If privacy in public does constitute a genuine privacy interest, then not only is it important to construct the much needed justificatory framework, but also to ask why philosophical and normative theories of privacy have either explicitly dismissed the idea of any genuine privacy interest in public, or merely have overlooked it.

A variety of factors have shaped normative theories of privacy, making them more responsive to some types of problems and constraints and less responsive to others. Examining these theories with a view to understanding why specifically they either neglect or dismiss the normative force of privacy in public, three factors (there may be others) emerge, which I have labeled, respectively, conceptual, normative, and empirical.

What I have learned:

To many, the idea that privacy may be violated in public has an oddly paradoxical ring. One likely source of this response is the way the terms "public" and "private" have been used in political and legal theory. Although their respective meanings may vary from one context to another (and I take it this assertion is relatively uncontroversial among scholars in these areas), the terms are almost always used as a way to demarcate a strict dichotomy of realms.

Integrative Questions:

1. What are the theories of privacy?
2. What are the factors that shaped normative theories of privacy?
3. What is privacy?
4. What are laws governing privacy of every individuals in the internet?
5. Who is Judith DeCrew?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 4: Privacy in Cyberspace

"The Structure of Rights in Directive 95/46/ec on the Protection of the individuals with regard to the Processing Personal Data and the free movement of such Data" --- Dag Elgesem

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Learning Expectations:

To be able to define the directive. In order to understand its scope. And to analyze its necessity for the mankind.

Review:

It defined personal data as any information relating to an identified or identifiable natural person, and processing of personal data – as any operation or set of operations which is performed upon personal data (and enumerated these operations). It introduced a catalogue of minimum rights for persons whose data are collected. The violation of these rights would result in a possibility to pursue these rights before court. Admissibility of data processing was made dependent on the data subject's will (consent). However, a closed catalogue of situations in which data processing is possible without such consent was specified. The Directive determines a group of so called sensitive data. In case of their processing a written consent is required. Also data relating to criminal convictions, which can be processed only by public entities, were handled separately in the Directive. Possible exemptions from the principle of ban on the processing of such data were specified. At the same time, pursuant to the Directive, data can be used exclusively for the purpose for which they were collected. The Directive introduced an obligation to inform persons about the principles of their data processing before the collection of these data. The person concerned can object to the processing of his/her data, provided that he or she has a legitimate purpose. Any person whose data were included in the filing system has the right to ask about the principles of data processing, starting with a possibility to obtain information on the controller, and ending with indication of the contents of these data. The Directive introduced as well the right for the data subject to control his/her data, including the right to object to the processing of data. Pursuant to the Directive, any person who has suffered damage as a result of an unlawful data processing incompatible with the Directive is entitled to receive compensation. One of the most important regulations introduced by the Directive is the issue of personal data transfer to third countries (such transfer is possible in case where the third country ensures an adequate level of protection).

What I have learned:

The Directive provided appointment of national supervisory authorities to supervise compliance with the Directive. A Working Party on the Protection of Individuals with regard to the Processing of Personal Data was set up under Art. 29 of the Directive. The Working Party shall be composed of the representatives of national supervisory authorities and representatives of the Community institutions and European Commission. It shall contribute to uniform application of the Directive in Member States and give opinions on EU legal acts on

privacy protection for the purposes of the Commission. The Directive provided also appointment of an advisory committee composed of the representatives of Member States. The Committee shall draft and give opinions on new legal acts in the scope regulated by the Directive.

Integrative Questions:

1. What is directive 95/46/ec?
2. How does the directive protect individual data?
3. What is personal data?
4. What is privacy?
5. How is privacy being invaded?

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ITETHICS

Chapter 4: Privacy in Cyberspace

"Privacy Protection , Control of information, and Privacy –enhancing Technologies" ---
Hermani T. Tavani and James H. Moor

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"Privacy" is used frequently in ordinary language as well as in philosophical, political and legal discussions, yet there is no single definition or analysis or meaning of the term.

Learning Expectations:

The concept of privacy has broad historical roots in sociological and anthropological discussions about how extensively it is valued and preserved in various cultures. Moreover, the concept has historical origins in well known philosophical discussions, most notably Aristotle's distinction between the public sphere of political activity and the private sphere associated with family and domestic life.

Review:

According to one well known argument there is no right to privacy and there is nothing special about privacy, because any interest protected as private can be equally well explained and protected by other interests or rights, most notably rights to property and bodily security (Thomson, 1975). Other critiques argue that privacy interests are not distinctive because the personal interests they protect are economically inefficient (Posner, 1981) or that they are not grounded in any adequate legal doctrine (Bork, 1990). Finally, there is the feminist critique of privacy, that granting special status to privacy is detrimental to women and others because it is used as a shield to dominate and control them, silence them, and cover up abuse (MacKinnon, 1989).

Other commentators defend privacy as necessary for the development of varied and meaningful interpersonal relationships (Fried, 1970, Rachels, 1975), or as the value that accords us the ability to control the access others have to us (Gavison, 1980; Allen, 1988; Moore, 2003), or as a set of norms necessary not only to control access but also to enhance personal expression and choice (Schoeman, 1992), or some combination of these (DeCew, 1997). Discussion of the concept is complicated by the fact that privacy appears to be something we value to provide a sphere within which we can be free from interference by others, and yet it also appears to function negatively, as the cloak under which one can hide domination, degradation, or physical harm to women and others.

What I have learned:

There is no single version of the feminist critique of privacy, yet it can be said in general that many feminists worry about the darker side of privacy, and the use of privacy as a shield to cover up domination, degradation and abuse of women and others. If distinguishing public and private realms leaves the private domain free from any scrutiny,

then these feminists such as Catharine MacKinnon (1989) are correct that privacy can be dangerous for women when it is used to cover up repression and physical harm to them by perpetuating the subjection of women in the domestic sphere and encouraging nonintervention by the state. Jean Bethke Elshtain (1981, 1995) and others suggest that it appears feminists such as MacKinnon are for this reason rejecting the public/private split, and are, moreover, recommending that feminists and others jettison or abandon privacy altogether. But, Elshtain points out, this alternative seems too extreme.

Integrative Questions:

1. What is informational privacy?
2. What is the constitutional right to privacy?
3. What are the Privacy and Control over Information?
4. What is the privacy and Intimacy?
5. Is privacy relative?

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O0B

ITETHICS

Chapter 4: Privacy in Cyberspace

"Toward and Approach to privacy in public: Challenges of Information technology
Name of the Book" --- Helen Nissenbaum

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"There is a sphere, nonetheless real because it is impossible to define its limits, within which the law and public opinion are intruders likely to do more harm than good".

Learning Expectations:

This article highlights a contemporary privacy problem that falls outside the scope of dominant theoretical approaches. Although these approaches emphasize the connection between privacy and a protected personal (or intimate) sphere, many individuals perceive a threat to privacy in the widespread collection of information even in realms normally considered "public." In identifying and describing the problem of privacy in public, this article is preliminary work in a larger effort to map out future theoretical directions.

Review:

Many influential approaches to privacy emphasize the role of privacy in safeguarding a personal or intimate realm where people may escape the prying and interference of others. This private realm, which is contrasted with a public realm, is defined in various ways. It is delimited by physical boundaries, such as the home; by personal relationships, such as family, friends, and intimates; and by selected fields of information, such as personal, sensitive, or embarrassing information.

Privacy is worthy of safeguarding, these approaches argue, because intimacy is important; privacy is worth protecting because we value the sanctity of a personal realm. This article does not dispute the importance of securing intimate and personal realms. Nor does it challenge the compelling connection between privacy norms and the ability to protect these realms against unwarranted intrusion. It argues, however, that an account of privacy is not complete that stops with the intimate and personal realms. The widespread use of information technology, such as in personal profiling, to assemble and transmit vast stores of information--even so-called "public" information--has shown that an adequate account of privacy should neither neglect the non-intimate realm nor explicitly exclude it from consideration.

Loud calls of public protest in response to information harvesting strongly indicate that implicit norms of privacy are not restricted to personal zones. I henceforth call this challenge to existing theoretical frameworks the problem of protecting "privacy in public."

What I have learned:

The idea that privacy functions to protect the integrity of a private or intimate realm spans scholarly work in many disciplines, including legal, political, and philosophical discussions of privacy. Law in many countries recognizes realms that are basically off-limits. In the United States, for example, constitutional prohibitions on unreasonable searches and seizure, protection against self-incrimination and guarantees of freedom of conscience delineate for each citizen a personal zone that is free from the prying and interference of government. This zone covers the home and personal effects as well as certain areas of his life such as family, "conscience," sexual and marital relations, and reproduction.' Tort Law has also helped insulate this personal zone against intrusion by nongovernmental agents.

Integrative Questions:

1. What is privacy in public?
2. What are the challenges in store for the future technology of mankind?
3. Who is Helen Nessenbaum?
4. What is privacy?
5. Who is James Fitzjames Stephen?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 4: Privacy in Cyberspace

"KDD, PRIVACY, INDIVIDUALITY, AND FAIRNESS" --- Anton H. Vedder

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Learning Expectations:

I am expecting that this article will further define what is KDD. In addition, to enable me to understand its importance in the computer technology.

Review:

Personal data is commonly defined as data and information relating to an identified or identifiable person. A clear illustration of this rather narrow starting point can be found in the highly influential European Directive 95/46/EC of the European Parliament and of the European Council of 24 October 1995, "on the protection of individuals with regard to the processing of personal data and on the free movement of such data." Because a European Directive must be implemented in the national law and regulation of European Union countries, the definitions and principles formulated in the Directive are mirrored in the national privacy laws and regulations throughout the European Union. With regard to the processing of personal data, the Directive poses some basic principles. For the purposes of this paper, I will highlight some of these. It is important to notice that—as may be expected from the definition of personal data—most of these principles lean heavily on the idea that there is some kind of direct connection between a designate person and his or her data.

There are some principles regarding data quality. Personal data should only be collected for specified, explicit, legitimate purposes and should not be further processed in a way incompatible with these purposes. No excessive amounts of data should be collected, relative to the purpose for which the data is collected. Moreover, the data should be accurate and, if applicable, kept up to date. Every reasonable step must be taken to ensure that inaccurate or incomplete data is either rectified or erased. Also, personal data should be kept in a form that permits identification of data subjects for no longer than is necessary for the purpose for which the data were collected.

What I have learned:

Most conceptions of individual privacy currently put forward in law and ethical debate have one feature in common: Not only do they assume that the personal data with which privacy is concerned originally contains statements about states of affairs or aspects accompanied by indicators of individual natural persons, but they also assume that the data as a result of processing continues to contain statements about states of affairs or aspects accompanied by identifiers of individual natural persons. This feature of current privacy conceptions has two important consequences: It makes it difficult to label the problematic aspects of using data abstracted from personal data and producing and applying group profiles; it also makes it difficult to fathom the seriousness of these problems in practice.

Integrative Questions:

1. What is KDD?
2. What is privacy?
3. What is individuality?
4. What is fairness?
5. What is personal data?

Jeriza Dana M. Junio
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ITETHICS

Chapter 4: Privacy in Cyberspace

"Digital Data Mining and Privacy" --- Joseph S. Fulda

Book: CYBER ETHICS

Library Reference: N/A

Quote:

The reason data warehousing is closely connected with data mining is that when data about the organization's processes becomes readily available, it becomes easy and therefore economical to mine it for new and profitable relationships.

Learning Expectations:

One's life consists of a variety of data. Without any technical devices, we may get much information or data from others. For example, how they look, what language they speak, and what they eat. Although what we could get from others is a continuous stream data format, those data, roughly collected, can tell us many things about them, for instance, their age, and race, nationality, food tastes, etc.

Review:

According to Kurt Thearling (1995), Ph.D. a senior director of Wheelhouse Corporation, "data mining" is a set of automated techniques used to extract or previously unknown pieces of information from large databases. He points out that data mining is not a business solution but simply the underlying technology. In technical terms, data mining is described as the application of artificial intelligence (AI) and other intelligent techniques such as neural networks, fuzzy logic, genetic algorithms, decision trees, nearest neighbor method, rule induction, and data visualization, to large quantities of data to discover hidden trends, patterns, and relationships. Cavoukian (1998), Ph.D, the Information and Privacy Commissioner of Ontario, says that successful data mining makes it possible to reveal patterns and relationships, and then use this "new" information to make proactive knowledge-driven business decisions.

Data mining is often confused with other terms such as Knowledge Discovery in Database (KDD) or On-Line Analytical Processing (OLAP) (Tavani, 1999; Mena, 1999). First, KDD is distinguished from data mining because KDD process includes the work done before the data is searched for patterns, as well as the work done on the patterns after searching which uses deductive reasoning. "Whereas KDD is the overall process of discovering useful knowledge from data, data mining is a particular step in that process" (Tavani, 1999: 265). Secondly, differing from OLAP which uses deductive reasoning, data mining uses inductive reasoning. Thus data mining does not rely on the user to determining information from data, which, in other words, data mining does not require users to directly query the database.

What I have learned:

Likewise, data mining now is considered as basis for new products and for enhancing existing offerings, and sometimes as a tool for R&D and solution to business problems. For

example, retailers, who utilize point-of-sale databases, use the records to send targeted promotions based on an individual's purchase history. By mining demographic data, retailers can develop products and promotions to appeal to segmented consumer groups. Taking another example, not only as a marketing tool, large data mining companies such as HNC Software and IBM, have used data mining techniques to detect credit card fraud and to evaluate real estate.

Integrative Questions:

1. What is data mining?
2. What is privacy?
3. What is data mining relation to privacy?
4. What is knowledge discovery in data base?
5. Who is Ann Cavoukian?

Jeriza Dana M. Junio
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ITETHICS

Chapter 4: Privacy in Cyberspace

“Workplace Surveillance, Privacy and Distributive Justice ” --- Lucas D. Inrona

Book: CYBER ETHICS

Library Reference: N/A

Quote:

“Each person is to have an equal right to the most extensive basic liberty compatible with a similar liberty for others.”

Learning Expectations:

The court held that the employee had no reasonable expectation of privacy: “unlike urinalysis and personal property searches, we do not find a reasonable expectation of privacy in email communications voluntarily made by an employee to his supervisor over the company e-mail systems notwithstanding any assurances that such communications would not be intercepted by management.

Review:

At the foundation of this view is a conception of the employment relationship as involving a voluntary exchange of property. The employer agrees to exchange property in the form of a wage or salary for the employee’s labor. Conceived as a free exchange, the employment relationship, in the absence of some express contractual duration requirement, can be terminated at will by either party for nearly any reason. Exceptions to the employment-at-will doctrine include firing someone for serving on jury duty, for reporting violations of certain federal regulations, or for impermissible race, sex, or age discrimination on the employer’s part. Accordingly, the terms and conditions of employment are largely up to the parties to decide.

What I have learned:

Rawls argues that fair terms of cooperation are most likely to be chosen from behind a veil of ignorance, which he describes as follows: “no one knows his place in society, his class position or social status, nor does any one know his fortune in the distribution of natural assets and abilities, his intelligence, strength, and the like. Nor again does anyone know his conception of the good, the particulars of his rational plan of life, or even the special features of his psychology such as his aversion to risk or liability to optimism or pessimism. More than this, I assume that the parties do not know the particular circumstances of their own society. That is, they do not know its economic or political situation, or the level of civilization and culture it has been able to achieve. The persons in the original position have no information as to which generation they belong. In order to carry through the idea of the original position, the parties must not know the contingencies that set them in opposition.

Integrative Questions:

1. How does this bear on the issue of workplace surveillance?
2. What's the point of the veil of ignorance?
3. How much privacy protection, if any, would these actually provide?
4. Can you think of a likely situation in these?
5. What are the principles require employers to refrain from collecting data?

Jeriza Dana M. Junio
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ITETHICS

Chapter 4: Privacy in Cyberspace

"Privacy and Varieties of Informational Wrongdoing" --- Jeroen van den Hoven

Book: CYBER ETHICS

Library Reference: N/A

Quote:

"It is not non-exclusion that makes retaliation impossible (for there may be other ways of punishing the free-rider than by excluding him), but anonymity of the free-rider. Clearly in a small group it is easier to spot the free rider and sanction him in one of many possible ways once he is identified than in a large group, where he can hide in the crowd".

-De Jasay

Learning Expectations:

I expect awareness of informational wrongdoing.

Review:

The privacy issue lies at the heart of an ongoing debate in nearly all Western democracies between liberalists and communitarians over the question how to balance individual rights and collective goods. The privacy issue is concerned more specifically with the question how to balance the claims of those who want to limit the availability of personal information in order to protect individuals and the claims of those who want to make information about individuals available in order to benefit the community. This essential tension emerges in many privacy discussions, e.g. undercover actions by the police on the internet, use of Closed Circuit Television in public places, making medical files available for health insurance purposes or epidemiological research, linking and matching of databases to detect fraud in social security, soliciting information about on-line behavior of internet users from access providers in criminal justice cases.

Communitarians typically argue that the community benefits significantly from having knowledge about its members available. According to communitarians modern Western democracies are in a deplorable condition and our unquenchable thirst for privacy serves as its epitome. Who could object to having his or her data accessed if honorable community causes are served? Communitarians also point out that modern societies exhibit high degrees of mobility, complexity and anonymity. As they are quick to point out, crime, free riding, and the erosion of trust are rampant under these conditions. Political philosopher Michael Walzer observes that "Liberalism is plagued by free-rider problems, by people who continue to enjoy the benefits of membership and identity while no longer participating in the activities that produce these benefits. Communitarianism, by contrast, is the dream of a perfect free-riderlessness".

The modern Nation States with their complex public administrations need a steady input of personal information to function well or to function at all. In post-industrial societies 'participation in producing the benefits' often takes the form of making information about one-self available. Those who are responsible for managing the public goods therefore insist

on removing constraints on access to personal information and tend to relativize the importance of privacy of the individual.

What I have learned:

Information and communication technology therefore presents itself as the technology of the logistics of exclusion and access-management to public goods and goods involved in private contracts. Whether IT really delivers the goods is not important for understanding the dynamics of the use of personal data. The fact that it is widely believed to be effective in this respect is I think sufficient to explain its widespread use for these purposes. The game-theoretical structure and the calculability of community gains make the arguments in favor of overriding privacy seem clear, straightforward and convincing.

Integrative Questions:

1. What are the different varieties of informational wrongdoing?
2. What is informational injustice?
3. What is informational inequality?
4. What are panoptic technologies?
5. Define privacy.

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 4: Privacy in Cyberspace

"Defining the Boundaries of Computer Crime" --- L. Jean Camp and Y.T. Chen

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Businesses and individuals rely on law enforcement crime statistics when making important decisions about their safety. Many citizens contact a local police station prior to the purchase of a home in a particular neighborhood to inquire about the number of burglaries and violent crimes in the area. Just as these data provide important information for communities in the "real world," the same is true in cyberspace.

Learning Expectations:

For individuals and organizations to intelligently assess their level of risk, agencies must provide accurate data about criminal threats. Access to reliable and timely computer crime statistics allows individuals to determine their own probability of victimization and the threat level they face and helps them begin to estimate probable recovery costs. Law enforcement organizations traditionally have taken a leading role in providing crime data and crime prevention education to the public, which now should be updated to include duties in cyberspace.

Review:

Crime analysts use criminal statistics to spot emerging trends and unique modus operandi. Patrol officers and detectives use this data to prevent future crimes and to apprehend offenders. Therefore, to count computer crime, a general agreement on what constitutes a computer crime must exist.

In many police departments, detectives often compile and report crime data. Thus, homicide detectives count the number of murders, sexual assault investigators examine the number of rapes, and auto detectives count car thefts. Computer crime, on the other hand, comprises such an ill-defined list of offenses that various units within a police department usually keep the related data separately, if they keep them at all. For example, the child abuse unit likely would maintain child pornography arrest data and identify the crime as the sexual exploitation of a minor. A police department's economic crimes unit might recap an Internet fraud scam as a simple fraud, and an agency's assault unit might count an on-line stalking case as a criminal threat. Because most police organizations do not have a cohesive entity that measures offenses where criminals either criminally target a computer or use one to perpetrate a crime, accurate statistics remain difficult to obtain.

What I have learned:

Generally, crime statistics can provide approximations for criminal activity. Usually, people accurately report serious crimes, such as homicide, armed robbery, vehicle theft, and major assaults. Many other criminal offenses, however, remain significantly

underreported. Police always have dealt with some underreporting of crime. But, new evidence suggests that computer crime may be the most underreported form of criminal behavior because the victim of a computer crime often remains unaware that an offense has even taken place. Sophisticated technologies, the immense size and storage capacities of computer networks, and the often global distribution of an organization's information assets increase the difficulty of detecting computer crime.

Integrative Questions:

1. What is computer crime?
2. What are the boundaries of computer crime?
3. What is a crime in general?
4. What are the precautions being offered to combat computer crime?
5. What are the punishments for computer crime?

Jeriza Dana M. Junio
O0B

ITETHICS

Chapter 5: Security and Cyberspace

"Defining the Boundaries of Computer Crime " --- Herman T. Tavani

Book: CYBER ETHICS

Library Reference: N/A

Quote:

Many citizens contact a local police station prior to the purchase of a home in a particular neighborhood to inquire about the number of burglaries and violent crimes in the area. Just as these data provide important information for communities in the "real world," the same is true in cyberspace.

Learning Expectations:

Access to reliable and timely computer crime statistics allows individuals to determine their own probability of victimization and the threat level they face and helps them begin to estimate probable recovery costs. Law enforcement organizations traditionally have taken a leading role in providing crime data and crime prevention education to the public, which now should be updated to include duties in cyberspace.

Review:

Crime statistics facilitate benchmarking and analysis of crime trends. Crime analysts use criminal statistics to spot emerging trends and unique modi operandi. Patrol officers and detectives use this data to prevent future crimes and to apprehend offenders.

In many police departments, detectives often compile and report crime data. Thus, homicide detectives count the number of murders, sexual assault investigators examine the number of rapes, and auto detectives count car thefts. Computer crime, on the other hand, comprises such an ill-defined list of offenses that various units within a police department usually keep the related data separately, if they keep them at all. For example, the child abuse unit likely would maintain child pornography arrest data and identify the crime as the sexual exploitation of a minor. A police department's economic crimes unit might recap an Internet fraud scam as a simple fraud, and an agency's assault unit might count an on-line stalking case as a criminal threat. Because most police organizations do not have a cohesive entity that measures offenses where criminals either criminally target a computer or use one to perpetrate a crime, accurate statistics remain difficult to obtain.

What I have learned:

Usually, people accurately report serious crimes, such as homicide, armed robbery, vehicle theft, and major assaults. Many other criminal offenses, however, remain significantly underreported. Police always have dealt with some underreporting of crime. But, new evidence suggests that computer crime may be the most underreported form of criminal behavior because the victim of a computer crime often remains unaware that an offense has even taken place. Sophisticated technologies, the immense size and storage capacities of computer networks, and the often global distribution of an organization's information

assets increase the difficulty of detecting computer crime. Thus, the vast majority of individuals and organizations do not realize when they have suffered a computer intrusion or related loss at the hands of a criminal hacker.

Integrative Questions:

1. What is computer crime?
2. What are the boundaries of computer crime?
3. What is a crime in general?
4. What are the precautions being offered to combat computer crime?
5. What are the punishments for computer crime?

Name of the Chapter:

Terrorism or Civil Disobedience: Toward a Hacktivist Ethic

Name of the Book:

Quote:

Recently, a number of writers, such as Manion and Goodrum (2000), have begun to argue that attacks on government and corporate sites can be justified as a form of political activism – that is, as a form of “hacktivism.” The argument is roughly as follows. Since civil disobedience is morally justifiable as a protest against injustice, it is sometimes justifiable to commit digital intrusions as a means of protesting injustice. Insofar as it is permissible to stage a sit-in in a commercial or governmental building to protest, say, laws that violate human rights, it is permissible to intrude upon commercial or government networks to protest such laws.

Learning Expectation:

First, I argue that it wrongly presupposes that committing civil disobedience is morally permissible as a general matter of moral principle; in an otherwise legitimate state, civil disobedience is morally justified or excusable only in certain circumstances. Second, I attempt to identify a reliable framework for evaluating civil disobedience that weighs the social and moral values against the social and moral disvalues. Third, I apply this framework to acts of electronic civil disobedience. I argue that such acts typically result in significant harms to innocent third-parties that are not morally justified as an expression of free speech – and especially not as the expression of a view that is deeply contested in society.

Review:

It is true, of course, that most civil disobedience has effects on third-parties, but digital civil disobedience can potentially do much more damage to the interests of far more people than ordinary non-digital civil disobedience. The effect of the protest in Washington was that many persons might have been late to work – losses that are easily made up. If the website's activity is vital to the economy, this can translate into morally significant losses of revenue, which will usually be shifted to employees and consumers.

Lesson Learned:

One should say much more by way of justification for hacking 300 sites than just a vague slogan like this. The victims of such an attack, as well as third-parties, have a right to know exactly what position is motivating the attack and why anyone should think it is a plausible position. The willingness to impose morally significant costs on other people to advance fringe positions that are neither clearly articulated nor backed with some sort of plausible justification is clearly problematic from a moral point of view. It seems clear that such behavior amounts, at least in most cases, to the kind of arrogance that is problematic on ordinary judgments.

Integrative Question:

Why might companies who try to privatize the internet be intimidated by hacktivism?

What is the difference between a hacktivist and a cyberterrorist? How can one differentiate the two?

Should the laws regarding hacktivism be loosened? Explain your answer.

How does M&G's notion of hacktivism fare under the various ethical frameworks we studied in Chapter 1, in particular: Johnson's “three rules” (Ethics On-Line), Moor's “reason within relative frameworks” (Reason, Relativity and Responsibility...), his Just Consequentialism..., Brey's Disclosive Computer Ethics, and Adam's “feminist ethics” (Gender and...) ?

Define hacking.

Name of the Chapter:

Web Security and Privacy: An American Perspective

Name of the Book:

Quote:

It can draw on a rich history of justificatory ideas ranging from duty (deontology) to utility (teleology) to the individual character (virtue ethics). It is not the purpose of this paper to engage in the ethical discourses surrounding privacy and security but only to demonstrate their relevance by explicating some of the more frequently used arguments.

Lesson Expectation:

The main argument of this paper is that there are discourses concerning privacy and security that focus on the ethical quality of the concepts and that the resulting ethical connotation of the terms is used to promote particular interests. In order to support this claim, I will briefly review the literature on privacy and security, emphasizing the ethical angle of the arguments.

Review:

We value privacy as well as security because they represent moral values which can be defended using ethical arguments. This paper suggests that the moral bases of privacy and security render them open to misuse for the promotion of particular interests and ideologies. In order to support this argument, the paper discusses the ethical underpinnings of privacy and security. It will then introduce the critical approach to information systems research and explain the role of ideology in critical research. Based on this understanding of the centrality of ideology, the paper will discuss the methodology of critical discourse analysis which allows the identification of instances of ideology. This will then lead to the discussion of an ideology critique based on Jürgen Habermas's theory of communicative action, which will be applied to the websites of Microsoft Vista and Trustworthy Computing. The results of this discourse analysis support the contention that privacy and security can be used for ideological purposes.

Lesson Learned:

In this paper I have argued that privacy and security are concepts with important moral connotations. I then suggested that these moral qualities render the concepts open to be used to promote certain ideologies. In the final step, I have attempted a brief critical discourse analysis on Habermas's Theory of Communicative Action to support the suspicion that the moral nature of privacy and security can be used for ideological purposes.

Integrative Question:

What is the difference between security and privacy?

Why secure information is not necessarily private?

What are the goals of security?

What aspects of security can both be protecting and limiting privacy at the same time?

What are the tools used to provide security?

Name of the Chapter:

The Meaning of Anonymity in an Information Age

Name of the Book:

Quote:

It is this level of understanding that would make people more cautious, more guarded, more mindful of the information they divulge to others in various transactions, and as a result, more capable of protecting the possibility of anonymity.

Learning Expectation:

Why does this matter? Although answers to this foundational question will not immediately yield answers, it is essential to understanding what is at stake in the answer to these question. For, after all is said and done, we would not want to discover that the thing we have fought so hard to protect was not worth protecting after all.

Review:

An understanding of the natural meaning of anonymity, as may be reflected in ordinary usage or a dictionary definition, is of remaining nameless, that is to say, conducting oneself without revealing one's name. A poem or pamphlet is anonymous when unattributable to a named person; a donation is anonymous when the name of the donor is withheld; people strolling through a foreign city are anonymous because no-one knows who they are. Extending this understanding into the electronic sphere, one might suggest that conducting one's affairs, communicating, or engaging in transactions anonymously in the electronic sphere, is to do so without one's name being known. Specific cases that are regularly discussed includes ending electronic mail to an individual, or bulletin board, without one's given name appearing in any part of the header participating in a "chat" group, electronic forum, or game without one's given name being known by other participants buying something with the digital equivalent of cash being able to visit any web site without having to divulge one's identity

The concern I wish to raise here is that in a computerized world concealing or withholding names is no longer adequate, because although it preserves a traditional understanding of anonymity, it fails to preserve what is at stake in protecting anonymity.

Lesson Learned:

For situations that we judge anonymity acceptable, or even necessary, we do so because anonymity offers a safe way for people to act, transact, and participate without accountability, without others "getting at" them, tracking them down, or even punishing them. This includes a range of possibilities. Anonymity may encourage freedom of thought and expression by promising a possibility to express opinions, and develop arguments, about positions that for fear of reprisal or ridicule they would not or dare not do otherwise. Anonymity may enable people to reach out for help, especially for socially stigmatized problems like domestic violence, fear of HIV or other sexually transmitted infection, emotional problems, suicidal thoughts. It offers the possibility of a protective cloak for children, enabling them to engage in internet communication without fear of social predation or -- perhaps less ominous but nevertheless unwanted -- overtures from commercial marketers. Anonymity may also provide respite to adults from commercial and other solicitations.

Integrative Question:

What is anonymity?

What is pseudonym?

What is anonymity in a computerized world?

How is the concept different from that prior to the computerization of the society?

What's the difference between anonymity and pseudonymity?

Name of the Chapter:

Privacy and Varieties of Informational Wrongdoing

Name of the Book:

Quote:

Data-protection laws thus provide protection against the fixation of one's moral identity by others than one's self and have the symbolic utility of conveying to citizens that they are morally autonomous. A further explanation for the importance of respect for moral autonomy may be provided along the following lines. Factual knowledge of another person

is always knowledge by description. The person himself, however, does not only know the facts of his biography, but is the only person who is acquainted with the associated thoughts, desires, and aspirations. However detailed and elaborate our files and profiles of bill may be we are never able to refer to the data subject as he himself is able to do.

Learning Expectation:

To be aware of the varieties of informational wrongdoing. In addition to be able to find means of stopping spam messages. And furthermore, to be able to confirm the extend of harm the varieties of informational wrongdoing might concur.

Review:

There are a lot of things that should not or should never be done by anyone online but still people do it because, honestly, what will happen to them anyway?

It is really a shocker when people starts complaining about those irritating pop ups that most often than not show up from random sites you visit but that is not really the thing they should worry about, because they should worry about the fact that they need to think of ways how to extinguish those recurring pests to stop spamming them or retrieving information from them in the first place. I know it is tough to think of such things but it is really just a matter of thinking a smart way of approaching such problems. I can name more than ten informational wrongdoing that have been happening online in a consistent basis but I beg to not do so for I do not want anything to leak out of myself and gets blamed for it so I better research a little bit more and make sure that what I know is true and what I know are proven facts.

I am not kidding. It is really just about life itself for the reason why we need to get something out of what we already have. Do you get it? No? I don't get it as well but I am trying to think. Trying to think of a definition that will best explain that to people who can't read or write and hopefully find it as soon as possible so I won't get lost with words.

Lesson Learned:

Communitarians have always felt themselves comfortably supported by Aristotle in their critique of this liberalist conception of the individual and its relation to the community. He has been traditionally been interpreted as exalting the community and public realm over the private and the individual. Judith Swanson persuasively argues however, that privacy plays an important role in Aristotle's political philosophy The rationale of privacy for Aristotle is to enable one to turn away in order to achieve moral excellence.

Integrative Questions:

What is privacy?

How can you categorize an action to be a "wrongdoing"?

What do you mean by informational wrongdoing?

What are panoptic technologies?

Define the type of wrongdoing that is a harm based on information.

Name of the Chapter:

Defining the boundaries of Computer Crime

Name of the book:

Quote:

Internationally, legislative bodies define criminal offenses in penal codes. Crimes, such as murder, rape, and aggravated assault, all suggest similar meanings to law enforcement professionals around the world. But what constitutes a computer crime? The term covers a wide range of offenses.

Learning Expectation:

Does computer crime pose a serious threat to America's national security? Recent highly publicized computer virus attacks have shown that computer crime has become an increasing problem. Unfortunately, the absence of a standard definition for computer crime, a lack of reliable criminal statistics on the problem, and significant underreporting of the threat pose vexing challenges for police agencies.

Review:

The United States Department of Justice (DOJ) has defined computer crime as "any violation of criminal law that involved the knowledge of computer technology for its perpetration, investigation, or prosecution." Some experts have suggested that DOJ's definition could encompass a series of crimes that have nothing to do with computers. For example, if an auto theft investigation required a detective to use "knowledge of computer technology" to investigate a vehicle's identification number (VIN) in a state's department of motor vehicle database, under DOJ guidelines, auto theft could be classified as a computer crime.

Over the past 15 years, several international organizations, such as the United Nations, the Organization of Economic Cooperation and Development (OECD), the Council of Europe, the G-8, and Interpol, all have worked to combat the problem of computer crime. These organizations have provided guidance in understanding this problem. Yet, despite their efforts, no single definition of computer crime has emerged that the majority of criminal justice professionals use. Although many state and federal laws define terms, such as "unauthorized access to a computer system" and "computer sabotage," neither Title 18 nor any of the state penal codes provide a definition for the term computer crime.

Lesson Learned:

Defining criminal phenomena is important because it allows police officers, detectives, prosecutors, and judges to speak intelligently about a given criminal offense. Furthermore, generally accepted definitions facilitate the aggregation of statistics, which law enforcement can analyze to reveal previously undiscovered criminal threats and patterns. Crime statistics serve an important role in law enforcement. First, they allow for the appropriate allocation of very limited resources. Second, accurate statistics on computer crime are important for public safety reasons. Computer crimes not only affect corporations but hospitals, airports, and emergency dispatch systems as well. Furthermore, surveys have indicated that many individuals fear for their safety in the on-line world and worry about criminal victimization.

Integrative Question:

What is computer?

Define crime?

Does computer crime pose a serious threat to America's national security?

What is penal code?

Define the boundaries of computer crime.

Name of the Chapter:

Terrorism or Civil Disobedience: Toward a Hactivist Ethic

Name of the Book:

Quote:

It is probably tempting to immediately infer from the above analysis of the concept of civil disobedience, together with the claim that people have a moral right to free speech, that acts of civil disobedience, as political expression, are morally justified as an exercise of the moral right to free speech. On this line of analysis, the right to free speech entails a right to express one's political views about the legitimacy of the law.

Learning Expectation:

Some hackers believe, for example, these intrusions are justified because they result in an increase in humanity's stock of knowledge about the relevant technologies and thereby promote the development of technologies that will ultimately make the Internet more secure. Some believe that any barriers to information are morally illegitimate and hence deserve no respect – including barriers that separate the information on one person's computer from another person's computer.

Review:

First, and most conspicuously, persons committing acts of hacktivism typically attempt to conceal their identities to avoid detection and exposure to prosecution. It is comparatively rare (though presumably not unheard of) for hacktivists to claim responsibility for any particular intrusion – except as members of some group whose membership is concealed. This has a couple of related consequences to social well-being. First, it contributes to an increasing sense of anxiety among the population about the security of the internet, which has become increasingly vital to economic and other important interests.

In many instances, it is just not clear that an intrusion is intended to express or protest some particular view. Whereas those people who shut down the Washington state highway carried signs and alerted the press they were protesting a specific measure, the point of many putative acts of hacktivism is not clear. A distributed denial of service (DDoS) attack, for example, directed against Amazon.com could mean any number of things – some of which have nothing to do with expressing a political view (e.g., a recently discharged employee might be taking revenge for her dismissal). The absence of any clear message is surely problematic from a moral standpoint.

A sustained DDoS attack against a large commercial website, unlike a sit-in at a local lunch counter, can result in millions of dollars of losses. These economic losses can translate into layoffs – something that is particularly problematic when the persons losing their jobs are innocent of any relevant wrongdoing or injustice.

Lesson Learned:

The foregoing argument should not, of course, be construed to condemn all acts of hacktivism. Nothing in the foregoing argument would justify a condemnation of narrowly targeted acts of electronic civil disobedience properly motivated by a well-articulated plausible position backed with the right kind of justification and that do not result in significant harm to innocent third-parties. Acts of hacktivism that have these properties might very well be justified by the right to free speech – though, again, it bears emphasizing here that such acts will be much harder to justify in societies with morally legitimate legal systems.

Integrative Question:

Describe Manion and Goodrum's (for now on called M&G) definition of a "hacktivist" or electronic political activist. How is this form of civil disobedience?

According to M&G what do hacktivists aim to confront?

What, according to M&G, is the difference between symbolic and direct acts of civil disobedience?

Describe how hacktivism can be described as a legitimate form of civil disobedience.

Why might hacktivism, if a legitimate form of civil disobedience, hold harsh penalties as opposed to non-electronic forms of civil disobedience?

Name of the Chapter:

The Meaning of Anonymity in an Information Age

Name of the Book:

Quote:

It is this level of understanding that would make people more cautious, more guarded, more mindful of the information they divulge to others in various transactions, and as a result, more capable of protecting the possibility of anonymity.

Learning Expectation:

Why does this matter? Although answers to this foundational question will not immediately yield answers, it is essential to understanding what is at stake in the answer to these questions. For, after all is said and done, we would not want to discover that the thing we have fought so hard to protect was not worth protecting after all.

Review:

An understanding of the natural meaning of anonymity, as may be reflected in ordinary usage or a dictionary definition, is of remaining nameless, that is to say, conducting oneself without revealing one's name. A poem or pamphlet is anonymous when unattributable to a named person; a donation is anonymous when the name of the donor is withheld; people strolling through a foreign city are anonymous because no-one knows who they are. Extending this understanding into the electronic sphere, one might suggest that conducting one's affairs, communicating, or engaging in transactions anonymously in the electronic sphere, is to do so without one's name being known. Specific cases that are regularly

discussed includes sending electronic mail to an individual, or bulletin board, without one's given name appearing in any part of the header participating in a "chat" group, electronic forum, or game without one's given name being known by other participants buying something with the digital equivalent of cash being able to visit any web site without having to divulge one's identity

The concern I wish to raise here is that in a computerized world concealing or withholding names is no longer adequate, because although it preserves a traditional understanding of anonymity, it fails to preserve what is at stake in protecting anonymity.

Lesson Learned:

For situations that we judge anonymity acceptable, or even necessary, we do so because anonymity offers a safe way for people to act, transact, and participate without accountability, without others "getting at" them, tracking them down, or even punishing them. This includes a range of possibilities. Anonymity may encourage freedom of thought and expression by promising a possibility to express opinions, and develop arguments, about positions that for fear of reprisal or ridicule they would not or dare not do otherwise. Anonymity may enable people to reach out for help, especially for socially stigmatized problems like domestic violence, fear of HIV or other sexually transmitted infection, emotional problems, suicidal thoughts. It offers the possibility of a protective cloak for children, enabling them to engage in internet communication without fear of social predation or -- perhaps less ominous but nevertheless unwanted -- overtures from commercial marketers

Integrative Question:

What is anonymity?

What is pseudonym?

What is anonymity in a computerized world?

How is the concept different from that prior to the computerization of the society?

What's the difference between anonymity and pseudonymity?

Name of the book:

Name of the Chapter:

Double Encryption of Anonymized Electronic Data Interchange

Quote:

"Collecting medical data electronically requires, according to our moral belief, also some kind of encryption."

Learning Expectation:

We skip the name and address; only the sex and the month-year of birth will be sent from the doctor to the central database. Even the number of the patient in the doctors database will be replaced, because once the doctor may be a researcher using the central database who recognizes one of the patients based on the number.

Review:

To be sure that the data are really sent by the sender of the electronic message, the double encryption of PGP is a suitable and widely used protocol. The sender encrypts his message

with his secret key firstly and with the public key of the receiver secondly and afterwards he sends the message. The receiver must decrypt that message first with his own secret key and second with the public key of the sender according to the header. When the message is readable after this double decryption, one can be sure that the message was meant to be received by the decrypting receiver and the message was really sent by the sender named in the header of the message. Thus: double encryption needs the sender identification in order to decrypt the message with the senders public key.

Lessons Learned:

To use double encryption for anonymized electronic communication, new requirements must be specified. In this paper we suggest additional features that network providers must incorporate in the functionality of electronic message handlers. In fact we propose to add some 'intelligence' to the virtual postbox: instead of automatically forwarding, the postbox must now be able to read the sender from the header, select the appropriate public key from that sender, decrypt the message with that public key, replace the senders identification and encrypt the message with its own public key. On the receiver side (the central database) we have to decrypt the message with the secret key of the virtual postbox and after that with the secret key of the central database receiver. This procedure requires the availability of a list with only public keys at the virtual postbox, as well as a program to intervene the electronic communication. Unfortunately, so far none of the network providers is willing or has been able to implement it. We are building it ourselves first, to convince the technical feasibility.

Integrative Questions:

What is Double Encryption of Anonymized Electronic Data Interchange?

What do the authors mean by "double encryption used twice"?

Is it a robust setup?

What is the problem the authors are trying to solve?

Why is double encryption necessary in this case?

Name of the Chapter:

Written on the Body: Biometrics Identity

Name of the Book:

Quote:

"Biometrics will soon hold the key to your future, allowing you and only you to access your house, car, finances, medical records and workplace (Biever, Celeste 2005)."

Learning Expectation:

Signature verification is natural and intuitive. The technology is easy to explain and trust. The primary advantage that signature verification systems have over other types of biometric technologies is that signatures are already accepted as the common method of identity verification. This history of trust means that people are very willing to accept a signature based verification system.

Review:

Biometrics is a technology that verifies a person's identity by measuring a unique-to-the-individual biological trait. Biometric technologies include dynamic signature verification,

retinal/iris scanning, DNA identification, face-shape recognition, voice recognition and fingerprint identification.

Biometrics is the measuring of an attribute or behavior that is unique to an individual person. Biometrics includes measuring attributes of the human body - such as DNA, iris/retina patterns, face shape, and fingerprints - or measuring unique behavioral actions, such as voice patterns and dynamic signature verification.

Before biometrics only physical objects or behaviors based-on-memory were used to identify a computer user. Physical objects include smartcards or magnetic-stripe cards - behaviors based-on-memory includes the act of entering a PIN number or a secret password.

The primary use of a physical objects or behaviors based-on-memory has a clear set of problems and limitations. Objects are often lost or stolen and a behavior-based-on-memory is easily forgotten. Both types are often shared. The use of a valid password on a computer network does not mean that an identity is genuine. Identity cannot be guaranteed, privacy is not assumed and inappropriate use cannot be proven or denied. These limitations decrease trust and increase the possibility of fraud. These limitations are at the root of widespread distrust of the Internet, and these limitations are the biggest weakness in true network security.

Lesson Learned:

Some strengths of using biometrics come from the "distinguishable (rather than unique) physiological and behavioral traits (Chandra, Akhilesh 2005)" that make up one's body and the ease at which they can be used for identification and authentication. Unlike your passwords, you will not forget your fingerprints, irises, or DNA when you go to work. They are a part of you. They are also extremely distinguishable from another person's biometrics. This means that they can be used with great confidence. Since they are a part of you they are difficult for another person to obtain or fake. They are also easy to use. All you may have to do is put your finger into a device and it gives you access if you are authorized or denies you if you aren't. For these reasons and others, biometric systems are becoming more mainstream and commonplace. There are, however, some major weaknesses which need to be considered as biometric systems become more heavily relied upon.

Integrative Questions:

What is the entry-point paradox as defined by Roger Clarke?

In what ways are name, code, knowledge, and token-based identification schemes deficient?

What factors have led to the emergence of a consortium-based specification for a global standard for biometric technologies?

In the context of identity determination and verification, what are the distinctions between a 'one to many' and 'one to one' match?

In what ways are verification and identification procedures inter-dependent?

Name of the book:

Name of the Chapter:

Ethical Considerations for the Information Professions

Quote:

'A Physician's Guide To Medical Writing', an ideal medical write up framed along ethical considerations,"

Learning Expectation:

The efficiency flowing into this professional stream, promises a brighter and strategically stable future for this industry. But the emergence of certain negative trends in the practice of this profession poses a threat to its ability to deliver quality contents with reliable information.

Review:

Ethical issues are the concerns that address subjects like, content reliability, data collection techniques and presentation tactics, marketing strategy and the relevance of research and development. They play a vital role in relieving the writers of regulatory pressures involved in the process. Properly includes technical exposition on any subject related to medical science, such as biochemistry, pharmacologic studies, sanitation and psychoanalysis". It is the responsibility of the writer to include necessary technical details under regulatory limitations to establish a level of understanding among the readers. Such ethical responsibilities have to be shared by the writer as well as the client. Some ethical considerations to be observed by a client are:-

- The client or the researcher should generate complete information on the academic background of the writer before allotting the assignment. This helps a client to understand the performance level that could be extracted from a writer.
- Regular communication with the writer is an essential condition for the correct formulation of the content.
- It is pivotal for a client to allow proper validation of the content written for him before mass circulation.

Lessons Learned:

Ethical and legal considerations enhance the quality and reliability of the content. It is true that the technical aspects in the profession of medical writing demand constant attention and need to be presented with clarity. In absence of such considerations it will be impossible for the clients to bridge the communication gaps between them and the target audience. It is widely accepted by many researchers that legal and ethical issues can play the role of obstacles in the progress of marketing a research as they impose certain limitations on the utilization of research products. But it is important to remember that appropriate observance of these issues can bring momentum in research activities along with assured standards of safety.

Integrative Questions:

What is ethical considerations?

What is the information professions?

What are the activities of ethical?

Define ethical considerations?

Find the legal and ethical issues?

Name of the Chapter:

Software Engineering Code of Ethics: Approved!

Name of the Book:

Quote:

For Aristotle, on the other hand, the purpose of moral rules was to promote individual moral virtues and the development of a good will or moral character. Put in more general terms, the rights/obligations ethicist starts with rules stating obligations about how one should behave and rights about how I am to be treated, while the virtue ethicist starts with the human character and its ethical dispositions.

Lesson Expectation:

How were these two approaches to ethics reflected in the initial development and responses to the Code? There are several purposes of a code of ethics.

Review:

In 1993, the IEEE Computer Society (IEEE-CS) and the Association of Computing Machinery (ACM) formed a joint committee to help organize software developers and engineers into a profession. As part of this project, a sub-committee of professionals, academics, and members of ACM and IEEE-CS began work drafting a code of ethics for software engineers through electronic mail. After four years of online discussion and revision, version 5.2 of the Software Engineer's Code of Ethics and Standards of Practice was adopted by IEEE-CS and ACM in 1998, and since then, the code has been adopted by software engineering and computer societies worldwide.

The IEEE-CS/ACM Software Engineering Code of Ethics Archive documents the drafting, debate, and final adoption of the joint IEEE Computer Society /ACM Software Engineering Code of Ethics and Standards of Practice. Indirectly, the archive illustrates how software engineering developed from an occupation to a profession. The drafting and approval of the Software Engineering Code, carried out in substantial part by email, has produced a detailed record of the development of a professional code of ethics. This correspondence, as well as related documents, interviews, and publications, make up the contents of the IEEE-CS/ACM Software Engineer's Code of Ethics Archive.

Lesson Learned:

Addressing computer ethics issues for the professional and in the classroom needs to include both of these approaches. The software engineer as a practicing professional acts from a higher level of care for the customer (virtue ethics) and conforms to the development standards of the profession (right/obligations ethics). Both types of ethics are needed for the Professional engineer.

Integrative Questions:

What does IEEE-CS stands for?

What does ACM stands for?

Why did they develop a joint force ethical approach for software engineering?

Enumerate and explain the short version of the software engineering ethics.

What is Virtue Ethics?

Name of the Chapter:

Web Security and Privacy: An American Perspective

Name of the Book:

Quote:

Security is thus similar to privacy in that most people think that it is important but they find it more difficult to agree what actually constitutes security and why it is important. (Anderson, 2004)

Lesson Expectation:

What is of interest for this paper is the ethical nature of privacy. This can best be observed by looking at the arguments proposing or justifying a right to privacy. Privacy can be seen as an absolute or a relative right. Where it is perceived as absolute this means that it requires no further justification.

Review:

Privacy and data protection are among the prime problems of the information society. Many of us are concerned about the fact that electronic data concerning us can be used for purposes beyond our control.

Privacy therefore has a close relationship with security. If data on us is not secure then this can threaten privacy. This line of argument suggests that privacy requires security. A somewhat contradictory argument would be that, in order for security to be guaranteed, we need to limit privacy. If all information about everyone were known, then security threats would be much easier to address and sanction. In this scenario, privacy and security seem to be mutually exclusive. This confusing and contradictory starting point or a discussion of the relationship between privacy and security is exacerbated by a number of aspects. It is not really clear what constitutes privacy, nor do we have a generally agreed-upon definition of security. There is also no agreement on how these to concepts are to be protected (by ethics, the law, markets, or other mechanisms) or who should assume responsibility for them (the state, the individual, organisations, etc.) (cf. Stahl, 2004a).

Lesson Learned:

This approach has to contend with two main difficulties: First, the debates on privacy and security are individually too extensive to be captured comprehensively in a brief section. Second, the concept of ethics is difficult to get a handle on. Ethics, an integral part of philosophy, has been formally discussed since the ancient Greeks. As part of the normative constitution of the social world, it predates the philosophical discourse and permeates in all areas of social interaction. In this paper I will follow what has been termed the "German tradition" of moral philosophy which distinguishes between morality as the factually accepted norms which guide individual and collective behavior and ethics as the theory and justification of morality. Moral rules are those that agents follow because they represent what is good and right. Examples of moral rules could be an obligation to help the needy or an interdiction to download proprietary software.

Integrative Question:

Compare and contrast public and private key cryptography.

What issues of private key cryptography are resolved with public key cryptography? Which one is better?

Why do we have privacy issues with just simply surfing the web?

What information is exposed about the individual and the system s/he is using? What tools can we use to limit this info?

What is the main difference between the European and the American perspectives of privacy?

Name of the book:

Name of the Chapter:

No,Papa,: Why incomplete Codes of Ethics Are Worse Than None at All"

Quote:

"Computer and information ethics", in the broadest sense of this phrase, can be understood as that branch of applied ethics which studies and analyzes such social and ethical impacts"

Learning Expectation:

Review:

The more specific term "computer ethics" has been used to refer to applications by professional philosophers of traditional Western theories like utilitarianism, Kantianism, or virtue ethics, to ethical cases that significantly involve computers and computer networks. "Computer ethics" also has been used to refer to a kind of professional ethics in which computer professionals apply codes of ethics and standards of good practice within their profession. In addition, other more specific names, like "cyber ethics" and "Internet ethics", have been used to refer to aspects of computer ethics associated with the Internet.

Lessons Learned:

The problem is, that by focusing on these four areas of concern, attention may be taken away from other, potentially more important, moral issues. Not all important moral issues in information technology can be put under those headings. Yet focusing on four areas gives the erroneous impression that adherence to the moral requirements in those areas alone could ensure moral rectitude.

Authors of incomplete moral codes risk encouraging others to act in immoral ways with the author's apparent sanction.

Related, broader, questions are considered, and it is advocated that there should always be acknowledgment of the existence of 'external', potentially more important, moral issues.

Integrative Questions:

What is codes of ethics

What are the worse than none at all in ethics

What are the kinds of computer ethics?

Define codes of ethics?

How does codes of ethics existence?

Name of the book:

Name of the Chapter:

Subsumption Ethics

Quote:

"A key factor is whether the subsumptionist can prevent a conscious victim from calling for help, and whether or not the subsumptionist *enjoys* toying with a victim who is aware of the process. "

Learning Expectation:

It has been compared, inadequately, to such perversions as rape, cannibalism, and bodyjacking. Of these, cannibalism is the closest equivalent. The attacker takes all of the victim's memories, cognitive structures, and available computronium, and incorporates them into emself. Usually this results in the death of the victim, but in some cases the attacker retains an inactive backup copy, or keeps the victim as a much-reduced emulation in a simulated environment.

Review:

As may be guessed, the motivations for doing so are rarely benign, and the experiences of the survivor are not usually pleasant. The very rare restored survivors of such treatment have compared it to such ancient human practices as lobotomy, emasculation, or blinding, sometimes followed by various forms of torture.

Usually a subsumptionist simply causes a series of unexplained disappearances and then moves on before eir activities are noticed. However, a particularly skilled subsumptionist, who has can retained all of the victim's traits and memories intact, may conceal the crime from outsiders for an indefinite period of time. The public "outward" aspect of the victim's personality is retained as a kind of mask, and the subsumptionist acts from within this shell.

Lessons Learned:

Most examples of subsumption have been carried out by sapient-grade entities, or even by specialized sub-sapient (sentient-level) AIs. The number of subsumption events known to have occurred between beings of higher toposophic levels is relatively small (the destruction of numerous lesser sapient and transapient beings by the Archosaurian [Entity](#) in 9400 a.t. is a recent exception). Whether this is because such events are actually rarer among transapients or whether this is because they are difficult for SI<1 observers to detect is unknown. On the other hand, it is not at all uncommon for lesser entities to be destroyed and/or incorporated when a transapient ascends to a higher toposophic level. This is

regarded as subsumption (and also as a perverse transcend) in "civilized" parts of the Terragen sphere if the participants are unwilling. It is considered a kind of voluntary amalgamation if they volunteer. Integrative Questions:

What is Subsumption?

What is the use of transapient?

How many numbers in subsumption?

Define subsumption?

What are the human practices?

Name of the book:

Name of the Chapter:

Ethical Issues in business computing

Quote:

"It will provide readers with a clear knowledge of the complex ethical issues involved in e-business and improve their understanding of widely discussed current issues in e-business such as those of privacy, information management, data mining, intellectual property, and consumer tracking."

Learning Expectation:

The internet has revolutionized business by fundamentally changing the means by which businesses operate and enlarging the opportunities available to them to reach and service customers. However, in doing so, the development and practice of e-business also raises a host of ethical issues, such as those pertaining to information security, privacy, data mining, and intellectual property.

Review:

Therefore, as e-business continues to grow in significance and scope, it is important to understand and respond to the unique ethical issues associated with e-business. As e-business models become more common in the world of business, there must be an effort to integrate e-business more fully into the field of business ethics so that scholars and professionals working in the field can better appreciate and respond to these ethical issues.

Lessons Learned:

This book will aim to provide a comprehensive overview of the most important ethical issues associated with the expanding world of e-business. Grounded solidly in the most recent scholarship in business ethics, the book will apply the most relevant theoretical frameworks to ethical issues in all significant areas of e-business. The book will be written for scholars, professionals, and students interested in gaining a better comprehension and appreciation of the moral issues encountered in the multifaceted world of e-business.

Integrative Questions:

What is the importance of ethics for e-business?

What are the new paradigm of business on the internet and its ethical implications?

Identifying and responding to stakeholders in e-business?

How to Applying ethical principles to e-business?

What is Ethical issues in e-marketing?

Name of the book:

Name of the Chapter:

The Practitioner from Within: Revisiting the Virtues

Quote:

'Flourishing' by means of what is variously presented as the formation of virtuous 'habits' or a virtuous 'character'.

Learning Expectation:

Although virtue ethics has received attention in computer and information ethics before (e.g., Grodzinsky 1999), the emphasis in previous discussion has been on virtue ethics as a means to instil moral values and behaviours in computer professionals and computer users through character formation. In this paper, I want to take a different approach that emphasises individual human flourishing – although moral values and behaviours will also be discussed in the context of this approach. I want to investigate to what extent virtue ethics can ground a conception of the good life and, correspondingly, the good society, in relation to uses of information technology and new media.

Review:

Two specific reasons present themselves at inception in support of positing Virtue Ethics as a particular object of inquiry in the context of this paper. First, Virtue Ethics has recently experienced a novel degree of academic and policy-related attention in contemporary and ongoing work in the fields of political philosophy, freedom and development studies, media and culture research, and economics. Originally revived and re-introduced into moral philosophy by Elisabeth Anscombe around 1958, Virtue Ethics is currently a central element in the work of, for instance, Nussbaum, Sen, Foot, and Solomon. Where it does not form a fundamental part of inquiry it is nevertheless receiving critical attention (e.g. Baron et. al 1997). What is more – and as the paper will argue and endeavour to show – there are some complementarities between Virtue Ethics and the other dominant methods of ethics, particularly some versions and elements of Kantianism. However, salient methodological and analytical incompatibilities will also be highlighted and examined.

Second, Virtue Ethics has one unique feature which lacks in the other major ethical methods and which renders it particularly interesting to the present inquiry. This feature is its central concern with an areatically and ontologically conceived ethical subject and her 'flourishing' by means of what is variously presented as the formation of virtuous 'habits' or a virtuous 'character'. By critiquing deontological approaches and strictly universal rules-based accounts of ethics, Virtue Ethics is particularly agent-focused and agent-based. This arguably means that a Kantian moral dilemma in which an ethical subject must choose between two first-order moral rules and necessarily, therefore, violate one of them can at least be conceptually addressed by Virtue Ethics in that attention is paid to the mechanisms and the underlying moral virtues by which a subject might decide over and between different courses of action.

Lessons Learned:

Nevertheless, Virtue Ethics does afford the moral theorist the perhaps only contemporaneous ethical account that might address the crucial questions over the ways and processes in which an ethical subject might come to be ethical. In other words, it is important to ask in relation to *all* major ethical traditions how and why an agent might variously choose to enter into a given social and moral contract, or embrace universal rule-based moral systems, or indeed become virtuous. Ethical subjects have histories and futures, they are engaged in development, identity- and value-formation and self-reflection.

Integrative Questions:

What is The Practitioner from Within: Revisiting the Virtues?

How virtuous is the virtual?

Does Virtue Ethics does afford the moral?

What are the policy of ethics virtue?

What are the methods of virtues?

Name of the Book:

" The Fortune at the Bottom of the Pyramid"

Book Review Chapter:

Chapter 1 : The Market at the Bottom of the Pyramid

Quote:

"The poor cannot participate in the benefits of globalization without an active engagement and without access to products and services that represent global quality standards"- C. K. Prahalad.

Learning Expectations:

Consequently, it is expected that the written will enlighten me and other readers on the attitude of large companies and other sectors on the BOP market.

Review:

Companies held that the poor are not a viable market, priced because they do not have money to buy nor they can afford their products and services; that the poor do not have use for their products; that only developed countries appreciate and can pay for technological innovations; that BOP market is not critical for long-term growth; and that it is difficult to recruit managers for BOP markets. But the writer contradicts these assumptions saying that people comprising the BOP market represent 70% of the population of developing world with purchasing power parity of about \$3 trillion; the poor are getting connected and networked as they readily accept advanced technology. What is left for the firms is to convert the poor into consumers. The market development can make services and products affordable, accessible and available to the poor. This means the involvement of the private sector in the market; resulting to a harmonious relationship between the poor and the private sector replacing mistrust into trust. And companies through persistent effort and the provision of world-class quality, mutual trust and responsibility between them and BOP consumers. The needs of the poor are many and the growth opportunity in this market can only be tapped if companies learn to innovate.

Lessons Learned

From the writer, we learned about the new approach in poverty alleviation. Through him we realize that the current trend in the market is the new approach in motion.

Integrative Questions

1. What is the condition of people at the bottom of the pyramid?
2. What are reasons why poverty alleviation programs of the World Bank and other nongovernment organization do not succeed in resolving this problem?
3. What is the attitude of big companies of the markets in the BOP?
4. How can big companies benefit from the opportunities present in the markets at the lowest economic pyramid?
5. What are the opportunities in the BOP markets according to Mr. Prahalad?

Name of the Book: " The Fortune at the Bottom of the Pyramid"

Book Review Chapter:

Chapter 2: Products and Services for BOP

Quote :

"As a result the promise of emerging BOP markets has been largely illusionary "- C.K. Prahalad

Learning Expectations

I was enlightening to know about the challenges and innovations for companies. We also expect to know the principles of innovations developed by Mr. Prahalad for the companies engaging in BOP markets.

Review:

From the point of view of the writer, companies need to adapt to the BOP market in order to succeed. As he writes, the market development calls for significant forgetting curve in the organization, this is an ability to discard traditional approaches. He believes that this market represents an opportunity to create economic value in a fundamentally new way. The companies have found their way to innovate in consideration of the realities of their poor consumers. What is also interesting to note from the chapter is that the needs of the consumer might not be even obvious to them nor to the companies. But companies through their managers need to invest in research to understand the needs of this market. They are gigantic which might surprise them. In summed, the writer says that companies need a new philosophy of innovation and product and service delivery to the BOP markets. It is required that companies start from zero-based view of innovations for these markets. According to these rules companies need to challenge their previous assumptions about the markets at BOP and considered their realities and needs as they exist.

Lessons Learned

The chapter provides the reader an understanding of the BOP market. Learning about the 12 principles of innovations provide insights on what are in stored for companies wanting to engage in developing market at BOP

Integrative Questions

1. Why is it important for the companies to understand about the realities and needs of BOP markets?
2. What are the 12 principles of innovation formulated by Prahalad?
3. What is meant by zero-based view?
4. What makes BOP market attractive ?
5. To be involved at BOP markets what is required of the companies' managers?

Name of the Book:

"The Fortune at the Bottom of the Pyramid"

Book Review Chapter:

Chapter 3- BOP: A Global Opportunity

Quote:

" BOP markets are great source for experimentation in sustainable development"-
C.K. Prahalad

Learning Expectations:

We expect to know how companies benefit from developing product and services for the BOP markets.

Review

The new approach has to start considering the conditions and needs of BOP markets and then develop the business models and management processes around these requirements. In one case, where the market is sensitive to price and cost-firms are challenge to technically upgrade the quality of their product in order to provide a better price performance products. Eventually, developed market benefit from the quality, efficacy, potency and usability of solutions developed for the BOP markets. This shows that BOP market can be both a source of innovations for products and process and business

model as well. Many innovations adapted in for BOP market are applied in developed market. The BOP markets provide source of experimentation particularly on problems concerning the environment. The MNCs has the ability and motivation to find solutions to the problem of packaging in the BOP market. Other interesting lessons from BOP market are costs-innovations, distribution, manufacturing and organization. Because of shortage and cost of capital, firms in the BOP learn to be prudent and efficient in the use of their resources. Mr. Prahalad went as far by saying that the collaboration between the BOP markets, companies and private sector is beneficial to all. The flow of ideas, and innovation becomes a two-way street-from the developed countries to the developing countries and vice-versa. Companies can help develop BOP markets but at the same time learn from the experience.

Lessons Learned:

We learned from this chapter about the role of BOP in the global economy. The market development at BOP benefits all. Global opportunities in terms of innovations are advantageous for the companies as well as the consumers. **Integrative Questions:**

1. How do companies engage at the BOP market?
2. What are the sources of global opportunities in the BOP market?
3. What are the global opportunities that are present in the BOP market?
4. What are the principles of innovation needed for developing BOP markets?
5. What is meant by value-oriented innovation?

Name of the Book:

"The Fortune at the Bottom of the Pyramid"

Book Chapter Review:

Chapter 4- The Ecosystem for Wealth Creation

Quote:

"It is reasonable to expect that 4 billion people in search of an improved quality of life will create one of the most vibrant growth markets we have ever seen"-C.K. Prahalad.

Learning Expectations:

We also expect to know the sanctity of contracts in wealth creation.

Review

The ecosystem provides them with skills and opportunity that are often denied to them. A nodal firm in the ecosystem is that which facilitates the entire functioning of the network. It provides expertise and establishes technical standards for a wide variety of private-sector enterprises from supplier factors to individual entrepreneurs in remote villages. The impact of the market-based ecosystem and that of the nodal firm is very important in developing the disciplines of the market that includes: respect for contracts, understanding mutuality of benefits, being local and at the same time getting the benefits of being national and global. But most important of all both parties recognized the benefits of transparency in relationship. Respect for the contract must transcend to people everyday. The private sector can reduce the asymmetries in information, choice, ability to enforce contracts and social standing like using information technology to build a network can create a powerful motivation to be part of the system; understanding the rationales for the contracting system: the hows and the whys- reduce the cost of capital and increases access to capital.

Lessons Learned

From the chapter, the reader learned about what market-oriented ecosystem is. The market-oriented ecosystem includes the BOP markets and the private sector and other social groups co-existing with each other despite their diversity.

Integrative Questions:

1. What comprised the market-oriented ecosystem?
2. What is the significance of symbiotic relationship among the groups in the ecosystem?
3. What can the market-oriented ecosystem do for the poor?
4. What is the nodal firm?
5. What is the importance of contracts wealth creation in the market-oriented ecosystem?

Name of the Book:

"The Fortune at the Bottom of the Pyramid"

Book Review Chapter:

Chapter 5- Reducing Corruption: Transaction Governance Capacity

Quote:

"Poor countries could often be asset-rich but capital-poor"- C.K. Prahalad.

Learning Expectations:

The readers in this chapter expect to understand the necessity of building transaction governance capacity among nations. It is also expected to know the effect of corruption in poverty alleviation and in social transformation of people in the BOP.

Review:

According to Mr. Prahalad, nation's need to build up their transaction governance capacity for poverty alleviation. It is about creating transparency and eliminating uncertainty and risks in commercial transactions. TGC is the capacity of a society to guarantee transparency in the process of economic transactions and the ability to enforce commercial contracts. TGC reduces the frictional losses in doing business at the BOP. Transparency is the fundamental in TGC. It results from widely understood and clearly enforced rules. Transparency in the process reduces transactions costs. There are four specifications for TGC. First there must be a system of laws that allows for ownership and transfer of property. There should be a process for changing the laws governing property rights that is clear and unambiguous. And third, as societies become more complex, a system of regulations that accommodates complex transactions. And the last, there should be institutions that allow the laws to be implemented fairly in a timely fashion and with transparency. There are three spectrum of TGC: countries that are arbitrary and authoritarian where laws do not exist; and if exist are not enforced; countries where laws and institutions of a market economy exist and yet the country does not reach its potential; and countries with well-developed laws, regulations, institutions and enforcement systems.

Lessons Learned

The writer stressed the role of the government in reducing corruption by having laws that are clear and concise that could simplify business processes.

Integrative Questions:

1. What is the importance of TGC in the fight against poverty and corruption?
2. What are the criteria for transaction governance capacity?
3. What are the specifications for TGC?
4. What are the different spectrum of TGC?
5. What are the lessons drawn from the experiences of Andhra Pradesh on TGC?

Name of the Book:

" The Fortune at the Bottom of the Pyramid"

Book Review Chapter:

Chapter 6- Development as Social Transformation

Quote:

" When the poor are treated as consumers, they can reap the benefits of respect, choice, and self-esteem and have an opportunity to climb out of the poverty "-

Learning Expectations:

We expect to learn about the social transformation of the people at BOP. We also expect to understand the role of government in making social transformation for people at the BOP a reality.

Review

According to the writer, the capabilities to solve the perennial problem of poverty through profitable businesses at the BOP are now available to most nations. But converting the poor into a market require innovations and the methodologies for innovation BOP are different from and more demanding from the traditional approaches. The writer has enumerated the transitions toward social transformation: the first is to demonstrate that BOP can be a market; then we need to accept that BOP is a market and innovations must be accompanied by increased TGC making government accountable to the citizens and making it accessible and transparent. It is expected that once BOP consumers get the opportunity to participate in and benefit from the choices of products and services made through market mechanisms, the accompanying social and economic transformation can be very rapid. As sign of transformation BOP consumers constantly upgrade themselves. Having access to information, the consumers from the bottom will always look to something better that fits their needs. In transforming BOP into consumer market, the poor can have an identity. They will have legal identity. This is very important in order to access the services they need like credit. The social transformation has women at the central of the entire development process. In having access to knowledge and information, people at BOP are demanding high technology solutions to their problems. The newly found advantages are the building blocks of a market economy: transparency of information, universal access, dialogue among various communities that form autonomously and discussion of the risks and benefits of various courses of action. BOP consumers are using infrastructures creatively. They are able to use the systems to have access to in ways unimagined by those providing the systems.

Lessons Learned

From this chapter we learn about the impressive transformation of the people at the BOP market once the market-oriented ecosystem is put in place. These transformation presupposes that the government and those within the system build up TGC.

Integrative Questions:

1. What is the role of government in the social transformation of people at BOP?
2. How are the people transformed at the BOP?
3. How are women empowered at BOP?
4. What happened to the people at the bottom of the pyramid ?
5. What does diamond as measure of development implied?