Who has your data?
Who knows where you are?
Who knows more about you than you do?

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INFS 3000

- Decision Making with Information Systems
- DataBases / Data Warehouses
- Information Systems Use and Development
- Information Systems Infrastructure
INFS 3000 Overview of Course

- Core IS class for all business students
- The course covers Information Systems and the use of these systems in corporations
  - Data Warehousing/Data Mining
  - Data Bases
  - Enterprise Systems – ERP / CRM
  - Business Intelligence / Business Analytics
  - Collaborative Systems and Social Networking
Information Ethics – concerns the ethical and moral issues arising from the development and use of information technologies as well as the:

- Creation
- Collection
- Duplication
- Distribution and
- Processing of information
- **Intellectual property** – Intangible creative work that is embodied in physical form

- **Copyright** – The legal protection afforded an expression of an idea (song, video game, etc.) or proprietary documents

- **Fair use doctrine** – In certain situations it is legal to use copyrighted material

- **Pirated software** – The unauthorized use, duplication, distribution, or sale of copyrighted material

- **Counterfeit software** – Software that is manufactured to look like the real thing and sold as such
Ethical Threats in Information Systems

- Computer and Internet Crime
  - Hackers
  - Social Engineering
- Social Networking
  - Privacy
  - Cyber Bullying
  - Addiction/Overuse
- Data Gathering/Data Mining/Data Storage
- Monitoring/Privacy
- System Design/Development
- New Technologies
My approach in INFS 3000

- Give students a basis for understanding the ways in which information about them can be gathered and made available to others.
- Give students a basis for understanding how customers and employees can be negatively affected by the use of information technologies that gather information.
- Demonstrate how the data gathered can be used by many different organizations.
- Give students an understanding of how the design and implementation of business systems can, and many times do, lead to new formations of power.
- Promote Critical Thinking in the uses of new technologies.
Understanding the ways in which information can be gathered and made available to others

- Customer Relationship Management systems
- Social Networking
- The Filter Bubble
- Computer Chips Implanted in Humans
Will New Tracker Tools for Your Cell Phone Give You Away?

- Seven ways to track a cell phone location
  - Foursquare
  - Gowalla
  - Loopt
  - Jaiku
  - BrightKite
  - Plazes
  - Fire Eagle

- FBI taps cell phone microphone as eavesdropping tool
Understanding how others can be positively or negatively affected by technologies that gather their information

- Radio Frequency IDentification (RFID)
  - A technology that can make our life easier
  - A technology that can be ethically questionable

- It is possible to combine disparate systems to build meta-systems
Demonstrate how the data gathered can be used by many different organizations

- What do lotion, a large purse, zinc and magnesium supplements and a bright blue rug have in common?

- **Who is Joel Stein?**
How the design and implementation of business systems can lead to new formations of power

- Information is a source of power and the distribution of Power is an Ethical Issue

- Ethics, Information Systems, and a Steel Ax

Critical Thinking in the uses of new technologies

- New technologies create new possibilities for organizations
- New technologies also create new ethical dilemmas
- Questions to ask
  - Who gains power?
  - Who loses power?
  - What are the intended consequences?
  - What are the unintended consequences?
Assignments with Ethical Components

- **BI n’ Burgers** students read *The Brain Behind the Big, Bad Burger and Other Tales of Business Intelligence* in CIO magazine and answer questions about BI and ethical issues that can arise.

- Students build a Website privacy Policy for a small company
  - How much data should the company gather from its customers?
  - What are the privacy problems raised?
  - Should they use cookies?
  - Should there be an opt-out option?
Assignments with Ethical Components

- **Capstone project** – Students design a system that could help solve problems on campus using the technologies we discussed during the semester. They also have to address ethics issues that might arise in how these systems are designed and possible mis-uses of these systems and reactions of users.
Ethics Cases discussed in class

- Ethics, Information Systems, and a Steel Ax, Michael Williams, Graziadio Business Review, Pepperdine University
- The Murky Ethics of Implanted RFID Chips
- RFID and Business Ethics, Brian Davis
- RFID and Privacy: A Spy in Your Pants?
- Privacy & Ethics: Is CRM Too Close for Comfort?, CIO Magazine
- Data Mining: Where Legality and Ethics Rarely Meet
The End