Ethics Reader

Ultimately, the goal in development is to bring as many people as possible to enjoy the benefits of an inclusive market. Transaction governance capacity is a prerequisite. The market based ecosystem might provide us an approach to building the basic infrastructure for inclusion of BOP consumers. It also allows large firms to build new and profitable growth markets. – CK Prahalad

By:
JomelGamba

Dedication

To my loving and supportive parents

Noel and Grace Gamba

To my inexplicable brother

Joel Gamba

To my friends

And everyone that

Made an impact on my life

And influenced me to be

What I am now

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The Fortune at the bottom of the Pyramid

Chapter: The market at the bottom of the pyramid

Amazonlink:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn what is the market at the bottom of the pyramid

Quote:

"MNCs (Multi National Companies) often assume that the default rate among the poor is likely to be higher than that of the rich customers. The opposite is often true. The poor pay on time and default rates are very low. In the case of ICICI Bank, out of a customer base of 200,000 the default rate is less than 1 percent. The default rate at Grameen Bank, a microfinance pioneer in Bangladesh, is less than 1.5 percent among 2,500,000 customers. The lessons are clear. Through persistent effort and the provision of world-class quality, private-sector businesses can create mutual trust and responsibility between their companies and BOP customers. Trust is difficult to build after 50 years of suspicion and prejudice based on little evidence and strong stereotyping."

Book Review:

This chapter by C.K. Prahalad gives a brief overview on the purpose of this book. The author emphasizes that we should stop looking at the poor as the unfortunate, instead we should look consider them as profit opportunities. We might think that this is just about taking advantage of the poor, but the truth is that we are promoting the social responsibility as humans.

We should stop the belief that poor people are nuisance and instead we should look at them as opportunity for a business to increase market sales. The key is proper pricing, companies should price their products low enough for the BOP to buy but not so low that they'll lose money. BOP dictates if a company will survive or not because they are the largest group of population, so basically the company that is able to get the interest of the BOP will have the biggest sales. We should keep in mind that we should treat everyone as customers and that includes the bottom of the pyramid, the poor people.

What I have learned:

- I learned about what is the bottom of the pyramid

Integrative Question:

1. Is there a fortune at the bottom of the pyramid?

2. Who are the people the people that is considered as the bottom of the pyramid?

3. What are the benefits of organizations that will do business with the bottom of the pyramid?

4. How can an organization start to conduct business at the bottom of the pyramid?

5. Why is investing at this business strategy a good or a bad move?

The Fortune at the bottom of the Pyramid

Chapter: Product and services for the bottom of the pyramid

Amazon link:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn the products and services that are in-demand at the bottom of the pyramid to ensure high profit

Quote:

"It might appear that the new philosophy of innovation for the BOP market requires too many changes to the existing approach to innovation for developed markets. It does require significant adaptation, but all elements of innovation for the BOP described here might not apply to all businesses. Managers need to pick and choose and prioritize. Although effective participation requires changes to the philosophy of innovation, I argue that the pain of change is worth the rewards that will be reaped from the BOP as well as from traditional markets."

Book Review:

This chapter discussed about what the BOP wants, needs, and what the MNCs need to do so that the BOP will purchase their products and services. The wants and needs by the BOP are the practical products that they could use, something that is important in everyday life. Ten years ago, cell phones are luxury items, only people from the upper middle class and above could avail these products, but looking at the present scenario, cell phones became a necessity, and these became our primary tool for communication because of its mobility and ease of use. Everyone could now procure cell phones for as low as one thousand pesos or lesser for second hand phones, I remember in our community service, we went to a community which belongs to the BOP, people who earn below the standard salary, most of them own at least one cell phone unit. Now we see that cell phones companies could still sell their old models for a low price to the BOP, giving MNCs sales instead of just trashing the old cell phone models.

The key for MNCs to succeed is educating the BOP on how to use their products, most people at the BOP are illiterate so most cases, and they don't purchase products that they don't know how to use, because they cannot understand the instructions inscribed on the product's user manual. MNCs should be patient enough to teach the BOP about their products, doing

product shows to introduce their product to the market, and make their prices reasonable for the product they sell.

What I have learned:

- I learned the basic things needed to know if you want to do business at the bottom of the pyramid

Integrative Question:

1. What is the BOP?

2. What is Hybrid Solution?

3. Is using old technologies effective in the BOP?

4. Is hybrid solution able to help the need of the BOP market?

5. Are low prices the most important factor for the BOP market?

The Fortune at the bottom of the Pyramid

Chapter: Bottom of the pyramid: A Global Opportunity

Amazon link:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn the advantages and disadvantages of globalizing BOP strategy

Quote:

"The more interesting lesson for MNCs from operating in the BOP market is about costs-for innovation, distribution, manufacturing, and general 'costs of organization'. Because the BOP forces an extraordinary emphasis on price performance, firms must focus on all elements of costs. Shortage and the cost of capital force firms in BOP markets to be very focused on the efficiency of capital use. MNCs tend to impose their management systems and practices on BOP markets and find that it is hard to make a profit. The choices are simple: Change the management systems to cut costs or lose significant amounts of money."

Book Review:

This chapter gave several examples of BOP markets that are now globalized. An example is a salt that is sprayed with iodine coated with chemical that could prevent spoilage on transportation of the salt and distribution of them.

The reasons why there are global opportunity on the BOP? 1) BOP markets are large, no doubt about that; 2) innovations can be made on the BOP 3) BOP markets can change can influence how the MNCs think about doing business. This chapter already mentioned several MNCs doing innovations to help the BOP and still make money, hopefully in the next few years, more MNCs will follow the steps of the MNCs mentioned and improve their products and make it affordable to the BOP who is the largest number of consumers.

What I have learned:

- I learned that when BOP strategy is globalized will change the world radically

Integrative Question:

1. What are the two ways in attracting the BOP?

2. What are the local growth opportunities?

3. What does Capital Intensity means?

4. Could we apply BOP strategy in the global market?

5. What are the standards of innovation for BOP?

The Fortune at the bottom of the Pyramid

Chapter: The Ecosystem for Wealth Creation

Amazon link:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn the advantages and disadvantages of globalizing BOP strategy

Quote:

"Ultimately, the goal in development is to bring as many people as possible to enjoy the benefits of an inclusive market. Transaction governance capacity is a prerequisite. The market based ecosystem might provide us an approach to building the basic infrastructure for inclusion of BOP consumers. It also allows large firms to build new and profitable growth markets."

Book Review:

In this chapter, ecosystem is defined as a system which consists of a wide variety of institutions coexisting and completing each other. As we all know, ecosystem is like a chain, wherein every member of the ecosystem has a specific role to perform for the ecosystem to be successful. The idea of ecosystem has been used to illustrate the market-oriented ecosystem. The market-based ecosystem is a framework that allows private sector and social actors. In market-based ecosystem, which these two acts together to create wealth and relationship, just like in ecosystem, which in all paths of life, everything has a part to play.

Based on C.K. Prahalad's interview on the one Shakti Amma, the market-based ecosystem imposes a solid symbiotic relationship between the large firms and the BOP consumers. They too are "little entrepreneurs" that directly help companies to expand their business to the less-fortunate sector. The Shakti Amma is very loyal to her company because she loves what she is doing. It also increases her social status in her community because people see her as a distributor of goods as well as an educator.

What I have learned:

- Reducing inequalities in contracts

- The essence of maturation model

- To maintain a good relationship between your employer and co-workers will give you economic benefits

- The ecosystem for wealth creation

Integrative Question:

1. What is a market-based ecosystem?

2. What are the two-sectors that a market-based ecosystem allows?

3. What kind of relationship does the market-based ecosystem creates?

4. What does encourage people to be loyal to their company?

5. How does education help BOP to expand the market?

The Fortune at the bottom of the Pyramid

Chapter: Transaction governance capacity

Amazon link:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn how to reduce corruption through BOP

Quote:

"Corruption, as we said, is a market for privileged access. It thrives in a system that allows for opaque decision-making. The cost of being inside the system will decrease only if governments tackle the issues of access, and transparency and recognize the changes needed in both the regulations and the laws. The experiment in Andhra Pradesh is one example of how digital technologies can be used to creatively enhance TGC (transaction governance capacity) through better access and transparency."

Looking at the 3rd-world countries in the world, we could see that they are actually rich in resources, mentioned in this book as "trapped resources" by Prahalad. These resources of unrealized wealth are actually a result of inadequate rules and regulatory organizations. Laws and government agencies may actually already exist but any enforcement is limited to those who don't have connection to those in power. The main goal in getting the private corporations and the BOP to work together is creating a win-win situation wherein private corporations gain profit, while poverty is lessened. For private sectors to achieve this, they must innovate wherein they could satisfy the needs of the BOP and still gain profits.

Book Review:

This chapter discussed about corruption being an evasive adversary. It will try to bail itself out just to continue on feeding on people's money. Information technology is one of corruption arch-rival. The project eSeva has made gigantic strides into repelling corruption. It still is a work in progress, but the promises are very delighting. They have turned the government-centric system into a citizen-centric system, this way, people have easy access to what they need from the government.

What I have learned:

- The Andhra Pradesh e-Governance Story

- Guiding principles of the CGG in Andhra Pradesh

- The good governance model

- Building transaction governance capacity (TGC)

Integrative Question:

1. What is TGC?

2. Are the poor really poor?

3. Is the lack of natural resources the reason why a country is poor?

4. How can we reduce poverty?

5. In what way does IT industry could stop or at least reduce corruption?

The Fortune at the bottom of the Pyramid

Chapter: Development as Social Transformation

Amazon link:

http://www.amazon.com/Fortune-Bottom-Pyramid-Eradicating-Poverty/dp/0131467506

What I expect to learn:

- To learn development as a social transformation

Quote:

"How will these changes impact life at the BOP? As BOP consumers get an opportunity to participate in and benefit from the choices of products and services made available through market mechanisms, the accompanying social and economic transformation can be very rapid. The reason for this is that BOP consumers are very entrepreneurial and can easily imagine ways in which they can use their newly found access to information, choice and infrastructure."

Book Review:

This chapter is about being a developed country. In order for a country to be developed, everyone must contribute. This may be the reason why our country which is the most developed country in the Southeast Asia region several years ago still remains as a 3rd-world country while our neighboring countries are well developed like Singapore and Malaysia. There is no unity, some do protest on the street, others don't, but 24 years ago, our country showed the world that we can unite and protest to demand resignation of a corrupt president and protect our rights. And now, do we still need to wait for another martial law to be united? Why can't we be united in improving our country and not just for overthrowing some corrupt official?

On this chapter, it was mentioned that there is this capability in order to become profitable by way of staying or targeting the BOP. But the question is how will we earn money and encourage them to buy our products or services. With all the advancement in technology, I believe it will not be too difficult for us to innovate to lessen its cost with no depreciation in quality.

What I have learned:

- The transactions at the private sector and the BOP

- Identity for the individual

- The real test: from pyramid to diamond

- Breaking down the barriers to communication

Integrative Question:

1. Is there a need to check and balance? Why or why not?

2. Is innovation needed in the BOP market?

3. Who are the BOP markets?

4. What is the "real" test?

5. Who can participate once legal identity is achieved?

The Hand book of information and Cyber Ethic

Chapter 1: Foundations of Information ethics

Amazonlink:

What I expect to learn:

- The basic foundation of ethics in society

Quote:

"We call our society 'the information society' because of the pivotal role played by intellectual, information-intensive services intangible assets"

Book Review:

Why is it that our society called "the information society"? Basically, we are entitled to be the information in the society. Why? It's because each one of us can give information. When the earth is created by our God, all of what He created is very powerful knowing the fact that each one of those is included with information. Since the information is all provided, all we have to do is to discover it. For instance, God created the nature. All facts about it already exist like, the W's and H questions on a particular thing. The humans make a discovery all out of it. And what's the output? All of these discoveries will lead other people knowing the information. The information now is just passed away into the society and many people will know it. For those who want to be into discovering, they must know it. This introduction is very useful because it is the foundation of everything all about information. The technology we have right now is because of information. The information is also conversation because we can get information through it. Every one of us has a power if we have information the money include. But on the physical side, its information make the world go around. One of the reason and fact is that we are on the "knowledge-based economy" era wherein information turns into knowledge.

What I have learned:

- The function and structure of "infosphere"

- Humans are the main element on ethical issues thus giving them the greatest responsibility

Integrative Question:

1. What is information society?

2. What are the benefits of having an information society?

3. How could we achieve it?

4. What is infosphere?

5. What are the structures of infosphere?

The Hand book of information and Cyber Ethic

Chapter 2: Milestones in the History of Information and Computer Ethics

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The milestones in information and computer ethics

- The history in developing computer ethics

Quote:

"Cyberethics takes the view that the structure of the machine or of the organism is an index of the performance that may be expected from it"

Book Review:

On this chapter, it was stated that the field of information ethics was born unintentionally and almost accidentally in the middle of the Second World War. One of the greatest philosophers that we have was Norbert Weiner together with his group of scientist and engineers; they created digital computers, radar, and the creation of a new kind of antiaircraft cannon that could perceive the presence of an airplane, can gather information about its speed and trajectory, can predict its future position a few seconds later, decide where to aim and when to fire shell, and lastly can carry out that decision. Later on, Norbert Weiner and his colleagues realized that their inventions have good impacts but at the same time deadly. It now depends on how their inventions were used to determine if it was good or bad.

This book is basically the foundation of information ethics which involves human and technology. Weiner based his study on this way by evaluating the human perspective on health, happiness, security, freedom, knowledge, opportunities, and person's ability. He based his idea on this so that it is the side of human and to be based on ethical and moral values, naturally. The "cyberethic view of human nature and society" was really a big help giving foundational ideas on ethics for the "purpose of human life". In referring to life as a conclusion is that a purpose of a human life is to "flourish as the kind of information-processing organisms that is human in a natural way". This means that Weiner are really basing in a natural point of view.

What I have learned:

- The basic function of cyberethics

- That in natural way, idea will come out as what human thinks

- The relevance of computer ethics in our society

Integrative Question:

1. What is good about computer ethics?

2. What is cyber ethics?

3. What is the basic function of cyber ethic?

4. How did Weiner come up with this idea?

5. What are the implications of 'Humans use of human beings'?

The Hand book of information and Cyber Ethic

Chapter 3: Moral Methodology and Information Technology

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is moral methodology

- To know what is its relation with information technology

Quote:

"IT studies the moral questions that are associated with the development, application, and use of computers and computer science."

Book Review:

   This chapter talks about cyber ethics with a computer concept. In short, this is called the computer ethics. From the moral questions mixed up with computer related topic through development, and application. Professionals and other people who are involved in computer technology have many questions on what is right and what is wrong on particular ethical issues or ethical questions. It is hard to identify which is which and specifically it is hard if there are no references justifying the ethical or moral values. If you are an I.T person, it is hard to identify your point of view. Even you cannot identify it. Justifying answers is hard to formulate because you must know also the basis of a particular topic is.

   In the field of IT, it is everywhere. Information technology department is a must for a company today in order to survive simply because we are in the 21st century and companies must be innovative as much as possible. What if a problem occurs regarding the ethical values? What would be the basis of this particular problem? Well, it is all indicated here. As we review this chapter, we will learn how moral methodology and information technology works.

   According to the methodology of information technology, they described that there are surely specific properties of computers need to be accommodated in our moral thinking about it. At the end we are the one who will take advantage of the computers specifically in information technology. They describe this as the following. It is Ubiquitous and pervasive and

comes to be a universal technology because of its logical and malleability. The computer can also simulate, communicate, recreate, and calculate and so on. These are the features of computers that can be use by people. It's unimaginable because in the past centuries, they only predicted all of these. And here we are in the 21st century, we are dealing with them with an ethical values involved. Another description of computers is that it is a universal technology because of its unique feature, logical malleability. It is constitutive technology which serves as an essential part of our lives.

What I have learned:

- The relevance of information technology in our society

- The natural aspect and technological aspect of ethics are combined which gives an interaction to the user

Integrative Question:

1. What is good about Information Technology?

2. How do they describe the methodology of information technology?

3. How did they apply the ethical values?

4. Does it change because of Information Technology?

5. What are the benefits of information technology?

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Chapter 4: Value sensitive design and information systems

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is the meaning of value sensitive design and information systems

- Approaches in value system design

Quote:

"Value Sensitive Design is a theoretically grounded approach to the design of technology that accounts for human values in a principled and comprehensive manner throughout the design process."

Book Review:

Value system design on this discussion is made specifically for technology for human values. It is stated here that it employs an integrative and iterative methodology. It simply means that in every value that they made are very much important with an integrative and iterative point of view. Integrative means to put concepts together and iterative means in an incremental form. When we combine these two concepts, it results to a mixture concepts and may result to a value sensitive design.

During the early period of computerization, Wiener again, (stated in the previous chapter) a scientist and cyberneticist stated on his book that technology could help make us better human beings and create more just society. But most of all, because of the features that technology given to us, we must take control of what we created. Maybe in future, or a prediction, technology will rule over than human being. In his perspective, we must reject worshipping our created new technological advancement here on earth. The human value system design has emerged as stated on this chapter. These are in computer ethics, social information, Computer-supported cooperative work, and participatory design. These functions can really affect the lives of humans. These functions are very sensitive to us specifically in ethics. It can change our morality because we are following this value. It is explained here that in computer ethics particularly, it advances our way of thinking that intersect in computer

technology and human lives. With these values, it can really affect the live of the people. Another thing is that in other values, these are all the same.

What I have learned:

- How useful value sensitive design in devising a particular principle

- That human values will be determined by creating a value sensitive design

Integrative Question:

1. What is good about "value sensitive design"?

2. Why is it called value sensitive design?

3. Who are involved in these values?

4. How to create a formal value sensitive design?

5. What are the implications in using value sensitive design?

The Hand book of information and Cyber Ethic

Chapter 5: Personality-based, Rule-Utilitarian, and Lockean Justifications of Intellectual Property

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- the basics of intellectual property

- the purpose of this aspect of cyber ethics

Quote:

"Intellectual property is generally characterized as nonphysical property that is the product of cognitive processes and whose value is based upon some idea or collection"

Book Review:

The first part of this chapter discusses about what is intellectual property. It is explained at introduced here that intellectual property are all based on individual personality. Since each one of us has a individual personality, we assume that we have also intellectual property as well. We must be knowledgeable to develop ourselves. Innovating ourselves is one way of changing our lives. It is explained here that we must fight our strength and weaknesses. We have strength, then maintain it and make you good as possible. On the other hand, weakness is your fear as an individual, therefore fight your fears. This is to justify yourself to be intellectual person.

Its non-physical, which means, it is all based on ideas, on mental reasoning. The people must collaborate with all ideas we have. One must share ideas to others and ideas must be in a collaborative way of distributing it. It surrounds the control of physical appearance of the knowledge of the people. Each expression could be different but there is only one intellectual or rational idea.

This chapter is focusing on three aspects. These are the personality-based, rule-utilitarian and Lockean Justifications. The first one is the personality-based where an individual is just focusing on his/her personality. He/she has own ideas on a particular perspective. Only

him/ her can understand it and no one can interfere his/her ideas. Once it is shared to other person, there is surely a conflict between ideas. The intellectual property has now conflict. We can't fight against it because, as explained, each one of us has an intellectual property. The analogy is that you can't dive to the intellectual property of others because it is private and only he/she can only understand it. That's for personality-based. The next one is the rule utilitarian. This is where utilitarian of intellectual properties used. Once the idea is passed to another person, then the person who will be receiving it is considered to be a utilitarian. He/she just use the intellectual idea of a particular person for the benefit for him / her. That's absurd! Because making use of an individual's idea is considered to be a utilitarian. It can give both positive and negative effects for the people. It will now depend on us if we use the utilitarian point of view. The last one is Lockean Justification where the justifications of human are more sensitive. Because it is where the human correct or justify his/her humanity in terms of his/her ideas in life.

What I have learned:

- How to utilize my intellectual ideas

- That intellectual property secures all your works

Integrative Question:

1. What is intellectual property?

2. What is personality-based?

3. What is rule-utilitarian?

4. What is justification?

5. What is the purpose of these aspects?

The Hand book of information and Cyber Ethic

Chapter 6: Informational Privacy: Concepts, Theories, and Controversies

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The concept of privacy

- The importance of privacy

- The issues regarding international privacy

Quote:

"It would seem that privacy is not simply a static concept, but instead has a dynamic component"

Book Review:

This chapter discusses all about informational privacy. To start with, let us define the concept of privacy. It is usually a separate side where a state of being is apart from other people. Only those people within the privacy boundary will just exchange ideas and more information regarding a particular topic. Unlike public, it is publicly announced to the people who they are addressing to. When we say privacy, it is very sensitive because no one among those states being will pass the information they conversed. That means, that topic is very sensitive and powerful. Those private people don't want to be shared to other people. That's the basic analogy, example, and concept of privacy.

As the chapter goes, it is explained that the privacy is not simply a static concept, but instead, it has dynamic component. This only means that privacy cannot be changed at all. What is trying to say with this concept is that it should not be in a fixed position. This privacy must also be a dynamic aspect so that people within an organization knows what is happening in that particular issue. Well, of course, the privacy only needs the people who are in the authority to make assumptions. That's the concept of privacy on our physical lives. What about informational privacy?

It's discussed here those theories like "reductionist" and "ownership-based" accounts are part of informational privacy. Let's define first the reductionist concept. Basically it aims for simplification of a particular thing. Privacy visualized here as the utility that will help that are very useful to us. It can also preserve human dignity as well. It is a very useful utility for us because if privacy applied, there are no problems to you as a person. People cannot argue with you because they don't know what the topics are for you. The restricted access theory is quite different. The "zones" of privacy should be in a limited form.

What I have learned:

- The basic concept of privacy

- How people use privacy in a correct way

- Four distinct kinds of privacy

Integrative Question:

1. What is privacy?

2. What is privacy in the corporate world?

3. How can privacy assist us in doing what is right?

4. What are the four distinct kinds of privacy?

5. What are the theories of informational privacy?

The Hand book of information and Cyber Ethic

Chapter 7: Online Anonymity

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The meaning of anonymity

- Its relevance with cyber ethic

- How it can be implemented

Quote:

"Anonymity was used to denote a number of things that are connected like nameless, detachment, unidentifiability, lack of recognition, loss of sense of identity, or sense of self, and so on."

Book Review:

When we say the word "Anonymity", the first concept comes into our mind is that it is questionable, or in other words, unidentifiable. We have no idea about it. We don't know how to define it, that's why, anonymity is defined also as a freedom from identification. It is anonymous, in a way that we don't know everything about it, and because we have no idea about it, we must think something for it, we must define it as much as possible to give description to it. Because of this, the word "freedom" came out. And since freedom is so much powerful to a person, we have a power to choose it and a power to have a responsibility over it. Anonymity is the state of not knowing of something and therefore, it considered as a lack of distinctiveness. We know that this is existed but we have no description over it. No one can define unless, if we have more information about it, there's a big possibility that we could define it formally. For the next part of this chapter, we will deal the purpose and the impact of anonymity in the social environment.

Anonymity maybe deliberately sought or something that occurs spontaneously from the sheer complexity of modern life. That's the effect in our lives. As we can see, it occurs spontaneously, therefore, we don't know everything about it and we are clueless about it. For

instance, If a person asked you to define a particular character in the movie and that character role is very mysterious, then we have to think that this character only done a particular role which is a big role in the film, but you can't identify his/her name especially when that actor/actress is not that popular, therefore, the first perception is that "who is this character in real life?" As a result, it is called the anonymous character in the movie. So, the next time you so this character, we will think that "This is the character in the movie". But still, it is anonymous to you because you have no information about it. As an analogy to social environment, If there is something existed and people have an issue about it, the people just think that this is anonymous simply because they have no idea for it. And since it is spontaneous, we will immediately forget about this issue. And if you have no interest with it, therefore, it will mislay into your mind.

What I have learned:

- How anonymity affect human life

- The importance of knowing anonymity

Integrative Question:

1. What is anonymity?

2. What is online anonymity?

3. How can we use this in defending ourselves?

4. What is the importance of knowing anonymity?

5. Does this follow the 10 commandments of cyber ethics?

The Hand book of information and Cyber Ethic

Chapter 8: Ethical Issues Involving Computer Security: Hacking,

Hacktivism, and Counter hacking

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The meaning of hacking, hackitivsm, and counter hacking

- What is illegal and what is not

Quote:

""how much harm is caused depends on whether the target is a public, private, commercial, or noncommercial entity."

Book Review:

Many people say that hacking is wrong and some say that hacking is right. Well, it depends. We cannot determine the real act of hacking unless we do it in actual. For most people even an ordinary people, they say that hacking is wrong because hacking is exploring the private property of anyone without asking an official permission to the owner. Hacking is a skill wherein hackers do their best to access file that are protected. The word hacking is known in digital world because for computer people hacking is the term of destroying a security. The more malicious acts in hacking, the more people cause harm because hackers ruin their personal life. For computer technology, hacking constitutes a digital trespass onto a property of another person. This means that are those people who try to hack a private property, he/she may do so, but the conscience of guilt is still there.

Ethical issues involved here because in computer security also involves the morality of human rights. Asking question what is right and what is wrong. How do they do the wrong thing if they intend to do it in wrong way and likewise. Ethical is so much powerful that can give us more strength to do a particular thing. Again, it's matter of what is right and what is wrong. If a computer hacker wants to hacks the system, it's fine, but make sure that this will not harm other people because it is considered as a wrongdoing. If it is for good, then do it.

What I have learned:

- Hacking is determined if its legal or not depending on its purpose

- I learned the different kinds of hackers

Integrative Question:

1. What is hacking?

2. What is hacktivism?

3. What is counter hacking?

4. What are the 3 kinds of hackers?

5. Is hacking illegal?

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Chapter 9: Information ethics and the library profession

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The relation of library profession with information ethics

- The other function of information ethics

Quote:

"Librarians and governing bodies should maintain that parents - - and only parents - - have the right and the responsibility to restrict the access of their children - - and only their children - - to library resources. Parents who do not want their children to have access to certain library services, materials or facilities should so advise their children. Librarians and library governing bodies cannot assume the role of parents or the functions of parental authority in the private relationships between parent and child."

Book Review:

Librarianship is also a profession. Thus, this chapter discusses how a librarian makes a contribution to the modern world. As a librarian, the primary role of this job is to organize books collected around the world. It is a distinct or clearly different position because this profession shows the natural aspect of job. For library, it is purely manual because books are only collected however, it is a relatively development to the world, to publish a book, lots of process must be made. Press, collections of works, printing and etc. Collection may be a larger and more complex and it is relatively different development. In creating a greater need for someone, it is devoted to organizing cataloging such as collections.

As stated from this particular chapter, Librarianship as a distinct profession, however, is relatively a recent development? With the advent of the printing press, collections of works became larger and more complex, thus creating a greater need for someone devoted to organizing and cataloging such collections. For those people who organize, and preserved books, and other documents, they are also considered as a authentic librarian because they did their job by doing these things. This job is also important not just for our individual perspective but also in society as a whole. Some people think that this job is boring but this job is

interesting. First and foremost, librarians are universal, meaning that they are suited for all library works around the world. The collection, organization and preservation of books and documents is there primary job.

The relation of this profession to computer ethics is that it librarians are the primary source of information of books and other stuffs related to it. Therefore, since they are in the right position of doing this, they are also considered as a professional that can organize information.

Base on this chapter, consider the challenges that confront the librarian in carrying out his or her professional duties, in particular with regard to selection of materials and the organization of these materials. Since the ethical obligations of librarians as professionals will at least partly be determined by the role that librarians play in society, to understand the mission and values of the librarian in order to understand what those ethical obligations are. 1) Books are for use. 2) Every person his or her book 3) every book its reader 4) save the time to read 5) the library is a growing organism. These are their primary job or mission which is very important to our society as well as in modern world.

What I have learned:

- A librarian is an information giver

- The code of librarianship is intellectual freedom

Integrative Question:

1. What is librarianship?

2. Why is the relationship of librarian with information ethics?

3. What is the core value of librarianship?

4. Why is it a distinct profession?

5. How important is collection of information?

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Chapter 10: Ethical interest in free and open source software

Amazonlink:

What I expect to learn:

- Why is it that many are interested in open source free software

- The relation of ethical values with open source software

Quote:

"Service learning, a concept that is becoming a part of the mission of many higher education institutions, also influences the choice between open source software and proprietary software. Consider a scenario in which a software engineering class is to produce a piece of software for local charity. The choice between open source alternatives and proprietary alternatives is not to be taken lightly. Seemingly, open source software makes good sense for both the students and the charitable organization. The cost is low and, presumably, the quality is sufficient. Yet there are long term costs that are faced by the charity (as well as any business making such a choice)."

Book Review:

While the Internet's rapid expansion has enabled an equally rapid expansion of web based professional services, it has not been matched by the consideration and understanding of the related ethical implications. The growth of new opportunities is accompanied by equal, if not greater, growth in ethical issues for businesses seeking to expand their offerings via the Internet. These issues include the quality of services and information, privacy and security, nature of relationship, forms of delivery, contractual considerations, and regulation and enforcement.

Computers have a central and growing role in commerce, industry, government, medicine, education, entertainment and society at large. Software engineers are those who contribute by direct participation or by teaching, to the analysis, specification, design, development, certification, maintenance and testing of software systems. Because of their roles in developing software systems, software engineers have significant opportunities to do good or cause harm, to enable others to do good or cause harm, or to influence others to do good or cause harm. To ensure, as much as possible, that their efforts will be used for good,

software engineers must commit themselves to making software engineering a beneficial and respected profession. In accordance with that commitment, software engineers shall adhere to the following Code of Ethics and Professional Practice.

The Code contains eight Principles related to the behavior of and decisions made by professional software engineers, including practitioners, educators, managers, supervisors and policy makers, as well as trainees and students of the profession. The Principles identify the ethically responsible relationships in which individuals, groups, and organizations participate and the primary obligations within these relationships. The Clauses of each Principle are illustrations of some of the obligations included in these relationships. These obligations are founded in the software engineer's humanity, in special care owed to people affected by the work of software engineers, and in the unique elements of the practice of software engineering. The Code prescribes these as obligations of anyone claiming to be or aspiring to be a software engineer.

What I have learned:

- The distinction between free and open source software

- The difference of open source from proprietary software

- How proprietary software developer deals with customers

Integrative Question:

1. What is open source software?

2. Why is it free?

3. What are the ethical responsibilities of software developers?

4. What is proprietary software?

5. What is the difference of open source and proprietary software?

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Chapter 11: Internet research ethics: The field and its critical issues

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The role of internet research ethics in critical issues

- How to control critical issues

- How do people use internet for research

Quote:

"The principle of justice mandates that the selection of research subjects must be the result of fair selection procedures and must also result in fair selection outcomes. The justice of subject selection relates both to the subject as an individual, and to the subject as a member of social, racial, sexual, or ethnic groups."

Book Review:

Philosophical Foundations: Sources, Frameworks, and Initial Considerations Philosophers who examine extant statements on research ethics from diverse disciplines and diverse countries will recognize that these make use of at least two familiar.

Internet research nowadays and ethics is going to have an effect on the forms of research that are sanctioned or even permissible, the ways that we understand Internet culture, and our larger understandings of individuals and society. This suggests that there are significant consequences to hindering the participation of certain disciplines and preventing some kinds of histories from being produced. A truly ethical model of Internet research ethics would acknowledge such outcomes and encourage a variety of histories and disciplines. It would develop guidelines and rules that consider these problems at the same time as it foregrounds their possible effects

Academics from varied institutions and countries are engaged in the important task of articulating ethical guidelines for those who research the Internet. However, they have failed to provide users and researchers with important information because they do not address the ways that Internet material is mediated and constructed. The ethical issues and dilemmas

involved in Internet research include researchers who ignore the screen, varied icons, repetitive motifs, and produced content. Addressing constructed material is important because Internet settings abound with ageist, classist, homophobic, racist, and sexist imagery and ideas. The current writing about ethical Internet research behaviors can enable such intolerant conceptions by encouraging academics and other users to presume that Internet settings provide access to the truth about individuals or are a direct conduit to people. In other words, conceiving of Internet material as people and human subjects without foregrounding the constructed aspects of users' proclaimed "self-representations" makes it seems like Internet material is exacting and natural.The global reach of the Internet means that research participants may be drawn from a wide range of nations and cultures.

What I have learned:

- That internet is not the most reliable source of information

- That internet is not safe for minors

Integrative Question:

1. What is IRE?

2. What are the roles of IRE in our lives?

3. What are the common issues that emerged because of internet?

4. Why is internet not a reliable source of information?

5. What does IRE builds?

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Chapter 12: Health information technology: challenges in ethics, science and uncertainty

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The function of information technology in the medical society

- The challenges in ethics, science and uncertainty

- If health information technology is globally accepted

Quote:

"medical records usually contain a large amount of personal information, much of it quite sensitive. This information is continuous, extending from cradle to grave; it is broad, covering an extraordinary variety of detail; and, with new information technologies, it is accessible as never before."

Book Review:

It is sadly and too often the case that many professionals regard ethics as a source of codes for the edification of the not-yet-virtuous, as a place where pointy-headed bowfins pass judgment on heathens, as an office to call in search of someone with a horse and a sword to come .round to smite the evildoers.

There is arguably no better trigger for reflection on morality and its relationship to the lawand society than privacy and its cousin, confidentiality. The demands of privacy are intuitively straightforward and the consequences of its violation obvious

The chapter even included privacy in health information technology. Privacy is, most generally, as discussed in the chapter, the right entitlement or reasonable expectation people have that they are and will be secure from intrusion. Given the example in the chapter, it is obvious that society values both personal privacy and the law enforcement but in some cases, the police officer investigating a crime may and, in fact, must take steps to justify that her official need is worth the intrusion. "Put differently, privacy rights are not absolute, but may be balanced against other values. The same is true for confidentiality, which applies to information—medical records, for instance.

Where privacy is customarily about people, confidentiality applies to information about people. Privacy is also sometimes regarded as including within its scope people's concern about protecting confidentiality. Privacy is a broader concept." – indeed as a broader concept yet privacy still serve as one of the most studied factor in information technology and one that is most protected.

Since we are talking here about health information, I can say that computers complicate medical privacy and confidentiality in interesting ways. According to a sentinel Institute of Medicine analysis, a number of entities demand patient information to "assess the health of the public and patterns of illness and injury; identify unmet.

What I have learned:

- I have learned what health information technology is

- That most people trust this technology because of private reasons

- The issues surrounding the medical and scientific world are as much important as their jobs

Integrative Question:

1. What is privacy?

2. What is confidentiality?

3. What is the difference of privacy and confidentiality?

4. What is health information technology?

5. What are the challenges of computer ethics?

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Chapter 13: Ethical issues of information and business

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- The effects of ethics with information and business

- The ethical issues that information and business encounter

Quote:

"Before I can't discuss why business has a strong influence on ethical issues of information. I need to lay the groundwork and explain why businesses have an interest in information. The aim of business organizations according to standard economic theory is the maximization of profits. Such organizations will, therefore, aim to minimize cost and maximize revenue. Information has a value for business if it can contribute to either of these aims. The business value of information is thus linked to financial gains it can achieve. This is independent of the philosophical debate in information ethics of whether information has an intrinsic value."

Book Review:

Computers have changed the way offices are organized and the tasks done. They have changed manufacturing, purchasing, marketing, finance, and management. The ethical issues are therefore not simply issues that are involved in computers and their use and in information technology more broadly, but in the way business is done in the Information Age. We can distinguish five different kinds of ethical problems connected with information technology: 1 Ethical issues in the use of technology in business 2 Ethical issues in the information technology business 3 Ethical issues dealing with the Internet 4 Ethical issues in e-business 5 Ethical issues resulting from the impact of computers and information technology on society, both nationally and internationally The five are interrelated. Lurking behind all of them is the Myth of Amoral Computers and Information Technology. This is the widespread belief that computers and information technology have nothing to do with ethics. Computers, of course, are a type of machine and are not moral beings. But they are developed, programmed, and used by human beings. Nonetheless, "The computer is down" is often taken as a valid excuse, as if no one is to blame for this and no moral blame should be assessed.

The appropriate use of digital communications such as email and text messaging is another area that must be clearly understood by the employee and it is the employer's

responsibility to set the guidelines. Many employees need to be taught that text based communications can be more often misinterpreted than spoken communications because other verbal and body language cues are not present.

What I have learned:

- In the IT side of business, knowing how to use a computer is important, but knowing your limitation is more important

- The moral norms involved in any sector of the society

- That it is the responsibility of employers to guide their employees on the proper use of information systems

Integrative Question:

1. How can IT help businesses?

2. What is morality?

3. Do businesses have their own set of moral standards?

4. How do businesses use ethics in their workplace?

5. Where do ethics as theory of morality plays an important role?

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Chapter 14: Responsibilities for information on the internet

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To learn how these responsibilities help information on the internet be more reliable

- To learn the benefits of having responsibilities for the information on the internet

Quote:

"According to Friedman, if they were to have these responsibilities, then these responsibilities might easily conflict with their obligations to make profits for the stakeholders."

Book Review:

We, as online users, have our own responsibilities in handling our own source of information – ourselves. The government, in my point of view, should be more concerned in this issue but other than that, we need to take action ourselves because the internet is a huge place for information to be spread and that alone is not really something I would think as just a petty file share. Of course, file sharing is another thing but what about copyright? Piracy? Infringement? There are a lot of issues we have to dwell with right after knowing what it is that needs to be done but still, be responsible enough to take extra protective measures with what you do online.

It takes an enormous amount of work to understand what theories mean for real-world situations, issues, and decisions, and in some sense, we don't understand theories until we understand what they imply about real-world situations. Practical ethics is best understood as the domain in which there is negotiation between theory and real-world situations.

What I have learned:

- That information in general was restricted on the issue of ISP's responsibilities with regard to clearly illegal or immoral content

Integrative Question:

1. What are the responsibilities for information in the internet?

2. What is information?

3. What is the relation between internet and information?

4. What is ISP?

5. What are the conditions of responsibility?

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Chapter 15: Virtual Reality and computer simulation

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To learn what is virtual reality and computer simulation

- To learn the relation of the two with cyber ethics

- To know the difference between virtual and reality

Quote:

"Technologies raise important ethical questions about the way in which they represent reality and the misinterpretations, biased representations, and offensive representations that they may contain."

Book Review:

The endoscope is maneuvered in the duodenum until the major duodenal papilla is identified. The papilla is a nodular protuberance on the medial wall of the duodenum through which the bile duct and pancreatic duct expel bile and pancreatic juice respectively into the duodenum to aid in the process of digestion. After the endoscope is positioned near the major duodenal papilla, a catheter is inserted through a channel of the endoscope and directed into the desired ductal system (biliary or pancreatic) by changing the position of the flexible endoscope tip in relation to the papilla. An "elevator" apparatus at the tip of the endoscope can also be utilized to adjust the angle at which the catheter enters the papilla. To guide the catheter into the papilla, the physician relies on visual feedback from the endoscopic video display and tactile resistance encountered when advancing the catheter. In diagnostic ERCP, contrast dye is injected through the catheter while fluoroscopic images are observed and roentgenograms are obtained.

How technology can do such wonders for our benefits and allows us to experience something more than what we should have experienced back then.

What I have learned:

- That computer simulation are sensitive activities that exist nowadays

Integrative Question:

1. What is virtual reality?

2. What is computer simulation?

3. What is the difference between reality and virtual?

4. What is avatar?

5. Give example of virtual reality and explain why they are considered as such

The Hand book of information and Cyber Ethic

Chapter 16: Genetic Information: Epistemological and Ethical Issues

Amazonlink:

What I expect to learn:

- To learn about different epistemological issues

- To learn more about ethical issues

- To learn what is genetic information

Quote:

"The future of biology is strongly tied to that of bioinformatics, a field of research that collects all sort of biological data, tried to make sense of living organisms in their entity and then make predictions."

Book Review:

Identify an ethical question or case regarding the integration of information technology into society. Typically this focuses upon technology-generated possibilities that could affect (or are already affecting) life, health, security, happiness, freedom, knowledge, opportunities, or other key human values. 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.

It was explained "that genetic information is the genes containing an amount of information (the so-called TACG amino acids sequence) and able to build a human being up is today a seldom challenged triviality. This idea is fundamental to the so-called "Central Dogma" of genetics. The "Central Dogma", as originally formulated by Crick, is a negative hypothesis, which states that information cannot flow downward from protein to DNA." No, DNAs are not really my professional concern but I am aware that like DNAs, computers withhold an amazing degree of information no man can memorize but can definitely determine.

What I have learned:

- The concept of information

- The notion of genetic information

- The ideological use of a model and ethical issues in fund-raising

- The cooperation and public access of data

Integrative Question:

1. What is semantic theory?

2. What is synthetic theory?

3. What is genetic information?

4. What did Berlinski contribute?

5. What did Maynard mentioned?

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Chapter 17: The ethics of cyber conflict

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To learn more about the cyberspace

- To learn the ethics of cyber conflict

- To learn about the different cyber attacks in the past

Quote:

"Besides cyber attacks conducted for pleasure or personal gain, the paper does not consider revenge attacks by insiders – all of which are generally regarded as unethical."

Book Review:

The issue of law and cyber conflict is something that while relatively new, is something that people, nation states, and military organizations have been working on for the last 10 years at least. Many countries have robust cyber warfare rules of engagement, and the more interesting part about this is that any country with an internet connection can engage in cyber conflicts. Attribution (IE Knowing who is attacking you, and being able to act appropriately against the real place that is attacking you) has long been a problem. Zombies, bot nets, jump points, and the millions of compromised computers both Windows and Linux are the cannon fodder of cyber warfare. Attributing the attacker back to the point of origin is going to be difficult if not impossible without some smart people having unrestricted access to packets, and to compromised systems. Legally though, it gets more interesting as the state of cyber law is often well behind the state of cyber warfare tools.

With the advancing technology, even internet can cause war to countries. It could be a silent war; no one would get hurt… physically. Cyber conflict may result to chaos to the concerned parties. Such as what happened in September 2000, wherein Israelite teenage hackers created a website that successfully jammed six websites in Lebanon, causing a

huge turmoil in different websites in Israel, including those of the Palestinians and at least one U.S. site. They made two main types of attacks, the website defacement and distributed denial of service.

What I have learned:

- Jus ad bellum – the law of conflict management

- Jus in bello – the law of war

- Distinction of combatants from non combatants

- When does cyber attack constitute the use of force

Integrative Question:

1. What is cyberspace?

2. What is hacktivism?

3. What happened in the law of war?

4. What is the doctrine of self defense?

5. What is hack back and force?

The Hand book of information and Cyber Ethic

Chapter 18: A practical mechanism for ethical risk assessment – A SoDIS inspection

Amazonlink:

What I expect to learn:

- To learn the generic standards for risk analysis models

- To learn a practical mechanism for ethical risk assessment

- To learn what is SoDIS inspection model

Quote:

"The availability of high-quality software is critical for the effective use of information technology in organizations."

Book Review:

The quantitative nature of the tool allows a company to determine whether or not it has successfully decreased its ethical risk over time. But the qualitative aspect of the tool allows the organization to identify and address specific risk-prone areas by minimizing risks that can be controlled and by instigating effective measures to counteract unavoidable risks.

In developing their tool, the pair looked at two existing measures of ethical risk that were ultimately found lacking: the Global Reporting Initiative (GRI) and the Ethics Resource Center Ethics Quick Test.

The GRI takes a broad look at social performance measures, looking at how a company adhered to multinational codes and standards in the past, Berman explained. "It's really backward-looking. It really says what we've done, and not what kinds of risks we have and how do we manage them. It doesn't help us manage the risk going forward, so unfortunately, we didn't find it super helpful."

The Ethics Quick Test focuses on 12 areas of an organization's commitment to ethics, such as how ethics factors into its organizational values, strategies, goals, objectives, policies and procedures. It looks at organizational incentives, decision-making, and tone at the top, as well as ethics evaluation, education, and training. But the major downfall of the Quick Test, Berman noted, was that it focuses on organizational dynamics as ethical risk factors, without really getting at individual or industrial-level factors.

What I have learned:

- The generic standards for risk analysis models

- The risk identification

- The risk analysis

- The limitations of the generic standards

Integrative Question:

1. What is SoDIS?

2. What is risk assessment?

3. Is risk assessment necessary?

4. What is jus ad bellum?

5. What is jus in bello?

The Hand book of information and Cyber Ethic

Chapter 19: Regulation and Governance of the internet

Amazonlink:

What I expect to learn:

- To recognize the regulation and governance of the internet

- To learn what is censorship

- To know internet regulations: moral arguments

Quote:

"Degrading internet performance will not obviously harm many people very much, depending of course on the degradation."

Book Review:

This technological, industrial and social innovation has risen to the very top of the major public policy priorities. As a result, the desire to correct certain inconsistencies, gaps or dangers in the current situation has become part of the international political agenda. A certain number of tensions have also resulted. Due to its UN framework, the Summit had as prerequisites the plurality of the actors and the equal acceptability of their viewpoints. The debates that resulted, whether formal or informal, whether included in the official program or led in parallel, emphasize the need to coordinate, if not harmonize, complex balances of power.

To examine how the regulation of the Internet has emerged as an object of global governance in the context of the United Nations. Secondly, using a neo-Foucauldian governmentality perspective, to explore and explain how these UN-initiated regulatory activities have been driven and shaped by a cluster of concerns, principals and imageries about technological features of the Internet and its relationship to socio-political transformations. This exploration gives important insights into the contemporary shape of Internet regulation and the principals and knowledge bases that have given momentum to and shaped this emergent object of global governance. In particular, the paper shows how

technological features of the Internet have come to function as models for the shape of its regulation.

This inaugural lecture by Jonathan Zittrain proposes a theory about what lies around the corner for the Internet, how to avoid it, and how to study and affect the future of the internet using the distributed power of the network itself, using privacy as a signal example.

What I have learned:

- That inside the nebulous "internet governance" there coexist different regulatory models, more or less founded in the law, more or less specialized, more or less effective.

- That internet governance in the past years and until now provides fuel for debates within the WSIS regarding the management of the technical resources of the internet

Integrative Question:

1. What is censorship?

2. What is content regulation?

3. What is internet governance?

4. What is the difference between censorship and content regulation?

5. To what extent does the technology allow for effective regulation?

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Chapter 20: Information overload

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To learn what and the effects of information overload

- To understand information

- To know what is A Novel, Recurrent, or Ever-present phenomenon

Quote:

"Some of these information goods are end-products (films, videogames, and newspapers), while others as agents of control (advertisement and e-mail messages) that help to manage the accelerating processes of production and consumption."

Book Review:

The most obvious locus of information inundation is the office: e-mail, voice mail, phone calls, meetings, business journals, faxes, memos, manuals, Web research. The list goes on. Far from bringing about the anticipated "paperless office" and reduced work load, technological innovations have increased both areas.

Information technology, in fact, often diminishes workplace efficiency. *Scientific American* ("Taking Computers to Task," July 1997) pointed out that despite the $1 trillion spent annually across the globe, "productivity growth measured in the seven richest nations has instead fallen precipitously in the last 30 years … Most of the economic growth can be explained by increased employment, trade and production capacity. Computers' contributions, in contrast, nearly vanish in the noise." Blame can be pinned on everything from sound cards to solitaire, that numbing front-desk babysitter.

We can say that Data is like food. A good meal is served in reasonably-sized portions from several food groups. It leaves you satisfied but not stuffed. Likewise with information, we're best served when we can partake of reasonable, useful portions,

exercising discretion in what data we digest and how often we seek it out. Unfortunately, we often do the opposite, ingesting information constantly to the point of choking on it. The risk of information asphyxiation touches all of us — managers, Web surfers, even lazy couch tubers. That's the analogy of it.

What I have learned:

- The consequences of information overload

- The definition of information and information oveload

Integrative Question:

1. What is information overload?

2. What is information?

3. What are the causes of information overload?

4. What are the consequences of information overload?

5. Explain the brief history of phrase.

The Hand book of information and Cyber Ethic

Chapter 21: Email Spam

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is email spam

- To know how to determine a spam

- To know what is Unsolicited Commercial Bulk Emails (UCBE)

Quote:

"A fundamental problem with any philosophical discussion of email spam is definitional. Exactly what constitutes spam?"

Book Review:

E-mail spam, also known as junk e-mail, is a subset of spam that involves nearly identical messages sent to numerous recipients by e-mail. A common synonym for spam is unsolicited bulk e-mail (UBE). Definitions of spam usually include the aspects that email is unsolicited and sent in bulk. "UCE" refers specifically to unsolicited commercial e-mail.

Furthermore, E-mail spam has steadily, even exponentially grown since the early 1990s to several billion messages a day. Spam has frustrated, confused, and annoyed e-mail users. Laws against spam have been sporadically implemented, with some being opt-out and others requiring opt in e-mail. The total volume of spam (over 100 billion emails per day as of April 2008) has leveled off slightly in recent years, and is no longer growing exponentially. The amount received by most e-mail users has decreased, mostly because of better filtering. About 80% of all spam is sent by fewer than 200 spammers. Botnets, networks of virus-infected computers, are used to send about 80% of spam. Since the cost of the spam is borne mostly by the recipient, it is effectively postage due advertising. Definitions of spam usually include the aspects that email is unsolicited and sent in bulk "UCE" refers specifically to unsolicited commercial e-mail. The total volume of spam

(over 100 billion emails per day as of April 2008) has leveled off slightly in recent years, and is no longer growing exponentially.

Now you know what spam emails are and thanks to Google and wiki for the definition. Anyway, spam emails is not something we want but it is a method of some websites to endorse their investors to other people.

What I have learned:

- A short history of spam emails

- The content of an email

- That deceptive emails meant to defraud are condemned, spam or emails between well-meaning friends are probably not spam

- The ethics of reducing the number of spam emails read after they are sent

- The ethics of suggestions to reduce the number of emails sent

Integrative Question:

1. What is Email?

2. What is Email Spam?

3. What is Email message?

4. What is Unsolicited Commercial Bulk Emails (UCBE)?

5. What the accountability of the sender and the degree of deception?

The Hand book of information and Cyber Ethic

Chapter 22: The matter of plagiarism: What, Why, and If

Amazonlink:

What I expect to learn:

- To know what is plagiarism

- the relation of plagiarism to cyber ethics

Quote:

"The emphasis on impropriety is important. There are a wide variety of situations where it seems acceptable to repeat prior expressions while ignoring a possible attribution and making no attempt to seek permission from a putative source."

Book Review:

Plagiarism occurs when students fail to acknowledge that the ideas of others are being used. Specifically it occurs when: other people's work and/or ideas are paraphrased and presented without a reference; other students' work is copied or partly copied; other people's designs, codes or images are presented as the student's own work; phrases and passages are used verbatim without quotation marks and/or without a reference to the author or a web page; lecture notes are reproduced without due acknowledgement. By this, we can identify what's the meaning of this.

When plagiarism is suspected, a staff member involved in unit assessment is required to put the matter to the student, identify the passages which are alleged to be plagiarised and their source and report the matter to the Chief Examiner (or nominee). If it is alleged that an internet site is the source of plagiarism, it would be advisable to print out the material in case the site is changed.

According to the book, The present author believes that, in some contexts, new technology has tended to increase the importance we should place on acknowledgment and to lessen the importance that we should place on authorization.

For academic publication and technology, the digital technology has shifted the major costs of typesetting

away from the publisher to the authors and editors who produce print-ready digital The situation, however, is really very complicated. We noted above that today's technology has created problems for a film industry that seeks to recoup high production costs when piracy is cheap and easy.

What I have learned:

- the concept of plagiarism

- lack of authorization – economic foundations

- lack of authorization – natural or moral rights

- lack of authorization – no infringing plagiarism

Integrative Question:

1. What is plagiarism?

2. Why is it very sensitive?

3. What is the role of plagiarism in cyber ethics?

4. How can this be implemented through cyber ethics, digital technology?

5. How is it complicated to cyber ethics as well as in natural literature?

The Hand book of information and Cyber Ethic

Chapter 23: Intellectual property: Legal and Moral Challenges of Online File Sharing

Amazonlink:

What I expect to learn:

- To know what is intellectual property

- To know the legal and moral challenges of Online File Sharing

Quote:

"Lost in the thicket of lawsuits and policy challenges are the ethical issues associated with the use and distribution of file sharing software. Is the downloading or "sharing" of copyrighted music morally reprehensible? Quite simply, are we talking about sharing or pilfering? Is social welfare enhanced by a legal regime of indirect liability? And should we hold companies like Napster, Grokster, or BitTorrent morally accountable for the direct infringement of their users, particularly if they intentionally design the code to enable the avoidance of copyright liability? Or does such accountability stretch the opposite moral notion of cooperation too far? In this overview, we will present the conflicting arguments on both sides of this provocative debate. Although our primary focus will be on the ethical dimension of this controversy, we cannot neglect the complex and intertwined legal issues."

Book Review:

What is an intellectual property? According to this chapter, it is a property from original thought protected by law. An original creative work manifested in tangible form that can be legally protected. So that means that this property must be protected by laws at all cost. Many of us make a mistake about this topic because it's complicated and we don't understand which is which, and what is what. For beginners, they don't understand this topic well especially those beginners who will be creating something for them. They did it very well. But other people will just use it without permission to the owner. That is calling a copyright infringement. As stated here that all unauthorized property is against ethical values. For example, in downloading copyright files online can be considered as an infringement because the downloaders don't have a permission to the owner to use it. Even if it is fair use, they don't have rights to download these files. The only key to download this to avoid copyright infringement is that pay for that property and make a permission to use that thing.

We are now in 21st century and as we go along, many people and many cases involved copyright infringement. The intellectual property of a person must be protected at all cost. Let's say you did something for the good of others, and another person did something good for others but the way of doing it is stealing from you. That is considered also as a copyright infringement because that person doesn't have a permission to do such thing. Since technology is fast growing more and more cases involved in copyright infringement. It is one of the best case spread in the world. We don't have a control with this stuff and that is the reality.

For internet, it is called a gatekeeps because of Internet Service Providers and search engines. Gatekeepers are the one who are in the position to don't interfere in copyright infringement. Good thing that gatekeepers are trusted to prevent copyright infringements.

What I have learned:

- Sharing or theft

- Secondary Liability

- MGM V. Grokster

- Moral Considerations

Integrative Question:

1. What is piracy?

2. What is intellectual property?

3. What are the legal challenges of online file sharing?

4. What is the secondary liability of file sharing?

5. Who is Grokster?

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Chapter 24: Censorship and access to expression

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is censorship

- To know what is access to expression

Quote:

"The benefits we receive from having these interests satisfied (and the harms from not having them satisfied) will not be easily overridden. Second, we have to ask ourselves not what in principle it might be good to censor. We have to ask ourselves what in actual practice would be the consequences of having policies in place that restrict access. It is at this point that "slippery slope" and "chilling effect" arguments might have some force."

Book Review:

We are now in 21st century and we are now involved in technology. For ancient times, censorship was also applicable. Those who have an authority can order a restriction of a particular issue or event. We are now in the modern times, and we are still doing this act. Of course all of us need privacy. Each individual should be protected at all cost. In order to prevent the exposure of private, the censorship is applied. What is this censorship? Well basically, censorship role is to condemn person's action. In other words, condemn is considering something guilty about a particular act. So in order to avoid guiltiness, censorship is applied.

Without getting clear on what we mean by censorship, this chapter tells us that it is very hard to know exactly what is wrong with a particular act and indeed, it is always wrong. We must find out the real truth about censorship. By finding it, of course, we don't know where to start because it was censored. There is no information about it. For example, there was an illegal transaction between a businessman and a group that sells drugs and it was recorded in the video, it was censored when it was first shown because they don't want to reveal that transaction. When a person who are in the authority who wants to reveal the truth, he/she must make information out of it and try to release this video at all cost. But, the problem is that it is censored. That's the main point of the problem. That's why it is difficult to release it even if it is

an evidence for the case. Without getting clear on what we mean by censorship, it is difficult to get a grip on exactly what is wrong with it, and indeed, on whether it is always wrong.

What I have learned:

- the types of harm and arguments against censorship

- inherently harmful access

- instrumentally harmful access

- creating a market

- hostile atmosphere

Integrative Question:

1. What is censorship?

2. Should censorship be implemented? State at least two reasons.

3. Why are people interested in accessing other people's computer?

4. Give two types of harm against censorship.

5. What is inherently harmful access?

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Chapter 25: The gender agenda in computer ethics

Amazonlink:

What I expect to learn:

- To know what is the gender agenda in computer ethics

- To know why does gender preferences is included in computer ethics

- To know how computer ethics can be affected by the gender

Quote:

"The idea that gender is a major (possibly even the major) way of classifying and ordering our world has been propounded by a number of authors, mainly, although not exclusively, writing from a feminist position.1 The recognition of continuing differences between men's and women's lots, at home, in the workplace, and in education, even in societies that have seen considerable opening up of opportunities for women in the space of a generation or so, has been a major force in developing contemporary feminist writing.2 Coupled with this, we continue to be fascinated by differences between men and women, putative differences in behavior, differences in interests, differences in management style, differences in parenting approach, and so on. This suggests that, in the process of ordering and classifying our world into that which is feminine, that is, belonging to or pertaining to women, and that which is masculine, that is, pertaining to men, we may polarize this binary in a search for, and perhaps even a maintenance of, difference."

Book Review:

At the first part of this chapter, noticed that the main topic is feminine. The question is that why do they need to focus on them? The answer to that is that woman is powerful also as man. It is much better than the abilities of man. As they discussed here, Woman's ethical values is the number one debates and issue for our world today. The world in reality can't accept the man's ability and other would tell that it is not good for woman because some abilities of man can't do it by woman. But then morality again is the issue here.

Care cyber ethics. It's the first time I heard that. According to this chapter, care ethics is a cornerstone of most difficult approaches towards feminist ethics. The main actor here again is

the feminine. They are the main emphasis on this chapter. As we all know, the characteristics of woman is unique. They are the one who make things better not just only in society but especially on families. Mothers are considered the light of house. Their responsibilities are big therefore they should take these responsibilities for their family. In relating to computer ethics, it's the same, as stated on this chapter, they give more emphasis on feminine side, therefore, and they have big responsibilities in society.

For computer ethics, researches told us that decision of man and woman is very important specifically in computer ethics problem. They have a power to rule over it. The fact is, nobody owns cyber ethics and that means it's for us. We must take this responsibility owning it. Taking a good decision will really help people in making good things towards the computer ethics.

The gender, ethics and information technology, in that work, the hope must be strengthened and theoretical dimensions must be broadened. Ethical decisions of man and woman are said to be important so that decisions made are strong.

For academic publication and technology, the digital technology has shifted the major costs of typesetting away from the publisher to the authors and editors who produce print-ready digital. The situation, however, is really very complicated. We noted above that today's technology has created problems for a film industry that seeks to recoup high production costs when piracy is cheap and easy.

What I have learned:

- Gender and computer ethics studies

- Quantitative vs. Qualitative research methodologies

- The under theorizing of gender and ethics

- Cyber stalking

Integrative Question:

1. What do you mean by feminist ethics?

2. Explain the male-female binary as stated on this chapter.

3. Define cyber stalking.

4. Define what a hacker community is.

5. Explain the concept of Quantitative vs. Qualitative Research methodologies.

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Chapter 26: The digital divide: A perspective for the future

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is digital divide

- To know a perspective for the future

Quote:

"In the developing world, poverty and the suffering it causes is considerably worse. Here poverty is characteristically "absolute" in the sense that people do not have enough to consistently meet their basic needs. People in absolute poverty lack consistent access to adequate nutrition, clean water, and health care, as well as face death from a variety of diseases that are easily cured in affluent nations. Indeed, 15 million children die every year of malnutrition in a world where the food that is disposed of as garbage by affluent persons is enough to save most, if not all, of these lives."

Book Review:

This chapter explains the role of Digital Divide for the people. Let us define first what is digital divide? As stated here on this particular chapter, Digital divide is a new term for right which means that it occupies the main component of global lingua franca. The word lingua franca is only for the internet which is accepted as a language from our language. Those words by lingua franca came from us but these words were modernized because of internet. These words defined by human and can understand by people who are into computers or internet enthusiasts. It's more on digital words I should say because, it is modernized by people to make it more attractable and meaningful. This is to signify that in essential terms, one thing: the fundamental disparity between information haves and have-nots. These words are too techy and I don't understand it either. It is stated here that these will depend upon who is on the sides of comparison.

What do people expect from this topic? Again, it is a literature of words that is full of technical definition. There are many doubts about digital divide because people cannot easily

detect in digital divide literature. The big problem of this topic is that it is hard to understand this particular language and more people will not and discourage them to understand this. It is a learning tool for us bet yet, no one in the world will try to understand and learn it. Only those people who are interested. It is stated here that this was too narrow to certainly understand the revolution. The network had to expand, by all means so that it will be accessible for people who like to use this as a primary tool.

What I have learned:

- How poverty was transformed into what it is now

- That digital divide is the division between those who have access to ICT and are using it effectively, and those who are not

Integrative Question:

1. What is the title of section 103?

2. What is the title of section 1201?

3. What is the title of section 1202?

4. Explain the limitations on liability for copyright infringement.

5. Explain the limitations on liability relating to online material.

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Chapter 27: Intercultural Information Ethics

Amazonlink:

http://www.amazon.com/Handbook-Information-Computer-Ethics/dp/0471799599/ref=sr_1_1?ie=UTF8&s=books&qid=1233037513&sr=1-1

What I expect to learn:

- To know what is IIE

- To know why it is called as an emerging discipline

- To know the impact of IIE to ICT

Quote:

"Intercultural Information Ethics (IIE) can be defined in a narrow or in a broad sense. In a narrow sense it focuses on the impact of information and communication technology (ICT) on different cultures as well as on how specific issues are understood from different cultural traditions. In a broad sense IIE deals with intercultural issues raised not only by ICT, but also by other media as well, allowing a large historical comparative view. IIE explores these issues under descriptive and normative perspectives. Such comparative studies can be done either at a concrete or ontic level or at the level of ontological or structural presuppositions."

Book Review:

When we say intercultural it is within the culture. Combining this to ethics means a lot to the information ethics topic. We all know that information ethics is part of ethical values made by human. We all know that information is everywhere. It will go out somewhere just like water. But the problem of this is that information is very much sensitive. Once information is leaked, more people will know it and as a result, people will react and react about that issue. The information now turns out to issue. That's the informal way of knowing the information. Information must be in a good side wherein people must make use of it in a right and better way. Now, for uneducated people, they don't know how to handle the information, they keep leaking this and sometimes this particular information will go to some professionals. It's complicated in sharing information especially if that information is sensitive.

As stated here on this chapter. IIE will not deal with the question of the impact of ICT on local cultures but explores also how specific ICT issues or, more generally, media issues can be analyzed from different IIE perspective. We are talking here again about the cultures and we all know that we have different cultures and at the same time, we have different beliefs. So this statement from this chapter proves that Intercultural Information of ethics is different and has different impact to ICT for local cultures, different understanding for different cultures.

What I have learned:

- How diverse our world culture is

- How can we adapt in different cultures

- That there are intercultural information ethics that are used by different cultures

- That there are at least three major global or spherical projects in European history

Integrative Question:

1. What is culture?

2. What is IIE?

3. Why is it called an emerging discipline?

4. What is the foundational perspective that focuses on IIE?

5. How does IIE impact the world?