

## 12.5: Study Questions

### ? Study Question 12.5.1

What does the term information systems ethics mean?

#### Answer

Information systems ethics refers to the moral principles and rules of conduct that apply to the development and use of computer systems and technology. It deals with ethical issues that arise due to the capabilities that information systems provide.

### ? Study Question 12.5.2

What is a code of ethics? What is one advantage and one disadvantage of a code of ethics?

#### Answer

A code of ethics is a document that outlines acceptable behaviors for members of a group, often professionals in a field. One advantage is that it clarifies acceptable standards of conduct. A disadvantage is that it may not cover every ethical situation that arises.

### ? Study Question 12.5.3

What does the term intellectual property mean? Give an example.

#### Answer

Intellectual property refers to creations of the mind that have commercial value and are protected by law from unauthorized use by others. Examples include trademarks, copyrights, and patents.

### ? Study Question 12.5.4

What protections are provided by a copyright? How do you obtain one?

#### Answer

A copyright protects original creative works like books, movies, and artwork from being copied or reproduced without permission. Copyright is obtained automatically when the work is fixed in a tangible form.

### ? Study Question 12.5.5

What is fair use?

#### Answer

Fair use is a legal exemption that allows limited use of copyrighted material without permission for purposes such as education, commentary, and news reporting.

### ? Study Question 12.5.6

What does a trademark protect? How do you obtain one?

#### **Answer**

A trademark protects words, phrases, logos or other identifiers that distinguish a good or service in commerce. Trademark rights are obtained by using the mark in commerce.

### ? Study Question 12.5.7

What does the term personally identifiable information mean?

#### **Answer**

Personally identifiable information (PII) refers to data that can uniquely identify an individual, such as name, social security number, biometric data, and medical records.

### ? Study Question 12.5.8

What protections are provided by HIPAA, COPPA, and FERPA?

#### **Answer**

HIPAA protects privacy of medical information, COPPA protects kids' privacy online, and FERPA protects privacy of student educational records.

### ? Study Question 12.5.9

How would you explain the concept of NORA?

#### **Answer**

NORA stands for non-obvious relationship awareness. It refers to using technology to identify individuals by combining non-sensitive data from multiple sources to build detailed profiles.

### ? Study Question 12.5.10

What are the ethical implications of artificial intelligence?

#### **Answer**

AI raises issues like inherent bias, transparency and accountability, potential job loss, and privacy concerns that organizations must weigh ethically.

### ? Study Question 12.5.11

How does technology impact workplace monitoring?

#### **Answer**

Technology enables extensive employee monitoring, raising questions about privacy and appropriate use by employers. Clear policies are needed to address issues like surveillance and data collection.

### ? Study Question 12.5.12

How does copyright law balance the rights of a creator with the benefits of their work entering the public domain?

#### Answer

Copyright law aims to balance incentivizing creativity by protecting works for a period of time, while also ensuring works eventually enter the public domain for broader use. Protections are limited in duration, and doctrines like fair use allow some rights for the public. This attempts to serve both the original creator and society as a whole.

### 12.5.1: Exercises

1. Interview someone who works in cybersecurity. What ethical dilemmas have they encountered in their work?
2. Find a recent news article about a data breach or privacy violation. What could the company have done better?
3. Compare the privacy policies of 3 popular websites. What differences do you notice?
4. Find 5 copyrighted images online and evaluate what would be considered fair use.
5. Listen to a podcast episode covering issues related to technology ethics. What did you learn?
6. Review your social media privacy settings. What changes would better protect your privacy?
7. Find a code of ethics for a professional organization related to technology and review their key principles. Which do you think are most important?
8. Interview someone who has patented an invention. What was the process like?
9. Try to trademark a common word or phrase. What happens?
10. Take an online privacy quiz. Share some tips you learned.
11. Find a case where fair use protected the use of copyrighted material. What was the situation?
12. Compare privacy laws between the US and another country. What differences did you find?

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