Ethical Concerns and the Internet

Goals

Software Tools for Personal Productivity
Prepared by: Dr. S. Bakke
Cleveland State University

Based on:
PHIT Tip: Ethical and Effective Internet Searching

1. Ethical concerns involving the Internet.
   1. Concept of Intellectual property
   2. Protecting Intellectual Property
   3. Plagiarism
   4. The Fair Use Doctrine
   5. Documenting online sources

2. Effective Internet Searching
   1. Search engines
   2. Online databases
   3. Additional scholarly sources

3. Social interaction in the Internet
   1. Blogs
   2. News Groups
   3. RSS
   4. MyFace / uTube ...

4. Conducting secure business in the Internet
   1. Fair Business Practice
   2. Secure channels (HTTPS and HTTP protocols)
Intellectual Property

- Intellectual property refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.

- Two categories:
  1. **Industrial property**, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source; and
  2. **Copyright**, which includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs.

---

**What is a patent?**

- A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

**What does a patent do?**

- A patent provides protection for the invention to the owner of the patent. The protection is granted for a limited period, generally 20 years.

**What kind of Protection does a Patent offer?**

- Patent protection means that the invention cannot be commercially made, used, distributed or sold without the patent owner’s consent. These patent rights are usually enforced in a court, which, in most systems, holds the authority to stop patent infringement. Conversely, a court can also declare a patent invalid upon a successful challenge by a third party.
**Intellectual Property**

**What is a trademark?**

- A trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person or enterprise.

- The system helps consumers identify and purchase a product or service because its nature and quality, indicated by its unique trademark.


---

**Intellectual Property**

**What is copyright?**

- Copyright is a legal term describing rights given to creators for their literary and artistic works.

**What is covered by copyright?**

- The kinds of works covered by copyright include: literary works such as novels, poems, plays, reference works, newspapers and computer programs; databases; films, musical compositions, and choreography; artistic works such as paintings, drawings, photographs and sculpture; architecture; and advertisements, maps and technical drawings.

- A copyright usually lasts the lifetime of the creator plus 70 years.

Ethical Concerns Involving the Internet

1. Unauthorized Use of Intellectual Property

In the view of industrialized countries intellectual property rights must be respected to provide a fair return to the private investors who take the considerable risks involved in developing and commercializing a new technology. Unless such returns are available, the incentives for inventive and innovative activity will be impaired, to the detriment of all nations, rich or poor. [*]

2. Unauthorized Access to Personal Information


Violating Copyright *

Examples of violations punishable by law

◦ Copying a paper that someone else has written
◦ Copying and distributing digital music files
◦ Downloading the copy of a movie
◦ Copying a software program and giving to others

Resources

Electronic Frontier Foundation: www.eff.org
US Copyright Office: www.copyright.gov

* Copyright is defined in Title 17 of the United States Code.
Plagiarism

- to steal and pass off the ideas or words of another as one's own
- to use another's production/creation without crediting the source
- to commit literary theft
- to present as new and original an idea or product derived from an existing source.

*Plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward.*

Plagiarism Examples

1. Wholesale copying
   - Copying an entire article or long sections of an article word by word.
2. Paraphrasing
   - Rewording the unique ideas of another author
3. Making up sources
   - Inventing fictional quotes in support for a position or idea.
## Detecting Plagiarism

1. Google it

2. Anti-plagiarism websites
   - Turnitin.com – students
   - 411.com – find people
   - Ithenticate.com – corporations
   - uspto.gov – Patents & Trademarks
   - wipo.int – International version of USPTO
Detecting Plagiarism

**Example:** Using Turnitin.com tool

Detecting Plagiarism

**Example:** Checking a commercial phrase
The Fair Use Doctrine

- Students and faculty may use brief portions of other’s people contributions as long as
  - credits be given to the original source and
  - the user doesn’t profit from the original material.
- Larger portions usually require the author’s permission.

Avoiding Plagiarism

Cite your sources!

1. American Psychological Association (APA) format


2. Modern Language Association (MLA) format

Effective Internet Searching

Searching is usually driven by keywords. You may request: text, images, video, sound, etc.

Search Engines
- www.google.com
- www.live.com
- www.ask.com
- search.yahoo.com
- www.altavista.com

Academic Internet Searching

High quality research material for academic purposes should be found using a specialized library search.

Search Engines
- www.google.com [ Choose: More | Scholar ]
- http://www.ohiolink.edu/
- http://citeseer.ist.psu.edu/
Internet Resources

Encyclopedia
- www.wikipedia.org
- encarta.msn.com

Dictionaries
- www.m-w.com
- www.dictionary.com

Government
- www.usps.org
- www.census.gov

Unauthorized Access to Personal Information

1. Identity theft
   - Identity theft occurs when someone uses your personally identifying information, like your name, Social Security number, or credit card number, without your permission, to commit fraud or other crimes.

   [more at FTC site: http://www.ftc.gov/bcp/edu/microsites/idtheft/]

   2/14/2008
Unauthorized Access to Personal Information

2. Personal Profiling
   - The use of computers to combine data from multiple sources and create electronic dossiers of detailed information on individuals.
     [Bureau Motor Vehicles, Police, Courts, Financial service firms, phone directories, loan application forms, college boards: graduating seniors, …]
   - **Examples:** doubleClick.net, usadata.com, choicepoint.com, acxiom.com.

3. Unwanted intrusions
   - Spam.

Fair Information Practice Principles

1. **Notice / awareness:** Consumers should be given notice of an entity's information practices before any personal information is collected from them.
2. **Choice / consent:** opt-in / opt-out
3. **Access / participation:** Individuals should be allowed to access information about themselves and contest its accuracy.
4. **Enforcement / redness:** mechanisms to enforce the law, self-regulation, civil & criminal sanctions.

Accessed on Feb 13, 2008 at URL www.FTC.gov/reports/privacy/faiInfo.shtml
Unauthorized Access to Personal Information

Techniques for obtaining personal information

In most cases, a criminal needs to obtain personal information or documents about an individual in order to impersonate them. They may do this by:

- Stealing mail or rummaging through rubbish.
- Retrieving information from redundant equipment which has been disposed of.
- Stealing payment or identification cards, either by pick-pocketing or surreptitiously by skimming through a compromised card reader
- Remotely reading information from an RFID chip on a smartcard, RFID-enabled credit card, or passport
- Eavesdropping on public transactions to obtain personal data.
- Stealing personal information in computer databases.
- Advertising bogus job offers (either full-time or work from home based) to which the victims will reply with their full name, address, curriculum vitae, telephone numbers, and banking details
- Impersonating a trusted organization in an electronic communication (phishing)
- Obtaining castings of fingers for falsifying fingerprint identification.
- Browsing social network (MySpace, Facebook, Bebo etc) sites, online for personal details that have been posted by users
- Simply researching about the victim in government registers, at the Internet, Google, and so on.

Conclusion

1. Be mindful of using other’s intellectual property
   - Plagiarism
   - Cite any sources you use

2. Unauthorized Access to Personal Information
   - Fair information practices
   - Be aware when disclosing personal information