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SI 410 ETHICS AND INFORMATION TECHNOLOGY

Week 10a: Privacy Reconsidered

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THEMES

- Information privacy
- Self-identity and self-esteem
- Privacy and online identity management

PRIVACY RE-DEFINED

1. Privacy

2. Self-identity

3. Online identity

- Privacy is “informational privacy”
 - Maintaining a zone of personal privacy
 - Room for self-identity
 - Autonomy – ability to manage the public presentation of self-identity
- Are we more or less than our “information”?

PRIVACY RE-DEFINED

1. Privacy

2. Self-identity

3. Online identity

- Theories of privacy and privacy rights:
 - Control over zone of personal info
 - Limitation: restricted in certain contexts
 - Restricted Access/Limited Control
 - Protection from “intrusion and information access by others in the context of a situation”
 - Loss of privacy = condition
 - Violation of privacy = right
- Problem of privacy in public: what does Shoemaker mean by this issue?

VARIETIES OF SELF-IDENTITY

1. Privacy
 2. Self-identity
 3. Online identity
- Identification
 - Self determination and motivation
 - Narrative identity
 - Self-told story of “my” life
 - Mostly psychological properties
 - Social identity
 - Collective categories (kinds of persons)
 - Personal dimensions
 - Self-esteem identity
 - Properties that ground emotions in stable ways

IDENTITY MANAGEMENT AND AUTONOMY

1. Privacy

2. Self-identity

3. Online identity

- Zone of identity protection is narrow
 - Only properties of self-identity
 - Managing public exposure
- Threats to autonomy
 - Unable to do what I want with my *self*

“One has information privacy when one has control over the access to and presentation of (unrevealed) information about one’s self-identity.” (p. 10)

DATA MINING EXAMPLE

1. Privacy
2. Self-identity
3. Online identity

- Data mining is **patterning** from publicly available bits of information.
 - A modified “control theory” of identity
 - Patterning is objectionable when:
 - Unauthorized
 - Construal of one’s self-identity
 - Correct and shameful
 - Correct and prideful (not controlled)
 - Incorrect
 - Harm: undermined capacity to manage the presentation and public construal of one’s self-identity
 - Right: only if interest is strong enough

ANONYMITY AND THE INTERNET

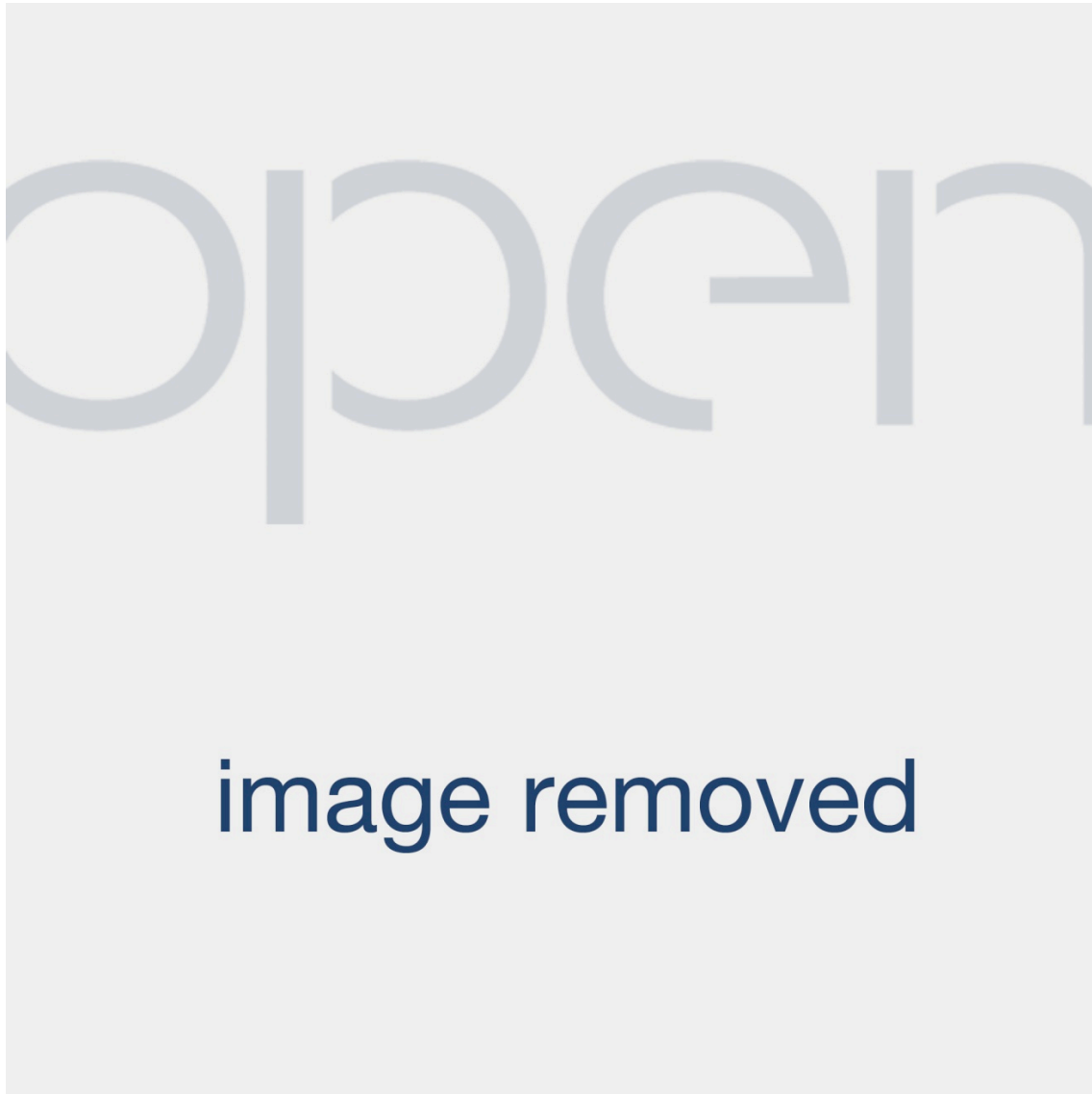
- 1 Anonymity
- 2 Ethics
- 3 Esteem**
- 4 Complications

- Esteem devolves to the avatar, whose reputation is a crucial factor in social relations
 - Let’s find some examples of high and low esteem situations...
- Esteem for the avatar devolves to the owner
 - The management of identities servers multiple needs of the owner

ESTEEM AND IDENTITY INTEGRATION

- 1 Anonymity
- 2 Ethics
- 3 Esteem**
- 4 Complications

- Not always a good idea...
 - Online reputation can be higher than one’s offline reality
 - Personal advantage to separating identities
 - Online avatars as a secret society with special benefits



Please see original image of William Haefeli's "What was the point of writing a blog nobody else could read?" at The New Yorker, <http://www.cartoonbank.com/2010/what-was-the-point-of-writing-a-blog-that-nobody-else-could-read/inv1/135997/>

AVATARS AND IDENTITY - COMPLICATIONS

1 Anonymity

2 Ethics

3 Esteem

4 **Complications**

- The use of avatars to project identity (self)
- The use of avatars to hide identity (self)
- What are the ethical consequences of this choice?
- If esteem can turn to dis-esteem, where does the harm lie?

Additional Source Information

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Slide 12, Image 3: Please see original image of William Haefeli's "What was the point of writing a blog nobody else could read?" at The New Yorker, <http://www.cartoonbank.com/2010/what-was-the-point-of-writing-a-blog-that-nobody-else-could-read/inv/135997/>



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