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SI 410 ETHICS AND INFORMATION TECHNOLOGY

Week 10a: Privacy Reconsidered
THEMES

- Information privacy
- Self-identity and self-esteem
- Privacy and online identity management
PRIVACY RE-DEFINED

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?

• Shoemaker “Self-exposure and exposure of self” (2010)
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

• Shoemaker “Self-exposure and exposure of self” (2010)
IDENTITY MANAGEMENT AND AUTONOMY

• 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

- 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

1. Privacy
2. Self-identity
3. Online identity
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 serves multiple needs of the owner.
ESTEEM AND IDENTITY INTEGRATION

- 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/invt/135997/
AVATARS AND IDENTITY - 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/invt/135997/