9. Privacy Case Studies

NY Times Magazine, *How companies learn your secrets*

1. Describe the case of girl Target discovered was pregnant. Were there any ethical problems with Target’s activities? [Daniel W]

2. What information does Target potentially gather about customers, according to the article? What does it do with that information? Is there an ethical issue here? [Albert A]

3. Explain the brain science described in the article. How is it used to get people to buy more things? Any ethics issues there? [Benjamin B]

Cyberethics—Privacy cases

4. Describe the Doubleclick case from the text. Be prepared to lead a discussion in class on the questions at the end of the case study. [Drew C]

5. Describe the Facebook case from the text. Be prepared to lead a discussion in class on the questions at the end of the case study. [Paul C]