ICT332 Self-Study Questions
Week 8
(Ref: Chapter 9, E-Commerce by Laudon & Traver)

[Submit answers to the following questions as one of the weekly self-study exercises.]

End of Chapter Questions

2. What are the three basic principles of ethics? How does due process factor in?

3. Explain Google’s position that its Print Library program does not violate the intellectual property rights of publishers and authors.

4. Define universalism, slippery slope, the New York Times test, and the social contract rule as they apply to ethics.

6. Name some of the personal information collected by Web sites about their visitors.

7. How does information collected through online forms differ from site transaction logs? Which potentially provides a more complete consumer profile?

8. How is the opt-in model of informed consent different from opt-out? In which type of model does the consumer retain more control?

11. Name three ways online advertising networks have improved on, or added to, traditional offline marketing techniques.

12. Explain how Web profiling is supposed to benefit both consumers and businesses.

13. What are some of the challenges that Chief Privacy Officers face in their jobs?

16. Define cybersquatting. How is it different from cyberpiracy? What type of intellectual property violation does cybersquatting entail?

18. What are some of the tactics illegal businesses, such as betting parlors and casinos, successfully use to operate outside the law on the Internet?

Projects

2. Develop a list of privacy protection features that should be present if a Web site is serious about protecting privacy. Then, visit at least four well-known Web sites and examine their privacy policies. Write a report that rates each of the Web sites on the criteria you have developed.

4. Visit at least four Web sites that take a position on e-commerce taxation, beginning with The National Conference of State Legislatures (Ncsl.org) and The National Governor’s Association (Nga.org). You might also include national associations of local businesses or citizen groups opposed to e-commerce taxation. Develop a reasoned argument for, or against, taxation of e-commerce.