

CS 4001HP  
Prof. Amy Bruckman  
Midterm 2018

Each question is worth 25 points.

*Question 1 is required.*

1.

Your company makes personal fitness tracking applications for your phone. In a design meeting, your engineering manager tells you that making the new version of the product accessible for the blind will raise your development costs by 15% which will not be recouped by any additional sales since the blind market is small, and will also delay the release of the new version by three to five weeks.

What do you do? In each of your answers below, make sure that you show us that you understand the theory.

- a. Analyze the dilemma using act utilitarianism.
- b. Analyze the dilemma using rule utilitarianism.
- c. Analyze the dilemma using deontology (Kantianism)
- d. Analyze the dilemma using virtue ethics.

Answer THREE of the following FOUR questions.

*Answer all parts of any question you choose.*

If you answer all four, we will count your top three scores.

2.

- a. Name the four factors of fair use, and for each one explain its significance.
- b. What happened in the court case Sony v. Universal Studios, and why is this significant?

3. According to Nancy Leveson, what causal factors contributed to the Therac 25 accidents? Present four factors, and explain each one.

4. Epic Coffee has developed a new fingerprint reader that can identify customers from their fingerprints if they touch the counter while ordering. They are using this technology to send customers targeted special offers, texted to their cell phones automatically. There's no notice of this practice except lettering on the door saying "Customers may receive special offers!"

- a. Discuss this from a consumer protection approach to privacy.
- b. Discuss this from a free market approach to privacy.
- c. Would this be allowed in the European Union? Explain why or why not and be specific.

5.

- a. What does the Children's Internet Protection Act (CIPA) provide for, and what problems does it address?
- b. Describe one problem that CIPA solves and one new problem that it creates.
- c. What does the Children's Online Privacy Protection Act (COPPA) provide for, and what problems does it address?
- d. Describe one problem that COPPA solves and one new problem that it creates.