

Television and personal

Technology, Information Technology



Television and Personal Data Response Questions Question one: Television: how it changed society, who benefited, who lost Philo Farnsworth is credited for having invented the complete set of the electronic components that make up the Television. This technology changed the society at large transforming the way people conducted activities such as businesses and information gathering. It is said to be one of the life changing inventions of the 20th century that changed every aspect of people's lives (Jean-Jacques, 2000, pp 1-28). The television changed society in a number of ways. First it changed the way people accessed information. It was now possible for individuals to access news of events that went on in society not just by listening to the presenters voices as was the case of the radio but also watch exactly what transpired (Nwulu, Et. al., 2010, pp1-6). The two aspects of voice and video enhanced the messages delivered. The second impact was that television changed the entertainment scene with people having the ability to watch movies, music videos and their favorite programs on television (Nwulu, Et. al., 2010, pp1-6). Thirdly people were able to conduct business easily through advertisements on television that reached many people. In the same light educational material was also disseminated on Television with student programs being aired for schools and for personal development. The society was able to learn and acquire knowledge through television programs. On the negative side the society was affected by the different cultures that were shown on Television with people imitating what others were doing. Immoral behaviors were acquired through watching television programs that were not part of some societies (Nwulu, Et. al., 2010, pp1-6). There are many categories of people who benefited from television

technology. The first group is the media owners who have continued reaping profits from advertisements made on television. The second group of people is the entire society who benefit by receiving news of events and activities that take place in various parts of the world (Jean-Jacques, 2000, pp 1-28). They also enjoy the entertainment on television through movies and programs. The third groups of people are the students who have benefited from educational programs aired on television. The people who lost as a result of this invention are the radio owners as revenues from advertisements and comedy went down because of the move to Television (Jean-Jacques, 2000, pp1-28). List of References Jean-Jacques, P. (2000, June 2). A history of Television. Retrieved October 23, 2011, from Digital Video Broadcasting: http://arantxa.ii.uam.es/~jms/tvd/tv_history.pdf, pp 1-28

Nwulu, N., Adekanbi, A., Oranugo, T., & Adewale, Y. (2010). Television broadcasting in Africa: Pioneering Milestones. IEE, 1-6.

Question two: Who owns Personal data? Personal data is protected by the constitution from unwarranted search and seizure. Personal data of any kind cannot be used for any reason without the consent of the person who owns that particular information. People or even organizations handling personal data in the course of their duties or business operations are only but considered custodians of that data and are prohibited from disclosing the information or data to other parties without the permission of the individual owning the data. Such data may only be disclosed when a subpoena has been issued for that particular data by a court of law. It is a criminal offense and people or organizations may be subjected to criminal or civil penalties if found to be misusing personal data (Cheverie, 2011, pp 1-7). Congress therefore has

recognized and declared that a person owns any and all data that identifies them. That information may be created, stored, retrieved, transferred or disseminated only through the consent of the owner. Personal data recognized by congress include names, addresses, telephone numbers, identification details, financial details, credit records, medical records, travel records, purchasing patterns and any other information that is directly linked to an individual. It is important that when businesses collect such information and store it in their databases there should exist some mechanisms on how such data can be protected from unauthorized access by people of ill intent otherwise data theft may lead to identity theft, fraud, and other privacy concerns that put people at risk. At all times organizations should understand that they are merely holding the data and it does not belong to them but to specific individuals whom they have solicited the data from. With this understanding it is easier for them to ensure that the data is protected (Sangani, 2010, pp28-29). When people share their personal data with organizations, the data is meant specifically for certain transactions. For example medical data is specifically meant to help the doctor identify an illness and treat a patient. Financial data is meant for a bank to help the individual manage money. This then means that the information belongs to those particular individuals (Sangani, 2010, pp28-29).

List of References

Cheverie, J. (2011, August 10). Data Privacy Legislation: an analysis of the current legislative landscape and the implications for higher education. Retrieved October 23, 2011, from Educause: <http://net.educause.edu/ir/library/pdf/EPO1111.pdf>, pp 1-7

Sangani, K. (2010). Who owns... Your personal data? [consumer Tech Ownership]. IEEE, 5(11): 28-29.