

History and technology: headlong into futurity

[Technology](#)



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Introduction

Technology has brought us to a new scenery where readily available is the potentiality of both opportunity and coercion. On top of the one side, technology has redefined whatever we do (for example, message, production, distribution etc.) is very easier. On the other hand, it has increased unprincipled practices like pilfering others' information, downloading inappropriate equipment, tools, information or data and stealing others' acknowledgment card, credit card, number etc., and misusing it. (Whitaker, 1999; Sheikh et al., 2000).

People encompass to hide their secret. Departing online means that anything you converse can be read and tracked with no trouble. In the present scenario, we can exchange a few words with anyone everywhere in the world through an easy source of internet. E-commerce and internet publicity are booming day by day, this change in the resources of communication has let an enormous amount of our data and activities we did to be composed and stored in the databases of individuals who provide services like Internet Service Providers (ISP), mobile and telephone operators, and others (Whitaker, 1999; Rauhofer, 2008; Laudon and Laudon, 2009).

Information technologies facilitate in collection of information, storing and retrieving them when needed. It helps managers of different levels and other workers of the organisation in making decision, and maintaining coordination and control (Whitaker, 1999; Laudon and Laudon 2009). Today's technological infrastructure has allowed us to access information easily and hence increased their value as well. Anything which can be digitized in a

form of bits is information. Information has different values (for instance entertainment value, educational value etc.). The technology has made possible the delivery of information to the end users (Shapiro and Varian, 1999).

The present article therefore critically, examine the affect of privacy about clients or customers and employees into relation with the companies. Within order to carry on so a apparent view of privacy , and how information are used and store is analysed first. This will be follow by how big business corporation are using advance technology to supervise workforce and how they are jamboree information from the clients are described

Subsequent to that issue concerning clients privacy and workforce privacy are deiscussed. The succeeding section will talk about about whether privacy matters or not. The final conclusion is drained from all the debate.

Nevertheless, there are numerous who dispute that privacy is deceased and we should gain knowledge of to get over it., also there are a number of individuals who say there ought to be privacy and if any person tries to break the privacy they should be punshied.

Domain of study:

Clients or customers confidential information privacy means to make them relaxing in disclose their personal information as necessary by the administration (Hsu and Kuo, 2003; Sheikh et al., 2000; Akcura et al., 2009).

According to the words of Westin (1967) privacy is persons concern to manage terms and conditions under which his or her personal statistics is composed and used, personal data means the objects or figures or

information which is linked with an identifiable personality. On or after business direct of view privacy is building customers at simplicity disclose their information essential for connection advertising. (Resnick and Montania, 2003)

Exploring information in the outside world.

Over the history of few years customers are more worried about the defeat of privacy because of the degeneration state of Internet which include of junk e-mail, track of users piece of paper narration from beginning to end like cookies and undesired contribution and giving out of user information for purpose incompatible with the original one, we can take the example of the case of America Online which sell its consumers information such as private information, monetary information and current or previous or any other internet deeds etc. (Milberg et al., 1995; Wanget et al., 1998; cited by Hsu and Kuo, 2003).

Here the challenge is that for the customers is about that they doesn't know who is accumulate their data and what is through with the information.

Private information is composed from the consumer so that the seller can make a long term connection with the clients, if people are influenced that the corporation comply with privacy policies and rules then they may not be uncertain to share their information and as well as they might trounce with the unease related to privacy (Resnick and Montania, 2003). However, there are only a small number of people who in fact read the policies and rules.

Depnding on the report by Jupiter Media Metrix (Cyber Atlas, 2002) 40 percent providers or users understand the privacy policies earlier than construction a purchase .(Resnick and Montania, 2003). On the whole

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privacy concerned and not enthusiastic or agreed to share private information was seen as a danger or hazard to e-commerce by Clinton Administration. According to Green (1998) a community opinion review has originate that for the reason that of privacy concern and individuals who are not online do not determination to go online. Other survey (Georgia Tech Research Corporation 1997, Privacy and American Business 1997) has create that users who are online refute to give information or supply false information if the location be unsuccessful to show why their information are being composed and how it is leaving to be used (Culnan, 2000).

Collection of information and usage:

According to Resnick and Montania (2003), the retailers collect the information from the customers in two ways:

- a) active collection (client declared data).
- b) inactive collection (behavioural and purchase information)

The retailer can agree on the customers' preference by:

Click stream Tracking: it is a tool that track the data about the customer activities and amass them in a record. It accounts the location you have logged in or visited and pages you visited on your place, time used up on every site and what you have purchase etc.,

Collaborative filter: it refers to a software that track users actions on a spot which compare the information it gains about users performance, so that it can forecast what the client want in the container of other client with similar concentration we can go for an example of amazon. com.

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According to the collected information the vendor or the retailer can then be familiar with about clients or the customers' buying routine and their preference and use these information to particularly goal at advertising. The world famous search engine Google has completed more than ten billion dollars in the year 2006 from online ad's. (Laudon and Laudon , 2003)

Technology and Organization:

The progression in the information technology has render a lot of rules and policies and laws of slight or no outcome. There are some technical trends that are accountable for ethical quandary and they comprise the trend of twice computing supremacy in every 18 months and the collision of this trend has ended association rely on computer system for well-organized and efficient operation. The technical development has distorted the method we do business. The establishment should act in response with the change taking position in order to stay spirited in today's ever altering environment. One feature of the management to direct with the changes is to go after the technological ethics and set of laws. Organisations must classify the policy as on how they are going to make use of the possessions and what is the penalty are for misusing it (Sheikh et al., 2000). Latest data or information technical infrastructure has not only shaped opportunities but trouble as well, managers of the associations or organisations need to deal with these issues and be attentive of and greeting the influence of information scheme, so that they can get reimburse from the new technology they have taken (Laudon and Laudon, 2003).

Several business managers be short of in information which marks in wrong conclusion , that is the cause why mainly of them rely on guesses and the <https://assignbuster.com/history-and-technology-headlong-into-futurity/>

result is not definite. In the end it reduce sales and clients as well, information technologies have facilitate manager to make use of concurrent data whereas making decision if we take the example of one of the biggest Bell operating companies in the United States called Verizon Corporation uses a Web based digital control panel which provide real time information concerning customers acquiescent network recital of each neighbourhood and damaged chart. Utilizing the data they get can obtain immediate deed for repair and preservation.(Laudon and Laudon, 2009) The organisations should distinguish among public and private, if workforce are to be monitor they must be knowledgeable before dispense. Generally all organisations these days use video cameras at way in and exit and frequently in parking and elevators. The cause behind this is for the protection and security of the regulars, clients, customers, staffs, equipments and the place as well. They can keep hold of and amass the tape for a exact period after that the tape should be shattered. This means information have to be held till its rationale for collecting vestiges and must be smashed when the purpose is satisfied. (Sheikh et al., 2000; CMA Management 2005)

Information systems deliberate data in computer records which has extremely probability to be access by other. Consequently these kind of data are additional prone to fault, fraud and mistreatment therefore those organisations that depends mainly on digitized system knowledge heavy defeat when the scheme fails. Consequently company needs to be responsive and take extra step to protect the information and make certain , that their system is running healthy (Laudon and Laudon; 2003).

Usually corporate privacy cover clients privacy and employees privacy., any breach in the privacy can charge a enormous loss to the organisation not only in financial form but it also wounded its reputation in the marketplace United Kingdom Financial Services Authority (FSA) fine nearly ? 1 million with Nationwide Building Society for the seepage of information next the stealing of a laptop from an member of staff in 2006. Within the company had to expend a massive amount to notify the customers of the risk they had to tolerate. Therefore extreme concern must be known to make certain that the information whether composed in document or digitized form must be reserved safely and shattered after the work is done (Carlson, 2006; Eric, 2010). Internet is more susceptible because it is unlock to all anyone can make use of or mishandling it. While internet become a fraction of the organisational system, the organisations system might be at risk as well. Organisations must be unbolt to the internal workforce and external party like clients, regulars, suppliers and trader and their information must be kept confidential when they are automatically transmitted. By means of doing so only the trade or business can get advantage from electronic commerce (Laudon and laudon; 2003).

Privacy issues in – relation to Customers

Organizations nowadays take on e-commerce to gather huge data of regulars, they can then propose superior military to customers, which will increase consumer worth and their faithfulness too. In addition they can split the information by means of third parties and boost their profits from cross selling. With the intention of this, the reason why customers in the era of electronic business are worried about the information composed by the

organisations. Although, organisations have influenced their customers that their database are safe and sound and will not be collective with anyone inactive the customers are worried. (Akcura et al., 2009) Nearly everyone the commercial activities, we create gives information about our exchange routine and choices. In the year 1990 Lotus Corporation have developed a CD-ROM and bring in the marketplace which contain generated Information (TGI). It clearly shows the buying ways or patterns and profits of 120 millions individuals of United States. Later than the remonstrations has been made Lotus was strained to withdraw the manufactured goods or products (Brin, 1998). According to the Carole Lane in ' Naked in Cyberspace' just commencement with the name and address, it is without difficulty could possible to find out what you do; what is your spouse and children name, which car you use and how much you give for tax, over all of your information just in little hours (Brin , 1998).

In the majority of the supermarkets they concern a club certificate like Tosco Club Card, Sainsbury's Nectar Card etc. Clients or Customers sign their card before paying in order to get bonus and discount. Nearly everyone of us understand this as now the supermarket will correlate our exchange pattern in a record so that the company can think likely our needs, which is helpful both for the corporation and us as well. Although a number of privacy advocates discover it as frightening to picture expressive all the details of the card (Brin, 1998).

Google is the famous and number one tool people use to search any kind of information on the internet. It maintains the records of all search engines and IP addresses for nearly two years. The company identify users with a <https://assignbuster.com/history-and-technology-headlong-into-futurity/>

unique cookie. Thus, the most troubling factor to privacy experts is the amount of information it has collected from its customers (Vaas, 2007). The Electronic Privacy Information Center (EPIC) and Federal Trade Commission (FTC) had outlined the information that Google accumulate from its users:

Google and you

Technology What it track

Google search Any explore or search term a user enters

Google Desktop Index of a users' computer files, e-mails, music, chat and Web browser history

Google Talk Instant message chats between users

Google Mail User's e-mail history; default setting

retains e-mails indefinitely

Google Calendar User's schedule

Google Orkut Social networking tool stores personal data, such as name and location

Google Reader The ATOM and RSS feeds that a user reads

Google Video or YouTube Videos watched by a user

The other division which has knowledgeable a momentous change in message and storage owing to advance skill or knowledge is medical field.
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The exercise to uphold medical evidence of patients by electronic means could help to get rid of human errors. On the other hand these compensation come with linked risks as well. The privacy of the patients information could be at risk while store on a web server which can possibly access from any place in the earth. Privacyhuman rightsClearinghouse (2005) has claim that over 218 million data has been stolen since January 2005 which consist at least 34 million of medical information Consequently, in spite of having a number of payback of ElectronicHealthRecords (EHR), readily available are some salient risks concerning client privacy (Clarke et al., 2009).

Privacy issues in relation to Employees

The privacy of workforce has become an budding issue of apprehension mainly to executive, supervisors and workers. While there is complexity in monitoring and controlling the workers technology has provide employers with contemporary and advance resources of monitoring workforce at work. Technology enables employers to evidence each and the whole obsession employees do. Employers in many countries like Canada, Japan etc. use monitoring as a output tools (Conlon, 1997; Guftey and West, 1996).

Technology have made the work of human Resource professional easier to maintain enormous data of history and in attendance employees. Their job is to manage the activities of the company like: recruitment, training, promotion and to keep evidence. In several organisations Human Resource professionals might be touching and modify the individual information of workers than any other section So, it seems that they are the one who are possible to harm personal information than others. A folder of personal information of workers is human Resource Information System (HRIS). It use <https://assignbuster.com/history-and-technology-headlong-into-futurity/>

a relational catalogue to store up and make a distinction all the files that are concurrent by some general elements (for e. g. ID number or name or date of birth etc.) which tolerate other department and brushwood to access information (Hubbard et al., 1998; Eric, 2010). The apply of HRIS has better accuracy and data irretrievability. But as the idea of privacy evolve Human Resource managers have to think and take steps to protected HRIS by humanizing and as long as training to workers and making them conscious of the issues, tuition employees to sign off correctly using passwords to protecte facts and not allowing to split passwords with anybody else and others. By focusing on the reason and quantity of data composed HR managers can reduce privacy actions and preserve high moral principles (Eric, 2010).

There has been a tremendous increase on monitoring workers behaviours over the last ten years (Brown, 1996). According to managers, it is essential for the business to ensure staffsaccountabilityby spying on them, tracking all the e-mails, phone calls, logging trips to the bathroom etc. but the opponents of this concept regards it as violating human rights (Brin, 1998).

Another area of privacy litigation is monitoring of e-mail. Many employees assume that e-mail messages are private and confidential and cannot be seen by others, but their assumption is not fully right. One of the privacy advocates Marc Rotenberg said that “ E-mail is more like a postcard than a sealed letter” (Guftey and West, 1996). A new technology which is seeing growing is genetic screening of employees by which employers can screen genetic composition of employees which indicate biological predispositions. By checking the pre-employment data employers can then reject those

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employees who have more possibility to fall sick. The selected employees may be then given a smart identity with a micro-chip through which management can track whatever the employees do (Sloane, 1992; Hurd, 1990; Olian, 1984 cited by Brown, 1996)

According to Brown (1996) privacy must be judged and maintained correctly. According to him organisations must constantly scan and assess the privacy need. If there is correct balance between rights, policies and practices, the outcome is positive for both individual and organisation. But if there is incorrect balance then the result is negative such as increased conflict, violation and potential litigation. This can be illustrated in figure as below:

Chart: outcomes of privacy practices and workers needs by Brown (1986).

For that reason managers must endeavour to keep up employee safety and protect their privacy and human rights and reduce disruption in the place of work (Guftey and West, 1996).

According to the isolation or privacy advocate John P. Barlow it is good, not to have any covert because everybody would be more more contented and safer if people does not have no matter which to hide, no one can go alongside anyone (Brin , 1998). At the present time people divide information online with no caring in relation to privacy. The interview by MSNBC with Google CEO Eric Schmidt, he alleged if somebody doesn't want persons to know what he or she is doing online, he or she should not be exploit it online. Additional he argue that if anybody is penetrating some location it doesn't indicate that he or she wants to share the information through others. There are some responsive information which are classified

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and which he or she doesn't want others to identify (Rapoza, 2010).

Consequently it seems that if persons think and judge that privacy is dead they won't care about it (Rapoza, 2010). Other than there are many other people who argue that there should be privacy. People these days are misusing technology. We can take an example of e-monitoring abuse is the case of Holy Cross Hospital in Silver Spring, Maryland during 1987. A hidden camera was placed in a nurse's locker room to monitor suspected theft, later the recording was broadcasted on TV monitor which was seen by security chief (male). After complaints the camera was removed (Guftey and West, 1996).

Conclusion

Technology has urbanized so far, that there is no such obsession in the globe which is not exaggerated by it. Technical advancement have made the procedure of meeting storing and retrieve of data simple, fast growth in information and technology has prearranged rise to the subject on privacy. Individuals are more anxious about privacy these days than they used to be. In conversation about privacy, privacy differ in itself. According to the Google CEO individuals who are frightened and doesn't want whatever thing to be joint with anyone, it is enhanced not to go on-line. In this twenty first century, there are barely few persons who don't go online. People nowadays; usesocial networkinglike facebook, twitter which show that people today doesn't care about privacy.

In the company of the change in time, the way by which organization used to observe and manage workforce has been distorted. Regardless of the

reimbursement from technology it bring hazard to individuals as well. The essential one is threat to privacy. Close at hand are still persons who believe with the intention of there should be privacy and it is their human precise. It is obvious that to run a business we have to gather information about regulars and workforce at workplace. But the direct of centre slander in to what degree employee's information and customer's facts should be together. Since privacy breaches, many fake cases are rising in digit like: using others acknowledgement, credit card, using other identity, disclose other private data for the tremble of money or amusing etc. There are at a standstill debate and issues regarding privacy. For that reason, it would be advantageous to all if knowledge or technology is seen in a constructive rather than in a pessimistic way. The only object is while adopting new-fangled technologies individuals should think about using it correctly and exactly so that everybody could get benefits.