

The class will discuss the following questions. In your small group, plan a response to each based on your assigned perspective:

- How was what DoubleClick was planning to do in 2000 with their “Intelligent Targeting” program different from what had been done before? Were their plans unethical?
- If DoubleClick announced their “Intelligent Targeting” program today, would it be more accepted?
- Claim: “Collecting and matching up information about individuals benefits consumers by delivering more specific ads, for things they are more likely to want.” Do you agree? What are the privacy / societal / fairness implications?
- Google says that the only personal information it currently uses for delivering ads is the user’s location. What other info might they be able to exploit? Would it be ethical to do so?
- Some people complain that Google has a “trust me” attitude towards privacy and its power. Is this a reasonable approach? What experiences if any with Google might make us wary of this?
- Google has aims towards becoming a significant player in all kinds of advertising, including television. What are the pros and cons for society of such a move?