**Ethics Quiz Wed Lab**

NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For each case study answer the following

* List all ACM Code of Ethics imperatives which apply to the given scenario
* **Clearly and thoroughly explain how the imperatives are violated or upheld (provide detailed explanation at least for one imperative)**
* Provide an ethical course of action based on the ACM Code of Ethics to resolve the issues in the given scenario

**Case Study 1:** An online retail company noticed that they had a lot of one time customers. They asked the computer programmer to design advertisements based on what the shoppers bought in order to entice them to buy more of their products in the future. The computer programmer installed a spyware program into the user agreement which the users download and read the first time they shop on the website. He did not alert users to the presence of the spyware. He was then able to track what they were buying and then emailed personalized advertisements to each user. The company saw an increase in returning customers and their profits subsequently increased as well.

**Case Study 2:** A military contractor has designed and built a remote turret for use on top of an armored truck, to remove soldiers from potential harm. The gun is controlled by a joystick from inside the truck and has an integrated camera and monitor. Doug, a quality inspector for the company, suspects that the link between the camera and monitor is not stable, even though it has passed the required military field tests. Doug is being pressured to approve the turret for production, because a large order has been placed and it would severely increase the company’s profit. Doug responds to his superiors by saying if the system fails, lives would be at risk and a lawsuit could result.