Chapter 5 and 6

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

Chapter 5 and 6

# Chapter 5

## Discussion

The terms privacy and confidentiality have been used interchangeably but they are related concepts. Privacy is related to the right and authority to control access to oneself and it is also linked with physical privacy. On the other hand, confidentiality is only linked to information. Monitoring employees can cut back on any misuse of the company's resources by employees while it creates the issue of employee mistrust.

## Assignment

### Response to Question 1

The decision of if it is ethical to use the high authorities to trap one of the gang members depends on the situation. In certain situation it may not be moral to use the high-ranking members I think it was not unethical for the authorities to use one of the top ranking members in order to trap the gang members. It is okay to pretend as a thief in order to catch a burglar. Becoming a thief or the criminal to protect the business from the other is not the appropriate approach in any case in my opinion. Many secret operations have the spies working in enemy bases in the guise of a friend and can bring beneficial outcomes in terms of catching thieves. Using high-ranking members can be a great way to catch thieves red-handed by involving with them because it will allow tracking every activity of them. However, if there is a likelihood that getting involved with thieves can cause more damage and makes a business vulnerable to more threats, then it is not moral to get involve with thieves. Ensuring that using one of the high-ranking members is safe is essential beforehand.

### Response to Question 2

It is impossible to protect the private information and identity in this age, but it is all about prevention and protection. The company was already practicing some malware protection means but there are some other ways the company could have adopted. There are some simple ways a company can follow to protect themselves from identity theft. It is essential to note that to whom the company’s or business information is being shared. Unless there is a need, no piece of information should be shared with any personnel and organization. Destroying unnecessary documents containing private information before recycling can also protect an organization's name. The business also needs to protect and secure mailbox with strong passwords because essential information can easily be stolen from the mailbox of the company (“5 Ways to Protect Your Business from Identity Theft,” 2013). Outgoing bill payments and checks must not be mailed from home and it must be mailed from the secure location. Monitoring of accounts is also essential, evaluating credit report can indicate identity fraud. After all the preventive measures, if the business face such events it is essential to adopt some crisis management strategies to receive from a poor reputation.

# Chapter 6

## Discussion

A database is a collection of electronic records of data that can be processed to excerpt beneficial information. The technology that is exploited to manage and optimize the storage and recovery from a database is referred to as a Database Management System (DBMS). A relational database model is an approach of managing data that characterizes a database as an assortment of relations.

## Assignment

### Response to Question 1

The importance of high-quality data cannot be denied. Organizations expect data to produce positive and favorable results for achieving the objectives. The definition of “quality of data” may differ from organization to organization. In political targeting, data is used to track the voters and identify the potential cohorts. In the age of big data, politicians use the data to send customized messages to specific segments in the voters' population. The aim of political targeting is to identify a specific group of population to influence their thought patterns. For this purpose, politicians seek accurate and high-quality data that serves their purpose of influencing population and identifying voters for themselves. Obama's campaign was in fact not the first one to use political targeting. The case reveals that micro-targeting is an effective way to identify the potential voters and to some extent, the Spotlight’s strategy worked for Obama’s campaign as it identified Barn Raisers as three times out of four. This determines the importance of quality of data for correct and precise targeting since the accuracy of targeting depends on the quality of data, the , and the data analytics techniques. Accurate data enables the politicians to target audiences via communication channel preferred by the target audience.

### Response to Question 2

The essential characteristic of quality information is as follows. Accuracy of information is the most essential characteristic of high-quality information. The information should be free of any bias and must not have any error and the written information is preferred as compared to the oral or verbal information. The second characteristic of quality information is the completeness of the information. Completeness refers to the inclusion of all the necessary facts and figures without excluding any important facts. The incomplete information is of no use. The third characteristic of quality information is its relevance to the audience. The user-targeted information is essential, that is communicated in the style and format according to the needs of the users. For example, the operational manager may seek information to take decisions on a daily basis while information needed by senior managers will be different to serve their specific needs. The fourth characteristic is authoritative, that is, the information must be coming from the most reliable source. The credibility of information must be measured based on the source of information. The last characteristic is that information must be latest and must be shared in a timely manner. Appropriate decisions are based on timely shared decisions, because of the availability of time to take apposite action.

# References

5 Ways to Protect Your Business from Identity Theft. (2013, August 29). Retrieved June 16, 2019, from Business.org website: https://www.business.org/it/cyber-security/ways-to-protect-your-business-from-identity-theft/