Management Information System

Name of the Writer

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**Disadvantages of Social Computing**

Social computing has been at the forefront of innovation in the modern world. It is a tremendous tool that can help businesses and individuals to learn and develop numerous new skills. However, it can also have several disadvantages attached to it as well. Primarily, social computing requires a lot of time and needs regular updates. Most of the pages of organizations on social media sites have either been incomplete or had been last updated a long time ago. Furthermore, qualified personnel are required in order to operate social computing and its related sites. This is an important issue related to social computing so much so that it has led to the origination of a whole new career path. Furthermore, businesses also need to do some investment in social computing as most social networks are not always free (Belangee, et al, 2015). Companies need to pay extra in order to get the full benefit of the services of the social computing sites. Furthermore, if the content of social networking sites of companies and businesses are boring and repetitive, then it could also become a disadvantage for businesses. If the only the information there is about, how great the person is or how great the company is; if the content is not interesting or it does not take into account customer feedback, then they will not provide any benefit to the company or the individual. Lastly, if social computing is not used properly, the company or an individual’s problems are fully exposed to the world. For example, one uses it to answer questions of customers, their complaints would be much more exposed to the world and help influence the minds of future clients.

**Privacy Information**

 Nowadays, information is the most powerful tool any business or individual can have. It has profound benefits in the right hands and has numerous disadvantages if it were to fall into the wrong hands. In this matter, information privacy is an important aspect that needs to be kept into consideration while dealing with information. Information privacy refers to the most aspects related to the sharing of information. The digital age has advanced incredibly and this has led to a high number of vulnerabilities in the personal information of both individuals and corporations. Furthermore, through privacy information, the customers and their personal information are protected. Companies all around the world collect information regarding their employees and customers. This a normal part of their business procedure (Hirose, et al, 2016). The information collected was related to financial, credit, educational and family information. Due to the sensitivity of the information collected, numerous governments around the world have put up privacy laws. In countries such as the USA, the laws created to the privacy are based on sectorial manner. This means that the privacy laws enacted and the regulation for compliance formed was created in response to the specific need of each industry. There can be no sharing of information on part of companies without the consent of third parties. There are a multitude of ways through which information privacy could be implemented. These could include things such as data masking, authentication and encryption. These methods work to stop the process of data mining and using personal information unauthorized. These actions are considered in many countries around the world.

**How Social Computing Improves Customer Service**

Social media is a powerful tool can be very beneficial for companies. It has a profound effect on the customer service of the business. It can help in improving this customer service in numerous ways. Primarily, in order to improve customer service using social computing, companies need channels that are dedicated to customer service. If the focus was to put through the customer lens towards the business, a customer service channel that is dedicated to customer service will be able to provide them clear directions and will help them excessively in getting answers for the problems that they face. That is why it is important to maintain a separate handle for customer service. Furthermore, it is important for businesses to blog their services. This way they share relevant, updated and interesting content to their customers and followers. Using a customer service tag, by writing a blog post regarding a complex problem had and how a business fixed it will help in giving readers a plethora of issues to sort through in order to find the solution to their problem. Also, social computing can be a good way to get ahead and find potential issues that might trouble the company’s clients. This way, companies can reach out to customers before the whole matter is blown out of proportion. Social computing can also be helpful in monitoring the competitors of a company. Companies can learn from their competitors by monitoring them and finding how they deal with the same customer issues that they are facing with. This allows organizations, the chance to think of new and imaginative ways for helping their own customers.

**Code of Ethics**

The code of ethics can be described as a sort of a guide for professionals. Code of ethics helps business professionals implement the characteristics of honesty and integrity within how they conduct their business. Furthermore, it outlines the ethical principles that are able to govern the decisions and the behavior of the employees and the higher executives at an organization. This also serves guidelines for handling issues such as conflicts of interest, harassment and safety at the workplace. Furthermore, it can also be construed as a basis for taking actions when any of its guidelines are violated by any member within an organization. Furthermore, within the code of ethics, there are formulated statements that define the responsibilities of everyone on the basis that the good of the public is the thing that always takes precedence (Adelstein & Clegg 2016). There are many laws that exist that are there to set the ethical standards that are basic for the operation of a company. However, it mostly falls on the shoulders of leadership within an organization to develop an ethical code. Most organizations and trade organizations have certain code of ethics in place in their operating framework. If the code of ethics is broken there is also a high chance of harsh consequences such as dismissal or the termination of the accused from the organization itself. The importance of the presence of a code of ethics within an organization is that it lays out the conditions and rules that relate to the behavior at the office. Additionally, it also laid down the groundwork for a preemptive warning.

**Potential Threats to Personal Information**

 With the presence of a multitude of privacy and ethical laws around the world, there are still many threats that individuals and corporations have to deal with regarding their personal information. The primary threat to personal information arises from vulnerabilities within applications. Within an application, a single vulnerability can be construed as a cause of major concern and can lead to a massive data breach. Another possible threat to the personal information of individuals as organizations are the insiders within the organization which could include employees that are poorly trained. This type of data exposure can be caused by an insider that has malicious intents regarding the person or the organization. However, this type of breach of data can also occur at the hands of employees that are poorly trained. Companies that also have a lack of response to breaches can also be considered as a threat to personal information of the organization or an individual. There are bound to be security leaks even with the presence of the security controls that are the best in the industry. However, the case in point is that it is not important that every case of a data breach is prevented but that one should be prepared to make a swift response. This will help in minimizing any unforeseen impact caused by the breach. The last and most prominent threat to personal information is lack of transparency with the privacy policies of an organization. For companies and individuals, consent is very necessary in order to collect, store, or even able to process personal data. Without any transparency within the privacy policies, individuals would have no understanding of what they are consenting to. This could definitely lead to the loss and theft of personal information.

 **ICloud Computing and its Benefits**

ICloud or cloud computing is a computing solution or a service provided by the company Apple Computer Inc. It also provides a platform for cloud storage and has a vast number of apps that work on desktop, mobile devices and tablets as well. ICloud is the software that provides the service of storing documents, music, videos, photos another data (Hashem, et al, 2015). This data is stored online and can be synced between different devices that are powered by the IOS. Cloud computing has several benefits attached to it. Primarily, it reduces the costs related to IT, as it reduces the costs related to maintaining and managing IT systems within an organization. Furthermore, it increases the scalability of operations and the storage of an organization. Also, it helps in improving the chances of business continuity as protection of data and the systems are vital to it.

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