



Putra Business School

GSM 5170 Management Information System

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Assignment 2: Chapter 1:

Case Study 1: The Social Media Megaphone: Transparent Life Intensified

Case Study 2: Google and Apple Know Where You Are, Maybe

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Case Study 1: The Social Media Megaphone: Transparent Life Intensified

1. What do you think of Stacy Snyder's story? Should she be denied a degree for publicly endorsing drinking to her underage students? To what extent do you believe that potential employers should explore social networking sites to validate the "goodness" of potential employees? Is there anything on your Facebook page that might turn off potential employers? If so, are you going to take any action?

- a. Stacy Snyder is an example for the students. It's her social life where she has rights to enjoy her personal life. However when she attached to an organization or body it's reflect the identity and it's also represent the organization or body that she attached too. The publications on network not necessary all bad or good. However most of the time the information that we post in social network might reflect the characteristic of an individual I second employers that need to survey or explore in social network. It will be able see how an Individual show themselves in social networking.

2. The webcasting of funerals is an interesting example of the flatness of the world. In this an invasion of privacy or do next-of-kin have the right to make such a decision? What other significant events in a person's life might be suitable for webcasting? Identify a least three such events and then do some research to determine if webcasting of those events is already taking place.

- a. The webcasting event is reliable for informing for few events such as Wedding invitation, SOHO (Small Office Home Office) and Information webcasting.
 - i. Wedding Invitation
 1. With the era of technology, people rely on networking more than facing individual. In such wedding invitation also being established through social network. This saves expenses and time. Even in 2000's the wedding cards still being distributed to relations and friends. Sometimes we may need to go physically to the destination to send the invitation which involve time, travelling cost and other expenses.
 2. By webcasting wedding invitation its helps to reserve the date by receptions and make available themselves on the day. At the same time we might also able to identify the number of headcount who will be attending the wedding which could assist to prepare the food, place and other accessible. Facebook is best example for wedding invitation webcasting.
 - ii. SOHO (Small Office Home Office)
 1. Business also known as enterprise or firm which involved in the trade of goods, services, or both to consumers. A business that is operated out of a business owner's residence and can be located in an established

office within the residence. A small office/home office is considered a microenterprise since it typically has fewer than ten employees.

2. Now day's housewives are not only staying at home to perform the house chores, but they are prefer to do something which benefits them such as business with less model. That's where they try to introduce themselves in SOHO. The best webcasting about their business being promote is in social network which spread faster than then normal advertisement such as brochures. Even word of mouth also would able to categorize slower than webcasting. The best live example is Facebook. With the comments, like's and shares of their post lead to their business development.

iii. Information webcasting

1. Conceptually, information is the message being conveyed. Therefore, in a general sense, information is "Knowledge communicated or received concerning a particular fact or circumstance", or rather, information is an answer to a question. Information can be categorize in many branch which is depends on what type of information that we would like to share.
2. Hospital social welfare organization arrange for blood donation and would like to invite public to support them. By advertising the information through network lead them to have more participant in the event. This being advertised through social networks such as Facebook, LinkedIn and tweeter.

3. *Osama Bin Laden represents a very dark image for most Americans. His participation in the planning of the September 11th attacks will forever mark him as evil. Should people, like Rashard Mendenhall, who make positive or perhaps even neutral comments about terrorists like Bin Laden be fired from endorsement contracts? Can making such comments be considered grounds for termination of employment? Maybe dismissal from your school as a student?*

- a. In regards making positive comments for a person like Osama is something not encourage. Making comments is an individual rights, however when a person who identify as terrorist and making positive or neutral comments about them through webcasting is not encouraged. The person who is making comment about the terrorist might be representation organization or still studying in school, college or University. Webcasting is biggest role when we are active updating our status and comments to reflect our characteristic. Thus such commenting about terrorist can be considered to terminate the employee from organization.

4. *Very few people would question the service and commitment of military personnel to our country. The two sergeants who created the YouTube video openly criticized Delta Airlines for its charging of baggage fees to military personnel. Is this personnel. Is this open form of criticism of businesses and their practices acceptable? Will it help businesses be more accountable to customers?*

- a. In era of technology, ICT plays vital role in our life from the just born baby until the last second of an individual in this world. Most of the business in this world they promote themselves through the web widely. Even they are prefer to present themselves openly for customer's feedback to shape their business valuably. ISP (Internet Service provider) is the best example for business and customer interaction. They have online chat system to help the customers and provide the business improvisation.

5. *The use of Facebook (or any other social networking site) can truly make a person's life transparent, available for the whole world to see. Should there be legislation regulating the openness of your life on the Internet? Can we expect society somehow to regulate this without any laws?*

- a. Yes. Social network sites should be implementing regulations to prevent personal informations from being abused. There is a need for public awareness about what can happen to information once it is voluntarily put into the public domain. People are posting content without thinking about the consequences and permanence of their actions. Informations in social networks spread faster than word of mouth, which we are unable to stop. Thus the consequences are heavy and it could end up with disaster. Such as misuse personal information into different site for the intruder benefits.

Case Study 2: Google and Apple Know Where You Are, Maybe

1. I have 3 location based service application in my smartphone. They are GPS, Waze and google map. The purpose of these application to show the destination that we would like to go. I will only use during my travel to the place where I need the path confirmation or guidance. These applications are helpful and assist me to reach the destination without failure as of this time.
2. In my opinion I would say 50-50 as there are people still not going through the disclaimers and policy. As in myself I will go through and understand the content so that I'm aware what the contents which will decide whether I should or not to proceed with the application. The disclaimers which I came across where always mentioned of data privacy especially our personal information. Certain disclaimers or policy do mentioned what are the service they provide and not.
3. Yes, I'm comfortable with it. This is because its help us to reach the destination safely and on time. Especially for tourist its helps them to see what are the available resources for them to fulfill their activities. The last I used the paper map was back in late 2000 for our school assignment.
4. Smartphones tracking for parents is good idea and parents should know where their children is. Providing parents who give their kids some freedoms and the ability to know where their kid is in a safe and effective way knowing their location is the first step to ensuring that the teenager is safe. This is especially important in teens exhibiting behavioral problems or in teens at high risk of abduction. As in from teenager perspective it may sound annoying for them as they can't move freedom with this. But the benefit is to remind them that they need to go on right path as they are being watched. Indirectly they are being guarded virtually. Even they miss place it would help them to return back to the destination or parents would secure them if they are being trapped with unwanted incident. A helicopter parent is a parent who pays extremely close attention to a children or children's experiences and problems, particularly at educational institutions.