



Putra Business School

GSM 5170 Management Information System

Dr. Rusli Haji Abdullah

Lecture 4

**Case Study 1: When making a database of public information available to
the public can be bad**

**Case Study 2: When making a database of private and company-strategic
information available to the public can be Good**

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Case Study 1: When making a database of public information available to the public can be bad

1. Let's separate the two issues. First, law enforcement agencies frequently publish the location of red-light camera programs and speed traps. Should that published information be made available through an app to help drivers avoid getting a ticket? Why or why not?
 - a. Yes. In this busy world people are rushing to go here and there to complete their daily routines. In that case people are overlooked to the securities and the law which specified for each actions at the society. With the era of information technology most of the people are using smartphones. The gadgets are available to assist people to make use at the right path. Therefore using the app to void the ticket will help the users to be more alert. By publishing those information is helpful for people to avoid the tickets as well as they follow the rules. With this the number of rules neglectors can be reduced.
2. Second, let's consider location information for DUI checkpoints. If law enforcement agencies publish this information, is it ok to have an app for drivers? Why or why not? If law enforcement agencies do not publish DUI checkpoint information, is it okay to have an app that alerts drivers to those locations? Why or why not?
 - a. Yes. It will alert the drivers to be at the right path and follow their path at right directions by not getting any tickets as well. If the information not being publish it will still ok to publish as it will still alert the drivers to have alternatives.
3. Many people believe that drivers should not use a smartphone at all, even for making phone calls, while operating a vehicle. What kind of potential danger does this added distraction create? How often do you drive and use your phone? For what purpose do you use your phone?
 - a. It is correct that using phones while operating on vehicle will cause danger such as car accident, distraction, overlook the traffic, car speed at wrong lane, miss to on lights and signals. As in myself I will never use phone while driving. The purpose I use the phone is to communicate and message for reasonable purpose and even so its urgent while driving, I rather stop the vehicle at side and attend the call or message.

4. Isn't the sharing of information, such as the location of a DUI checkpoint, protected freedom of speech by the Constitution? Can the government really create laws to prohibit this? On the other hand, is it ethical for drivers to share this type of information so that a drunk driver can avoid being caught?
 - a. Sharing the information will be valuable for the drivers. But then drunk and drive at the first place is wrong and by law its need to be avoid and punish if it's been occurred. At the first place drunk and drive is wrong and avoid the being caught is showing that its not ethical.

Case Study 2: When making a database of private and company-strategic information available to the public can be good

1. What is your first reaction to Glaxo's approach to finding a cure for malaria? Is it a legitimate initiative or simply a smoke-and-mirrors marketing ploy to get the public to believe that it cares about so called neglected diseases in third-world countries?
 - a. It is welcoming way to cure the malaria even it is occur at third world country. It is something that we should welcome and support and it can be understood that not only for marketing purpose but to support the team to find the cures as in together with the available data. Human governance is ethically being practiced and shows that even it's neglected or third world country with risk investment return people out there are still care for these people's health.
2. What role could a social media tool like Facebook play in supporting this initiative? What information could Glaxo and the volunteer researchers share on Facebook to speed up the process of finding a cure for malaria?
 - a. Glaxo can create new fan page with the agenda of his initiative and needs to drive this goal. Nowadays the usage of social media widely being used by various kind of demographic from global. The news will spread faster than word of mouth. People will share, like and comment about the research and from there he might able to get any idea's or suggestion which can be used for his research.
3. Search the Web and find at least two sites at which you can participate in "saving the world" through some sort of crowdsourcing initiative. What sites did u find? Who sponsors the sites? What is the "save the world" focus?
 - a. <http://savetheworldclub.org/>
 - i. Mission: **Save the World Club (SWC)** is an environmental creative arts, education and entertainment charity. At SWC's heart is a commitment to improving the well-being of individuals and communities and protecting the environment through inspiring and demonstrating imaginative skills and solutions and having fun, so we can all live in healthier and more sustainable ways.
 - ii. Sponsor: SWC was set up 14 years ago by Des Kay
 - iii. Focus: Using recycled materials to create unique kinetic and mechanical structures which told children and family audiences stories of waste and gave other important environmental messages
 - b. <http://worldwildlife.org/>
 - i. Mission: To conserve nature and reduce the most pressing threats to the diversity of life on Earth

- ii. Sponsor/Founder: Chairman emeritus Russell E. Train, Chairman Neville Isdell
 - iii. Focus: WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.
- 4. What role can analytics play in facilitating this type of research? What "intelligence" would be important to capture and share with everyone? What sort of information regarding the 13,500 available compounds could be displayed in a digital dashboard?
 - a. Artificial Intelligence exhibited by machines or software, and the branch of computer science that develops machines and software with intelligence. These 13500 available data can be stored in database it could also can be combined with other databases which false on data mining. These type information which has been stored can be retrieve back by using the artificial intelligence with natural language by using the software. With this it can be displayed through the digital dashboard. It could be function with the search option by using simple English or scientific terms which related to the data that we are looking for.