

INLS 490.151 Privacy by Design

Spring 2013



Instructor

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Meeting Place and Time

Tuesday/Thursday, 12:30PM – 1:45PM, Davie Hall 101

Office Hours

Wednesday, 11:00AM – 12:00PM, Manning Hall 202. Other times by appointment.

Class Website

<https://sakai.unc.edu/portal/site/inls490151s13>

Important Dates

January 31	Case 1	April 4	Case 3
February 7	Quiz 1	April 11	Quiz 3
February 28	Case 2	April 25	Case 4
March 7	Quiz 2	May 6	Final Exam

Course Description

Within organizations, the management of privacy has typically been addressed through the lens of regulatory compliance. For this reason, privacy is often confused with security, or treated as a set of static compliance practices. In recent years, the mainstreaming of ubiquitous social technologies, the widespread adoption of behavioral tracking and targeting, and the turn towards “Big Data” informatics have illustrated the challenges with, and failings of a compliance-based approach to privacy within organizations. A quick scan of the headlines will reveal these failings: large-scale data breaches, mobile apps leaking personal information, social media sites exposing users. For these failings, organizations lose esteem in the marketplace and are exposed to both civil and criminal penalties.

In recent years, the *Privacy by Design* movement has sought to address these failings by advocating a strong, centrally embedded role for privacy within organizations. By designing for privacy, organizations are able to maintain regulatory compliance, provide a positive experience for stakeholders, and advance competitively in a marketplace that values privacy. A central challenge of implementing the Privacy by Design approach is a lack of human capital; the goal of this course is to provide exposure and training to individuals interested in advocating for privacy within diverse organizations (e.g., libraries, IT firms, health care, government, NGO's). In taking this course, students will be exposed to a highly interdisciplinary perspective on privacy, with readings from philosophy, economics, sociology, law, and the computer and information sciences, among others. Students will learn the fundamentals of privacy, and through group-based case study, analyze the application of privacy in design and policy. In doing so, students will develop a framework for understanding, implementing, and advocating for privacy within organizations.

Learning Objectives

The primary objectives of this course are as follows:

1. Develop a substantive understanding of privacy as it relates to the design and implementation of information technology.
2. Identify and understand critical aspects of privacy law, policy, and behaviors in order to develop a multi-faceted comprehension of privacy.
3. Use your understanding of privacy to analyze cases where privacy and technology intersect; provide analysis and feedback in the form of case analysis.
4. Develop a working understanding of Privacy by Design that you can bring to design, policy, research, and other applications.

In a nutshell, this class is focused on understanding the relationship between technology and privacy, and giving you a set of tools to analyze and implement organizational, design, and policy approaches to privacy. To give you as much hands-on experience as I can, the bulk of the course deliverables will be devoted to your group-based analysis of privacy cases. When analyzing these cases and preparing your reports and presentations, you should think of yourselves as consultants trying to proactively identify and solve privacy problems.

Course Requirements

Nearly all of the other material we will use is electronic, and will cover a wide range of media. Our course material will be a mix of readings (pdf's, news articles, websites) and media (videos, radio programs, social media). There is no textbook required.

As this is the first time this course is being taught, readings and lecture topics will be developed over the course of the semester. All of the course material will be available through the course website, hosted on Sakai. Materials will be linked from the Sakai syllabus (Sakai->Workspace->Syllabus). If you are having any trouble with the course website, please contact me as soon as possible.

Grading Policy

In-class participation and attendance: 10%

Cases: 60%

Case 1: 15%

Case 2: 15%

Case 3: 15%

Case 4: 15%

Quizzes: 15%

Final Exam: 15%

In-Class Participation and Attendance

First and foremost, participation and active discussion are essential for the success of this class. To this extent, I expect you to come to every class prepared and ready to think critically about the issues presented. Attendance is required at each class. Students with two or more unexcused absences will be penalized a half-grade for each subsequent absence.

Cases

Over the course of the semester, you will read and analyze four privacy cases. For your deliverable, you and your group will produce a report and presentation that reflects an analysis of a specific aspect of the case. I have defined the four aspects as: *design*, *policy*, *behavior*, and *public relations*. I have established the following schedule that illustrates how the analysis revolves:

	Group 1	Group 2	Group 3	Group 4
Case 1	Design	Policy	Behavior	Public Relations
Case 2	Public Relations	Design	Policy	Behavior
Case 3	Behavior	Public Relations	Design	Policy
Case 4	Policy	Behavior	Public Relations	Design

The schedule is structured in a revolving fashion so that for each case, we analyze all four aspects, and each group gets to analyze a different aspect for each case. In doing so, there is maximum exposure to the core concepts of the class. The case report deliverable includes both a case report and 10-minute presentation that summarizes the highlights of the report. The particulars of the case report format will be discussed in class.

Quizzes

There are three short quizzes throughout the semester, each one accounting for 5% (15% total) of your final grade. These quizzes are designed to assess your mastery of the material we are reading and discussing in class.

Final Exam

The final exam accounts for 15% of your overall grade. The final is cumulative and will assess your comprehension of the material we have covered over the course of the semester. Specifics of the final exams, including policies and materials, will be covered in class.

Grade Distribution

Undergraduates are graded on the A-F scale. Please note that no A+ or D- grades exist in the UNC-CH letter grading system. Graduates are graded on the H/P/L/F scale. Please refer to the UNC Faculty Council report on grade definitions if you have questions about what the letter grades stand for.

Points Earned	Graduate Grade Range	Undergraduate Grade Range
95-100%	H	A
85-94%	P+	B
80-84%	P	C
74-79%	P-	C-
70-73%	L	D
< 70%	F	F

Assignment Policy

The primary deliverable for the class are the four case reports. The case deliverable involves the class presentation (Powerpoint or PDF only) and the case report. Each group should email both the presentation and write-up to me no later than the end of class in which they are due. If you have any trouble with this, please contact me immediately. Late work will result in a one-letter grade per day penalty assessed to the group for the assignment.

Group Work Policy

Class groups are purposefully structured to include both graduate and undergraduate students, of varying skills and interests. This approach maximizes opportunities for interdisciplinary collaboration and bringing new thinking to problems. I expect that groups manage the workload internally, and I expect that student work is commensurate with student status (e.g., doctoral students should expect to carry a heavier load than undergraduates). Group grades will apply to each of the members; there are no individual grades or effort evaluations. I expect you to manage individual effort within your group. Should a problem within a group arise, please inform me sooner, rather than later, so I can step in and make appropriate adjustments as I see fit.

Absence Policy

You are expected to come to every class, and notify me in advance if you need to miss class. You are allowed one unexcused absence. After your first unexcused absence, you will be penalized a half-grade for each subsequent absence. For example, if you have an A-/H-, and miss two classes, your grade becomes a B+/P+. On the third unexcused absence, the grade becomes a B/P. Students who miss an unacceptable amount of class will be expected to withdraw.

Laptop Policy

Out of respect for the class, non-academic computing, Facebooking, texting, etc. during class should be strictly limited. On discussion-intensive days, I will utilize a “laptops closed” policy. When we are in a laptops closed class, students are expected to be offline – with laptops closed, phones stashed away, iPads off, etc.

Social Media Policy

This class may involve participation in social media. I give you extensive latitude in how you identify yourself and protect your content when using these services.

Statement on Academic Integrity

Students are expected to conform to the Honor Code in all academic manners. For more information about the Honor Code, please visit the following URL: <http://honor.unc.edu/honor/>.

Special Needs

Reasonable accommodations are provided to students who are identified with the Department of Accessibility Resources and Services (DARS), and have provided documentation that supports the need for reasonable accommodations so they may, as independently as possible, meet the demands of university life. These accommodations cannot be provided until I have received notice from DARS. Therefore, if you would benefit from special accommodations, please coordinate with DARS as early as possible.

Administrative

I reserve the right to amend this syllabus.

Course Schedule

As this is the first time this course is being taught, readings and lecture topics will be developed over the course of the semester. You can use this schedule for important dates, but for readings and lecture slides, please consult Sakai.

Date	Topic	Assignment Due	Readings Due
1/10			
1/15			Sakai
1/17	Case 1 Distributed		Sakai
1/22			Sakai
1/24			Sakai
1/29			Sakai
1/31		Case 1	Sakai
2/5	Case 2 Distributed		Sakai
2/7		Quiz 1	Sakai
2/12			Sakai
2/14	No Meeting – Privacy Law Salon		
2/19			Sakai
2/21			Sakai
2/26			Sakai
2/28		Case 2	Sakai
3/5	Case 3 Distributed		Sakai
3/7		Quiz 2	Sakai
3/12	No Meeting – Spring Break		
3/14			
3/19			Sakai
3/21			Sakai
3/28			Sakai
4/2			Sakai
4/4		Case 3	Sakai
4/9	Case 4 Distributed		Sakai
4/11		Quiz 3	Sakai
4/16			Sakai
4/18			Sakai
4/23			Sakai
4/25		Case 4	Sakai
5/6	Final Exam	12PM in Davie 101	