EG2. Privacy, legal and ethical issues in online research (Clemens A. Grünwald, LL.M. (Lund)

Content

The course should provide advanced knowledge about the privacy, legal and ethical issues in online research. The students should obtain a grasp of privacy issues in online research. The different definitions of privacy shall be discussed as well as the economic theories of privacy and their impact on online research. The course shall also cover the interferences between search engines on the internet and social media sites, especially regarding the plans of Facebook of implementing a search tool on their site. This also leads to questions of personal rights which can be infringed through online research. In this context the different legal cultures in Europe regarding personal rights and data privacy laws shall be examined in regard to their effects on online research in the different countries. An understanding should be delivered for the often difficult relationship between law and technology in the dynamic ambit web 2.0. Furthermore the course shall put a focus on the game-changing amendments for search engine operators and their users due to the coming European General Data Protection Regulation - especially in terms of the right to be forgotten and data portability. Questions of the applicable law regarding cross-border search engine sites on the internet shall also be part of the course as well as questions of liability of the operators. The latter shall be analysed by the help of relevant German and European jurisdiction. Ethical issues shall also be discussed with the students, e.g. cyber mobbing in relation to online research. The course shall also cover neighbouring fields of law, such as matters of e-commerce, administrative law, criminal law and copyright laws.

Gist

The students shall get a grasp for legal issues since most of them are probably not fully aware of structured legal assessments of cases. The course shall bear in mind the adjoining disciplines such as business, marketing, sociology and informatics. The importance of privacy issues in online research shall be highlighted.

Objectives and competences

The students should understand the general meaning of privacy and the changes it undergoes. On the same side the students shall learn how the courts, governments, parliaments and digital enterprises interact in the process of finding justice. The students shall be encouraged to build up their own argumentation and to scrutinize

the existing rules in order to create a better framework, which provides a better balance of interest between the parties involved.

Intended learning outcomes

The students shall gain knowledge about legal issues in online research. This includes the relevant judgements and their argumentation as well as the position of online research enterprises. Discrete thinking shall be in the focus of this course.

Teaching and learning methods

Lectures and a seminar.

Methods of assessment and share in percentage

Written exam (70%), seminar (30%).

Bibliography

Amongst others:

- A. Acquisti, The Economics of Personal Data and the Economics of Privacy, 2010

- N. S. Cohen, The Valorization of Surveillance: Towards a Political Economy of Facebook, Democratic Communiqué 22, No. 1, Spring 2008

Employment opportunities

There exist employment opportunities in the digital economy (online research and social media enterprises) as well as in national and European authorities, especially related to data protection laws. The whole field is highly seminal due to the growing importance of online research and social media also for traditional sectors of industry.