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Case Analysis on Privacy

In the situation that Vaidhyanathan has described, the use of Google Street View has given rise to serious ethical questions, many of which are centered on privacy issues. Google's first strategy comprised indiscriminate data collection, which constituted a serious threat to people's privacy. This data collection included unblurred faces, license plates, and peeks into private locations. Discussions regarding how to strike a balance between technological advancement and ethical issues, notably the respect for individual privacy, have been sparked by these acts. The ethical ramifications of Google Street View's use go beyond simple convenience in the age of constantly evolving technology and its incorporation into daily life.

The widespread use of this navigation technology has altered how people move through the real world, but it has also raised concerns about how much privacy should be compromised by technological advancement. In this Case Analysis, I'll make the case that a utilitarian ethical framework shows that Google should have prioritized privacy protection more during the development of Google Street View. The ethical analysis will show that placing privacy first would have resulted in a more responsible and morally sound approach to this frequently used navigation tool, in line with the broader objective of increasing overall happiness while minimizing harm.

An influential researcher in the area of information ethics is Luciano Floridi. The idea that knowledge has intrinsic value and should be handled ethically is one of his key ideas. Information ethics is the study of how, in the digital age, we should handle, manage, and respect information.

The idea of the intrinsic value of information proposed by Floridi is extremely pertinent in the context of Google Street View. In essence, Google Street View is a vast database of visual and geographic information that includes pictures of streets, structures, and even specific people. According to Floridi, information has intrinsic value, just like the data gathered by Google Street View. This benefit results from information's potential to advance knowledge, comprehension, and judgment.

The moral dilemma arises, though, when this crucial data is gathered without sufficient authorization, as Google initially did. Ethical questions about how this important data is collected and used are raised by Street View's indiscriminate data collection, which includes not only capturing streets and buildings but also people without their explicit agreement.

The approach is based on a utilitarian viewpoint, which we presented before, and centers on increasing total enjoyment while reducing harm. The utilitarian ethical tool argues that the proper course of action should prioritize the worth of information while simultaneously preserving privacy when it is applied to Floridi's concept of information ethics.

The correct course of action in the Google Street View case would have entailed finding a balance between the importance of information and the right to personal privacy. Google might have taken a more responsible stance by putting in place strong consent systems that let people choose whether or not to have their homes and photographs included in Street View. In addition to adhering to Floridi's idea of the utility of knowledge, Google would have satisfied utilitarian

ethics by reducing possible harm and enhancing overall happiness by respecting people's autonomy and privacy.

The inherent value of information proposed by Floridi offers an important framework for analyzing the moral implications of Google Street View's implementation. By applying the utilitarian ethical framework, it is clear that the proper course of action should have required carefully balancing the value of information and the right to personal privacy, ultimately leading to a more moral and responsible use of this technology. Google may have more closely matched its actions to information ethics and utilitarianism by protecting privacy and offering consent methods.

In his writing, James Grimmelman emphasizes striking a balance between the ideas of publicness and privacy. He investigates how the boundaries between people's private and public lives are being blurred by technology, particularly in the digital age. Even as technology continues to make more information accessible to the general public, Grimmelman contends that there is a need to safeguard and respect individual privacy.

Grimmelmann's idea of publicness and privacy is significant in the context of Google Street View. Residential neighborhoods, homes, and even specific people are all covered in great detail by Google Street View, which also makes this information available to the general public. There are ethical questions raised regarding how technology like Street View affects people's right to privacy as a result of the blending of the public and private spheres.

We can evaluate Google Street View's behavior in light of Grimmelman's idea by using the utilitarian ethical tool. The best course of action should involve striking a careful balance between the right to individual privacy and the publicness of information. Google ought to have taken the public-private divide into account when developing its technologies. A more moral

course of action would have involved putting strong privacy protections in place. For instance, Google might have respected the private character of residential neighborhoods by using cutting-edge blurring technology to automatically obfuscate faces and license plates. Additionally, Google ought to have offered a simple and easy way for people to ask that sensitive or personally identifying information be removed from Street View.

Google might have matched its actions with Grimmelmann's idea by achieving a balance between the public's need for information access and people's rights to privacy. Such a strategy would have been more in accordance with utilitarian ethics' ethical precepts of preserving individual privacy and enhancing overall happiness.

Furthermore, Grimmelmann's idea of publicness and privacy provides a useful framework for analyzing the moral ramifications of the use of Google Street View. A more ethical and responsible approach to this technology can be achieved by using utilitarianism as an ethical tool. It becomes clear that the proper course of action should have required a careful balance between publicness and privacy. Google might have more closely matched its actions with the ethical ideals of publicness, privacy, and utilitarianism by preserving privacy rights while maintaining open access to information.

In conclusion, the analysis of Google Street View's application using Luciano Floridi and James Grimmelmann's ethical frameworks, along with utilitarian ethics, shows how important it is to prioritize privacy and strike a balance between the value of information, publicness, and individual rights. Grimmelmann's concept of publicness and privacy and Floridi's conception of information ethics emphasize the necessity for a responsible use of technology, especially when it entails the gathering and sharing of sensitive information.

A more ethical implementation would have honored privacy rights by gaining informed consent, limiting data collecting, and guaranteeing strong data protection, even if Google Street View has unquestionably revolutionized navigation and location-based services. By maximizing total enjoyment and avoiding harm, this strategy would have complied with utilitarian ethics as well as the public-private dilemma and information ethics principles.

It is critical to recognize potential challenges to this position, such as worries about technology advancement and the difficulties of striking the ideal balance between open access and privacy protection. The ethical frameworks discussed here, however, underline the necessity for a careful and responsible approach that takes into account people's rights and welfare in the digital era.

This perspective emphasizes the significance of ethical considerations in the creation and application of technology in a larger context. We must constantly reevaluate and adjust our ethical frameworks in order to respond to the changing opportunities and challenges brought by developments like Google Street View. This strategy makes sure we can take use of technology while respecting the essential moral and human rights values.

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