Google Street View was a service or feature that was created within Google Maps which allows users to take a 360-degree view at ground level to navigate streets, intersections, and neighborhoods of many different countries. Google Street View started with Google capturing images by sending automobiles which are called Google Mobiles with special cameras mounted on their roofs to drive along every street in a city. Google Street View was launched in May 2007 in New York, San Francisco, and many other large US cities. Now, the service has covered over a thousand small towns across the United States. As time passed, Google Street View was beginning to become a problem to many people feeling that their privacy was being invaded. Many people began to complain about Google and felt that they were being violated in a way. In this Case Analysis, I will argue that Confucianism shows us that Google should have understood to respect people’s privacy, be more considerate to other people, and provided a better understanding to the public of the intentions of their service.

Privacy is being free from the public, free from being observed, and not being disturbed by other people. Privacy is an effective way for people to keep their private information from the general public. A major factor of privacy is that it’s our right to limit power and set some type of social boundaries between us and the public. According to Luciano Floridi’s “*Privacy: Informational Friction”* from *The Fourth Revolution*, he explained how privacy is self-constituted and why it’s important to value it. Another point that Luciano Floridi touched on was informational friction. Informational friction is resistance from obtaining information in any way. For instance, within this Case Analysis, there is informational friction between Google and the public.

This concept took effect in Germany when many cities wanted to not be a part of Google Street View. In May 2009, a data-privacy official from the city of Hamburg made a threat to fine Google over their Street View service unless they gave the city a written guarantee that the service obeyed German private laws. For example, many residents within the city of Kiel began to put stickers on their front doors to indicate or demand that they Google not photograph their homes in which it became a non-electronic way to opt out of Google Street View. Afterwards, many other countries such as Greece and Japan were opposed to the service being used in their cities.

In this case, the ethical tool Confucianism comes into place. Confucianism is making choices from a moral standpoint and showing moral character while making decisions as you walk along your path through life. Within this Case Analysis, Confucianism would be an effective tool to use for Google Street View because Google should acknowledge international privacy laws a little more before launching the service. Each country had their own version of privacy laws. For instance, Greece’s authorities banned Google Street View because Google did not notify the residents of their towns and cities that Google cars were coming through. Eventually, a Google spokesperson had announced that they would put in place new privacy features such as blurring of faces and license plates when they launch in Greece. If Google would have taken a Confucianism approach within this situation by notifying and asking for permission from Greek authorities to have their Google cars to take photos of their cities for Google Street View then there would have not been a major issue between the two parties. By using the ethical tool of Confucianism, Google would be able to acknowledge that some countries are not going to be easy to win over and they are going to have to learn to respect that. To solve this problem in the near future, Google should have a meeting with each country's authorities or officials to come to an agreement that adheres to their privacy laws. These could have been ways that Google can respect the privacy of people and the privacy laws of other countries when launching Google Street View.

Another major issue that Google faced when launching Google Street View was being considerate of other people and not letting their intentions be known for the service. When Google began creating the Google Street View, they came up with all of these ideas to try to make the service become internationally popular, but they did not acknowledge one take into consideration that many different countries had various privacy laws and policies that regards their cities or towns being photographed. It seemed that Google did not care about the consideration of other people and their privacy. This situation connects to the explanation in James Grimmelmann’s “*Privacy As Product Safety*” from *Widener Law Journal* about Facebook users not caring about privacy. According to James Grimmelmann’s “*Privacy As Product Safety”* from *Widener Law Journal*, many younger users of Facebook are too worried about being famous and gaining popularity on the social media rather than take privacy in consideration. Within the article, it explains that there is a gap between younger and older generations because younger users are not worried about the consequences of sharing their personal information on social media like their phone numbers or private photos while older users are being careful to not share too much personal information on the internet. This explanation ties back to how Google and the general public has a major gap on privacy when it pertains to the Google Street View which shows the concept of lack of understanding amongst each other.

The concept of lack of understanding is still a major issue within modern society. Having a lack of understanding can cause a debate or disagreement between two entities. Google displayed a lack of understanding when they photographed other countries' towns or cities without notifying them and mounting cameras on the roofs of other people’s houses while not knowing what the consequences were. For instance, the Google Street View caused tension between Japan and Google when the service launched in 2008 in which protests started because embarrassing photos surfaced on the internet and many residents had filed complaints of being watched through their yards by people with cameras walking down the street in which it resulted with police being contacted. Google decided to solve this issue by reshooting the Street View images by mounting the cameras lower, so it would not look like the people are being watched over hedges and fences. This is a prime example of how the concept of a lack of understanding caused tension between Google and Japan because they did not take in the consideration of the residents.

The ethical tool of Confucianism would come to effect for Google on launching Street View service is to compromise and let their intentions be known for the service. For instance, when Google began to launch in other countries after the issues they faced in Japan, they began to let their intentions be known, which was that privacy is important and that the Street View service can be used in a positive way. Many people used the Street View service to find restaurants, use it for their daily work, and locate parking spots. The positivity of Google Street View began to increase when the service was being launched in the United Kingdom. First, Google had an issue with the default settings, so the United Kingdom information commissioner named Christopher Graham suggested they change their default settings, grant privacy protection, and let their intentions be known that will repair any problems that arise to the service. After resolving the issue, the Street View launch was successful in the United Kingdom with the residents using the navigation service for multiple positive purposes. By Google using the way of Confucianism, they let their intentions be known and respected the differences that may arise when it came to privacy.

Overall, Google faced many challenges when launching their Google Street View service, but they turned their failures into a learning experience. At first, the Google Street View seemed like a success, but internally the service wasn’t doing well due to it violating the privacy laws of other countries. As time went on, Google continued to fail with the Google Street View service because they did not let their intentions be known to the general public which caused a gap between them and society. Google also was having issues with learning how to respect other people’s privacy and they needed to find a solution to the concept of a lack of understanding. When Google decided to reevaluate that their Google Street View issue was becoming an international problem, they decided to take in consideration that every country’s privacy laws are different, find that understanding they were looking for, and learn how to break that gap they had with the general public, they started to see improvements with their service because they used some elements of Confucianism which was an ethical tool that I felt that was a solution to their issues. These are the issues and solutions that Google used to launch their Google Street View successfully as time passed.