

ISM310 - Assignment 2: Data Mining: is it ethical?

DUE: Sunday October 14, 2018 at 11:58p.

You will be submitting a **PDF file to Canvas that does NOT exceed 2 total pages.**

REQUIRED: be sure all of your responses have the number corresponding to the question, below.

You will need to read the following two articles, online:

<http://www.businessinsider.com/hospitals-and-health-insurers-using-data-brokers-2014-7>

Attached article from Bloomberg's, "Hospitals soon see donuts-to-cigarettes..." (found on Canvas)

then answer the following questions (be sure to answer all parts and support your answers):

1. Name and section TIME (e.g. 11a, 2p, 3:30, 6p)
2. **Your Health Risk.** Overall, how do you feel about hospitals and doctors using your public records (e.g. **purchases**) **to determine your health risk?** Your answer should reflect the ability to assess your health without blood tests, etc., rather they do so by looking at your purchases. **SUPPORT YOUR ANSWER.**
3. **Privacy?** Under Obamacare, the hospitals / doctors are rewarded according to keeping their patients well. Do you **TRUST** that the purchasing data is being used to look out for people so they can "reach out and try to help out" **OR** might you be concerned how this purchase data may be used for other things? Provide your response **THEN support** it with examples as to why you trust it OR why you are concerned. Might this data-mining be going too far in the sense that it may be teetering on 'stalking' and invasion of your privacy? Explain and support your answer.
4. These articles are both from 2014. Find an article online that is more recent, relating to hospitals / insurers **collecting patient purchasing data.** **Include that URL here.** THEN provide a few sentences **summarizing the new article.** Lastly, include your thoughts on whether this form of data-mining is crossing ethical lines and why or why not. Be very clear.
5. Do you believe you will possibly change **your PURCHASING habits** in any way because of what you have learned in this assignment? For example, either what you are purchasing or HOW you make your purchases. Why or why not? Support your answer!