Second Major Writing Assignment

Lotus Development Corporation, founded in 1982, in Cambridge Massachusetts, developed Lotus 1-2-3, which has more than 14 million users, as well as other products. Equifax Inc. was founded in Atlanta in 1899 as a credit bureau, and now has credit histories of more than 150 million Americans. In 1990, Lotus and Equifax announced two new jointly-produced products: “Lotus Marketplace: Households” and “Lotus Marketplace: Business.” The former product was a CD ROM containing information about the household income, lifestyles, and purchasing propensities of 120 million people in 80 million U.S. households. The latter product contained information about 7.5 million business establishments, including annual sales, number of employees, names, and titles of executive and key contracts.

After the 1990 announcement, the “Marketplace: Households” product came under severe public criticism. Privacy concerns about the product were raised during two hearings held before the U.S. House of Representatives. Lotus and Equifax executives defended the product by arguing that much of the information in “Households” could be obtained elsewhere and the product would only be sold to legitimate businesses. They also argued that the product would be of considerable value to small businesses by enabling them to use target marketing (or direct marketing) to efficiently reach their most likely potential customers. Critics pointed out that there was no provision for those listed in the data base to gain access to the information about them or to correct inaccuracies.

Consider the selling of “Marketplace: Households” as the test case and construct two paradigms, one which it is clearly morally legitimate to market and the other which it is clearly not morally legitimate to market. Using the method of casuistry or line-drawing, determine whether “Lotus Marketplace: Households” is a product that is morally permissible to market. You should have a minimum of 5 features in your line-drawing analysis.

Note: If important factual, conceptual, or application issues come up in your analysis, you should identify and resolve them.

Guide For Grading Second Writing Assignment

Features: 2.5 points (minimum of 5 features) (.5 points for each feature)
Justification of the features: 2.5 points (.5 points for each feature)
Rating of the test case and justification of the rating: 2.5 points (.5 points for each feature)
Conclusion, in which the most important features are identified and a conclusion is reached about the moral justification of the action in the test case: (2.5 points)
Deduction for bad writing, using the same guide as on the first exam: (6 points maximum) Spelling: one or two minor errors (0-0.5 reduction), 3-4 minor errors (0.5-2 reduction), numerous or serious errors (2-4 point reduction) Style: minor errors (0-0.5), major errors (0.5-2 points).