



Unlocking the digital marketplace

LEGAL AND ETHICAL ISSUES

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Speakers

Susan Linn

Susan Linn, Ed.D., Psychologist **Susan Linn** is co-founder and director of The Campaign for a Commercial-Free Childhood, and Instructor in Psychiatry at Harvard Medical School. She is an internationally recognized expert on the effects of media and commercial marketing on children. Her book, *Consuming Kids: The Hostile Takeover of Childhood* was been praised in publications as diverse as *The Wall Street Journal*, and *Mother Jones* and helped launch the movement to reclaim childhood from corporate marketers. The *Boston Globe* called her new book, *The Case for Make Believe: Saving Play in a Commercialized World*, “a wonderful look at how playing can heal children.”
www.commercialfreechildhood.org

Consuming Kids: Reclaiming Childhood from Corporate Marketers and Media Moguls

Dr. Susan Linn will discuss childhood as it is transformed by a media-saturated, commercialized culture. She takes us on a disconcerting journey though what’s called the “kid market,” a \$17 billion industry designed to bypass parents and target children with advertising and marketing messages that undermine their health, family relationships, and values. She will describe the depth and breadth of commercialism in the lives of children and discuss what we can do to stop it.

The Case for Make Believe: Saving Play in a Commercialized World

Children’s creative play is the foundation of learning, creativity, constructive problem solving, and the capacity to wrestle with life to make it meaningful—yet as a society we seem to be doing everything we can to prevent children from playing. One major culprit in the erosion of children’s creative play is the unprecedented conversion of ubiquitous screen media and unfettered commercialism. Join Dr. Susan Linn for an in depth look at discussion of how commercialism erodes creative play and what we can do about it.

Consuming Kids – Documentary film and discussion

The film “Consuming Kids” raises provocative questions about children, corporate power, and parenting in the 21st century. Afterwards, Dr. Susan Linn will lead an audience discussion, and answer questions, about issues raised by the film.

Patrick Murphy

Pat Murphy, is Professor of Marketing in the Mendoza College of Business at the University of Notre Dame. Previously, he held the C.R. Smith Co-Directorship of the Institute for Ethical Business Worldwide for several years. He served as chair of the Department of Marketing for ten years and was a Fulbright Scholar at University College Cork in Ireland in the 1990s and University of Lille 2 in France (2009). Professor Murphy was a faculty member and Marketing department chair at Marquette University before his appointment at Notre Dame. He specializes in business and marketing ethics. His work has appeared in leading ethics and marketing journals. He served as editor of the *Journal of Public Policy & Marketing* and is on five editorial review boards. His papers have won awards from three academic journals—*Journal of Advertising*, *Journal of Macromarketing* and *European Journal of Marketing*. Currently, he is an Academic Advisor of the Business Roundtable Institute for Corporate Ethics. Professor Murphy holds a BBA from Notre Dame, an MBA from Bradley, and a Ph.D from Houston.

Plenary Session—*The Ethics of Digital Marketing*

This presentation focuses on ethical theories and concepts like privacy that can be applied to issues relating to digital marketing. New marketing strategies including behavioral targeting and personalized retargeting are discussed with their ethical implications. The lecture will conclude with some suggestions for a more ethical digital marketplace.

Personal Protection Session—*Ethical Issues for marketers and Consumers in the Online World*

Several recent marketing innovations such as Face book and Google Places are examined. The use of sophisticated marketing techniques by companies such as Capital One is examined from ethical and privacy perspectives. Approaches that consumers can take to protect themselves from unwanted privacy intrusions are also addressed.



Robert Sprague is an Associate Professor of Business Law in the University of Wyoming College of Business Department of Management & Marketing. He teaches upper-division and graduate courses covering commercial law, entrepreneurship law, employment, business formation, and corporate governance. Professor Sprague's research interests derive from a convergence of law, business, and technology, with an emphasis on privacy and cyberspace issues, as well as corporate governance strategies to encourage sustainable business practices. Prior to joining academia, Professor Sprague provided legal counseling to small businesses, primarily in high-tech industries, and served as a senior manager in various start-up ventures. <http://www.uwyo.edu/sprague>.

The Use of Social Media Tools by Students, Consumers, and Small Businesses: Dangers in New Social Norms

My presentation will focus on the use of social media tools by students, consumers, and small businesses. I will discuss issues associated with: prospective employers/businesses using social media to investigate job applicants/potential clients or customers (focus-students and consumers); trust and privacy issues (focus-consumers); and legal issues for small businesses (using social media tools to monitor employees and for marketing purposes).



Dee Pridgen is Associate Dean and Professor of Law, at the University of Wyoming's College of Law, where she has taught since 1982. Her subjects include Consumer Protection, Contracts, Antitrust, Communications Law, Constitutional Law, and Internet Law. She received her Juris Doctorate in 1974, from New York University, and a B.A. in 1971, from Cornell University. She is a member of the Order of the Coif and Phi Beta Kappa. Pridgen has been a Fulbright Scholar/Lecturer at Tokyo University in Japan and a Visiting Professor of Law at the University of Baltimore School of Law, the University of Maryland School of Law, and the Catholic University of America, Columbus School of Law. She also served as a Staff Attorney, for the Federal Trade Commission, Bureau of Consumer Protection, Washington, D.C. from 1978-82. Pridgen's publications include two treatises aimed at practicing attorneys, CONSUMER PROTECTION AND THE LAW, and CONSUMER CREDIT AND THE LAW, both published by Thomson/West, and updated yearly (coauthored with Richard Alderman since 2006). She is also a coauthor of a law school casebook entitled CONSUMER LAW: CASES AND MATERIALS (Thomson/West 3d ed. 2007). She has also presented at and been the co-chair of the Consumer Issues Conference held yearly at the University of Wyoming since 2001. She has been on the faculty for Teaching Consumer Law, a biennial conference sponsored by the Consumer Law Center at the University of Houston since 2002. Pridgen was elected to the American Law Institute in 2003.

Consumer Privacy in the Digital Marketplace: Federal Initiatives

Consumers have been concerned about their privacy for as long as they have been roaming the Internet and enjoying the convenience of the digital marketplace. But what protections should be mandated to protect the privacy of consumer's personal and financial information? The Federal Trade Commission has long been the leader in this area, and has taken several initiatives and more are in the works. This presentation will focus on the FTC's consumer protection efforts with regard to: privacy policies on websites; protecting children's online information; data breaches by companies that collect consumer's personal information and by social network sites such as Twitter; privacy of financial information under the Gramm-Leach-Bliley Act; and use of online behavioral profiling to target internet advertising.

(Photo by Roger C. Carey, Dove Studios)



Even Brande, President and CEO of Handel Information Technologies, Inc., graduated from the UW College of Business in 1991 with a bachelor's degree in Business Administration. In 1993 received his MBA from UW. He served as Customer Services Executive and Marketing Director for Aspen Tree Software, a national leader in computerized employee selection. In 1997 he founded Handel Information Technologies, Inc., a market leader in enterprise software for human services agencies.

Data Protection in the Era of Social Media – An Oxymoron?

We live in an era of ever increasing data protection. From HIPAA in healthcare to Gramm Leach Bliley in banking, the Federal Government is taking significant measures to protect sensitive personal information. Yet, as individuals, there is a reverse trend to share what many of us would consider highly intimate data in various social forums on the internet. So on one hand, we have HIPAA making sure that our medical data remains safe and is only accessible on a “need to know basis”. On the other hand we hear about people tweeting regular updates on the progress of their surgery... This session will explore if there is a happy medium between these two extremes. How are online tools changing the way we protect or expose data from/to others?



Matt Wilson, Professor of Law, University of Wyoming. From 2003-2009, he served as a law professor for Temple University (Philadelphia) and concurrently served as Senior Associate Dean and General Counsel of Temple University's 3,000 student campus in Tokyo. Professor Wilson teaches E-commerce law, intellectual property law, international business law, international dispute resolution, and Japanese law. Before entering academia, Professor Wilson practiced law at Akerman Senterfitt, a large Florida-based law firm, and served as general counsel for a telecommunications firm. Professor Wilson's legal practice has included commercial litigation, intellectual property matters, cyberspace law, and general corporate law.

International Issues in Electronic Commerce

The Internet is borderless. As such, all consumers and businesses knowingly and unknowingly face international issues as they engage in the sale or purchase of goods and services over the Internet. The topics covered in this presentation include an examination of international issues with respect to online contracting, intellectual property rights, dispute resolution, and fundamental rights.

Operating an Online Business: Legal and Ethical Issues

Operating an online business has never been more popular. This session will introduce some of the major issues, risks, obligations, rules, and regulations surrounding the development and operation of an e-commerce website. It will also examine several ethical issues facing website operators in the context of today's digital world.



George Gladney, a professor in the Department of Communication & Journalism at the University of Wyoming, includes among his teaching/research specialties the social and ethical implications of communication technology. He received his Ph.D. in Communication from the University of Illinois, Champaign-Urbana, in 1991, and has served as his department's director of graduate studies. Gladney is a member of the editorial board of several leading journals in his field. He served as a U.S. Fulbright Scholar in Warsaw, Poland, in 2005-06 and in recent years has traveled and lectured extensively in Eastern Europe.

Enduring Issues in Communication and Cyberspace

This presentation will provide an overview of “enduring issues” historically encountered with major revolutions in communication technology, and point to numerous ways many of these same issues are in play with the latest major revolution in communication technology--introduction and spread of the Internet and World Wide Web.



Shelley Glause, Better Business Bureau (BBB) investigator and dispute resolution counselor, joined the BBB serving northern Colorado and Wyoming in 2008. She is a trained mediator and investigator who assists consumers and businesses through the free BBB dispute resolution program. Shelley works closely with local law enforcement, U.S. Postal Inspectors, FBI and consumer regulatory agencies through a regional law enforcement roundtable. She regularly speaks to community and civic groups on topics involving scams and fraud.

Prior to the BBB, Shelley worked for Nationwide Insurance as a commercial claims associate. She holds a bachelor of science degree in business administration and minors in psychology and communications. www.wynco.bbb.org.

Start with Trust: Shop Online with Confidence

The presentation will deal with safety while shopping online and how to prevent falling for a scam. Topics of discussion will be: How to determine the legitimacy of a web site; how to get product reviews that are reliable, cautions about shopping on ebay and Craigslist; Cautions about looking for and accepting jobs and rentals from online sources; Cautions about accepting cashier's checks. Ms. Glause will also provide some scam examples that refer to these topics.

Doug Roehrkasse

Doug Roehrkasse has been with the University of Wyoming for 11 years; the last three and a half as the Computer Training Instructor with the Division of Information Technology. Doug is a Microsoft Certified Trainer and received his Bachelor's degree in Education from UW.

Avoiding Hidden Dangers on the Internet/General Computer Security

This workshop will discuss methods to improve Internet and general computer security. Passwords, viruses, and spyware and how they can affect system security will be discussed. Learn about the best practices to improve security in the workplace and at home, as well as how to protect yourself from identity theft.

Stan Skrabut

Stan Skrabut, is an Instructional Technology Educational Specialist assigned to the Cooperative Extension Service. He has over 16 years experience working as an instructional technologist and trainer. He has masters in computing technology in education and is currently working a doctorate in education.

Social Media Boot Camp

Based on the needs of the participants, we will explore various social networking tools to include Facebook, Twitter, LinkedIn, and others to help create connections in this changing world. Participants should come with specific needs to be addressed.

Thomas Seitz

Thomas Seitz is Assistant Professor of International Studies at the University of Wyoming. He received his Ph.D. from Cambridge. He also received Fulbright awards to Indonesia and the Philippines and has taught at Seoul National University in Korea. Dr. Seitz also travels regularly to Asia on business, marketing bovine genetics from the family ranch in Wyoming.

Sifting for Scorpions: Politics, Culture and Contraband on the Global Information Superhighway.

While the Internet has long been heralded for its potential to revolutionize commerce, accelerate development and facilitate the free flow of information and ideas, information does not always flow freely. Governments in the East and in the West work to restrict or even interdict the flow of certain information and ideas into their societies, to separate 'contraband' ideas from the constant torrent of information crossing their borders. This session will explore some of these limitations, and discuss how various societies endeavor to reap the benefits of being connected while keeping such 'toxic content' at bay.



Special Agent Tory Smith entered the FBI on January 3, 2010, on the cyber career track for the FBI. Before entering the FBI he was the IT Manager for Eagle Metal Products in Dallas, Texas for 4 years. Prior to that he was a Lead Programmer for QuickSilver Interactive Group in Dallas, Texas for 5 years. He obtained his Bachelor of Science degree in Information Systems from the University of Texas at Arlington. www.fbi.gov and www.ic3.gov.

Identity Theft and Computer Crimes

The issues involving identity theft and computer crimes or "scams" are rampant in today's society. This presentation is intended to provide an overview of the common tactics being employed by today's hi-tech criminals. You will understand the common terms used to describe these crimes, the ways in which criminals perpetrate these crimes, and hopefully come away with the ability to better protect yourself from these thieves.

Stephanie Geiger Oneto (Ph.D., University of Houston) is an Assistant Professor of Marketing at the University of Wyoming. Her research focuses on the sociological explanations of status consumption, counterfeit product consumption and product-related emotions such as schadenfreude and status insecurity. Her work has appeared in the *Journal of Consumer Psychology*, and the *Journal of Current Issues and Research in Advertising*.

Counterfeit Goods in the Digital Marketplace.

The economic impact of counterfeit goods has reached staggering proportions. Although the increase in this market can be attributed to several factors, the Internet has helped throw open the gates. This presentation takes a look at the role the Internet has played in the development of this market. In addition, ethical issues faced by both the consumers and retailers of these goods will be examined.



Linda Sharp is a professor and consultant (www.sharplawprof.com) who has expertise in legal issues and risk management pertaining to K-12 and higher education athletic programs, club sport, recreational activities and physical education. She is a recognized scholar in this area and is the lead author of a textbook entitled *Sport Law: A Managerial Approach*.

Professor Sharp received her juris doctorate from Cleveland Marshall College of Law and practiced corporate law in Ohio for seven years. She then did doctoral study at Kent State University in the areas of Sport Management, Higher Education Administration and Sociology. She taught at Indiana University for seven years and is now in her twelfth year at the University of Northern Colorado. She is a faculty member in the UNC Sport Administration graduate program which prepares students for careers as administrators in sport and for careers as academicians in the area of sport management.

Social Media and Student-Athletes: Legal & Policy Issues

Social media sites raise a plethora of legal issues for college administrators and students, many of which are cutting-edge issues and have not yet been addressed in case law. Many of the legal concerns relate to the First Amendment, student disciplinary policy, and whether student-athletes can be subjected to more regulation in the use of social media than the general student population. This presentation will identify the most likely legal issues and extrapolate from current law to predict how such disputes will be judicially resolved. The development of policies related to social media usage by student-athletes will also be addressed.



Ryan Jardine is a graduate of the University of Wyoming College of Law and was a member of the College's law review. While in law school, he published a paper analyzing the Supreme Court's decision in *Leegin Creative Leather Prod., Inc. v. PSKS, Inc.*, a case that reviewed the legality of retail price maintenance by manufacturers, including the impact of that decision on consumers. Mr. Jardine graduated with honors and is a member of the Order of the Coif. Mr. Jardine currently practices with the national law firm Kutak Rock LLP in their public finance practice group engaging in complex student loan securitizations, health care financing and traditional municipal finance transactions.

Never Lost in a Crowd: Mobile Marketing and Locational Privacy

iPhones, Blackberries, Droids and other devices utilize GPS and other technologies to identify their precise location and by implication, the location of their users. Hundreds and possibly thousands of beneficial applications have been created as a result of this technology. However, there are significant issues that must be addressed to ensure advertisers have appropriate access to this information, and that a consumer's "locational privacy" is protected. This presentation will discuss the pro's and cons' of potential federal, state and other legal measures currently being considered in this area.