

Information Technology, Millennials and Privacy, Can They Blend or will They Collide

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Abstract

During the past two decades, a growing percentage of business and society related activities have become information dependent. Information technologies as well as the systems developed using these technologies are expanding at an unprecedented rate. These novel systems on one hand enhance decision making while on the other hand create new challenges associated with new and emerging ethical issues. Many scholars have already addressed these new challenges proposing various solutions for establishing means of control on the use of information, like privacy laws. There is a close relationship between new technology and privacy laws; technology generates potential risks while laws are defined to guard privacy and other fundamental rights. This paper addresses the issue of privacy, however it concentrates on two new phenomena (1) the Millennials (Generation Y) who are characterized by their social networking and the urge to share many, even private, aspects of their life with their virtual friends; (2) the economic turmoil that forces many organization to seek sophisticated tools and methodologies for knowledge discovery as part of their targeted marketing activities. The paper analyzes the two trends and their combined impact on future privacy.