THE ANALYSIS BASED ON BIG DATA FOR THE ENTERPRISE

ETHICS & NETWORK GOVERNANCE

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ABSTRACT

Background and Goals

Big Data have deeply influenced the People's Daily life style, work habits and thinking patterns. But the collection, storage and using process of Big Data are facing many security risks and also the false data will lead to wrong or invalid data analysis results.

Methods

This paper expounds the importance of users' privacy in using big data in China, and discusses the related concepts and problems of the network ethics and network governance, and put forward the "privacy" protection mechanism.

Conclusions

The current research on large data security and privacy protection is not enough both in China and abroad. The better way to solve the problem of large data security and privacy protection needs the combination of technical means and related policies and regulations. Enterprises need to strengthen self management and ethical constraints, while users need to raise awareness and abilities of privacy protection as well. That is to say to build up the "privacy" protection mechanism as follow: "self-discipline by enterprises, proactive governmental supervision, self-protection by users" and the effective effective credit network system.

KEYWORDS: Big Data, Enterprise Ethics, Network Governance