

DIGITAL MEDIA ETHICS

Prepared by Dr. Sherihan Mohamed

Lecture 6

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

DGM723

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CHABTER 04- LECTURE 6

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مزيد من التفاصيل

Remember

**** What do we mean with copyleft?**

- Copyleft and open sources.
- What is the Public copyright?

**** The Copyleft Applications:**

- Creative commons.
- Public domain.



**** Friendship online? Initial considerations**

- Privacy Paradox and social media
- Ethics and social media.
- Ethical challenges with social media use.

**** Slow/Fair Technology:**

- Fairphone as a type of slow/fair Technology.



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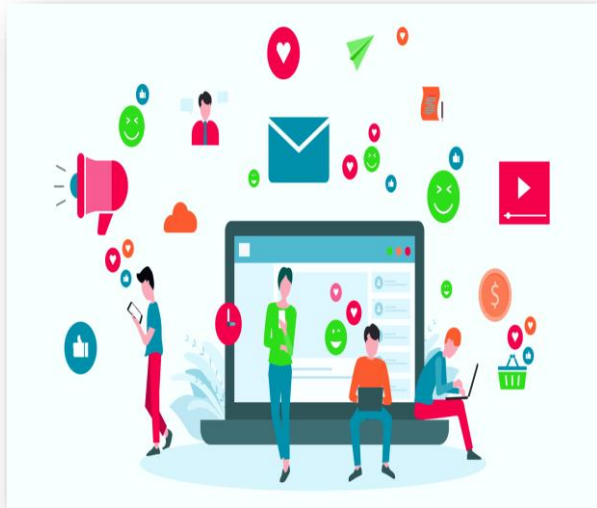
Privacy Paradox and social media

Today's information/digital age offers widespread use of social media. The use of social media is **ubiquitous** and **cuts across all age groups, social classes and cultures**.

However, the **increased use** of these media is **accompanied** by **privacy** issues and **ethical concerns**. These privacy issues can have far-reaching professional, personal and security implications.



Privacy Paradox and social media



Ultimate privacy in the social media domain is very difficult
because these media are **designed** for **sharing information**.

Participating in social media requires persons to ignore some
personal, privacy constraints resulting in some vulnerability.

The **weak individual privacy** safeguards in this space have
resulted in unethical and undesirable behaviors resulting in privacy and
security breaches, especially for the most vulnerable group of users.

Privacy Paradox and social media

An **exploratory study** was conducted to **examine social media usage** and the **implications for personal privacy**. We investigated how some of the requirements for participating in social media and how unethical use of social media can impact users' privacy.. **What was the Results?**



Privacy Paradox and social media

Results indicate that if users of these networks pay attention to privacy settings and the type of information shared and adhere to universal, fundamental, moral values such as mutual respect and kindness, many privacy and unethical issues can be avoided.



Privacy Paradox and social media



The unethical use of social media has resulted in the breach of individual privacy and impacts both physical and information security.

Reports in 2019, reveal that persons between the ages 8 and 11 years spend an average 13.5 hours weekly online and 18% of this age group are actively engaged on social media. Those between ages 12 and 15 spend on average 20.5 hours online and 69% of this group are active social media users.

Privacy Paradox and social media

While **children** and **teenagers** represent the largest Internet user groups, for the most part they do not know how to protect their personal information on the Web and are the most vulnerable to cyber-crimes related to breaches of information privacy.



Privacy Paradox and social media

In today's IT-configured society Data is one of -if not the most- **valuable asset for most businesses/organizations.**

Organizations and governments collect information via several means including invisible data gathering, marketing platforms and search engines such as Google.



Privacy Paradox and social media



Information can be **attained** from **several sources**, which can be fused using technology to **develop** complete **profiles** of **individuals**.

The information on social media is very accessible and can be of great value to individuals and organizations for reasons such as **marketing**, etc.; hence, data is retained by most companies for future use.

Ethics and social media

Ethical values are intended to be guiding principles that if followed, could yield harmonious results and relationships. They seek to give answers to questions such as “**How should I be living?**” How do I achieve the things that are deemed important such as knowledge and happiness or the acquisition of attractive things?” If one chooses happiness, the next question that needs to be answered is “**Whose happiness should it be; my own happiness or the happiness of others?**”



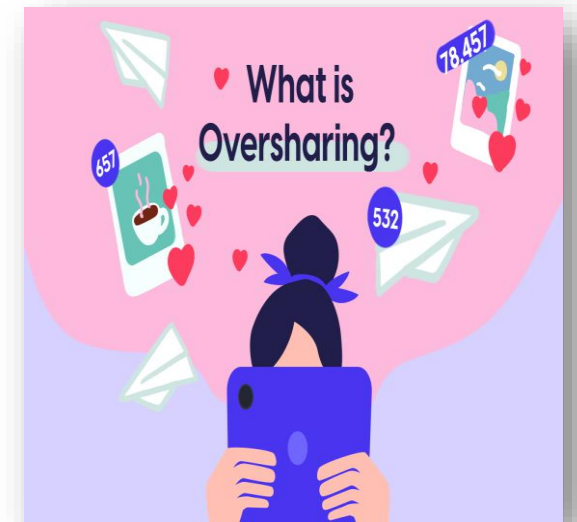
Ethics and social media

In the domain of social media, some of the ethical questions that must be contemplated and ultimately answered are:

Can this post be regarded as oversharing?

Has the information in this post been distorted in anyway?

What impact will this post have on others?



Ethics and social media

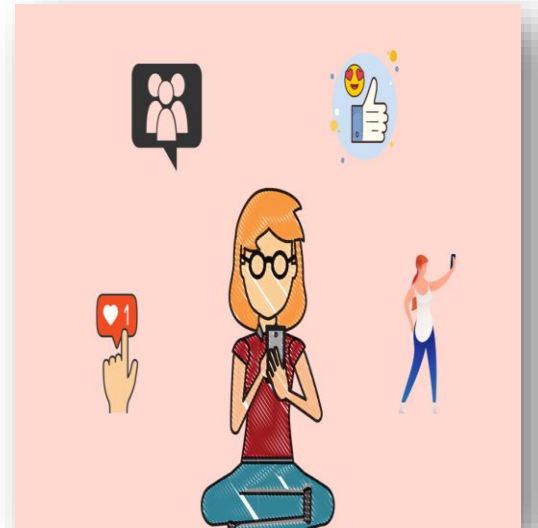


As previously mentioned, users within the ages 8–15 represent one of the largest social media user groups. These young persons within the 8–15 age range are still learning how to interact with the people around them and are deciding on the moral values that they will embrace. These **moral values** will help to **dictate** how they will **interact** with the **world around them**.

Ethics and social media

The **ethical values** that guide our interactions are usually formulated from some moral principle taught to us by someone or a group of individuals including **parents, guardians, religious groups, and teachers.**

just to name a few. Many of the **Gen Y's/"Digital Babies"** are "**newbies**" yet are required to determine for themselves the level of responsibility they will display when using the varying social media platforms.



Ethics and social media



This includes considering the impact a post will have on their lives and/or the lives of other persons. They must also **understand** that **when** they **join** a **social media** network, they are **joining** a **community** in which certain behavior must be exhibited.

Such responsibility requires a much greater level of maturity than can be expected from them at that age.

Ethics and social media



It is **common** for **individuals** to post even the smallest details of their lives from the moment they wake up to when they go to bed. They will openly **share** their **location**, what they **eat** at every meal or details about **activities** typically considered private and personal.

They will also share likes and dislikes, thoughts and emotional states and for the most part this has become an accepted norm.

Ethics and social media



With this **openness** of **sharing** risks and challenges arise that are often not considered but can have **serious impacts**.

The **speed** and **scale** with which social media creates information and makes it available —almost instantaneously— on a global scale, added to the fact that **once something is posted** there is really no way of truly removing it, this should prompt individuals to think of the possible impact a post can have.

Ethics and social media

Unfortunately, more often than not, posts are made without any thought of the **far-reaching impact** they can have on the lives of the person posting or others that may be implicated by the post.

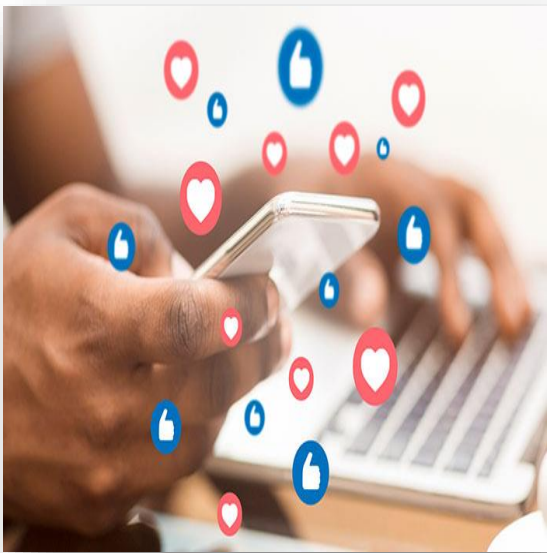


Ethical challenges with social media use

The use of **modern-day technology** has brought several **benefits**. Social media is no different and chief amongst its benefit is the ability to stay connected easily and quickly as well as build relationships with people with similar interests. As with all technology, there are several challenges that can make the use of social media off **putting** and **unpleasant**.



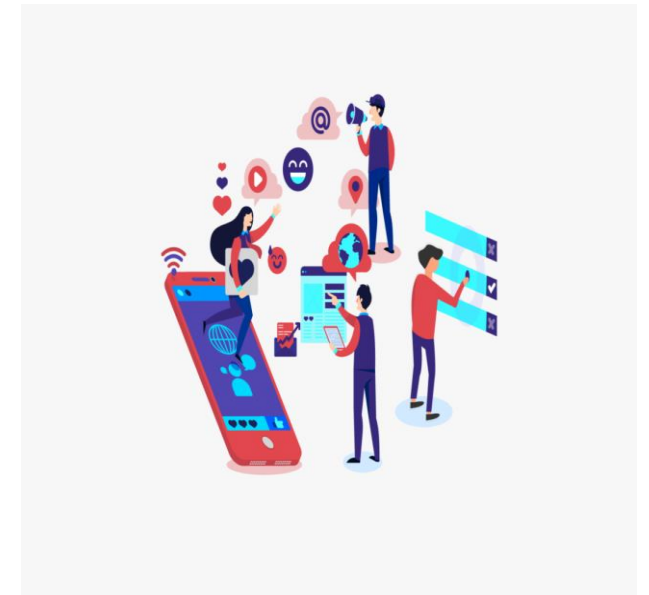
Ethical challenges with social media use



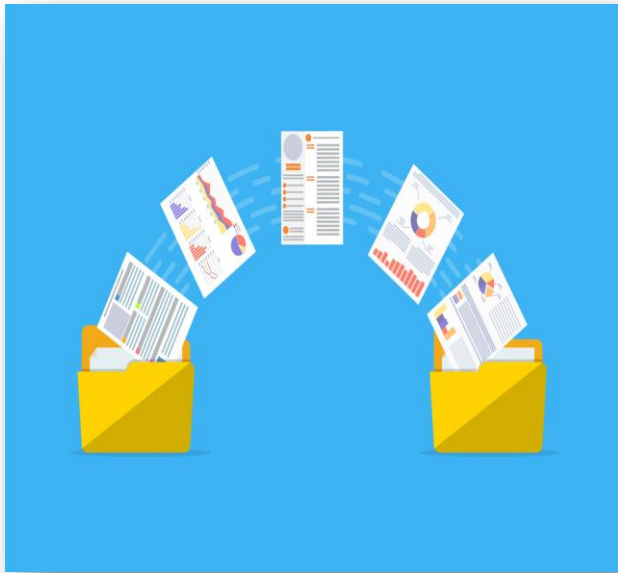
Some of these challenges **appear** to be **minor** but they can have far reaching effects into the lives of the users of social media, and it is therefore **advised** that **care be taken** to **minimize** the **challenges** associated with the use of social media.

Ethical challenges with social media use

A **major challenge** with the use of social media is **Oversharing** because when persons share on social media, they tend to share as much as is possible which is often times too much. When persons are out and about doing exciting things, it is natural to want to share this with the world as many users will post a few times a day when they head to lunch, visit a museum, go out to dinner or other places of interest.



Ethical challenges with social media use



While this all seems relatively harmless, by using location-based **services which pinpoint users** with **surprising accuracy** and in real time, users place themselves in danger of laying out a pattern of movement that can be easily traced.

Ethical challenges with social media use

While this **seems** more **like** a **security** or **privacy** issue it stems from an ethical dilemma—“**Am I sharing too much?**”

Oversharing can also lead to damage of user's reputation especially if the intent is to leverage the platform for business.



Ethical challenges with social media use

Another ethical challenge users of social media often encounter is that they have no way of authenticating content before sharing, which becomes **problematic** when the **content paints people** or **establishments negatively**. Often times content is shared with them by friends, family and colleagues.



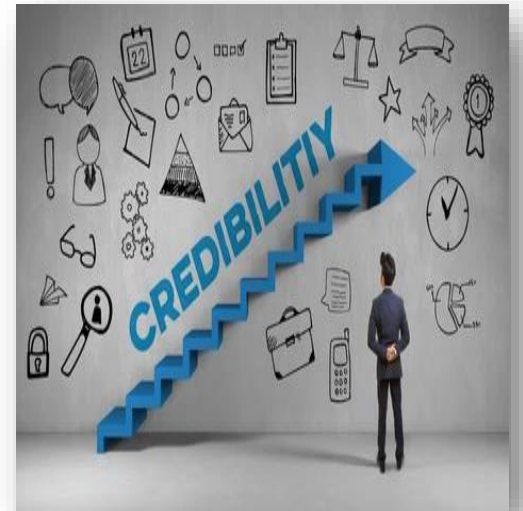
Ethical challenges with social media use



The unauthenticated content is then reshared without any thought but sometimes this content **may** have been maliciously altered so the user unknowingly participates in maligning others. Even if the content is not altered the fact that the content **paints** someone or something in a bad light should send off **warning bells** as to whether or not it is right to share the content which is the underlying principle of ethical behavior.

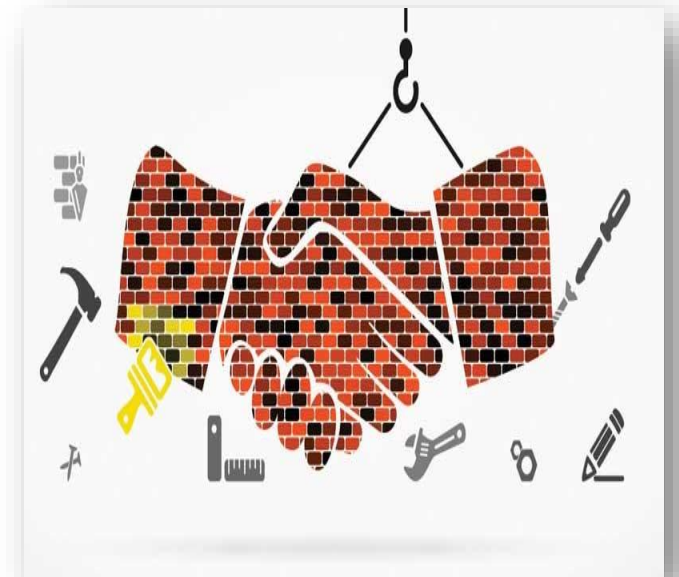
Ethical challenges with social media use

Online, the multiplicity of sources involved in the dissemination of contents, their possible anonymity, the absence of standards for information quality, the ease in manipulating and altering the information, the lack of clarity of the context, and the presence of many potential targets of credibility evaluation (i.e., the content, the source, and the medium), make urgent the need of developing systems for helping users in automatically assess credibility of information and information sources.



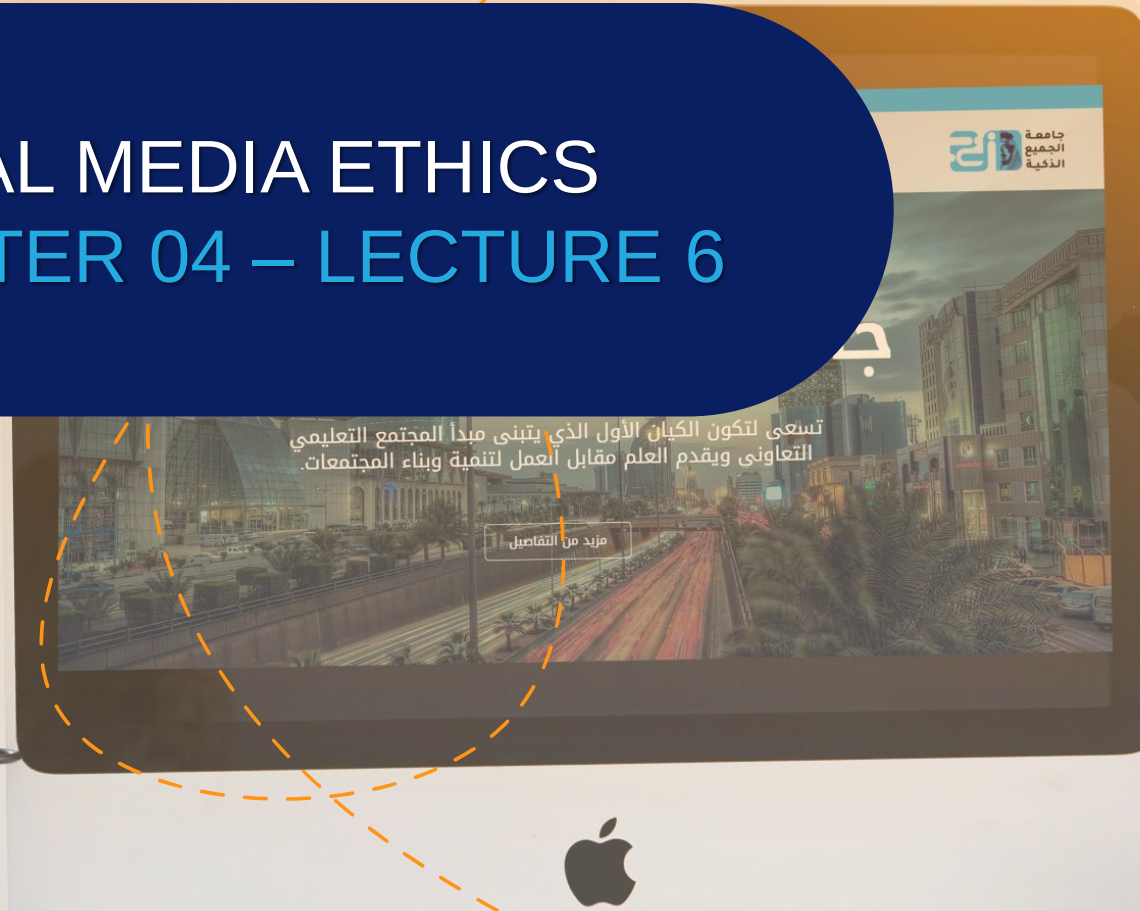
Ethical challenges with social media use

Since the **Social Web** is **characterized** by multiple social applications, which have been developed to address different aims and in different contexts, the solutions that have been proposed to address the credibility assessment issue in Social Media change depending on the considered scenario.



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CHAPTER 04 – LECTURE 6



Why do we need Slow/Fair Technology?

Fairness is not usual, it is not spread around equally despite a kinship to the notion of equity, it is no more lasting than physical beauty, and it cannot be defined out of context: you know it only when you see it, and by then it is often gone.

FairTechnology

Dynamic systems such as schoolyards, the Internet economy or human immunology are not conducive environments, and this means the technology sector has to work a little bit harder to do what is fair.



Add to that, **the limits** of the **human body**, and **the need** to take into account human wellbeing, **the limits** of the **planet** and **stakeholders'** interests in decision making, all suggest the **need** for a new paradigm, Slow Tech, in the design of **ICT** and **ICT systems**.

Slow/Fair Tech should not be seen as technology that is slow, but as a concept or message that enables people to reflect, stand back, and consider.

Thus, the opportunity that it provides for human reflection and intervention and action **means** that it has a growing importance in supporting this striving – or quest – for ethical ICT.



Fairphone as a type of slow/fair Technology



Fairphone is a **Dutch electronics** manufacturer and social enterprise that **designs** and **produces** smartphones with the goal of having a lower environmental footprint and better social impact than is common in the industry. In particular, the company aims to minimize the use of conflict minerals in its devices, maintain fair labor conditions for its workforce and suppliers, and allow users to maintain their own devices.

Fairphone as a type of slow/fair Technology

The **company** was **founded** in **2013** as a social enterprise with the support of the **Waag Society**, and is based in **Amsterdam**, the **Netherlands**.

As of **2022**, the company's most recent model is the Fairphone 4, a modular smartphone which supports 5G connectivity, has dual 48MP cameras with optical image stabilization, an IP54 rating and MIL810G drop test certification. It is only sold in Europe.



Fairphone as a type of slow/fair Technology

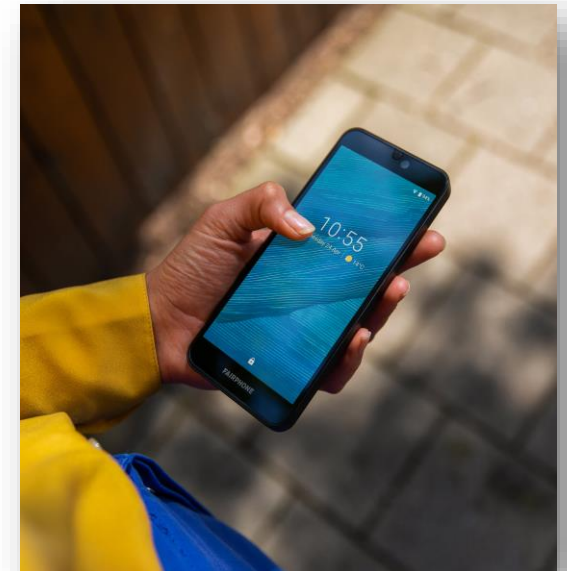
The **purpose** of **modularity** is to make the phone easily repairable and customisable by the user, and therefore longer-lasting.

According to the company, increasing the lifespan of a phone by two years reduces CO₂ emissions by 30%.



Fairphone as a type of slow/fair Technology

Fairphone, environmentally friendly, and a major improvement on its last handset, the Fairphone 4 is a solid all-round pick for a mid-range handset. It is also the clear choice right now for anyone after a sustainable handset that will last through the falls, accidental drops and years of usage.



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*Thank you
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