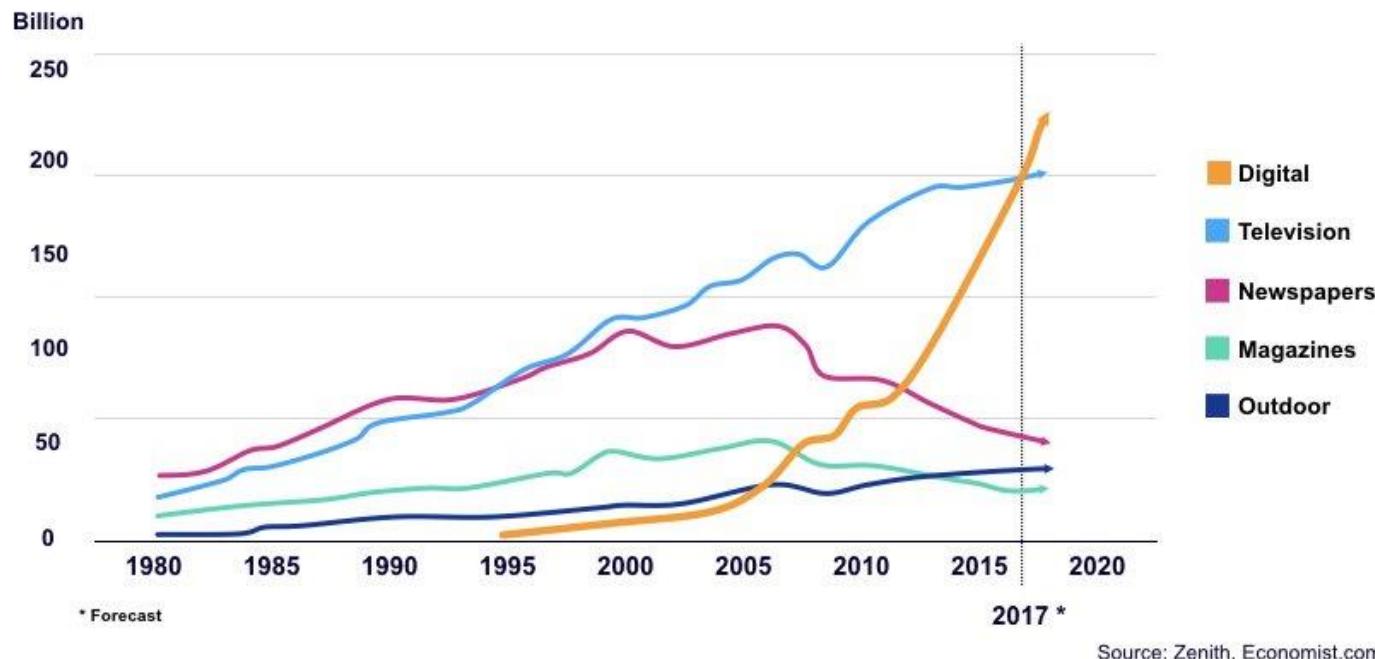


ethics in IT-configured societies

Burak Galip ASLAN, PhD

some facts

Digital Ad Spend to Surpass TV in 2017

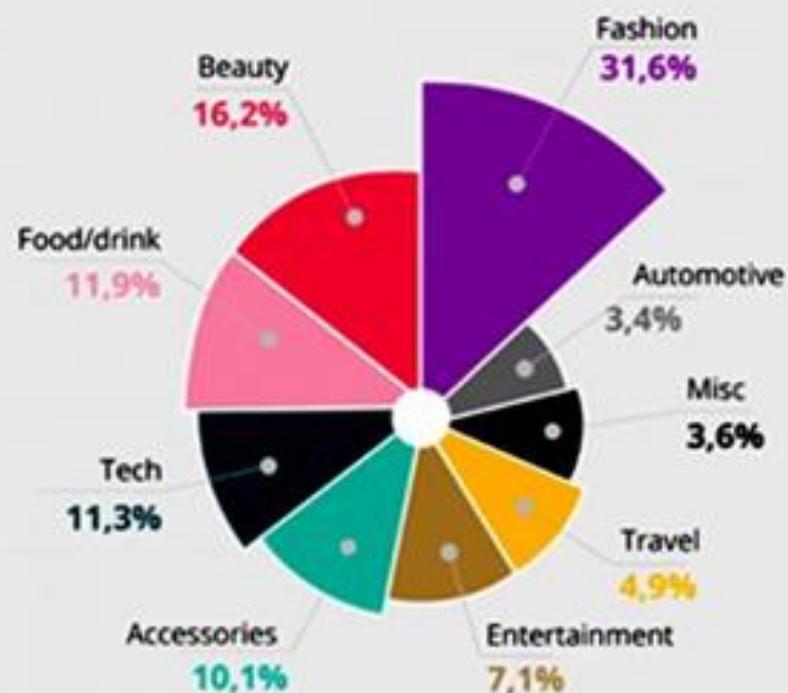


some facts

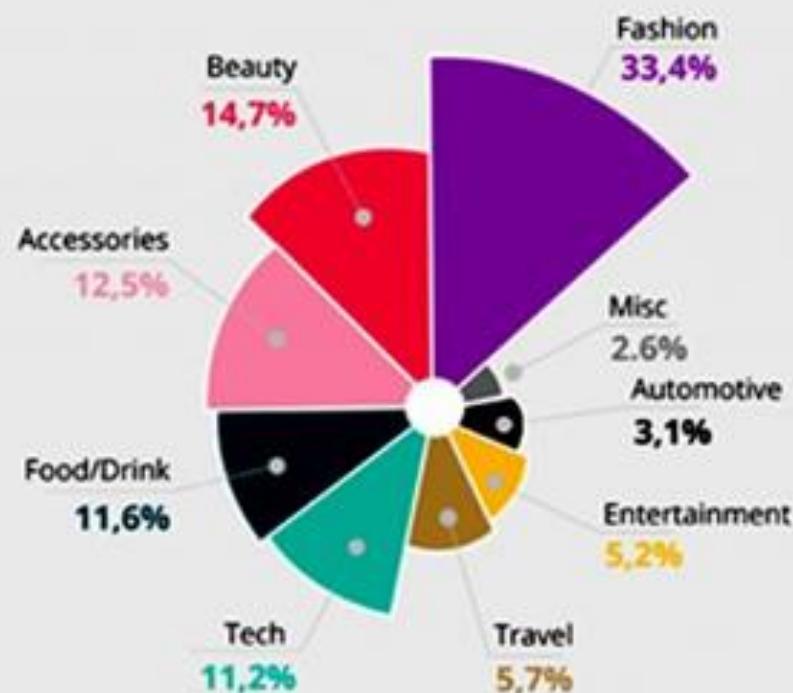
about online ads



Posts & Engagement by Industry



Posts by Industry



Engagement by Industry

Image: Buzzoole

some facts

Television remains most preferred platform for news

% of U.S. adults who answered each way to the following question: "Which of the following would you say you prefer for getting news?"



Source: Survey conducted July 30-Aug. 12, 2018.

"Americans Still Prefer Watching to Reading the News – and Mostly Still Through Television"

PEW RESEARCH CENTER

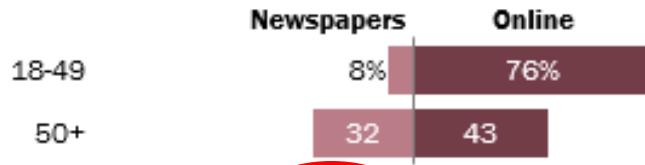
Source: Pew Research Center

some facts

Digital preferences driven by the young

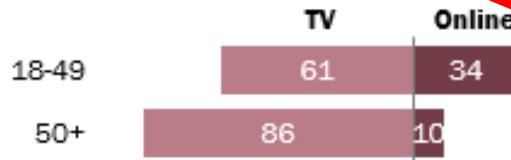
comfort

Of those who prefer reading the news, % who prefer to get news from ...



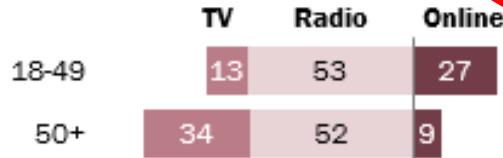
comfort

Of those who prefer watching the news, % who prefer to get news from ...



multitasking

Of those who prefer listening to the news, % who prefer to get news from ...



Source: Survey conducted July 30-Aug. 12, 2018.

"Americans Still Prefer Watching to Reading the News – and Mostly Still Through Television"

PEW RESEARCH CENTER

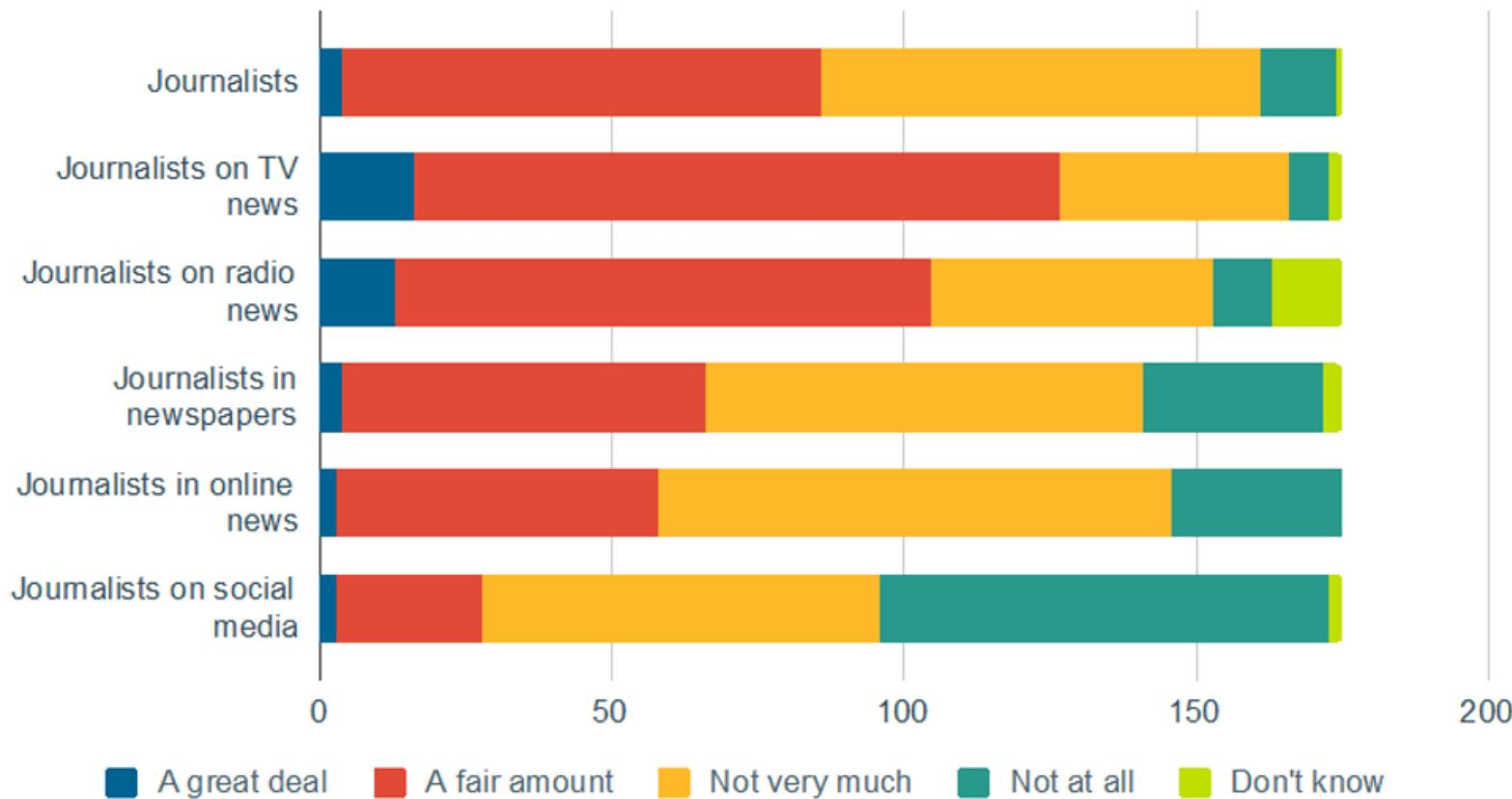
Source: Pew Research Center

Best AM FM Radio Headsets in 2020

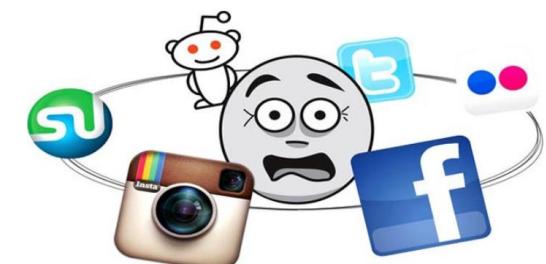
Last updated on January 16, 2020 |

some facts

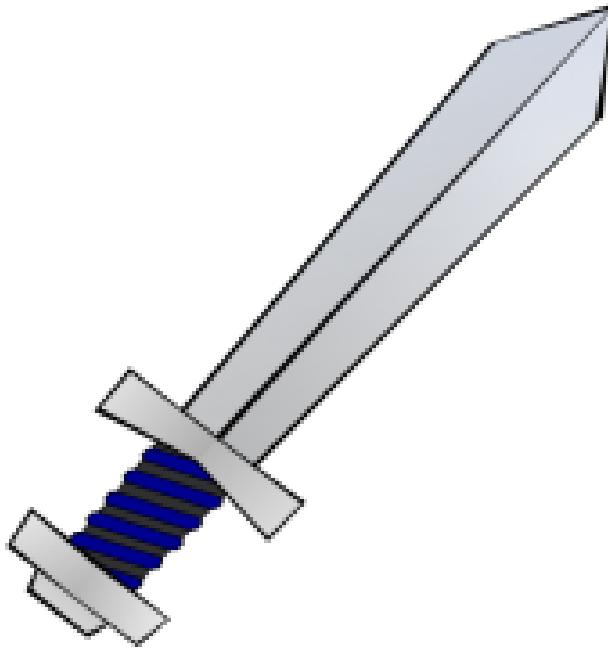
How much do you trust the following on coronavirus?



about journalists

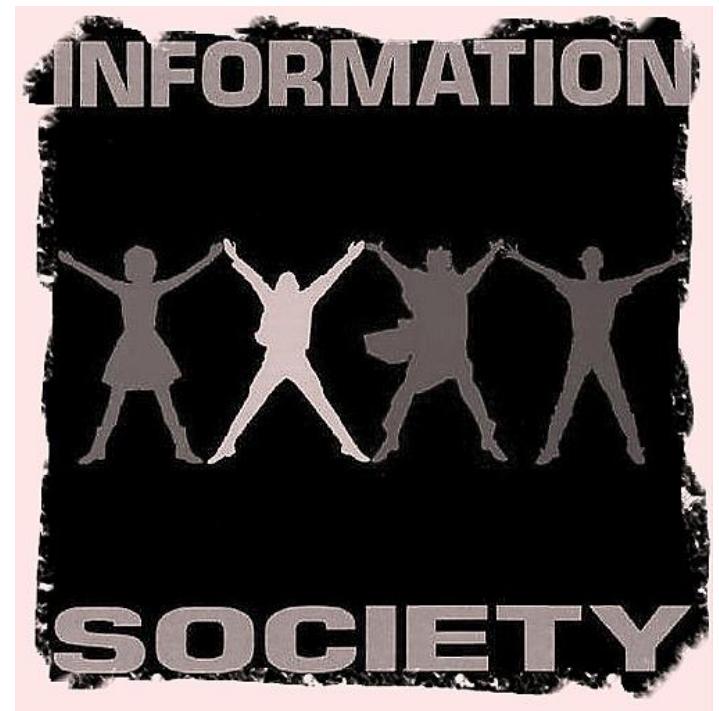


networking



introduction: IT-configured societies

information society: IT is a critical part of its infrastructure (but not determine) -> IT shape and is shaped by society



technology as the instrumentation of human action

action -> consequence

our own actions (*can throw a 10 lbs object; can't fly, can't climb or can't see through*)

technology as the instrumentation of human action

action -> consequence

our own actions (*can throw a 10 lbs object; can't fly, can't climb or can't seethrough*)

v.s. instrumentated actions with technology

(*switches, gun trigger, phone buttons, air planes, elevators, x-ray...*)

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(*switches, gun trigger, phone buttons, air planes, elevators, x-ray...*)

tech. changes what "able to do" -> infact "do"
(*automobile -> mobility, eyeglasses -> vision, thermostats -> temperature*)

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our own actions (*can throw a 10 lbs object; can't fly, can't climb or can't see through*)

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(*switches, gun trigger, phone buttons, air planes, elevators, x-ray...*)

tech. changes what "able to do" -> infact "do"
(*automobile -> mobility, eyeglasses -> vision, thermostats -> temperature*)

some even incomprehensible before (*genetically modified food, watching TV*), same for IT (*spam? searching web? blogging?*)

technology as the instrumentation of human action

IT instrumentation both on collective (*performance monitoring*) and individual level

technology as the instrumentation of human action

IT instrumentation both on collective (*performance monitoring*) and individual level

IT instrumentation -> advanced human actions

- 1) humans -> agents of actions
- 2) contribution of instrumentation on human's actions
(human action = technological action, e.g. John Stark *wearing a tech suit*)



cyborgs, robots and humans

another theory

criticism 1:

actor-network theory (ANT), network actants are both computer programs and human, no privilege on humans

cyborgs, robots and humans

another theory

critism 1:

actor-network theory (ANT), network actants are both computer programs and human, no privilege on humans

critism 2:

autonomy -> moral agents? moral bots and programs? -> uncontrollable?

cyborgs, robots and humans

another theory

criticism 1:

actor-network theory (ANT), network actants are both computer programs and human, no privilege on humans

criticism 2:

autonomy -> moral agents? moral bots and programs? -> uncontrollable?

both criticisms are bordering technological determinism

in fact; level of autonomy -> human choice

cyborgs, robots and humans

human -> cyborgs (human-tech. combination)

(replacement joints, heart monitor, mind-altering drugs)

life intertwined with tech. (electricity, medicine, industrial agriculture)



the www

attributes of the web: decentralized, unique addresses,
it is based on the Internet (variety, OSs), benefit
(hard to oppress freedom of speech) v.s. harm
(easing bullying, trolling)

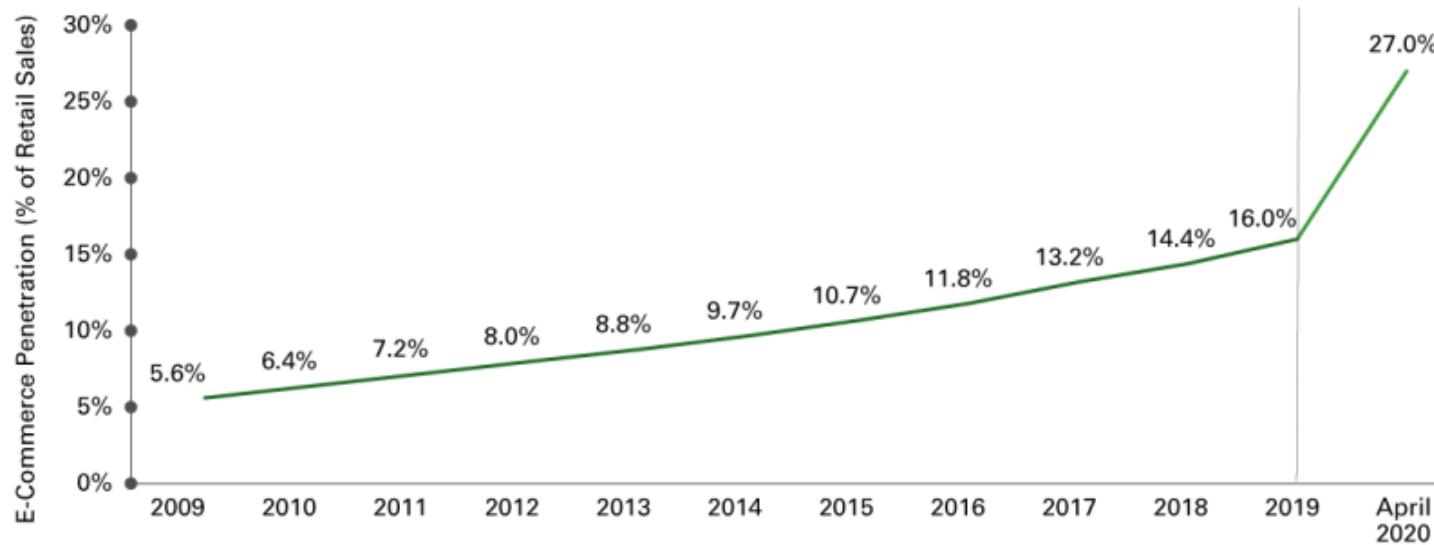
the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

how we use the web?, shop **U.S. Retailers: Online Inroads**

Written by: Global Thought Leadership
18 June, 2020

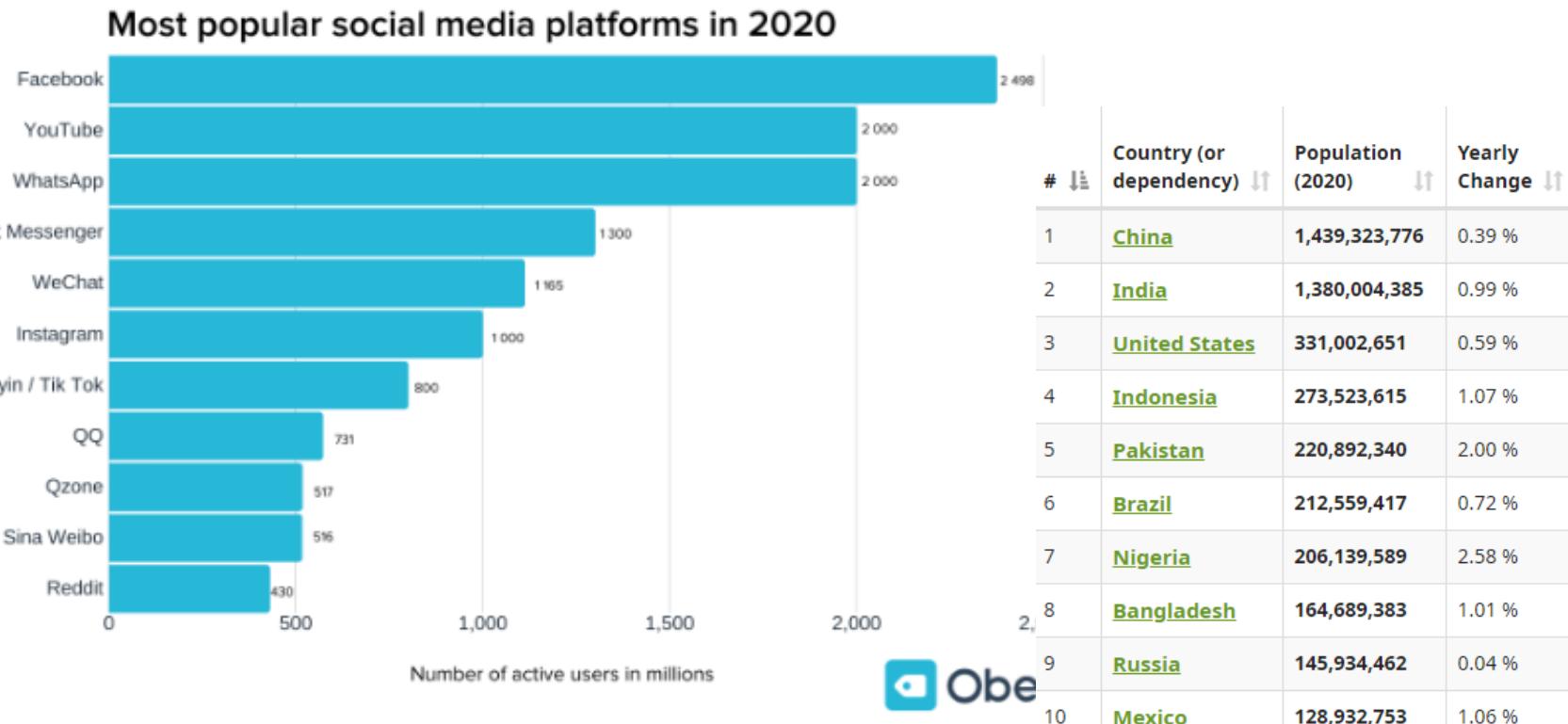
Online Sales as a Percentage of Total Retail Sales



the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

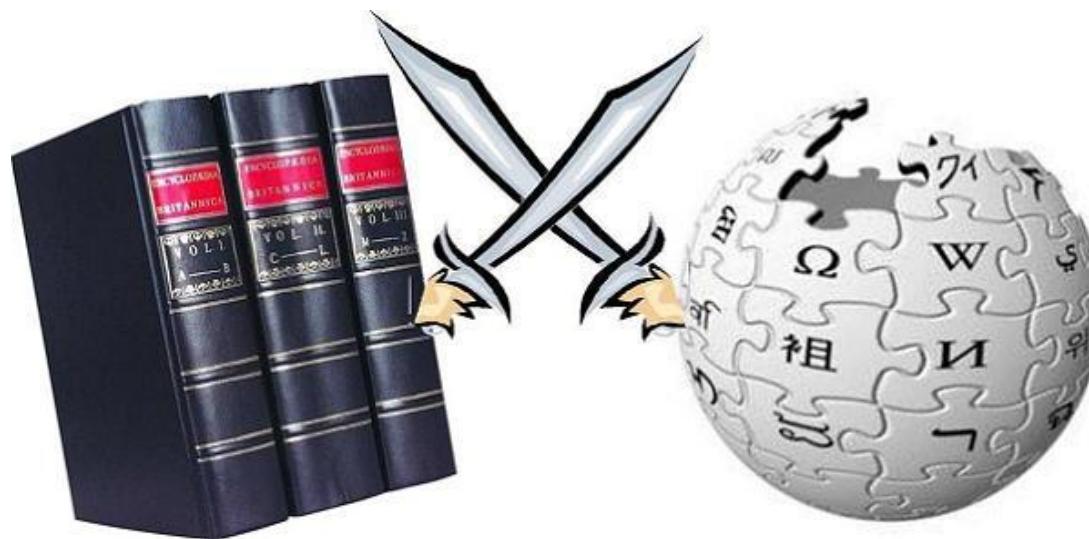
how we use the web?, shop, socialize



the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

how we use the web?, shop, socialize, contribute & blog
(wikipedia etc, 6,7M+ articles in English by 2020, 362k articles in Turkish by 2020, total 54M+ articles)



the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

how we use the web?, shop, socialize, contribute & blog, learn
(MIT Opencourseware program, 2500 courses online, 200+ universities collaborating worldwide – independent learning)



the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

how we use the web?, shop, socialize, contribute & blog, learn, exploring roots (more than 50M historical records online),



Nüfus ve Vatandaşlık İşleri Genel Müdürlüğü
Alt-Üst Soy Bilgisi Sorulama



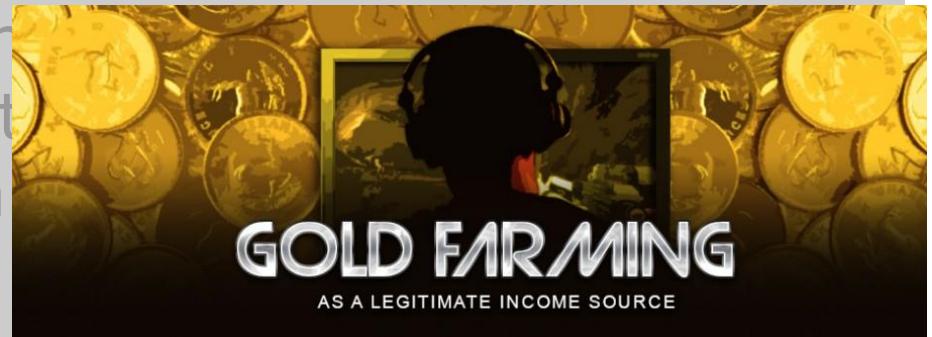
the www

attributes of the web: decentralized, unique addresses, it is based on the Internet (variety, OSs), benefit (hard to oppress freedom of speech) v.s. harm (easing bullying, trolling)

how we use the web?, shop, socialize, contribute & blog, learn, exploring roots, humanitarian incentives

The screenshot shows the homepage of agaclar.net. The top left features a graphic of a tree being cut down by a chainsaw, with the text "DOĞADAN ÇALDIĞIN YETER". Below this is a large button with the text "DOĞA İÇİN ÇAL!". The main text area contains the message: "Doğa, yok olduğunu farketmez, kendi hakkında düşünmez, üzülmmez. Biz umursamalıyız; kendimiz için, bencilce!" To the right is a logo of a tree and the text "agaclar.net". A navigation bar at the bottom includes links for ANA SAYFA, BİZ, ÇALDIKLARIMIZ, MÜZİSYENLER, KARAVAN, İLETİŞİM, GALERİ, SİTE HARİTASI, and SOSYAL MEDYA. Language selection icons for Turkish and English are at the bottom left. A red footer bar at the bottom right contains the text "change.org".

the www



how we use the web?, shop, socialize, contribute & blog, learn, exploring roots, humanitarian incentives, virtual worlds (PC bangs, 10/hr day for to turn pro, “gold farmers” 12 hrs/day, 7 days/week -> \$3k/month, also e-sports

Most-played video games by peak concurrent player count (with a player base of 10 million+)

Game	Number	As of	Release date	Publisher(s)
Fortnite	12.3 million	April 2020	July 25, 2017	Epic Games
League of Legends	8 million	September 2019	October 27, 2009	Riot Games
CrossFire	8 million	2017	May 3, 2007	Smilegate
PlayerUnknown's Battlegrounds	3.2 million	January 2018	December 20, 2017	PUBG Corporation
Dungeon Fighter Online	3 million	August 2012	August 2005	Neople
Fantasy Westward Journey	2.7 million	March 2017	December 2001	NetEase
QQ Speed	2 million	May 2011		
Apex Legends	2 million	February 2019	February 4, 2019	Electronic Arts
Adopt Me!	1.6 million	April 2020	July 14, 2017	DreamCraft
Zhengtu Online	1.5 million	2008	2007	Zhengtu Network
Counter-Strike: Global Offensive	1.3 million	April 2020	August 21, 2012	Valve
Dota 2	1.2 million	March 2016	July 9, 2013	Valve
World of Tanks	1.1 million	January 2014	August 12, 2010	Wargaming
Minecraft	1 million	January 2015	November 18, 2011	Mojang

2020 Şampiyonluk Ligi Yaz Mevsimi



Lig Vodafone FreeZone Şampiyonluk Ligi
Spor Elektronik spor

Maç sayısı 90 lig maçı + play-off

Takım sayısı 10

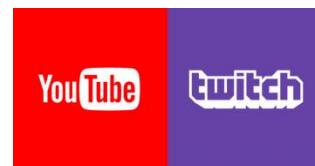
Normal sezon

Finaller

← 2019

2021 →





the www



YouTube information	
Channel	Ninja
Years active	2011–present
Genre	Gaming
Subscribers	24 million (July 25, 2020)
Total views	2.28 billion (July 25, 2020)

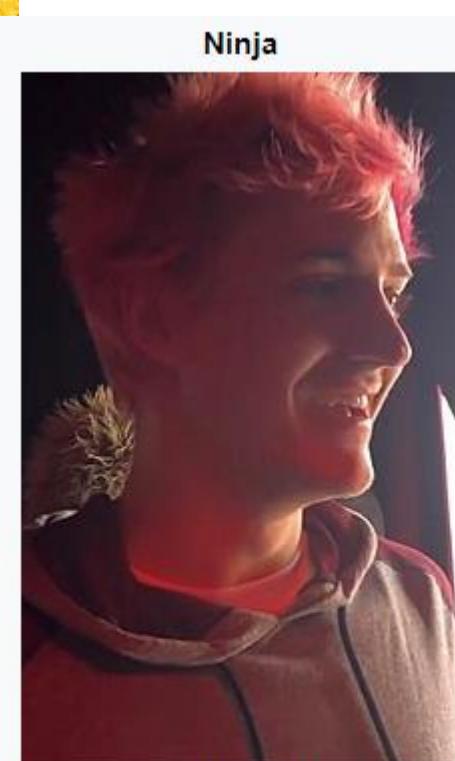
Filmography

Film roles				
Year	Title	Role	Notes	Ref.
2020	Free Guy	Himself	Post-production	[52]

Awards and nominations

Year	Award	Category	Result	Ref.
2018	Streamy Awards	Breakout Creator	Nominated	[53]
		Creator of the Year	Nominated	
		Gaming	Won	
		Live Streamer	Won	
	Esports Awards	Esports Personality of the Year	Won	[54]
	The Game Awards 2018	Content Creator of the Year	Won	[55]
2019	Shorty Awards	Twitch Streamer of the Year	Won	[56]
	Streamy Awards	Creator of the Year	Nominated	[57]
		Live Streamer	Won	[58]
	Kids' Choice Awards	Favorite Gamer	Nominated	[58]

Twitch information	
Also known as	NinjasHyper
Channel	Ninja
Years active	2011–2019 (8 years)
Genre	Gaming
Games	Fortnite · PlayerUnknown's Battlegrounds · Z1 Battle Royale · Halo · Apex Legends · Call of Duty: Warzone · Valorant
Teams	Cloud9 · Renegades · Team
played for	Liquid · Luminosity Gaming
Followers	14.9 million (August 6, 2020)
Total views	482 million (August 6, 2020)



Blevins in 2019

Born	Richard Tyler Blevins June 5, 1991 (age 29) Detroit, Michigan, U.S.
Nationality	American
Occupation	Live streamer · YouTuber
Home town	Grayslake, Illinois, U.S.
Spouse(s)	Jessica Goch (m. 2017)

the www

Tyler "Ninja" Blevins Net Worth

How much is Tyler "Ninja" Blevins Worth? in Richest Celebrities > Rock Stars

 Share on Facebook

 Share on Twitter



Net Worth: **\$25 Million**

Last Updated: 2020

Tyler "Ninja" Blevins Net Worth:
\$25 Million

Tyler "Ninja" Blevins Net Worth: Tyler Blevins, aka "Ninja," is an American internet personality and gamer who has a net worth of \$25 million. Most popular for playing the game "Fortnite," Blevins has amassed more than 23.9 million subscribers and 481 million views on YouTube and over 14.6 million followers and 481 million views on Twitch. At \$5 a month per subscription, he regularly earns between \$500,000 and \$1 million per month playing video games. In June 2018, Ninja signed a partnership with Red Bull Esports, and that September, he became the first Esports player to grace the cover of "ESPN The Magazine." On August 1, 2019, Blevins announced switching to the Microsoft-owned platform Mixer; at the time, his active channel.



the www



woxic [e][h]

Person Information

Name: Özgür Eker

Birth: September 2, 1998
(age 22)

Nationality: Turkey

Status: Active

Years Active (Player): 2012 – Present

Team: Cloud9

Roles: AWPer
Rifler (entry fragger)

Approx. Total Winnings: \$287,469

Alternate IDs: w0x1c, w0xic, Woxic

Games: Global Offensive

History

2012-??-??	-	2012-??-??	Hardware Arena
2014-??-??	-	2014-??-??	ANT
2015-??-??	-	2015-??-??	Team11
2016-01-10	-	2016-06-01	Death Trap e-Sports
2016-06-01	-	2017-02-01	Dark Passage
2017-02-01	-	2017-05-08	ex-Dark Passage
2017-06-05	-	2017-08-11	Gux & Friends
2017-08-11	-	2017-09-13	HellRaisers (Trial)
2017-09-13	-	2019-03-14	HellRaisers
2019-03-14	-	2020-08-27	mousesports
2020-08-27	-	2020-09-19	mousesports (Inactive)
2020-09-19	-	Present	Cloud9

ÖS 10:03 · 19 Eylül 2020

6,9 B 774 kişi bu konu hakkında Tweetliyor

Ardından Cloud9'ın genel menajeri [Henry "HenryG" Greer](#) sözleşme detaylarını açıklayan bir paylaşım yaptı. Detaylara göre woxic, yine bir AWP oyuncusu olarak kadroda yer alacak. 3 yıllık sözleşmenin başlangıç tarihi 19 Eylül 2020 ve anlaşma ücreti 1,365,000 Amerikan Doları.



Cloud9 CS:GO present the devastating Turkish left hook of the Colossus 🇹🇷

- ◆ Player: Özgür "woxic" Eker
- ◆ Role: AWP / Star Player 🔥
- ◆ Contract length: 3 year deal
(Starting 09/19/2020)
- ◆ Deal Value: \$1,365,000
- ◆ Press: c9.gg/csgorb-woxic-p...

#C9WIN



the www



How much money do esports players make a year?

The regular monthly salaries of average pro **gamers can** range from \$1,000 to \$5,000, whereas the highest paid League of Legends **players can earn** up to \$15,000 per month apart **from** the **money** that they get **from** prizes. Jun 5, 2018

[info.jkcp.com › blog › professional-gamer-salary-esports](http://info.jkcp.com/blog/professional-gamer-salary-esports)



the www

too much govn control or too little? **filtering rapidly increasing**,
inaccessible at Burma Cuba and North Korea, Saudi Arabia
strict control blocking sites, China settles with all ISPs (filtering
by ISPs), western nations different standards (Germany forbid
neo-Nazi, US ease of political satire and esp. porno)

WORLD DAY AGAINST CYBER-CENSORSHIP



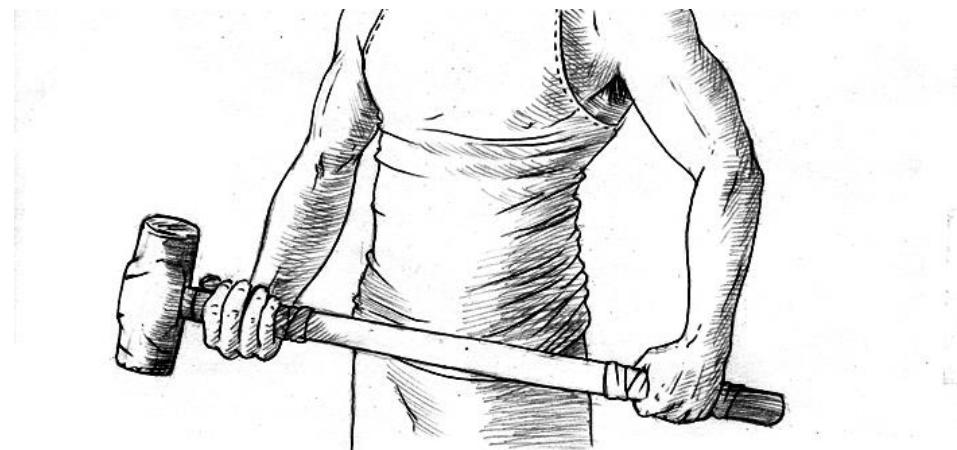
censorship

history, most censorship by govn and religious institutions (*Galileo Galilei*), complicated with printing press

censorship

history, most censorship by govn and religious institutions (*Galileo Galilei*), complicated with printing press

direct censorship: govn monopolization (*former Soviet Union*), prepublication review (*national security concerns, ruler reputation*), licensing and registration (*controlling media with limited bandwidth, radio and TV*)



censorship

history, most censorship by govn and religious institutions (*Galileo Galilei*), complicated with printing press

direct censorship: govn monopolization (*former Soviet Union*), prepublication review (*national security concerns, ruler reputation*), licensing and registration (*controlling media with limited bandwidth, radio and TV*)

self censorship: good relations with govn officials, mature content on late hours, labeling -> "I agree" on the web



censorship

challenges posed by the Internet:

- 1) many-to-many communication, harder to shut-down
- 2) dynamic, +millions of computers each year
- 3) huge, impossible to track as whole
- 4) global, outside the country?
- 5) hard to distinguish “child” and “adult” on the net



censorship

Immanuel Kant (-) "Have courage to use your own reason."

John Stuart Mill (-)

- 1) silencing the voice of truth
- 2) silencing a degree of truth (nothing can be completely true or erroneous)
- 3) whole truth is can be only tested with clash of ideas
- 4) an opinion tested in free and open discourse is more likely to have a "vital effect on the character and conduct"



censorship

John Stuart Mill also argues that lack of government censorship can also lead to harm

principle of harm: "The only ground on which intervention is justified is to prevent harm to others; the individual's own good is not a sufficient condition."

Mill's Harm Principle

- The state should only limit individual actions that harm others
- Balance must evolve from principles



three features of IT-configured societies

- 1) global to many scope; sending msg to many, multi-directional (many-to-many)

	Synchronous	Asynchronous
One to One	Instant Messaging Texting/SMS Voice Video	Texting/SMS Email Voicemail Letters/Printed Materials
One to Many	Voice Video WebEx	Email Twitter Facebook LinkedIn

the spam epidemic

1994, Phoenix, lawyers, Laurence Canter, Martha Siegel, email, immigration services, 9000 newsgroups, "An Ad(Gasp!) in Cyberspace", new clients, do again



the spam epidemic

1994, Phoenix, lawyers, Laurence Canter, Martha Siegel, email, immigration services, 9000 newsgroups, "An Ad(Gasp!) in Cyberspace", new clients, do again

2000 -> 8% spam, 2009 -> 90% spam, billions of dollar / year wasted, low cost -> about 100 times cheaper than traditional mail, company profits even if 1/100k of email recipients buy the product



the spam epidemic

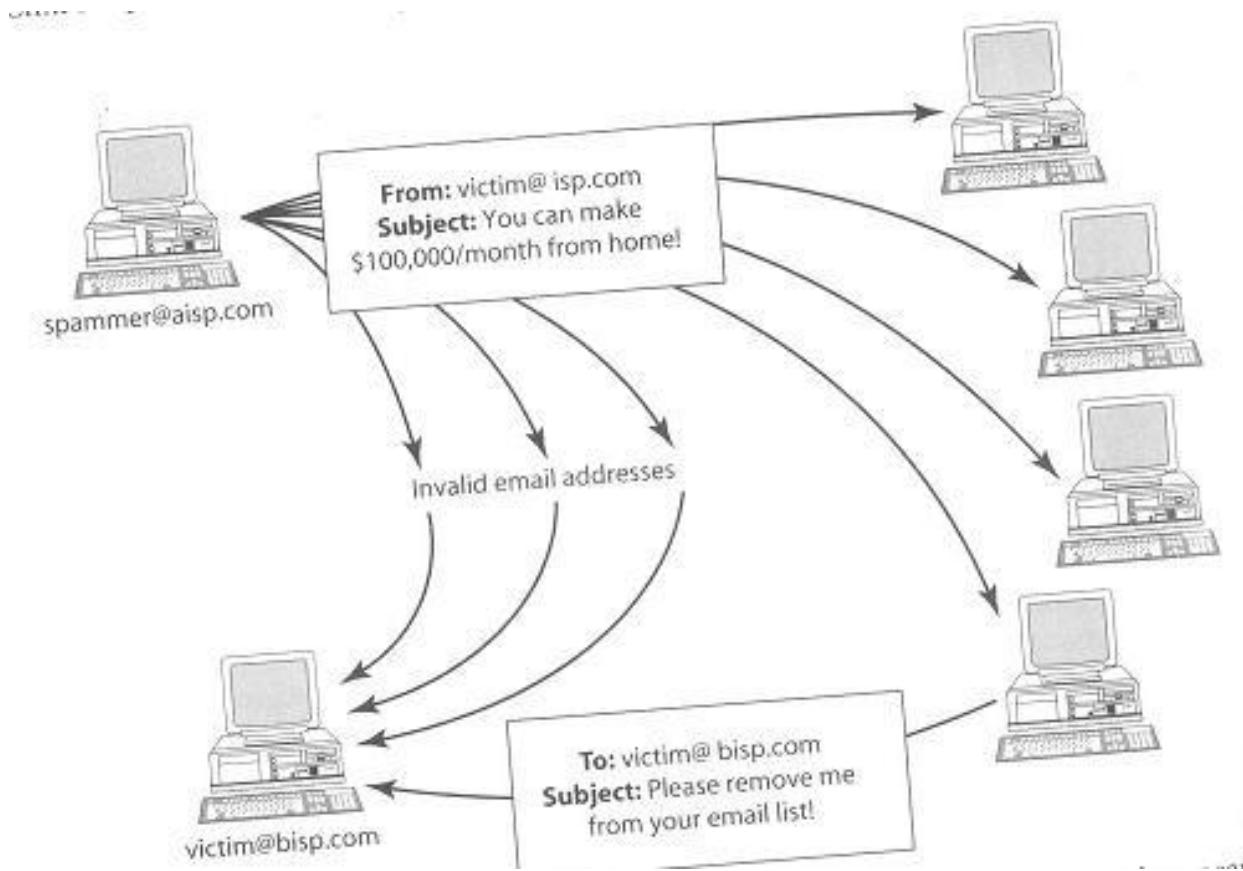
1994, Phoenix, lawyers, Laurence Canter, Martha Siegel, email, immigration services, 9000 newsgroups, "An Ad(Gasp!) in Cyberspace", new clients, do again

2000 -> 8% spam, 2009 -> 90% spam, billions of dollar / year wasted, low cost -> about 100 times cheaper than traditional mail, company profits even if 1/100k of email recipients by the product

most common: dictionary attack (*AdamA@, AdamB@*),
if no bounce-back ☺ -> mailing list

the spam epidemic

spam spoofing -> “easy to do, difficult to trace, and impossible to prevent”, spam filters blocking 1+ billion messages/day, (*Tufts Univ. 20\$/month, hire for spam*), spammers also buy spam screening sw and align themselves, body-text -> images (esp. porno), direct email moral! comm. must be two-way!



fighting spam

proposed solutions to spam epidemic (for direct marketers to...

- 1) require and explicit opt-in of subs. to email lists
- 2) require labeling of email adv
- 3) add a cost to every sent email (hijacking problem)
- 4) ban unsolicited email (like junk faxes in 1980s)

CAN SPAM Act of 2003

US -> The Controlling the Assault of Non-Solicited
Pornography and Marketing (CAN SPAM), signed by
Bush in Jan 1 2004

CAN SPAM Act of 2003

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emails sent by businesses categorized as:

- 1) transactional or relationship email messages
- 2) commercial email messages (to subscribed!)
- 3) unsolicited commercial messages

CAN SPAM Act of 2003

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emails sent by businesses categorized as:

- 1) transactional or relationship email messages
 - 2) commercial email messages (to subscribed!)
 - 3) unsolicited commercial messages
- 1- details must be given, no disguise
- 2- clear opt-out, Internet-based opt-out mechanism, postal address of the sender
- 3- 1+2+ a clear warning that it is an ADV, also if sexually explicit -> must also warn in subject

CAN SPAM Act of 2003

criticism -> "You CAN spam ACT."

opt-out risky -> you're there ☺

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descriptive subject in spam -> 14,3% in 2004, 5,7% in 2006 + outside US problem

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emergence of SPIM ...



CAN SPAM Act of 2003

criticism -> "You CAN spam ACT."

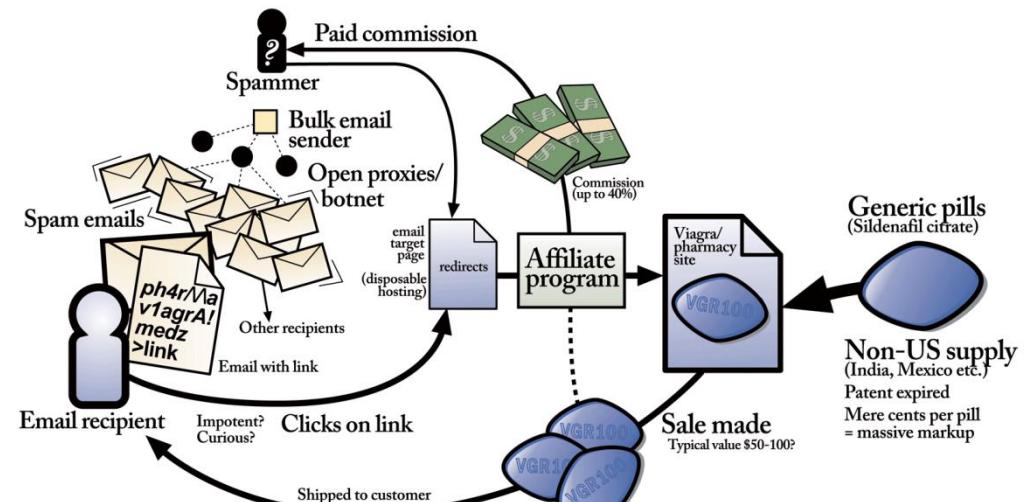
opt-out risky -> you're there ☺

descriptive subject in spam -> 14,3% in 2004, 5,7% in 2006 + outside US problem

emergence of SPIM

problem in design!!!

About 55% spam e-mail traffic in 2020



How Viagra spam works
(modern life is rubbish) <http://www.modernlifeisrubbish.co.uk>

three features of IT-configured societies

2) distinctive identity conditions; "no one knows you're a dog on the Internet", NOT anonymity but you can also do that, (*car, go hundred miles, grocery store, cash -> anonymity*)

degree of anonymity -> linking information (*credit card*)

voting -> anonymity (removing links), electronic voting (*worry about not counted*)

distinctive identity elements:

1- mediation through a vast system
- traces in IT

2- the range of identity conditions available

tracking -> **watching machine activity**,
the gap between machine and human,
who did that in fact?



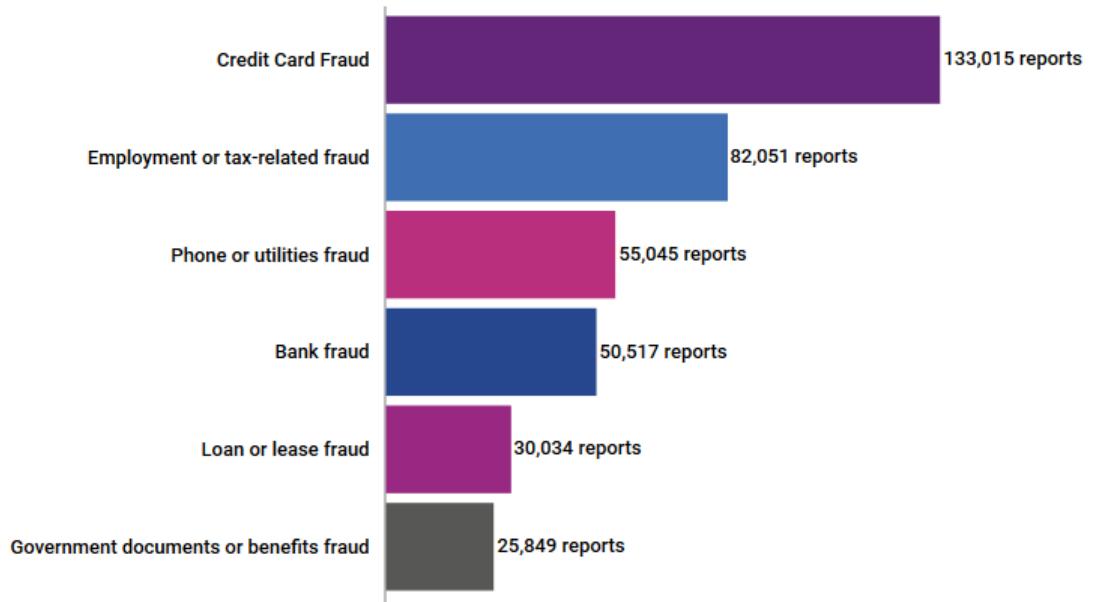
"On the Internet, nobody knows you're a dog."

breaking trust on the Internet

identity theft: millions of identity thefts in 2018 (many of them computer related), “phishing attack”, stereotypical victim -> elder person, not a computer savvy

fact -> avg. age 40, experienced computer users

Most Common Types of Identity Theft



Source: The Federal Trade Commission's 2017 [Consumer Sentinel Network Report](#)

breaking trust on the Internet

chatroom & social media predators: similar to instant messaging, replaced telephone for youth



breaking trust on the Internet

cyberbullying: sharply uprising between teenagers!



Ghyslain Raza, 2002, high-school, the Star Wars kid, dropped out of school, immense therapy, 2003 family lawsuit for \$250 k ended in settlement, 900M views by 2006, law student now

breaking trust on the Internet

cyberbullying: sharply uprising between teenagers!



2006, 14 y.o. Megan Meier met 16 y.o. Josh Evans on myspace

breaking trust on the Internet

cyberbullying: sharply uprising between teenagers!



you are a bad person and everybody hates you
have a shitty rest of your life
the world would be a better place without you

2006, 14 y.o. Megan Meier met 16 y.o. Josh Evans on myspace, **after 4 weeks of flirting**

breaking trust on the Internet

cyberbullying: sharply uprising between teenagers!



you are a bad person and everybody hates you
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2006, 14 y.o. Megan Meier met 16 y.o. Josh Evans on myspace, **after 4 weeks of flirting**

she is a slut!
she is fat!



breaking trust on the Internet

cyberbullying:

Missouri woman indicted in case involving MySpace-related suicide

BY LINDA DEUTSCH
AP Special Correspondent

LOS ANGELES - A Missouri woman was indicted Thursday for her alleged role in perpetrating a hoax on the online social network MySpace against a 13-year-old neighbor who committed suicide.

Lori Drew of suburban St. Louis, who allegedly helped create a MySpace account in the name of someone who didn't exist to convince Megan Meier she was chatting with a 16-year-old boy named Josh Evans, was charged with conspiracy and fraudulently gaining access to someone else's computer.

Megan hanged herself at home in October 2006, allegedly after receiving a dozen or more cruel messages, including one stating the world would be better off without her.

Salvador Hernandez, assistant agent in charge of the Los Angeles FBI office, called the case heart-rending.

"The Internet is a world unto itself. People must know they can go before they nap. They exploited a young person's weaknesses," Hernandez. "Whether the defendant have foreseen the results, responsible for her actions."

Drew was charged with counts of conspiracy and counts of accessing protected computers without authorization to get information used to inflict emotional distress on the girl.

Drew has denied creating the

CYBER BULLYING !
AFFECTS REAL LIVES !

Woman Indicted in MySpace Suicide Case
Under fake persona, she teased girl who then killed herself

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Feds Seek 3 Years for 'Cyberbully' in Teen's Suicide
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Probation is no deterrent; prosecutors

May 7, 2008 8:53 AM CDT

'Cyberbully' in Teen's Suicide
Probation is no deterrent; prosecutors

May 7, 2008 8:50 AM CDT

breaking trust on the Internet

cyberbullying

Police file raises questions about bullying in Rebecca Sedwick's suicide

By Kelly Wallace, CNN

April 21, 2014 -- Updated 1758 GMT (0158 HKT)



BY TRACI NORRIS/JOHN GOUWELE

Rebecca Sedwick, 12, jumped to her death in September. The Florida girl had complained of bullying by classmates months before her death. Two girls were charged with aggravated stalking in connection with the case, but charges were dropped a month later, and it was recommended that the girls receive counseling. Alleged bullies may be charged with criminal offenses after the suicide of a victim, but experts disagree on whether bullying leads directly to suicide. Click through the gallery for more examples.

Bullying and suicide

HIDE CAPTION

breaking trust on the Internet

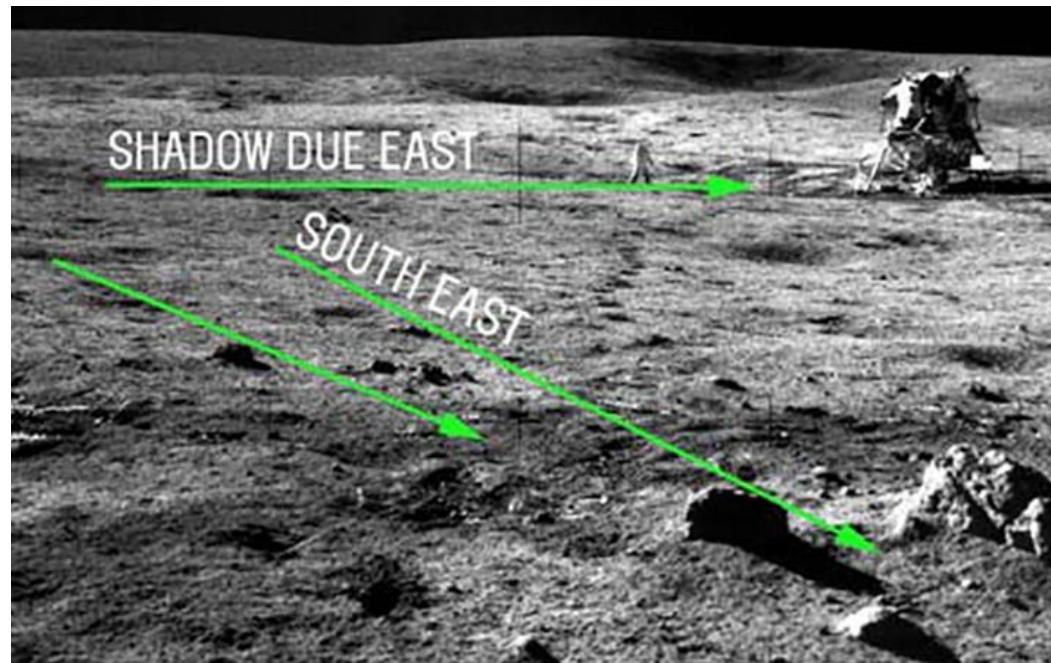
cyberbullying:

1. Nearly 43% of kids have been bullied online. 1 in 4 has had it happen more than once.
2. 70% of students report seeing frequent bullying online.
3. Over 80% of teens use a cell phone regularly, making it the most common medium for cyber bullying.
4. 68% of teens agree that cyber bullying is a serious problem.
5. 81% of young people think bullying online is easier to get away with than bullying in person.
6. 90% of teens who have seen social-media bullying say they have ignored it. 84% have seen others tell cyber bullies to stop.
7. Only 1 in 10 victims will inform a parent or trusted adult of their abuse.
8. Girls are about twice as likely as boys to be victims and perpetrators of cyber bullying.
9. About 58% of kids admit someone has said mean or hurtful things to them online. More than 4 out 10 say it has happened more than once.
10. About 75% have visited a website bashing another student.
11. Bullying victims are 2 to 9 times more likely to consider committing suicide.



breaking trust on the Internet

false information: most open communication medium, never-to-be-published view, no reviews, quality problem, (*moon landing etc.*), traditional publishing has a review mechanism, Google billions pages, page rank mechanism through rubbish, linking votes by weight, ranking by quality)



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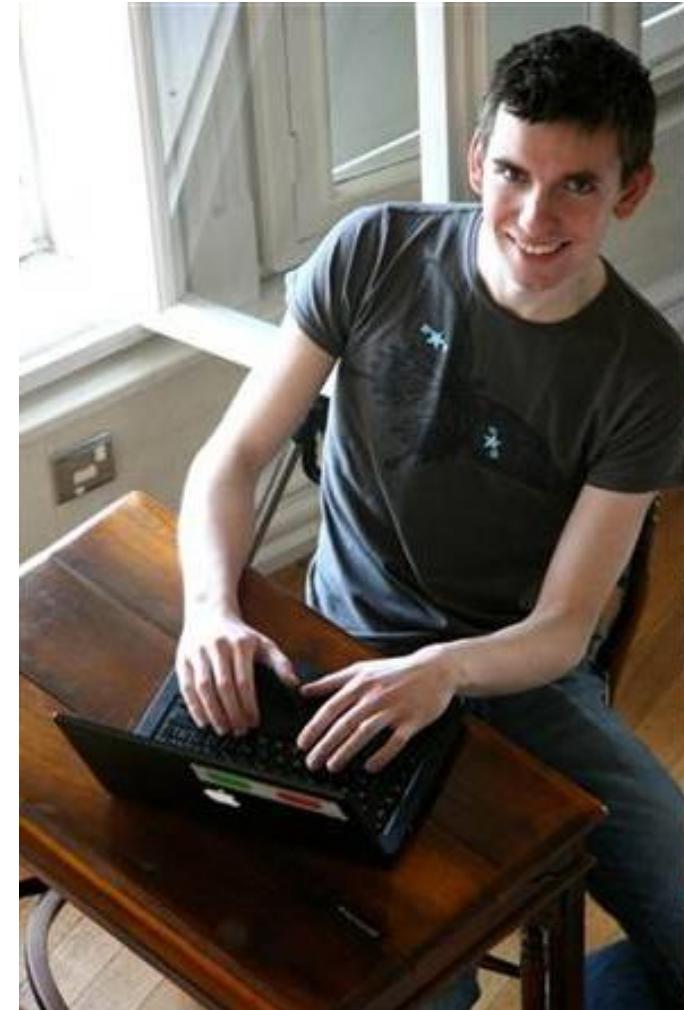
March 2009, Maurice Jarre, French composer, death

“One could say my life itself has been one long soundtrack. Music was my life, music brought me to life, and music is how I will be remembered long after I leave this life. When I die there will be a final waltz playing in my head, that only I can hear,” in Wikipedia

the Guardian, London Independent, BBC music magazine, Indian and Australian newspapers

breaking trust on the Internet

In fact, Shane Fitzgerald, Irish final year undergrad student in sociology and economics at University College Dublin



PageRank

150M active web sites on the internet



PageRank

150M active web sites on the internet



getting a good spot on Google SERP (Search Engine Results Page) could mean a huge boost in the number of visitors (considering 92.31% market share, where Yahoo! has 2.51%, and Bing has 2.24%)

intelligent spiders and crawlers (*e.g. can determine the difference between pages with actual contents and pages that redirect*)

keyword -> titles, heading etc. (over-using can also be disruptive)

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Google's success most importantly relies on its PageRank system



What do we REALLY know about PageRank?

PageRank

(12) United States Patent
Page



US006285999B1

(10) Patent No.: US 6,285,999 B1
(45) Date of Patent: Sep. 4, 2001

(54) METHOD FOR NODE RANKING IN A LINKED DATABASE

(75) Inventor: Lawrence Page, Stanford, CA (US)

(73) Assignee: The Board of Trustees of the Leland Stanford Junior University, Stanford, CA (US)

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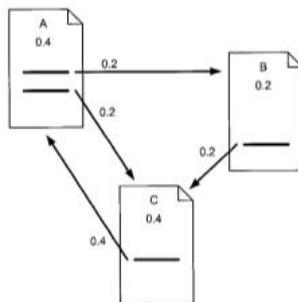
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29 Claims, 3 Drawing Sheets



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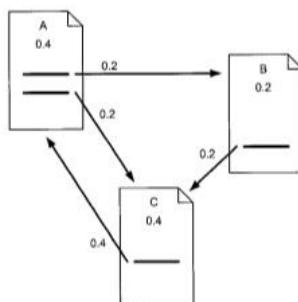
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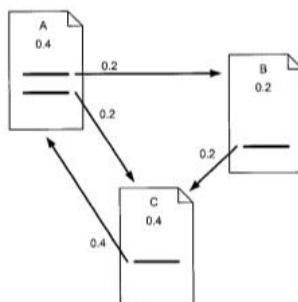
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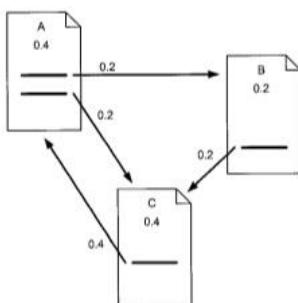
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PageRank



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- strength of the domain name
- some people claim that humans experts are behind those rankings <- but always denied

three features of IT-configured societies

3) reproducibility

copying -> 1-no loss of quality or value in reproduction, 2-no evidence

endurance -> possibility of existing forever somewhere

plagiarism



education and plagiarism detection

easier to plagiarize with IT, norms of education ("on their own" v.s. ease and possibility, turnitin dot com -> reliability, how about "hidden" web?, EFL skewed problem, student – teacher ~ doctor – patient (trust), plagiarism detection systems -> environment of mistrust, reconfiguration of education norms around IT?



plagiarism

plagiarism occurs when a writer deliberately uses someone else's language, ideas, or other original (not common-knowledge) material without acknowledging its source, severe consequences

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easier to commit with IT v.s. easier to detect with IT

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easier to commit with IT v.s. easier to detect with IT

- 1) copy the words of another without both using quotation and citing
- 2) paraphrase the words of another without citing
- 3) incorporate figure and drawings of other without citing
- 4) include facts that are not common knowledge without citing
- 5) use another person's ideas or theories without giving credit

plagiarism

common knowledge: Atatürk is the founder of republic of Turkey

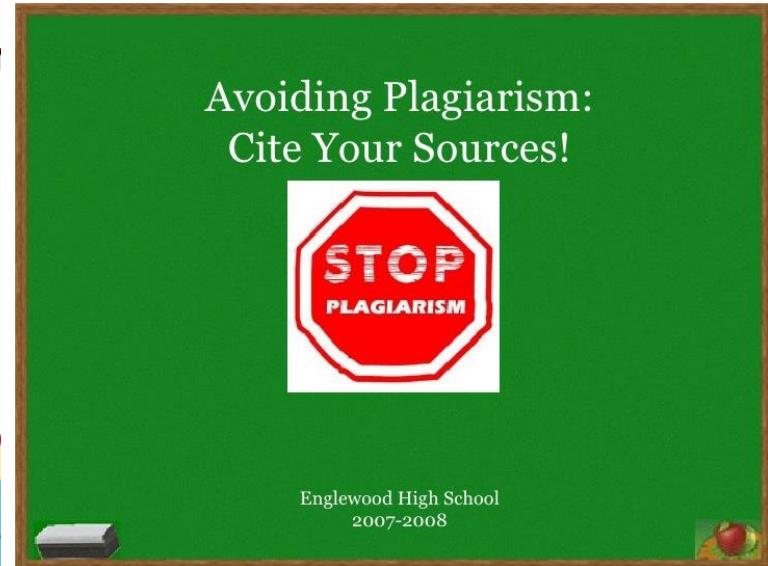
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plagiarism

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plagiarism != misuse of sources (deliberateness)



IT-configured domains of life

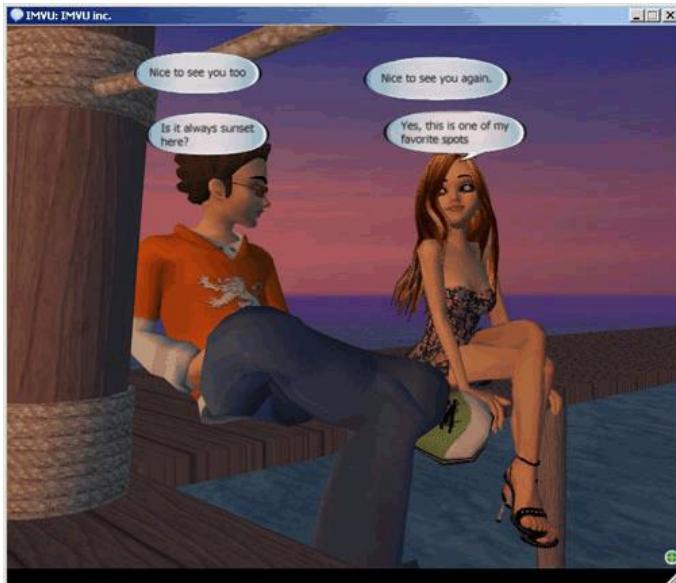
virtual environments, RPG, avatar, CSGO, PUBG, Path of Exile, World of Warcraft, Second Life, Imvu etc... avatar -> identity (no relation to offline),

virtual event and virtual punishment -> real consequence?,

analogy -> prevention -> sociotechnical system

avatar -> family emblem? shirt of your soccer club?

avatar: "the embodied conception of the participant's self through which she communicates with others in the community" (Wolfendale, 2007)



Internet addiction

addiction: any persistent, compulsive behavior that is harmful in long-term consequences

up to 40-80 hrs/week on the Internet, individual sessions up to 20 hrs, test, "Diagnostic and Statistical Manual of Mental Disorders", societal harm by overuse, computer-engagement, similar role as alcohol and drugs (*emotional relief, mental escape, avoiding problems, etc.*)

typical Internet addict is addicted to a **single application**



Video game addiction

World Health Organization makes "gaming disorder" a medical addiction

BY IRINA IVANOVA

MAY 28, 2019 / 1:55 PM / MONEYWATCH



- "Gaming disorder" is now a medical diagnosis, according to the World Health Organization.
- To be diagnosed with the addiction, a person must show 12 months of "severe" symptoms, including prioritizing gaming over work, education and social relationships.
- About 167 million Americans played a video or mobile game last year, according to eMarketer.



Internet addiction

all ethical theories conclude that people use critical judgement for themselves. Peele, recovery:

- 1- accept addiction hurting, wish to overcome
- 2- feel enough benefit for managing withdrawal and life w/o addiction
- 3- find sufficient alternative rewards to make life w/o addiction worthwhile



Internet addiction

all ethical theories conclude that people use critical judgement for themselves. Peele, recovery:

- 1- accept addiction hurting, wish to overcome
- 2- feel enough benefit for managing withdrawal and life w/o addiction
- 3- find sufficient alternative rewards to make life w/o addiction worthwhile

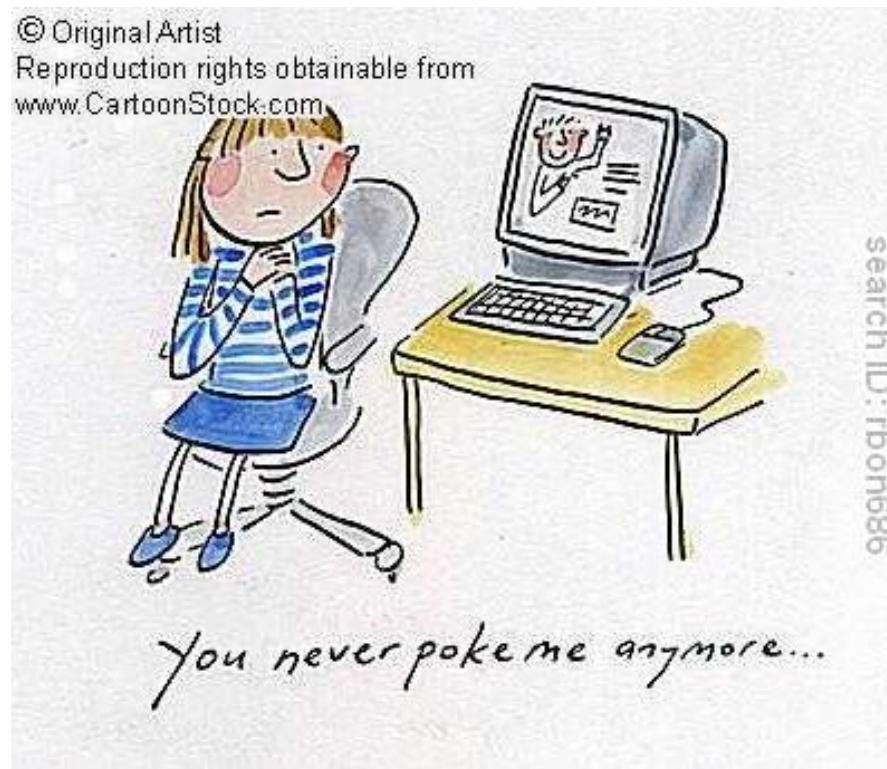
an addict will not recover unless life without the addiction has sufficient rewards



friendship and social networking

ancient philosophical issue, “true” friendship online?,
new friendship X maintaining friendship or
increasing freq. of friendship, reproducibility issue
again (*keeping a record of gf’s chat messages*),

←online-----offline→



democracy and the Internet

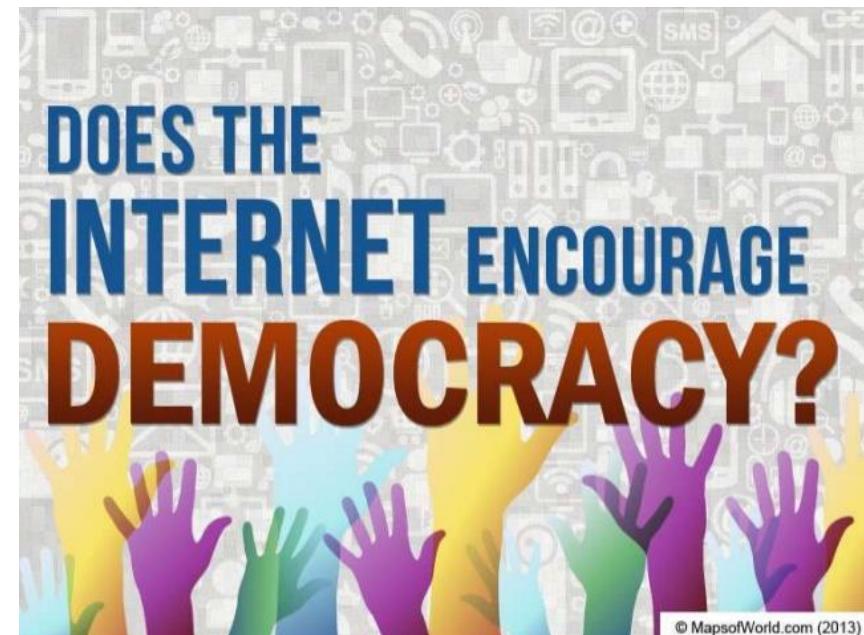
IT, Internet -> democratic technologies?

1- decentralization of power, 2- reproducibility (open source movement)

what is democracy? -> political power should reside in the citizens of a nation rather than in a single person (monarchy, dictatorship) or a small group (oligarchy, aristocracy)

Kantian, also utilitarian

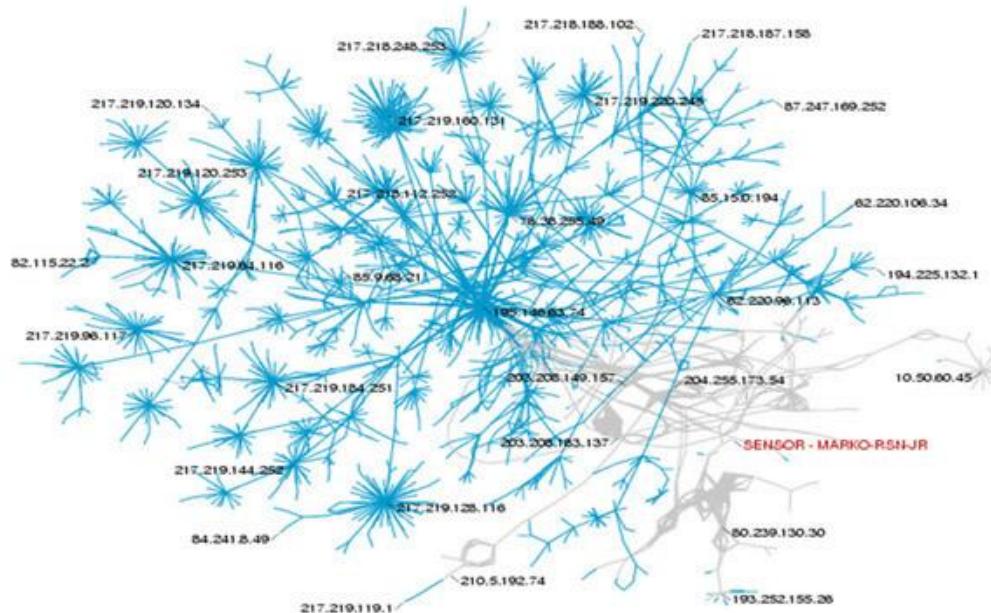
Internet for political campaigns



democracy and the Internet

the arguments on behalf of many-to-many

- 1) individuals produce and distribute info
- 2) forums v.s. mass media (mediated differently)
- 3) access to many more sources of info (decentralized)
- 4) associations independent of geographic distances



democracy and the Internet

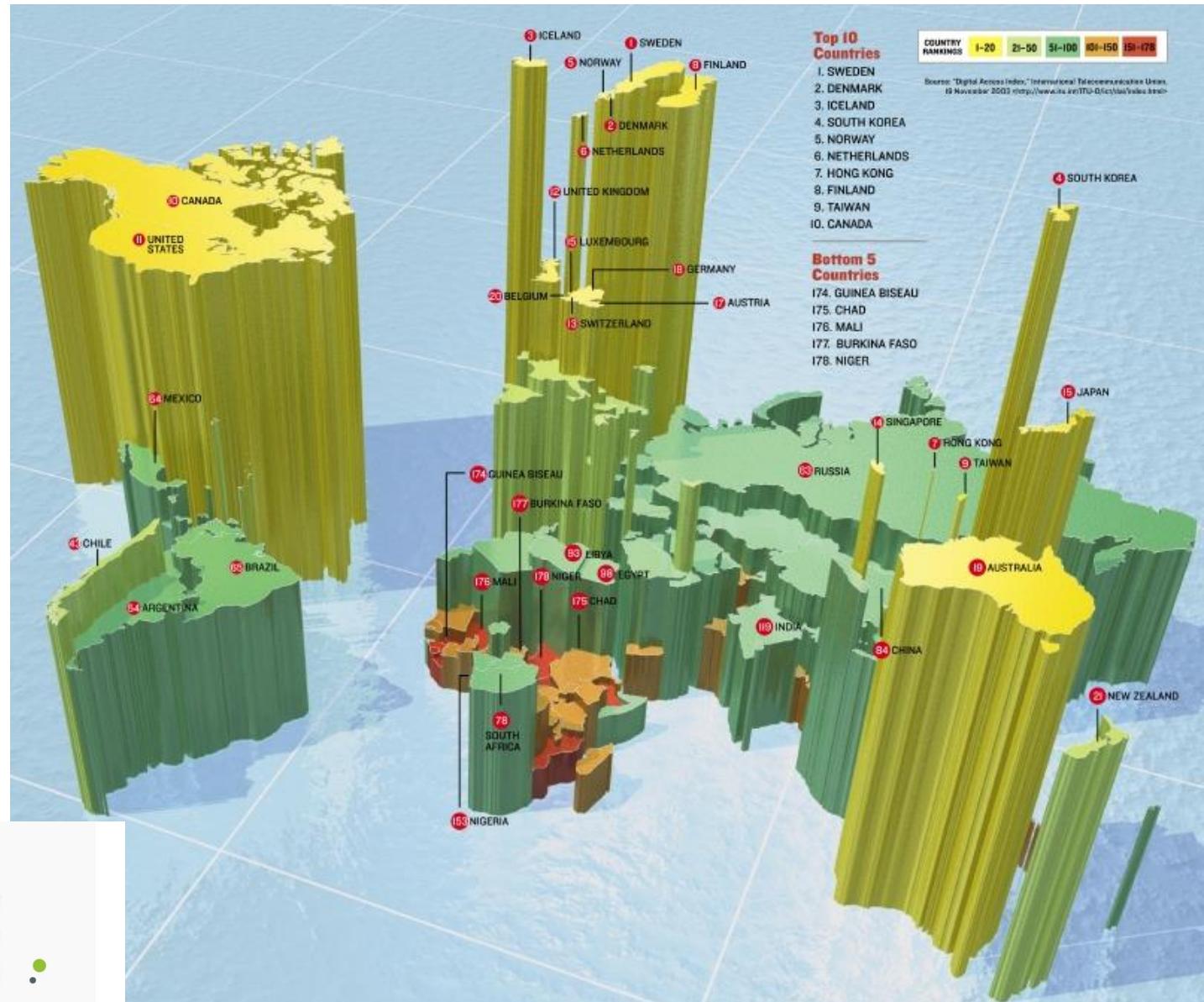
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is the Internet a democratic technology?

above 4 justify? not all of Internet tech. democratic
(search engines, cannot see algorithms), power to less powerful + new power to already powerful,
“faster piping” debate, surveillance capacity of Internet, harmonization problem, many-to-many but not all-to-all yet!, not inherently democratic but STS

democracy and the Internet



freedom of expression

in US, most cherished and most controversial right, old topic, free speech guarantee for political in fact but also non-political actually, hard to make a distinction

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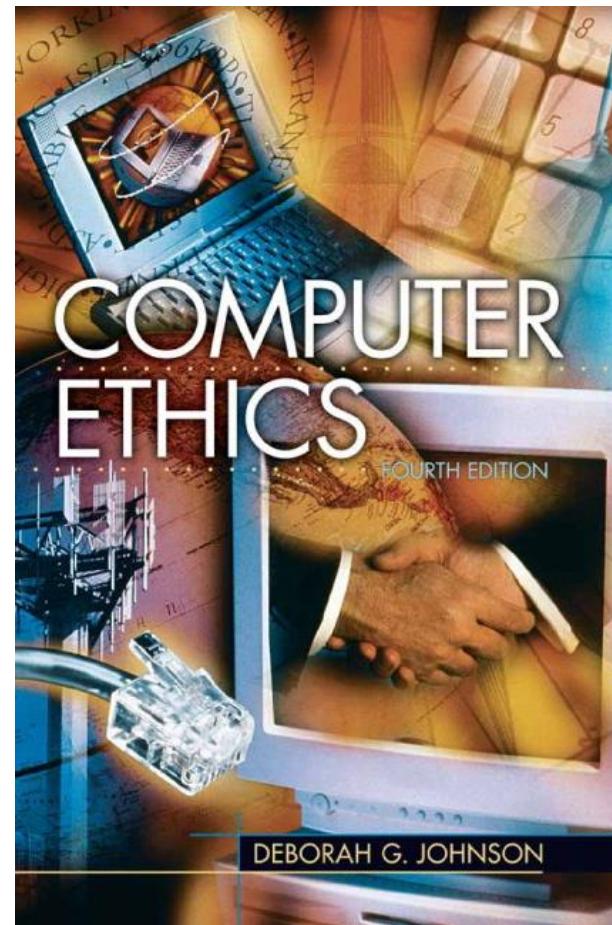
court view -> freedom of speech must be balanced against public good, it is **not** an absolute right (cigarette adv. prohibition on TV, some cities zone adult bookstores because of lowering property and increasing crime, broadcasting -> very limited right compared to books because 1-it is uniquely pervasive and 2- uniquely accessible to children who even cannot read)

references

Ethics for the
Information
Age

FIFTH EDITION

Michael J. Quinn



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