

Chapter 3

Spam versus “cold calling”

Cold calling is a practice in sales marketing that involves making solicitation of potential customers despite the prior knowledge or contact between the salesperson and the customer. Cold calling is considered an acceptable practice as compared to spamming because it aims at potential customers only (Zaidi, 2013). Spamming is indiscriminate and involves repetitive sending of adverts through electronic mailing systems. Cold calling is also considered acceptable because of the referrals involved to get the potential customers thus it is not indiscriminate as compared to spamming. The virtue theory supports that professional skills are important in determining the unacceptability of spamming and cold calling. According to the theory, spamming is not acceptable because of the professional unacceptability due to indiscriminate and repetitive sending of adverts.

Should we censor the Internet?

Internet censorship will provide the following benefits: it will protect children from materials such as pornography and other inappropriate images and content, and it will reduce illegal activities over the Internet. In contrast, the following are the harms of Internet censorship: reduces access to information that is vital and helpful, and it infringes on people's right of expression and speech. According to the rights theory, rights theory supports that individuals have certain rights such as expression that requires everybody to observe. Internet censorship may be against this theory in computer networking.

Should bloggers be responsible?

Bloggers should be held responsible for their publications including the publications on false accusations against others. A blog is a publicly accessed media that helps to spread

information to other people across the world. Bloggers have administrative rights over their blogs and should scrutinize the information they post about others. Unlike Wikis, blogs can be restricted to manage information that is from reputable resource (Lowrey & Burleson Mackay, 2008). In addition, publishing false accusations against others is not acceptable and the bloggers should be held responsible for the accusations. It is also proper to seek consent of other people before publishing their information unless the information is on the public domain.

According to the virtue theory, bloggers should be responsible because it requires professional skills, understanding of one's roles and moral agents to achieve the virtual end. It is about the end and not the decisions. Therefore, bloggers are to be accountable for the outcome of their work since they have the professional skills and understanding of the moral agents.

Censorship

The web differs from the other ways of communication in that the web provides an easier and faster communication than the telephone system, movie theatres, physical mail, newspapers, cable TV and broadcast. In web communication, information is just accessed through a single click while in the other communication ways recipients of the information should establish a link with the sender to receive the information. For instance, there should be a link between the sender and recipient when communicating through cable TV, physical email, newspapers, movie theatres and other ways. The web only requires to search and read information (Warf, 2011).

The government should not ignore the web since it is the source of major vital information and has a wider reach. The regulation on the web should not be the same as the other communication ways. The government should allow freedom of communication while limiting privacy and security issues. The regulations should also ensure that the accountability is on the

sender of the information over the web in cases where the information breaches other people's rights.

Egoism and value theories requires the government to regulate the internet only if it is for the good of the people. The regulation should not restrict the desired of individuals to express themselves and meet their personal needs (egoism theory).

Blogging

Bloggers should be given the same rights as the magazine, newspaper, and television journalist because they help spread information through the internet. Bloggers should also have the same rights as other journalists because their information should be reliable just like the other media like newspapers. Offering the bloggers the same rights as TV, newspaper and magazine journalists will make blogging more professional and reliable (Lowrey & Burleson Mackay, 2008).

According to the Utilitarianism or value, the blogger should be given equal rights as other journalists because the work of blogging is of equal value as that for other journalists.

Children on the Web

Children should be prevented from accessing some content over the internet. The internet contain information that is useful and harmful to children. Some of the information may be harmful to the children as it contain pornography that can lead to child sexual trafficking (Warf, 2011). Parents have the responsibility for the surfing activities of their children over the web. Therefore, parents should restrict children from access non-educational information over the web using certain software and tools.

The theory of value and egoism support by allowing individuals (including children) to use the internet or any other resource to achieve their personal needs. However, if the actions and personal needs add no value to one's life, then they should not be allowed. Internet to children can have negative influence.

Blocking cell service

BART was justified to block the cell phone service due to the potential harm that could occur to the stakeholders. Freedom of expression through the cellphone is only people's rights when it does not infringe on the rights, security and welfare of others. The protesting group would have used the cellphone and their freedom of expression wrongly thus leading to loss rather than the desired outcomes.

The theory of value supports this actions of blocking the cell phone service by supporting that, actions that are valueless and of adverse outcomes ought not to be accepted. Blocking the cellphone services will lead to more value than allowing the people to use the services.

References

- Lowrey, W., & Burleson Mackay, J. (2008). Journalism and Blogging. *Journalism Practice*, 2(February 2015), 64–81. <https://doi.org/10.1080/17512780701768527>
- Warf, B. (2011). Geographies of global Internet censorship. *GeoJournal*, 76(1), 1–23. <https://doi.org/10.1007/s10708-010-9393-3>
- Zaidi, H. (2013). Cold Calling Scripts.