

## 04/10/16 INFORMATION SOCIETY

## Define Info Society

- Term used to describe a society and economy that makes the best possible use of new information and communication technologies
- A society in which economic and cultural life is critically dependent on information and communication technology
- There is no universally accepted concept of what exactly can be termed information society
- Most agree that a transformation can be seen that started somewhere between the 1970s and today and changing the way societies work

- The amount of information contained in a weekend edition of the New York Times is as much as a middle age person would acquire in a lifetime
- Due to the digital and information age, people are presented with tonnes of information when they go to research a topic. This is more information than they would ever have had access to a couple of years ago.
- The task is trying to determine what information is valuable and which is irrelevant
- Can be very difficult to do, requires alot of time filtering

- This information overload can lead to psychological, physical and social problems
- A world wide study found that 2-thirds of managers suffered from increased tension and one third from ill-health because of information overload
- Not understanding info, feeling overwhelmed by amount to be understood, not knowing if info exists, not knowing where to find info, not having way to access info

## Positive/Negative Impact of the Information Society

- Technology runs in the veins of society, it is the fuel that drives our lives (it is) an integral part of daily life. It has brought luxury to the life of a common man
- Positives: Automation, transportation, machines, computing power, entertainment, advertising, digitisation, communication, satellite communication
- Potential negatives: Privacy, psychological effects, mass culture, identity theft, social network danger: stalkers and bullies
- Illusion of companionship without the demands of friendship?

### Online Privacy

- Online privacy involves the desire or mandate of personal privacy concerning transmission or transmission of data via the Internet.
- It also involves the exercise of control over the type and amount of information revealed about a person on the Internet and who may access said information.
- Each individual is continually engaged in a personal adjustment process, in which to balance the desire for privacy with the desire for disclosure and communication of himself to others, in light of the environmental conditions and social norms set up by society in which he lives.

### Origination

- 1960's onwards, a shift from total trust in government to questions and doubts and people started to question their authority.
- Personal information has been depicted as the currency of the Internet, and according to Eric Schmidt Google and Zuckerberg, privacy no longer exists.

- A common argument against privacy is "If you aren't doing anything wrong, what do you have to hide?"
- However, privacy is not about hiding a wrong. Privacy is a fundamental human right, online or offline.
- It helps individuals maintain their autonomy and individuality, their dignity and respect.
- To some, privacy is not a concern and they don't care if their personal information is widely available.
- However, the Internet records everything and forgets nothing, so although it may not be a concern at the moment, in 20 years it may become a problem.

- For others privacy does matter. To people who have escaped abusive relationships, have marginalised religious or sexual preferences, fear losing their jobs, or have been persecuted by bullies throughout their lives, privacy can be a necessity.
- Identity theft, hacking and stealing are all made easier when privacy is compromised.

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10 Challenges with online privacy?

- Data mining software uncovers patterns in data through a variety of predictive techniques.

- Every time an individual interacts with an organisation which uses mining techniques, more information is gathered.

- Companies who don't use data mining these days are not competitive - that's the value of an individual's information - hard for business to survive without invading privacy.

- When an individual registers for something online or creates an online account of some sort, they are aware of the details they are directly handing over to an organisation.

- What people are not aware of is that their every step, or click, is being tracked and analysed.

- These organisations build up portfolios of information with details of customers' buying habits, interest and ~~lifestyle~~ lifestyle.

- Although this is invasive, it was initiated by the customer upon registering with the organisation.

- A more frightening thought is, where will the information end up?

- Either accidentally or intentionally, there is a very high chance an individual's information will eventually end up in someone else's hands.

- Once a company goes into liquidation, customer information is sold for huge amounts; stories of stolen laptops and USB keys storing private information are always being reported in the news, and sometimes data is simply traded for services.

- Affiliate marketing is an ~~internet~~ internet based marketing practice in which a business rewards their affiliate for each visitor or customer brought to their website by the affiliate's marketing effort.

Is online privacy incompatible with the internet economy?

- The internet economy refers to conducting business through markets whose infrastructure is based on the internet and world wide web.

- Businesses cannot avoid the internet economy - they must recognise and understand that there are both global opportunities available as well as risks of not internationalising.



- Without compromising online privacy, it is very hard for the internet economy to survive.
- Personal Information has been described as the currency of the internet, however, this is where problems arise.
- Intangible assets like brand equity and intellectual property contribute a significant portion of the assets in modern companies.
- Online user's privacy is an important form of intangible asset.
- Often as a result of private information being made public, it is devalued and its disclosure can cause long term harm to individuals and businesses.
- This is where incompatibility appears between online privacy and the internet economy.

What is being done about Online Privacy?

- Privacy enhancing technologies (PETs) is a system of ICT measures protecting information and privacy by eliminating or minimizing personal data, thereby preventing unnecessary or unwanted processing of personal data, without the loss of the functionality of the information system.
- A number of bodies, including the European Commission, have put special emphasis on ICT and privacy enhancing technology through PETs.
  - The focus is now on "user-centric" system and users need to take an active role in the control and management of their personal data.
  - Another possible solution is for privacy bodies to hold all of an individual's personal data, and as the government or an organisation needs it they can get relevant bits of it.
  - This way, everyone could choose who holds it, and it would encourage healthy competition.

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## INFORMATION SOCIETY - SNS

### Risks of Social Networks?

- Communicating through technology will never be exactly the same as having a face-to-face conversation.
- The anonymity and lack of supervision means people will say things they normally wouldn't.
- People forget how closely related the real world is to the social networking world and inhibitions are lowered.
- The lack of social cues reduces the quality of communication and things can easily be misinterpreted.
- There is little control over what is posted about anyone, and because of the invisible audience, people sometimes forget how powerful their actions can be.
- Differences between online and offline social networking: persistence, searchability, replicability, invisible audience.

**Content Risks:** Because there is little or no control over what is posted online, there is a high risk of exposure to inappropriate or harmful content. Racist comments, biased information, self-harm tips and terrorism activities are just some of the dangers of the online and social networking world.

**Contact Risks:** Anonymity means you have no idea who could be watching your online activities. Stalkers, sexual abusers and bullies can have too much access to your personal information and it is something everyone must be careful of.

**Commercial Risks:** Some sites can go overboard with advertising so users must be alert and not easily persuaded. Users also need to be aware of possible phishing and spam attacks.

**Reputational Risks:** Because you can't control what is said about you, embarrassing information can be uploaded and viewed by millions of other users need to respect each other to avoid the getting out of hand. According to studies, parents and employers are the most feared witnesses. "Fraping" has become such a common occurrence that the term has become known globally.

- Addiction: becoming a common problem. Individuals are becoming pre-occupied with online activities, experience symptoms of withdrawal and mood modifications and often relapse when trying to abstain from it all. Although it is not physically harmful to a person, it can have serious psychological impact.
- Rapid vast amount of personal info, early for other to access info, messages can be shared very quickly, users have little control over what is posted online, have no control over what others post about them online.
- Since their introduction, SNS's have attracted millions of users, many of whom have integrated these sites into their daily practices.
- As with most technologies there are both advantages and disadvantages - the social and psychological impact of them as one of the main concerns.
- The displacement hypothesis described how time spent with friends is displaced for time spent with strangers.
- Stimulation hypothesis concerns face-to-face interaction being replaced by SNS's.
- The possible anonymity of SNS's mean peer effects are stronger and more negative online.
- The virtual environment does not convey the same atmosphere and reality of the real world and people are more inclined to do or say things they wouldn't normally.