

Applied Data Science

# **Ethical Dilemma With Data**

---

Mitchel Kuijpers

Mai Linh Luong

Mike Kotte

13th March, 2020

---

# Table of contents

|                                      |           |
|--------------------------------------|-----------|
| <b>Introduction</b>                  | <b>2</b>  |
| <b>1. Pros</b>                       | <b>3</b>  |
| 1.1 Worldwide Networking             | 3         |
| 1.2 Marketing                        | 4         |
| 1.2.1 Low Costs                      | 4         |
| 1.3 Always Up To Date                | 5         |
| 1.4 Gaining knowledge                | 6         |
| <b>2. Cons</b>                       | <b>7</b>  |
| 2.1 Fake News                        | 7         |
| 2.2 Distractions                     | 8         |
| 2.3 Loneliness                       | 8         |
| 2.4 Photoshop                        | 9         |
| 2.5 Less attention                   | 10        |
| 2.6 Wrong ways of using social media | 10        |
| <b>Conclusion</b>                    | <b>11</b> |
| <b>Bibliography</b>                  | <b>12</b> |



## Introduction

For our ethical dilemma with data, we chose the subject: The Future of Social Media: Dream or Nightmare. In this essay we discuss the pros and cons of social media and draw a conclusion out of it. At the end you can also find a bibliography.

## 1. Pros

*Social Media has become a core part of our society. More and more companies and entrepreneurs are using social media to strategically place themselves on the market. For example, social media also works in favor of communicating worldwide. This makes it easy to get information and to get to know people. Facebook is actively used by about 2449 million people daily and Youtube by 2000 million for example.*

### 1.1 Worldwide Networking

No matter how far away someone is. It is possible to connect these people with each other using social media. With social media, websites such as Facebook, Twitter and Instagram make it possible to easily get in touch with our loved ones. Social Media can also help us find a new job, ask for advice, ask for help for different situations and advertise your company for free. For example, using social media, organizations can easily bring a new product or service to the market by placing it online.



## 1.2 Marketing

Because social media has a big impact in the daily lives of most people. It is almost impossible to deny. That is why it is a missed opportunity for most companies and freelancers to use this as optimally as possible to advertise themselves. For example, there are millions of users who could be potential customers. Using social media it is possible to create greater brand awareness for your company. This can be done by posting messages, but also by being interactive with other social media users. Many companies also use customer service via social media. This creates trust and increases the chance that the customer will become a permanent customer. (Hulc)

It is important to know what kind of target group you want to reach. For example, every social media platform can be used for different purposes. For example, if you want to reach an older and more serious audience, use LinkedIn. If you want a younger and more serious audience, try a platform like Instagram. (Hulc)

### 1.2.1 Low Costs

Because social media is mainly free to use, it is used by companies to advertise themselves cost efficient on the internet. Most social media platforms have different options to place advertisements, which could be an extra option for more effective reach. Most social media platforms do have options to place advertisements, which could be an extra option for more effective reach.



### 1.3 Always Up To Date

Nowadays it is no longer necessary to wait for the six o'clock news on the TV, or for the newspaper to be delivered by the delivery guy. If you want to know more about what's going on all over the world, you just have to open the internet and look at your trusted social media for more information. (Moreau, E, 2019, November 8)



## 1.4 Gaining knowledge

It's no secret that social media is at the center of most people's lives. Social media influences how we live, how we work and, more than ever, how we learn. According to a recent study, more and more teachers and professors are integrating social media into their classrooms to engage students and support their educational development, online or in person. In short: social media determines and influences how students learn and interact today. (Using Social Media as a Learning Tool, 2016, October 14)

With social media it is possible to gain knowledge in different ways. For example, social media is used in classrooms by teachers to help students exchange information. This makes it possible for students to accelerate development various areas such as their creative and critical thinking processes.

Using social media helps students learn independently and prepare them to search for answers in independent ways. With social media it is possible to improve learning results and teach students to think critically about information. Because social media is connected worldwide, it is also possible to learn from other users at great distances.



## 2. Cons

Social media can obviously connect us with people around the world, you're up to date with what's going on and it connects us in a way where you can reach a massive group of people. However, social media also has its dark-side. One of the cons of social media is that there is a lack of privacy. Everything that you post on social media can affect your private life. Of course, you can choose to not post anything on the media but this doesn't mean the people around you are going to do the same thing, in other words they can post some humiliating pictures or videos of you that may have a big impact on your personal life.

### 2.1 Fake News

On social media, you'll get exploded with lots of information and some of this information isn't even correct. We are talking about fake news. For instance, 86% of the inter users admitted they were deceived by fake news, in a survey according to global survey. The distribution of fake news is very fast. Out of all of the fake news, most of them are found in the social media platform Facebook (Phys, 2019). Spreading fake news has major consequences for instance for big companies but also for a human-being. Fake news can damage the image of an organisation or of a person.



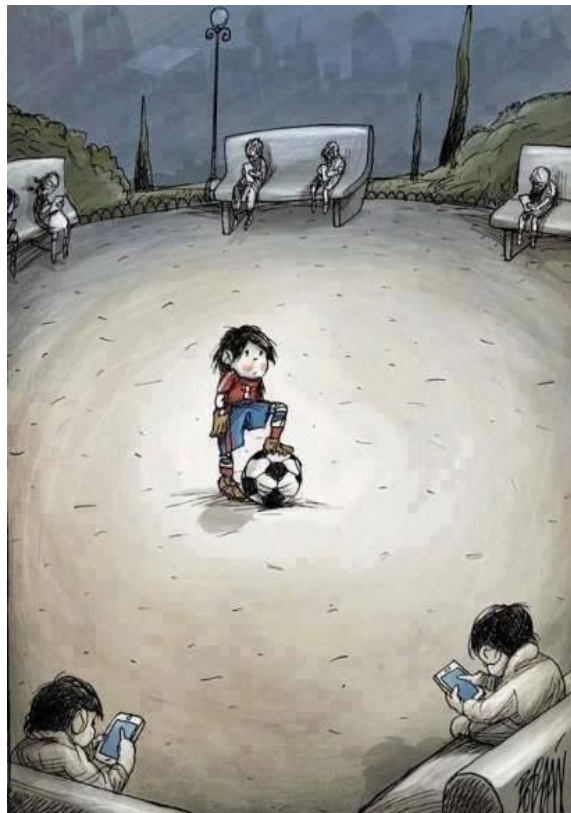


## 2.2 Distractions

Young people are in particular active users of social media. However, elderly also participate in this trend. The National Vacancy Bank of the Netherlands conducted a survey for 900 employees. The results of the survey shows that almost half of the respondents admitted that they're sometimes distracted during their working hours because of the use of social media (Ruhaak, 2011). This obviously does not only occur in the workplace but also in education. 54% of the teachers are annoyed by the use of smartphones by pupils during class (RTL Nieuws, 2018). With that being said, we can see that social media does not only cause distractions, but also causes “study evasive behaviour” among young people.

## 2.3 Loneliness

According to the research of Newcom's National Social Media, 99% of the social media users in the Netherlands are aged between 12 and 18. This survey was conducted with a sampling of 7,012 respondents (Newcom, 2019). Hence it's mostly young people who might feel left out if they don't use social media. Thus, they often don't know what others are talking about. Among young people this can also be used as a way of bullying or excluding someone (RTL-Nieuws, 2013).



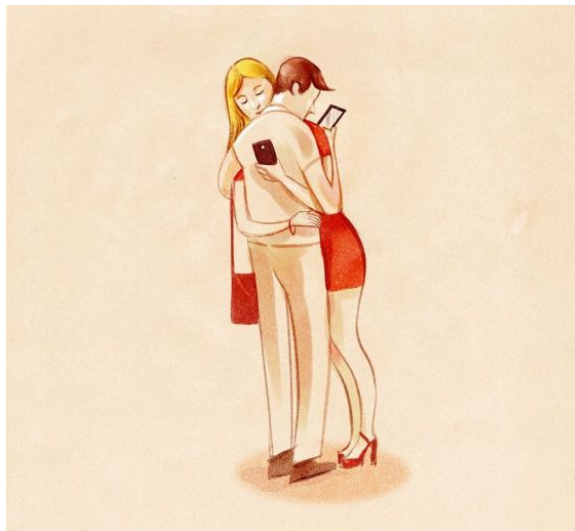
## 2.4 Photoshop

Social media gives a very different picture than reality. People on social media only post nice or positive things or rather very negative things. It's often the so-called instagram influencers, they bombard their followers with photoshopped photos that are so far from reality that they can cause doubts in some people as a result of which often young and insecure girls are the victim. They are trying to strive for an unrealistic body like the instagram influencers. This is at the expense of their self-esteem and even mental health. The image below shows an example of a photoshopped body of a reality star and instagram celebrity/influencer Chloe Ferry (Caunt & Wv, 2019).



## 2.5 Less attention

Of course talking via WhatsApp is very different when you speak to someone personally. When you talk to someone via social media, there is less personal contact. Because we often check the news on our phone, we pay less attention to the environment around us. According to a study conducted by Dr Glenn Wilson at London's Institute of Psychiatry, persistent interruptions and distractions at work have been found to have profound effects. Those who get distracted by emails and phone calls saw their IQ dropping with 10 points twice as much as the impact of smoking marijuana according to the studies. More than half of the 1,100 participants said they always respond to an email either directly or as quickly as possible, while 21% admitted to interrupt a meeting just to pick up their phone or respond to an email. Constant breaks can have the same effect as losing a night's sleep. This can of course have health consequences (Griffey, 2018).



## 2.6 Wrong ways of using social media

But one of the biggest drawbacks of having social media is that it creates an enormous pressure. People often tend to express their opinions quickly without thinking about their use of words or even the consequences. You can think of inappropriate tweets that people have posted, or uploading videos on Facebook. These kinds of actions have cost people their jobs. Many of these messages posted on social media have unpleasant consequences for these people. For example, the investigation by a legal service provider (DAS) has shown that 10 dismissal cases (termination of employment) that were submitted by employers was because of the post that the former employees had posted online which was a reason for dismissal (HR-Kiosk, 2019).

## Conclusion

Social media has become a very important way of communication for a lot of people. We can use it to connect with people and keep in contact with people from all over the world. We can share ideas, problems, opinions, cute photos etc. with everyone using just the click of a button.

For businesses and entrepreneurs, social media is also a game changer. Never before has there been such a way to market to millions of people at the same time. This creates a lot of jobs.

These are all positive things, like the ones mentioned in the pro's chapter. There are however also a lot of disadvantages for social media. Social media gives people who want to spread panic or misinformation a simple way of doing so. It also promotes less contact with people. A like is now enough. Even though people are constantly connected a lot of people feel more and more lonely. On social media almost nothing is really what it seems.

There are also ways for people to misuse social media. Online bullying, fraud, scams etc. are ways people misuse social media to disadvantage others.

So what do we think about the statement dream or nightmare? We think it's currently both. But it could become more of a dream. If we can use data to tackle some of the problems social media presents us with we believe it can be more of a dream. There are already things being done against this. Political campaign scams for example. Some companies use data to detect these and remove them. (exclude Facebook here...). Things like revenge porn can be detected. Fake news can be flagged and fact checked. Negative and spamfull messages (bullying) are also sometimes automatically flagged.

One huge problem with this is that often companies use special teams to flag content that does not match the terms of condition. Often people have to manually look at flagged content. This means a lot of hate, crime, porn, terrorist videos etc. We think that by using data and by sharing data this can also be resolved in the coming years.

So: social media COULD be a dream. It is definitely making our lives and communication more convenient.

## Bibliography

Caunt, J., & Wv, K. (2019, July). *'Instagram vs. Reality' Exposes The Truth About Those Unrealistically 'Perfect' Pics*. Retrieved from Bored Panda:  
[https://www.boredpanda.com/instagram-vs-reality-truth-behind-pictures/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=organic](https://www.boredpanda.com/instagram-vs-reality-truth-behind-pictures/?utm_source=google&utm_medium=organic&utm_campaign=organic)

Griffey, H. (2018, October 18). *The lost art of concentration: being distracted in a digital world*. Retrieved from The Guardian:  
<https://www.theguardian.com/lifeandstyle/2018/oct/14/the-lost-art-of-concentration-being-distracted-in-a-digital-world>

HR-Kiosk. (2019, December 13). *Ontslag wegens verkeerd gebruik sociale media*. Retrieved from HR-Kiosk:  
<https://www.hr-kiosk.nl/hoofdstuk/gedrag-en-veiligheid/ontslag-wegens-verkeerd-gebruik-sociale-media>

Newcom. (2019, Januari). *Welke kanalen bereiken jouw doelgroep?* Retrieved from SocialConcept: <https://socialconcept.nl/feitencijfers/>


Phys . (2019, June 12). *86 percent of internet users admit being duped by fake news: survey*. Retrieved from Phys :  
<https://phys.org/news/2019-06-percent-internet-users-duped-fake.html>

RTL Nieuws. (2018, September 8). *Mobiele telefoons verboden in de klas: 'Ik ben geconcentreerd op één ding, school'*. Retrieved from RTL Nieuws:  
<https://www.rtlnieuws.nl/lifestyle/gezin/artikel/4402706/mobiele-telefoons-verboden-de-klas-ik-ben-geconcentreerd-op-een>

RTL-Nieuws. (2013, Oktober 1). *De voor- en nadelen van internet, volgens jongeren*. Retrieved from RTL-Nieuws:  
<https://www.rtlnieuws.nl/nieuws/artikel/2356221/de-voor-en-nadelen-van-internet-volgens-jongeren>

Ruhaak, S. (2011, August 12). *Sociale media leidt af van werk*. Retrieved from baaz:  
<https://www.baaz.nl/content/sociale-media-leidt-af-van-werk>

Bron, J. (2019, 4 februari). Wat is social media marketing en hoe kan ook jij het inzetten. Geraadpleegd op 18 maart 2020, van <https://hulc.nl/social-media-marketing/>



De voordelen van social media. (2019, 13 juni). Geraadpleegd op 18 maart 2020, van <https://www.bothsocial.nl/social-media-marketing/voordelen-social-media/>

Feyoh, M. (2020, 28 februari). 31 Eye-Opening Pros and Cons of Social Media Use. Geraadpleegd op 18 maart 2020, van <https://www.developgoodhabits.com/pros-and-cons-of-social-media/>

Moreau, E. (2019, 8 november). The Pros and Cons of Social Networking. Geraadpleegd op 18 maart 2020, van <https://www.lifewire.com/advantages-and-disadvantages-of-social-networking-3486020>

Positieve kanten van social media | CJG Breda. (z.d.). Geraadpleegd op 18 maart 2020, van <https://www.cjgbreda.nl/opgroei-info/internet-mobiel/social-media/positieve-kanten-van-social-media>

S. (2019, 31 maart). 10 voordelen die je misschien nog niet wist over social media. Geraadpleegd op 18 maart 2020, van <https://sandraevers.nl/10-voordelen-van-social-media-die-je-misschien-nog-niet-wist/>

Social Networking - Pros & Cons - ProCon.org. (2020, 20 januari). Geraadpleegd op 18 maart 2020, van <https://socialnetworking.procon.org/>

Using Social Media as a Learning Tool. (2016, 14 oktober). Geraadpleegd op 18 maart 2020, van <https://www.ashford.edu/blog/online-learning/using-social-media-as-a-learning-tool>

Voordelen van Social Media. (2016, 5 januari). Geraadpleegd op 18 maart 2020, van <https://www.uwsocialmediamarketing.nl/voordelen-van-social-media/>