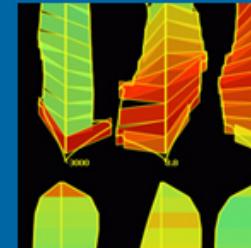
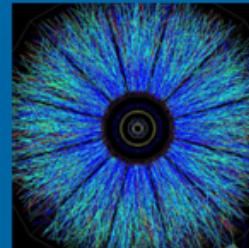




Swansea University
Prifysgol Abertawe

CS-130: Social Issues in Computing

Social Media and Harassment



Learning goals

Understand what social media is and it's core features?

Know why do you need to care about it as a computer scientist

Understand corporate social media management challenges

Know the basic laws and rules associated with online harassment and the challenges this behaviour posses

What is Social Media?

What examples of it can you think of?

What is Social Media?

The obvious examples of social media

- Facebook, Twitter, Instagram, MySpace

Less obvious (less social?) but functionally the same

- Flickr, YouTube, SnapChat, WhatsApp?
- Or focuses on specific goals, such as dating websites

But actually, broadly speaking, these days everything is social

- Games and game stores like Steam
- Recommender sites like Yelp, Trip Advisor, even Amazon!

Common features

Connected profiles

- Personal details of varying levels of details and links between them

Communication with other users

- Ability to message other people (strangers even) or disseminate information en masse

Sharing of content

- Showing content that you have created or someone you know has created

Distinct cultures of use

- Different sites have their own distinct cultures of use

all these things



The DM Reporter

@DMReporter

I am not a journalist. I do not write for the Daily Mail. I do not think coffee gives you cancer. I happen to think immigration makes the world interesting.

📍 Bermuda

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The DM Reporter @DMReporter · 1m

CREDIT: Previous headline via special communist hatemonger correspondent @Thumbsuk



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INDECISION: Jeremy Corbyn emails Labour party members to canvas opinion on cauliflower cheese or nut roast for Sunday dinner.



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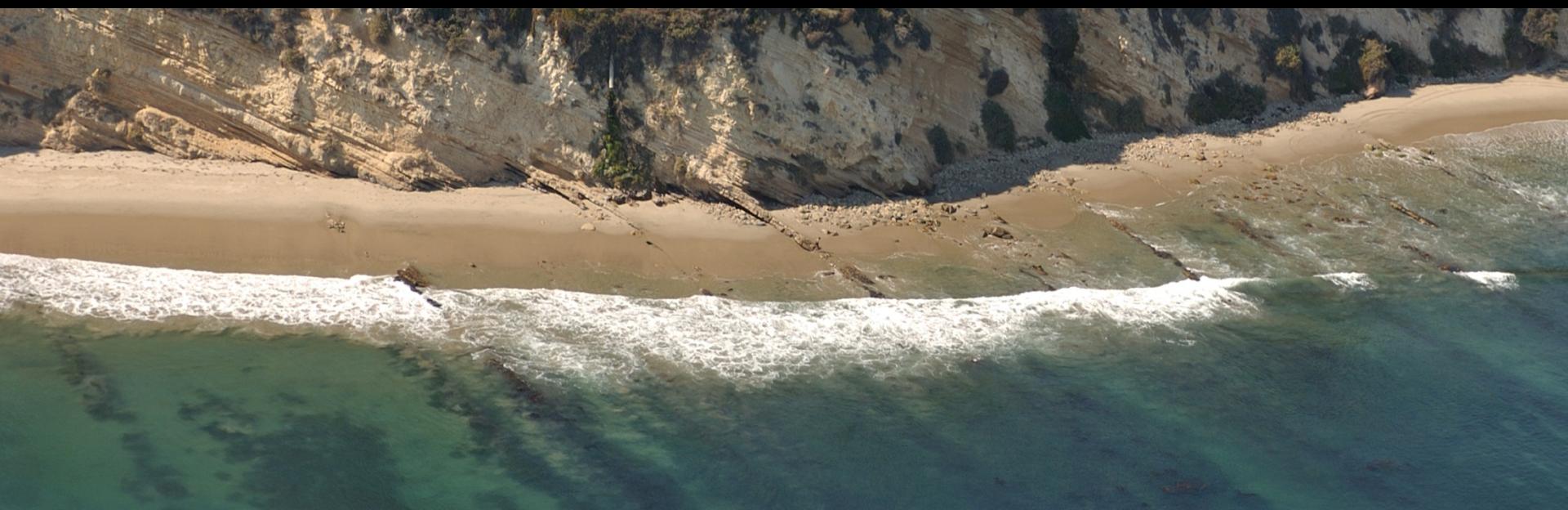
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Small Business | Thu Aug 26, 2010 10:00pm EDT

FTC settles complaint about fake video game testimonials



The U.S. Federal Trade Commission has settled a complaint it made against a public relations firm accused of using employees to pose as ordinary customers to post reviews of video games on Apple's iTunes store, the agency said Thursday.

Reverb Communications, based in Twain Harte, California, has worked with several video game developers, and employees of the firm posted several positive reviews of their clients' video games at iTunes between November 2008 and May 2009, the FTC said in its complaint, filed this year. Reverb engaged in deceptive advertising by using iTunes account names that gave readers the impression the reviews were written by disinterested consumers, the FTC said.

Reverb employees and owner Tracie Snitker did not disclose that they were hired to promote the games and often received a percentage of the sales, the FTC said in a press release. The federal U.S. Justice Department also filed a complaint against Reverb.

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PAYDAY 2



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Hello Games @hellogames · Dec 9

Some more of your screenshots have been added to our Foundation Facebook album, check 'em out here: bit.ly/2hn4emz

39

36

260

...



Hello Games @hellogames · Dec 8

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Managing social media

Managing social media accounts: the reality of social media use in a company is that you as the “computer guy” might get landed with running the companies twitter account

- Loosing out on social media accounts
- Understanding the Streisand Effect and the permanence of social media activity effects all of this
- Astroturfing reviews, where you use fake accounts to give good reviews of your product
- Managing the level of interaction with your staff

Well, what harm can that do...?

What issues can you think of related to building and deploying a social media enabled technology?

Building social media

Designing and developing social media leads to a whole host of issues to consider

- Monetisation or support?
- Data protection of users personal information
- Specific functionality to implement
- Moderation of content and scalability
- How to deal with online harassment claims

Legal but ethical.....?

When a service is free, “customers” are the product.....

- Your data and content is what makes Facebook it's money
 - Twitter monetises research on it's users
 - Targeted advertising and ad-revenue

You also need to stop other companies from monetising your platform without permission

- Selling useful accounts on social media
- Selling services that manipulate your service

Harassment through social media

Legal aspects in the UK....

- Protection from Harassment Act 1997
Conduct targeted at an individual, was calculated to alarm or cause him/her distress, and was oppressive and unreasonable
- Harassment often comes full circle – people who conduct harassment are more likely to become the victims of it in the future

Harassment online is rife and often targets specific groups more than others

- Numerous high profile bullying cases
- Tendency for people to be overwhelmed by volume of harassment
- Recent rise in phenomena such as DOXing, SWATing making problems much worse

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UK WORLD WEIRD TECH

Ex-Countdown champion bottled a woman who gave his book a bad review



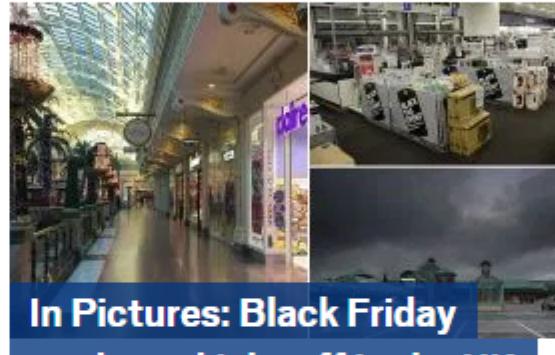
Nicole Morley for Metro.co.uk Tuesday 10 Nov 2015 10:25 am



408



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In Pictures: Black Friday madness kicks off in the UK

JK, it was actually pretty tame. »

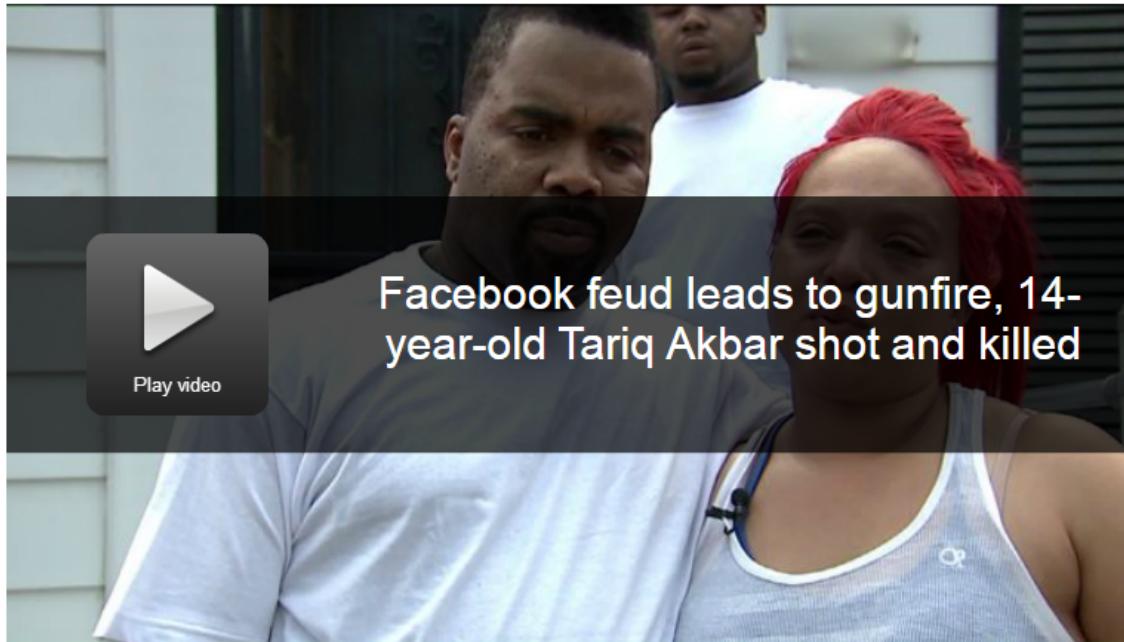


'Mummified' abandoned orangutan makes miracle

* UP TO THE MINUTE CLOSINGS AND DELAYS

14-year-old shot, killed after argument on Facebook

POSTED 3:01 PM, JULY 6, 2015, BY KFOR-TV & K. QUERRY

[FACEBOOK !\[\]\(7bc6f9cdb9e101d1aad2c1e88d0164fc_img.jpg\) 5](#)[TWITTER !\[\]\(f129944d641891b03b2079f31803f924_img.jpg\)](#)[PINTEREST !\[\]\(5fa0e4b749bd76359dceeae0beb7acab_img.jpg\)](#)[LINKEDIN !\[\]\(4fe706d7764ff57bf770d2a3a57373c4_img.jpg\)](#)[REDDIT !\[\]\(940a05a47a0884dbfac925acc638f1c8_img.jpg\)](#)[EMAIL !\[\]\(eceec5814f6455ba72f63a4af0d74deb_img.jpg\)](#)

MILWAUKEE, Wis. - Authorities say a 15-year-old boy is in custody for the murder of a 14-year-old boy.

Police told Fox 6 that the shooting was the result of an argument over a girl on Facebook.

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Real world crime

Targeting peoples houses for robberies because you know they are empty

House parties overwhelmed by uninvited guests after a face book privacy setting was

New laws developed to criminalise acts that weren't possible before social media

One evolution of Social Media - Crowd Sourcing

Crowd sourcing simply means using the effort of many people

- Many hands make light work
- The wisdom of crowds theory....
- Applied to complex problems conventional computing cannot solve

Also applied outside the realm of strict computing with the creation of crowd funding platforms

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