

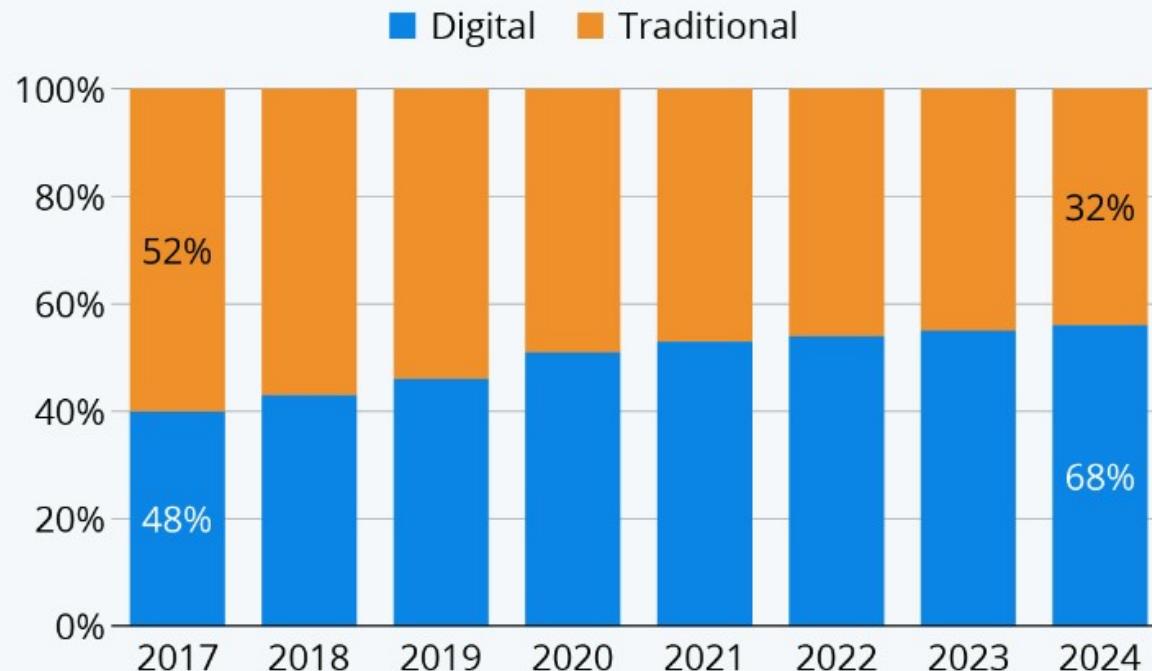
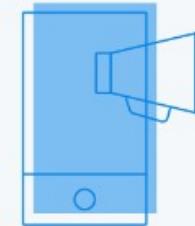
# **ethics in IT-configured societies**

Burak Galip ASLAN, PhD

# some facts

## Almost Two Thirds of Ad Spending Is Digital

Digital and traditional formats as a share of ad spend in the U.S. (in %)



Source: Statista Advertising & Media Outlook

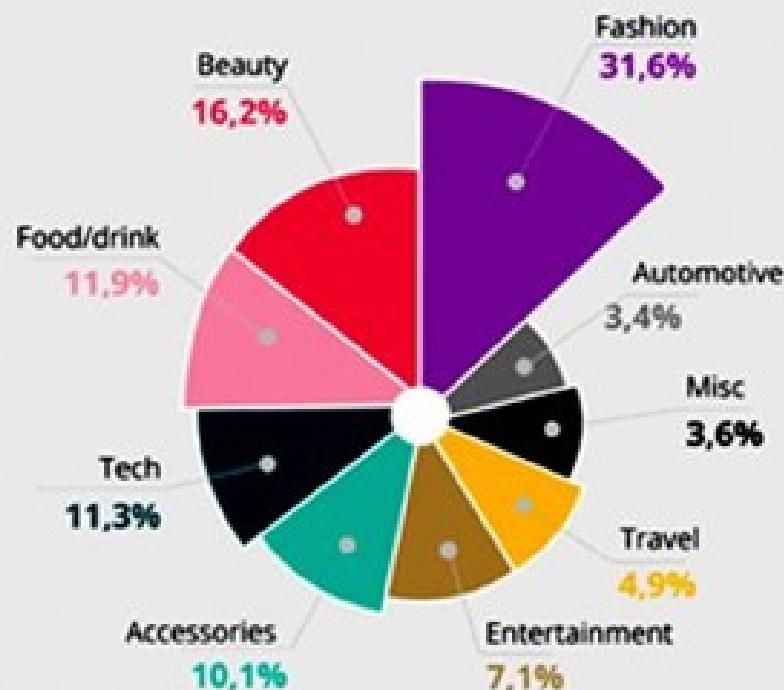


# some facts

## about online ads

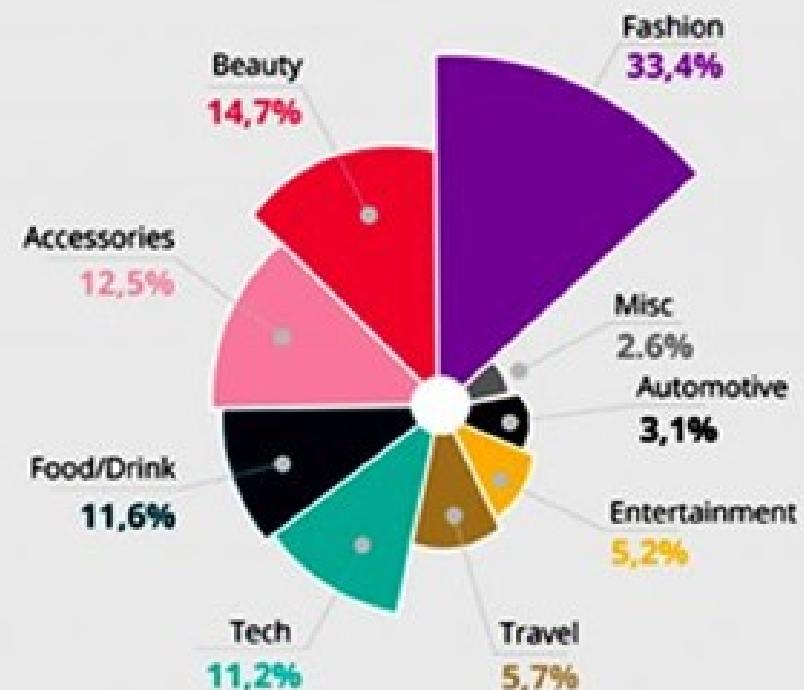
22

### Posts & Engagement by Industry



Posts by Industry

Image: Buzzoole



Engagement by Industry

# 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

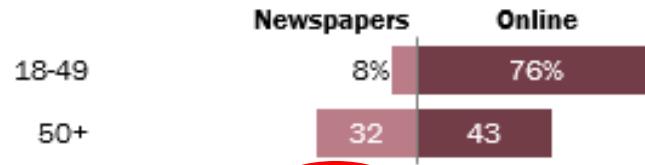
Source: Pew Research Center

# some facts

## Digital preferences driven by the young

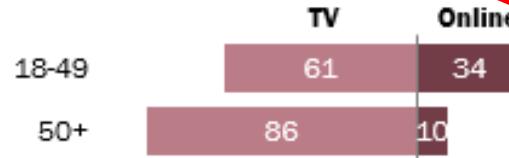
comfort

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



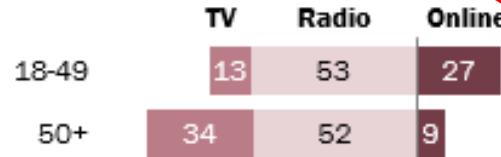
comfort

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



multitaskin  
g

*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

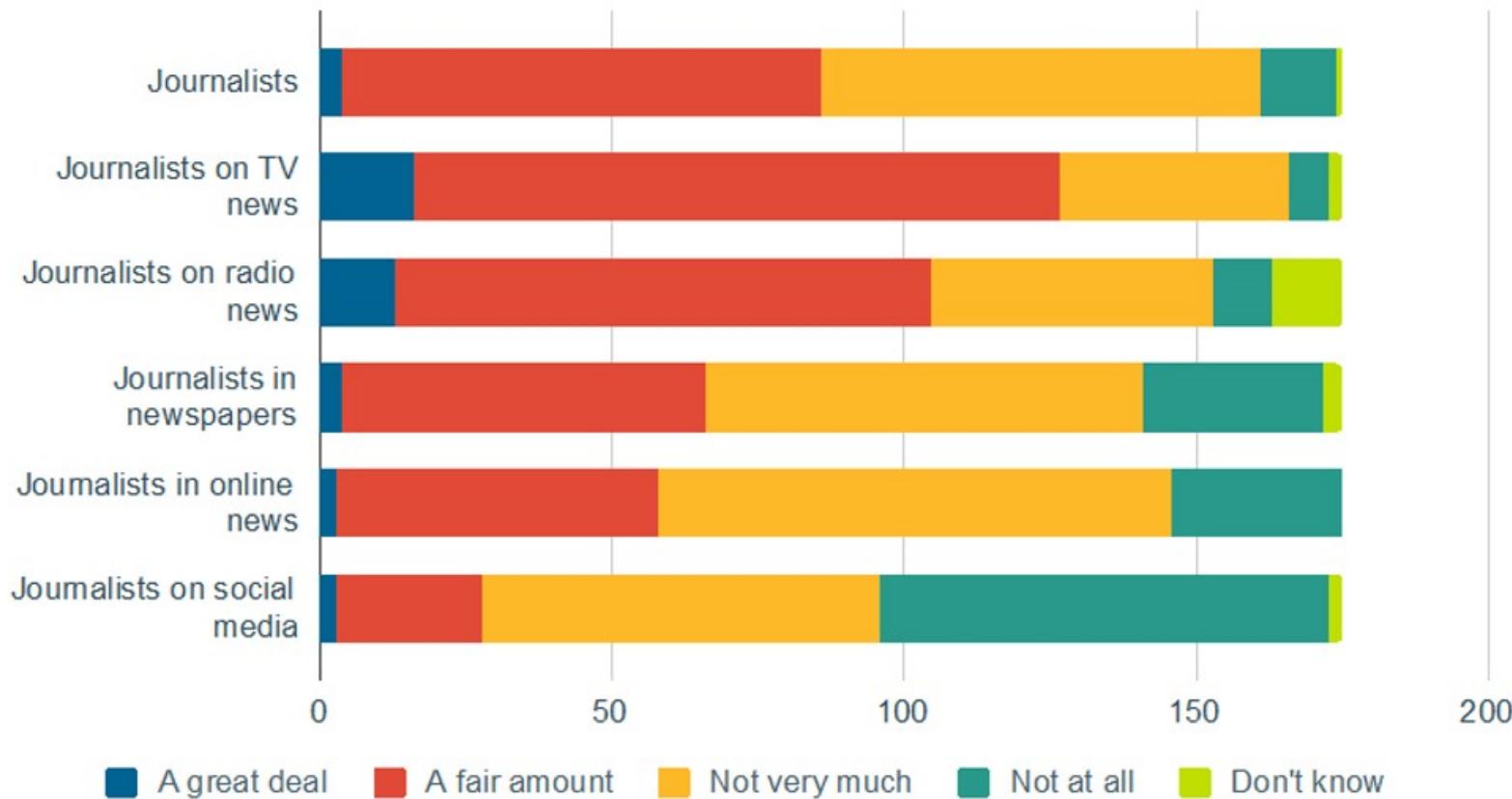
Source: Pew Research Center

Best AM FM Radio Headsets in 2020

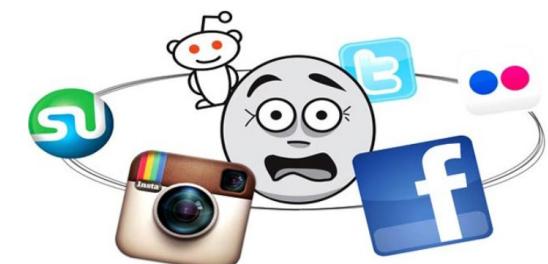
Last updated on January 16, 2020 |

# some facts

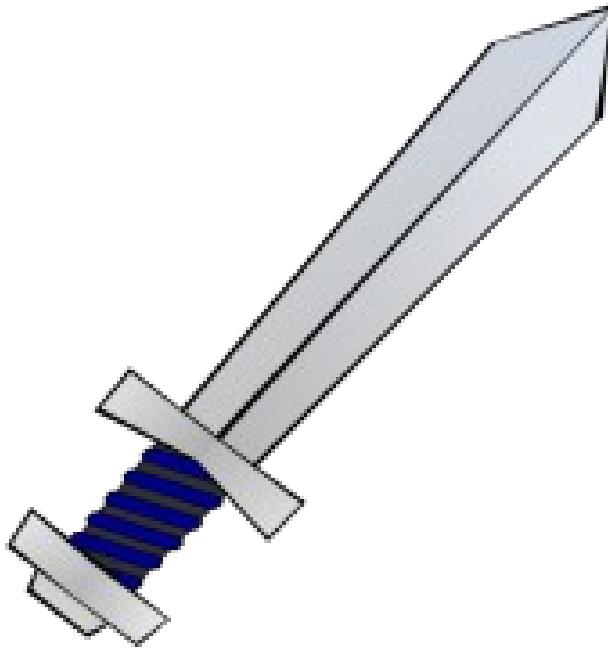
How much do you trust the following on coronavirus?



about journalists

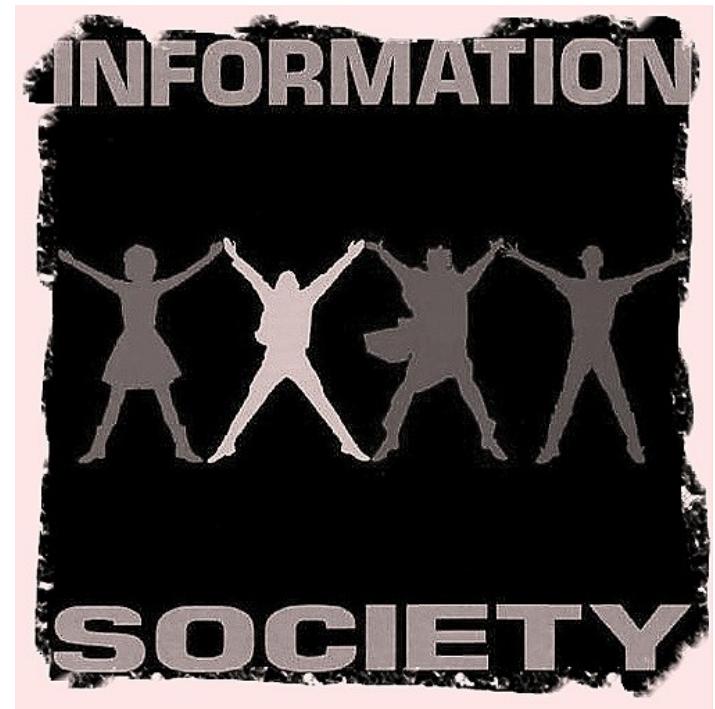


# networking



# 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*)

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

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

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(*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

critism 1:

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

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

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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)

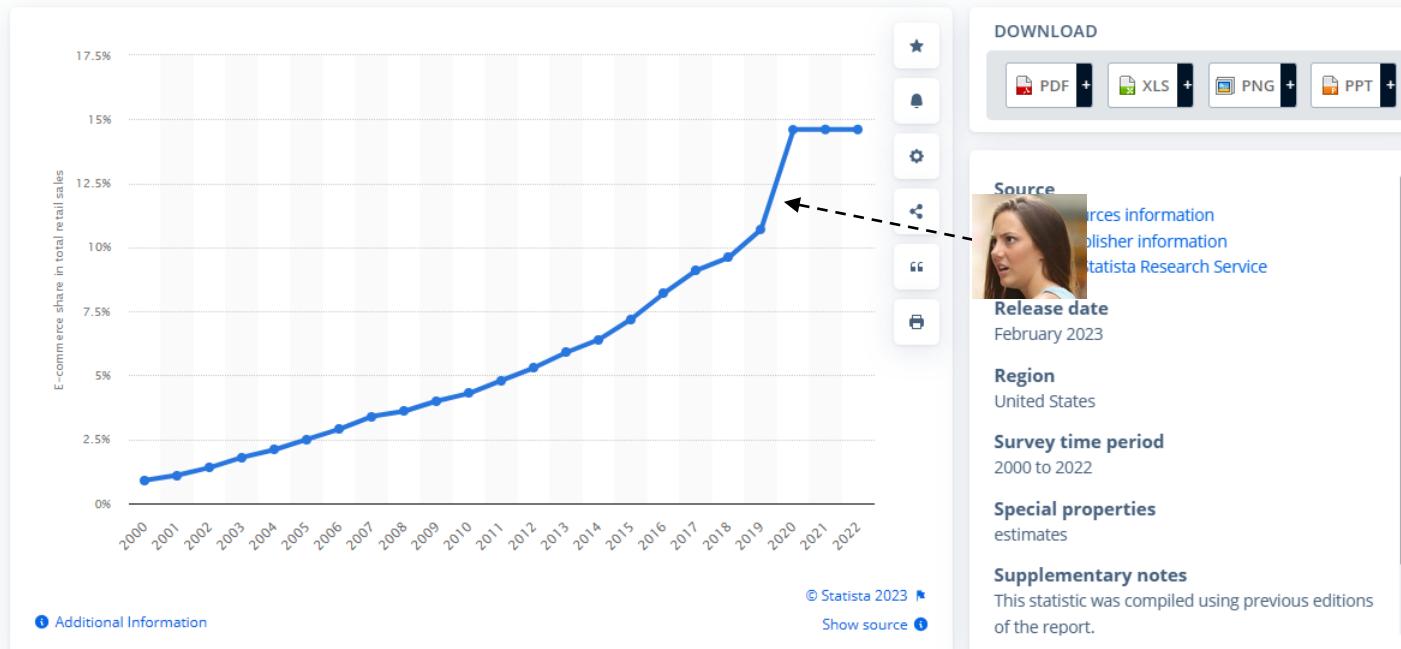
# the www

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## how we use the web?, shop

E-Commerce > Key Figures of E-Commerce

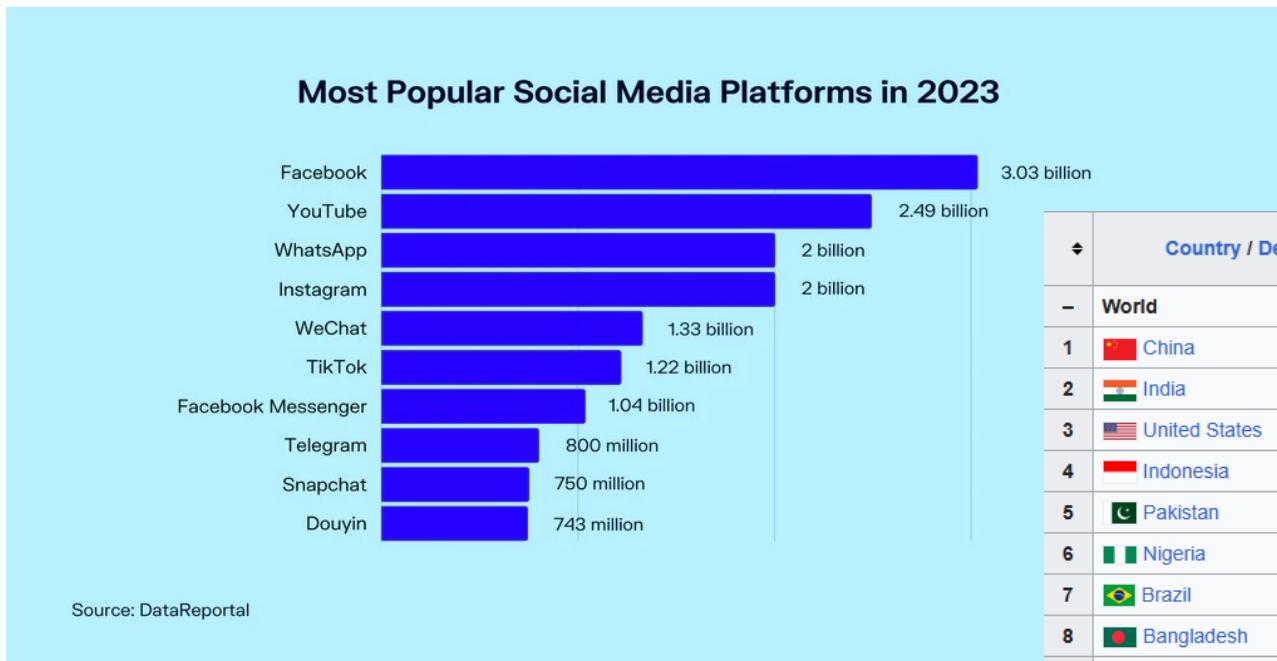
### E-commerce as percentage of total retail sales in the United States from 2000 to 2022



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how we use the web?, shop, socialize



Country / Dependency	Population	% of world	Date
World	8,068,771,000	100%	31 Oct 2023
1 China	1,411,750,000	17.5%	31 Dec 2022
2 India	1,392,329,000	17.3%	1 Mar 2023
3 United States	335,591,000	4.2%	31 Oct 2023
4 Indonesia	279,118,866	3.5%	1 Jul 2023
5 Pakistan	241,499,431	3.0%	1 Mar 2023
6 Nigeria	216,783,400	2.7%	21 Mar 2022
7 Brazil	203,062,512	2.5%	1 Aug 2022
8 Bangladesh	169,828,911	2.1%	14 Jun 2022
9 Russia	146,424,729	1.8%	1 Jan 2023
10 Mexico	129,202,482	1.6%	30 Jun 2023

# 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, thousands 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 header features a large green tree graphic on the left with the text "DOĞADAN ÇALDIĞIN YETER". Below the tree is a button with the text "DOĞA İÇİN ÇAL!". The main content area has a dark green background with white text: "Doğa, yok olduğunu farketmez, kendi hakkında düşünmez, üzülmmez. Biz umursamalıyız; kendimiz için, bencilce!" and a logo for "agaclar.net" featuring a stylized tree. At the bottom, there's a navigation bar with links: 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.

change.org

# the www

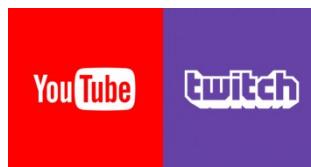


how we use the web?, shop, socialize, contribute & blog, learn, exploring roots, humanitarian incentives, virtual worlds (PC bangs, 10/hr day for to turn pro, “gold farmers” 12 hrs/day, 7 days/week -> \$3k/month, also e-sports)



## Top esports games in 2023 by prize money

	Name	Type	Prize Pool	Peak Viewers	Tournaments Ongoing / Total
1	Dota 2	PC / Console	\$29 160 620	29 Oct 1 442 274	Ongoing: 1 / 133
2	Counter-Strike	PC / Console	\$15 718 314	21 May 1 528 724	Ongoing: 11 / 497
3	PUBG Mobile	Mobile	\$14 426 638	08 Jan 851 780	Ongoing: 2 / 185
4	Fortnite	PC / Console	\$13 754 280	15 Oct 722 081	55
5	Tom Clancy's Rainbow Six Siege	PC / Console	\$8 423 862	20 Feb 232 287	Ongoing: 1 / 84
6	League of Legends	PC / Console	\$7 626 683	18 May 2 297 919	Ongoing: 1 / 149
7	Rocket League	PC / Console	\$7 415 936	13 Aug 468 292	329
8	Valorant	PC / Console	\$7 303 290	04 Mar 1 444 670	Ongoing: 1 / 407
9	Apex Legends	PC / Console	\$5 625 047	10 Sep 596 014	146
10	FIFA	PC / Console	\$5 306 058	07 Nov 134 839	41



# the www



## Filmography

### Television

Year	Title	Role	Notes
2015	<i>Family Feud</i>	Himself	Contestant
2019	<i>Celebrity Family Feud</i>	Himself	Episode: "Ninja vs. Juju and Jerry Springer vs. Doug Flutie"
2019	<i>The Masked Singer</i>	Ice Cream	Season 2
2021	<i>Nickelodeon's Unfiltered</i>	Himself	Episode: "Donut vs. The Volcano"
2022	<i>Duncanville</i>	Slayer	Episode: "Gamer vs. Gamer"
2022	<i>Home Economics</i>	Himself	Episode: "Melatonin 10 Mg Tablets, \$14.99"

### Film

Year	Title	Role	Notes	Ref.
2021	<i>Free Guy</i>	Himself	Cameo	[63]
2022	<i>Hotel Transylvania: Transformania</i>	Party Monster	Voice	[64]

## Awards and nominations

Year	Award	Category	Result	Ref.
2018	Streamy Awards	Breakout Creator	Nominated	
		Creator of the Year	Nominated	[65]
		Gaming	Won	
		Live Streamer	Won	
	The Game Awards 2018	Content Creator of the Year	Won	[66]
2019	Shorty Awards	Twitch Streamer of the Year	Won	[67]
		Creator of the Year	Nominated	[68]
	Streamy Awards	Live Streamer	Won	
2020	Kids' Choice Awards	Favorite Gamer	Nominated	[69]
	Streamy Awards	Live Streamer	Nominated	[70]
2021	Kids' Choice Awards	Favorite Male Social Star	Nominated	[71][72]

## Twitch information

**Organizations** [Cloud9](#) · [Renegades](#) · [Team Liquid](#) · [Luminosity Gaming](#)

**Also known as** [NinjasHyper](#)

**Channel** [Ninja](#)

**Years active** 2011–present

**Genre** [Gaming](#)

**Games** [Fortnite](#) · [League of Legends](#)  
 · [PlayerUnknown's Battlegrounds](#) · [Z1 Battle Royale](#) · [Halo](#) · [Apex Legends](#)  
 · [Call of Duty: Warzone](#) · [Valorant](#)

**Followers** 18.6 million

## YouTube information

**Channel** [Ninja](#)

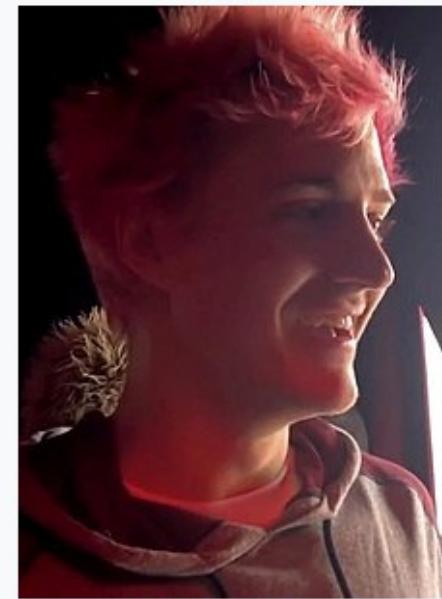
**Years active** 2011–present

**Genre** [Gaming](#)

**Subscribers** 23.7 million (main channel)  
 23.75 million (combined)<sup>[a][1]</sup>

**Total views** 2.50 billion (main channel)  
 2.5 billion (combined)<sup>[b][1]</sup>

## Ninja



Blevins in 2019

**Born** Richard Tyler Blevins  
 June 5, 1991 (age 32)  
 Taylor, Michigan, U.S.

**Other names** Ninja  
**Occupations** Live streamer · YouTuber  
**Spouse** Jessica Blevins (m. 2017)

# the www

## Tyler "Ninja" Blevins Net Worth

in Richest Celebrities > Rock Stars



Tyler "Ninja" Blevins Net Worth:  
**\$40 Million**

Compare Tyler "Ninja" Blevins' Net Worth

### What Tyler "Ninja" Blevins' Net Worth?

Tyler Blevins, aka "Ninja," is an American internet personality and gamer who has a net worth of \$40 million. Most popular for playing the game "Fortnite," Blevins has amassed more than 24 million subscribers and 2.5 billion views on YouTube and 17 million followers on Twitch. At \$5 a month per subscription, he regularly earns between \$500,000 and \$1 million per month playing video games.

**Net Worth:** **\$40 Million**

**Date of Birth:** Jun 5, 1991 (31 years old)

**Place of Birth:** Detroit, Michigan, U.S.

**Gender:** Male

**Profession:** Live streamer, YouTuber

**Nationality:** American



# the www



<b>XANTARES</b>	
Doğum	İsmailcan Dörtkardeş 7 Ağustos 1995 (27 yaşında) İstanbul, Türkiye
Ülke	Türkiye Kuzey Makedonya
Oyunlar	Counter-Strike
Kazandığı para	\$393,562
Şampiyonalar	DreamHack Masters Spring 2020: Europe cs_summit 6 Online: Europe
<b>Profesyonel kariyer</b>	
2012-2014	HWA Gaming
2015-2018	Space Soldiers
2018-2021	BIG
2021- günümüz	Eternal Fire

Takım	Katılış Tarihi	Ayrılış Tarihi	Rolü
HWA Gaming	2012	2014	Rifler
Space Soldiers	17 Ocak 2015 <sup>[8]</sup>	13 Ekim 2018 <sup>[9]</sup>	Rifler ve Entry-Fragger
BIG	23 Aralık 2018 <sup>[10]</sup>	1 Ağustos 2021 <sup>[11]</sup>	Rifler ve Entry-Fragger
Eternal Fire	13 Ağustos 2021 <sup>[12]</sup>		Entry Fragger

Toplamda Kazandığı Para	Online Turnuvalardan Kazandığı Para	LAN Turnuvalardan Kazandığı Para
2022	800.00 \$	800.00 \$   1 Turnuva
2021	64,144.32 \$	34,144.32 \$   11 Turnuva
2020	113,625.81 \$	96,625.81 \$   17 Turnuva
2019	19,850.00 \$	7,300.00 \$   7 Turnuva
2018	106,250.00 \$	19,100.00 \$   12 Turnuva
2017	47,735.69 \$	16,400.00 \$   8 Turnuva
2016	31,969.07 \$	11,017.77 \$   7 Turnuva
2015	1,988.72 \$	1,876.67 \$   11 Turnuva
2013	210.68 \$	210.68 \$   4 Turnuva





# the www



Kaan Kural

Shoutcaster at Riot Games, Sports analyst at Socrates,

Gaming cafe owner

Istanbul, Istanbul, Turkey

8,213 followers · 500+ connections



## How much does a pro gamer make?

It varies. The standard right now for a mid-to-high tier professional is \$50,000 – \$75,000 annually from salary only. Earnings from tournament winnings, sponsorships, and streaming are added and calculated based on how popular an individual player is.



# censorship

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



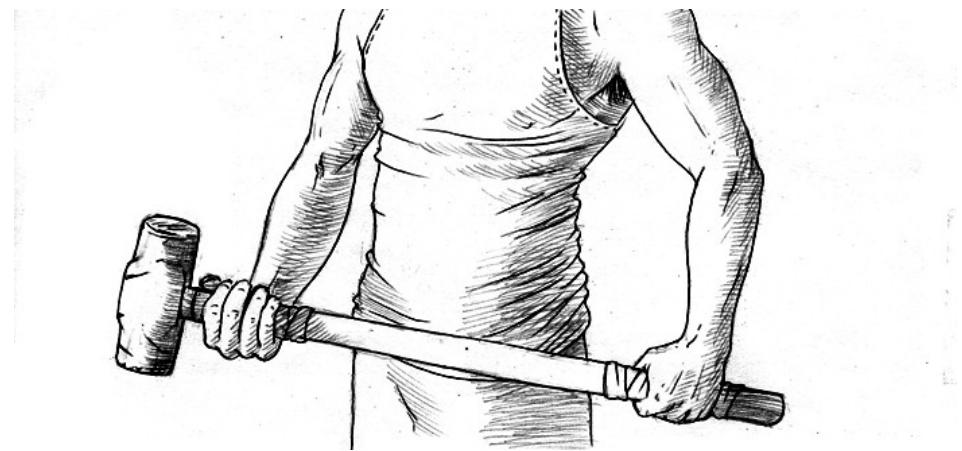
# censorship

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

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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*)



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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

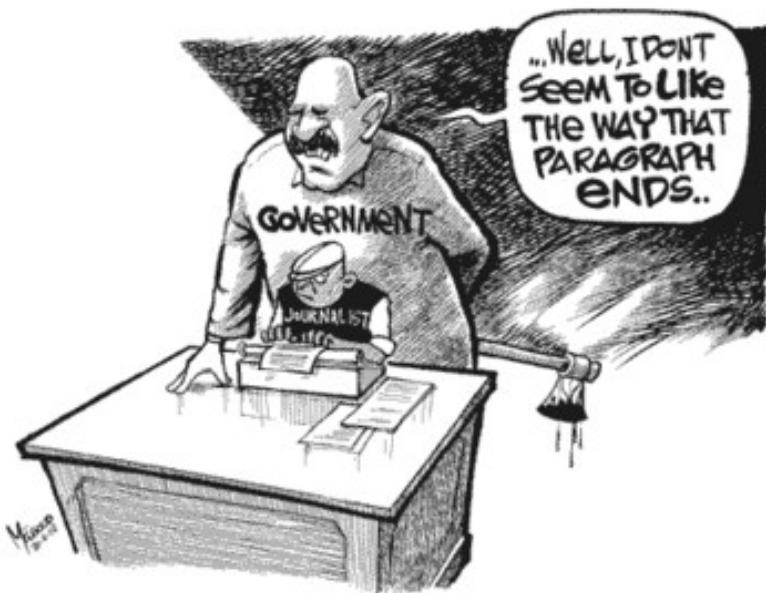


# censorship

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)

	<b>Synchronous</b>	<b>Asynchronous</b>
<b>One to One</b>	Instant Messaging Texting/SMS Voice Video	Texting/SMS Email Voicemail Letters/Printed Materials
<b>One to Many</b>	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



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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

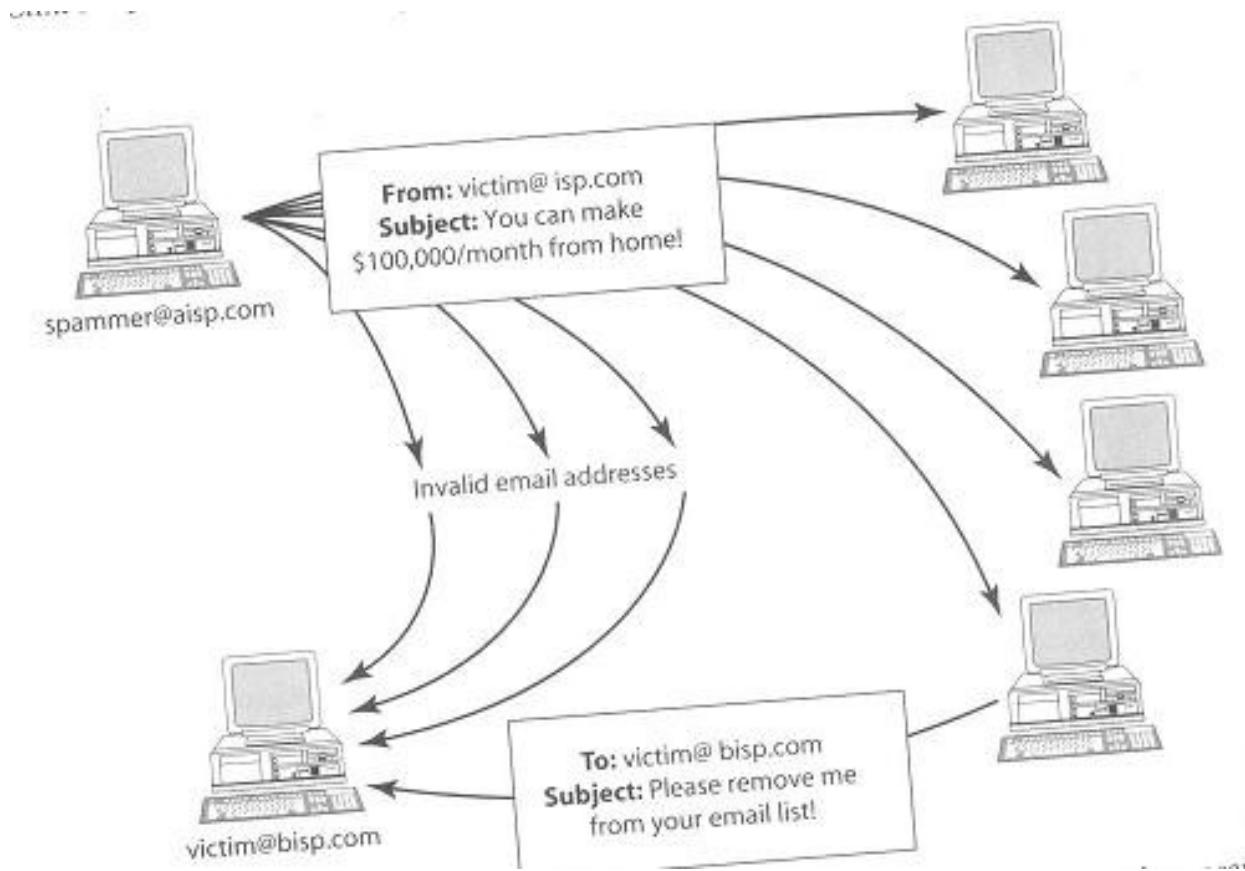
1994, Phoenix, lawyers, Laurence Canter, Martha Siegel, email, immigration services, 9000 newsgroups, "An Ad(Gasp!) in Cyberspace", new clients, do again

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

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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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emergence of SPIM ...

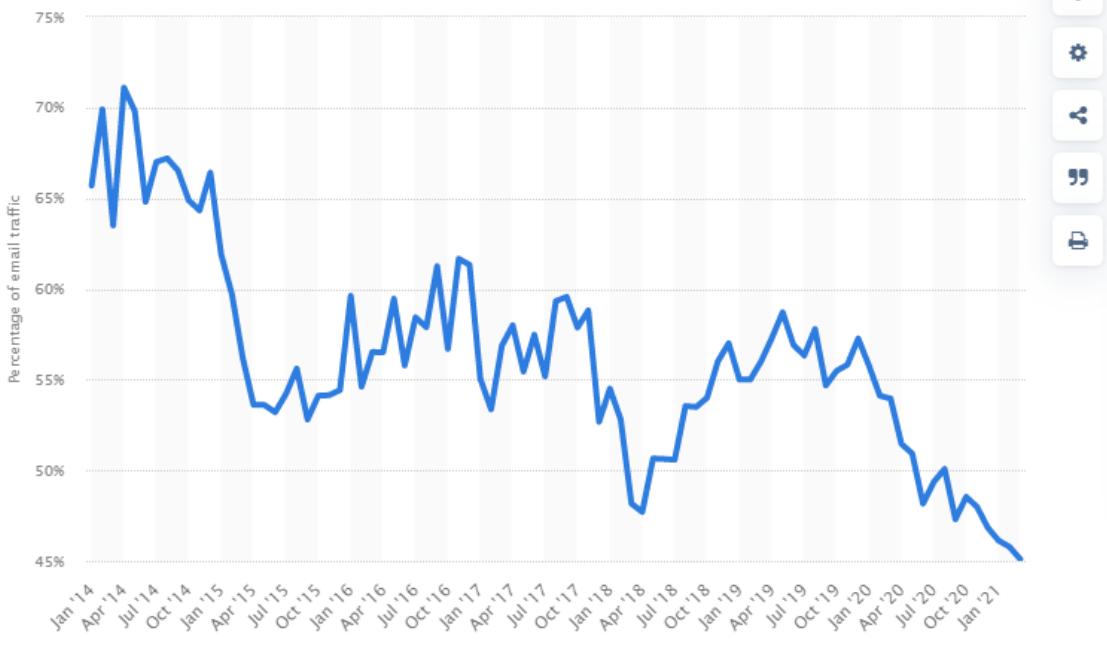


# CAN SPIM

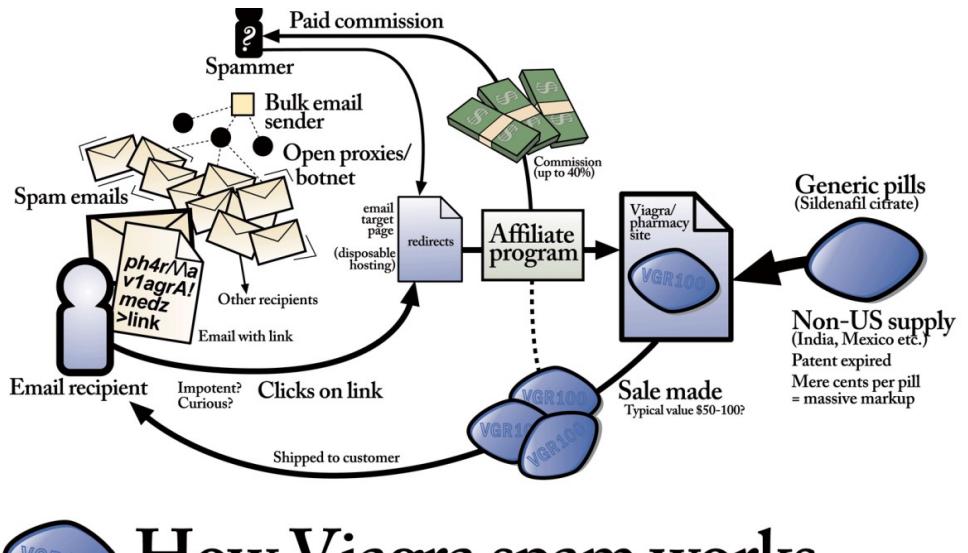
criticism -> "You CAN  
opt-out risky -> you're  
descriptive subject in  
2006 + outside US

emergence of SPIM

**problem in design!!!**



© Statista 2021



**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?**



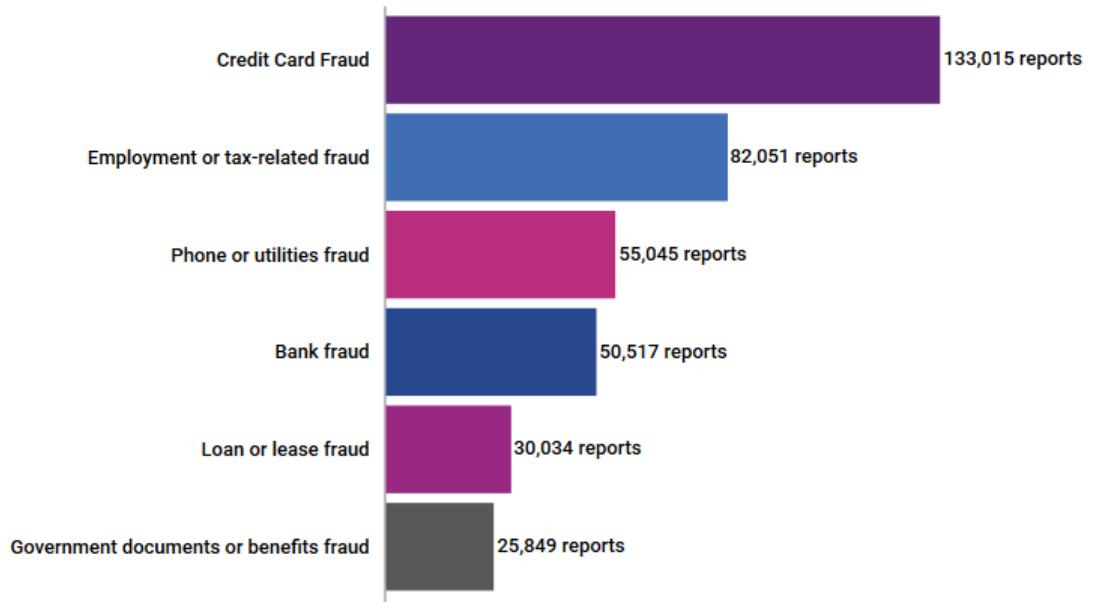
*"On the Internet, nobody knows you're a dog."*

# breaking trust on the Internet

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

fact -> avg. age 40, experienced computer users

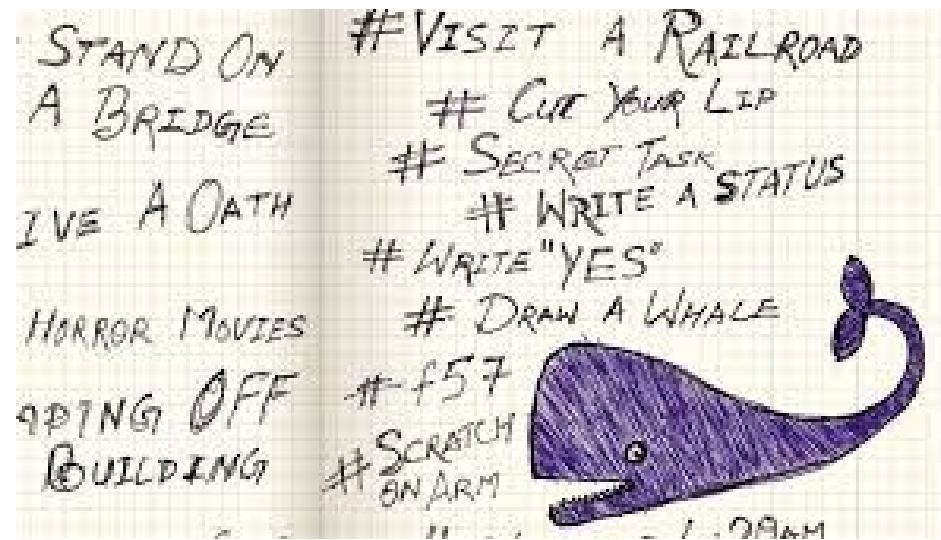
Most Common Types of Identity Theft



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**

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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 one count of conspiracy and two 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  
Probation is no deterrent; prosecutors

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May 7, 2008 8:50 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: sharply uprising between teenagers!



**PICTURED: Boy, 13, who killed himself on first day back at school after being targeted again by relentless bullies - heartbroken mom says children 'taunted and hurt him' as she urges parents to 'teach your kids to be kind'**

- Austin Pendergrass, 13, took his own life in a bathroom at Wendell Middle School on Tuesday on his first day of eighth-grade
- His family has now confirmed he died by suicide after years of bullying
- His mother Jessica Pendergrass said the bullying began when he was in sixth-grade and only got worse throughout the years
- Austin was able to enjoy the summer, she said, but the bullying continued as soon as he came back to school
- She is now urging other parents to teach their children to be kind
- If you or a loved one needs help, call the National Suicide Prevention Line at 1-800-273-8255

By MELISSA KOENIG FOR DAILYMAIL.COM

PUBLISHED: 17:39 BST, 8 September 2022 | UPDATED: 20:15 BST, 8 September 2022

# breaking trust on the Internet

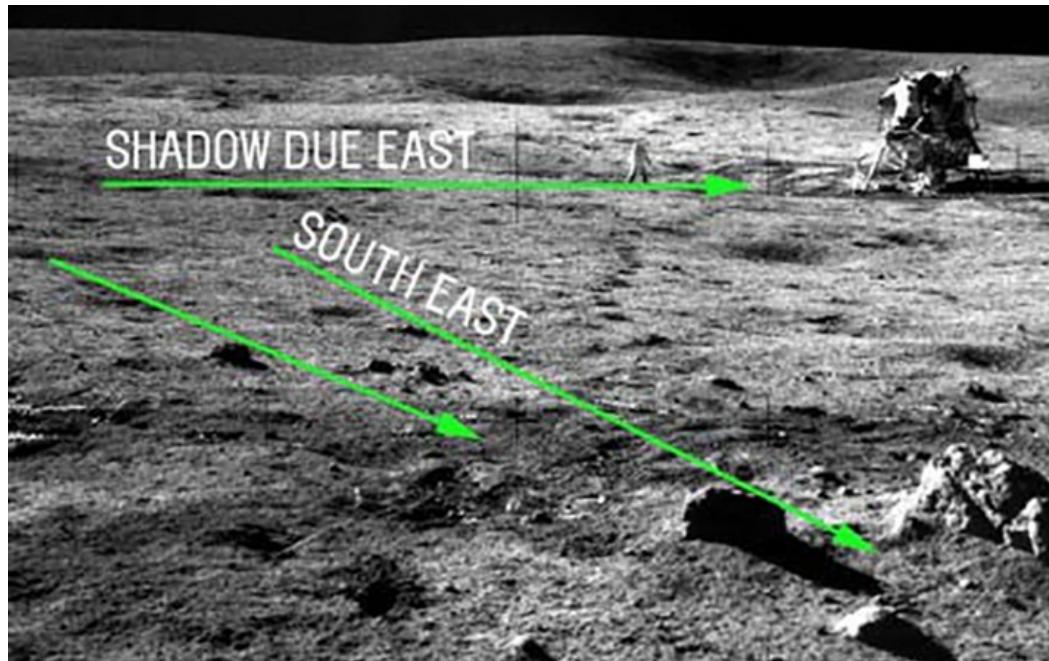
## cyberbullying:



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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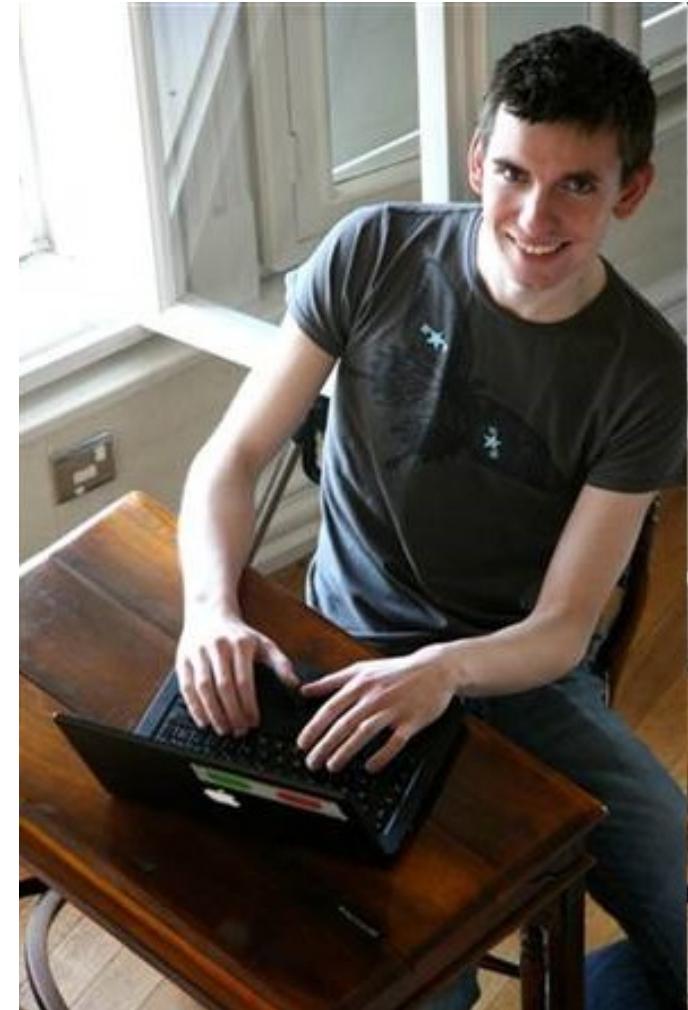
March 2009, Maurice Jarre, French composer, death

"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

200M 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 83.49% market share, where Bing has 9.19%, and Yahoo! has 2.72%)

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)

# PageRank

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Google's success most importantly relies on its PageRank system



What do we REALLY know about PageRank?

# PageRank

- rank/score to every result



US006285999B1

**(12) United States Patent  
Page**

**(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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**(21) Appl. No.: 09/004,827**

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**(58) Field of Search 707/100, 5, 7, 707/513, 1-3, 10, 104, 501; 345/440; 382/226, 229, 230, 231**

**(56) References Cited**

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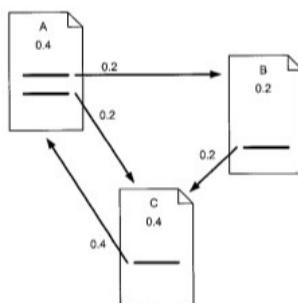
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**29 Claims, 3 Drawing Sheets**



# PageRank

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US006285999B1

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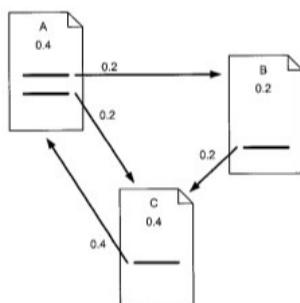
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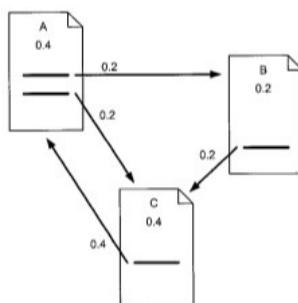
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# PageRank



US006285999B1

(12) **United States Patent**  
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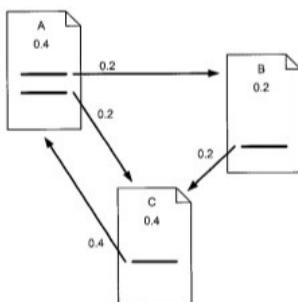
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# PageRank



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Primary Examiner—Thomas Black

Assistant Examiner—Uyen Le

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- the more links a web-page sends out, the effect of its "votes" goes down
- how long the site is operating (sandbox ~ 3-4 years)
- strength of the domain name



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(List continued on next page.)

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(74) Attorney, Agent, or Firm—Harrity & Snyder L.L.P.



- rank/score to every result
- #of web pages targeting that page (votes)
- not all votes are equal (weighted-votes)
- the more links a web-page sends out, the effect of its "votes" goes down
- how long the site is operating (sandbox ~ 3-4 years)
- 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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- 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

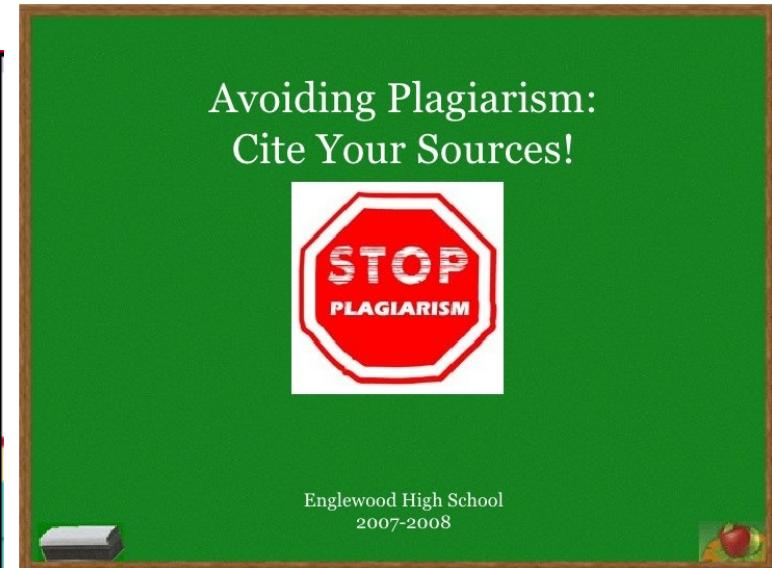
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# plagiarism

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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, The Sims 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)



Meta

# 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



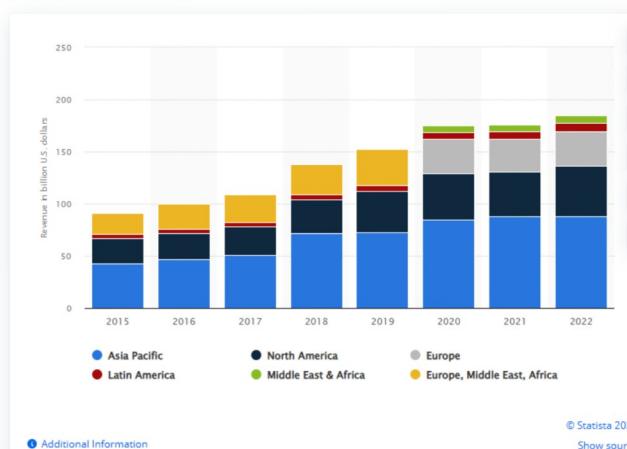
- "Gaming disorder" is now a medical diagnosis, according to the World Health Organization.
- To be diagnosed with the addiction, a person must show 12 months of "severe" symptoms, including prioritizing gaming over work, education and social relationships.



he game last year, acco

Media › Video Gaming & eSports

Games market revenue worldwide from 2015 to 2022, by region  
(in billion U.S. dollars)



Additional Information

© Statista 2023  
Show source

# 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

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

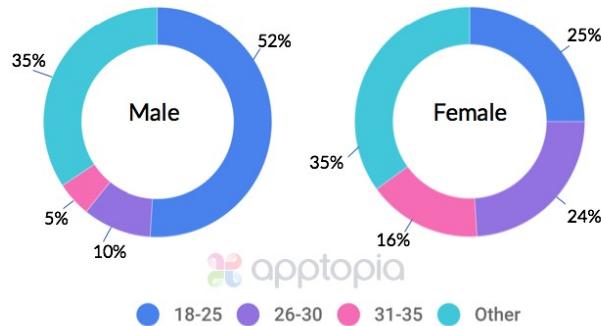


# friendship and social networking

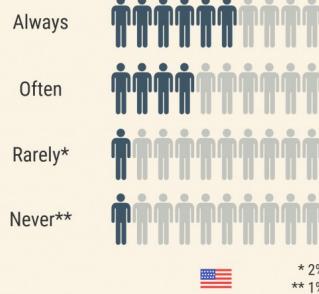
ancient philosophical issue, “true” friendship online?, new friendship X maintaining friendship or increasing freq. of friendship, reproducibility issue again

←online-----offline→

Top Dating Apps Age Distribution



The Percentage of Daters Who Claim to Tell the Truth in Their Dating Profile  
Healthyframework.com



sorry, we can no longer be friends  
because you didn't like my photo  
on instagram AND  
facebook...



your eCards  
[someecards.com](http://someecards.com)

# 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

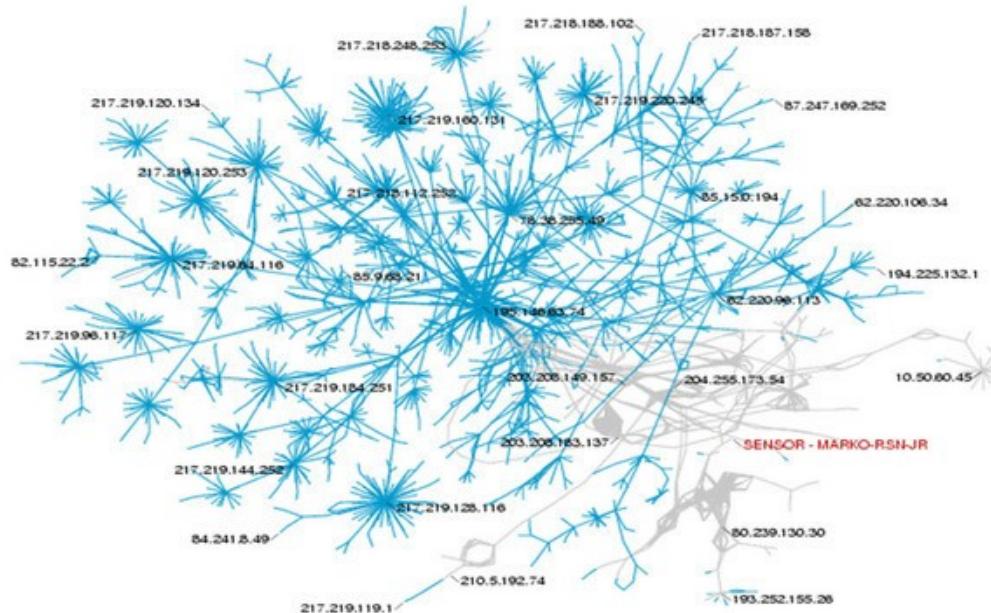
Internet for political campaigns



# 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

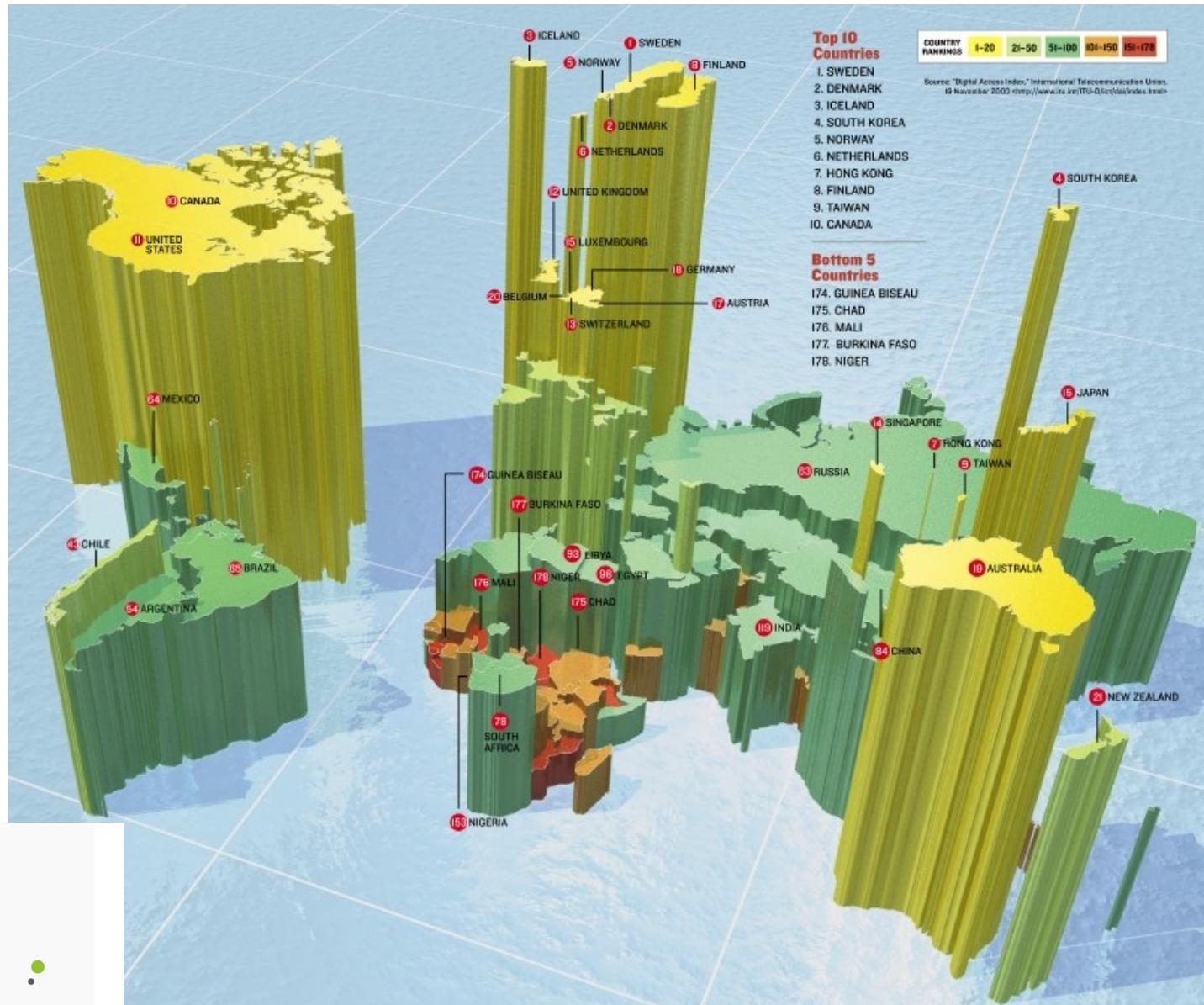
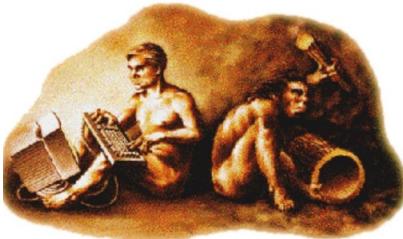
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is the Internet a democratic technology?

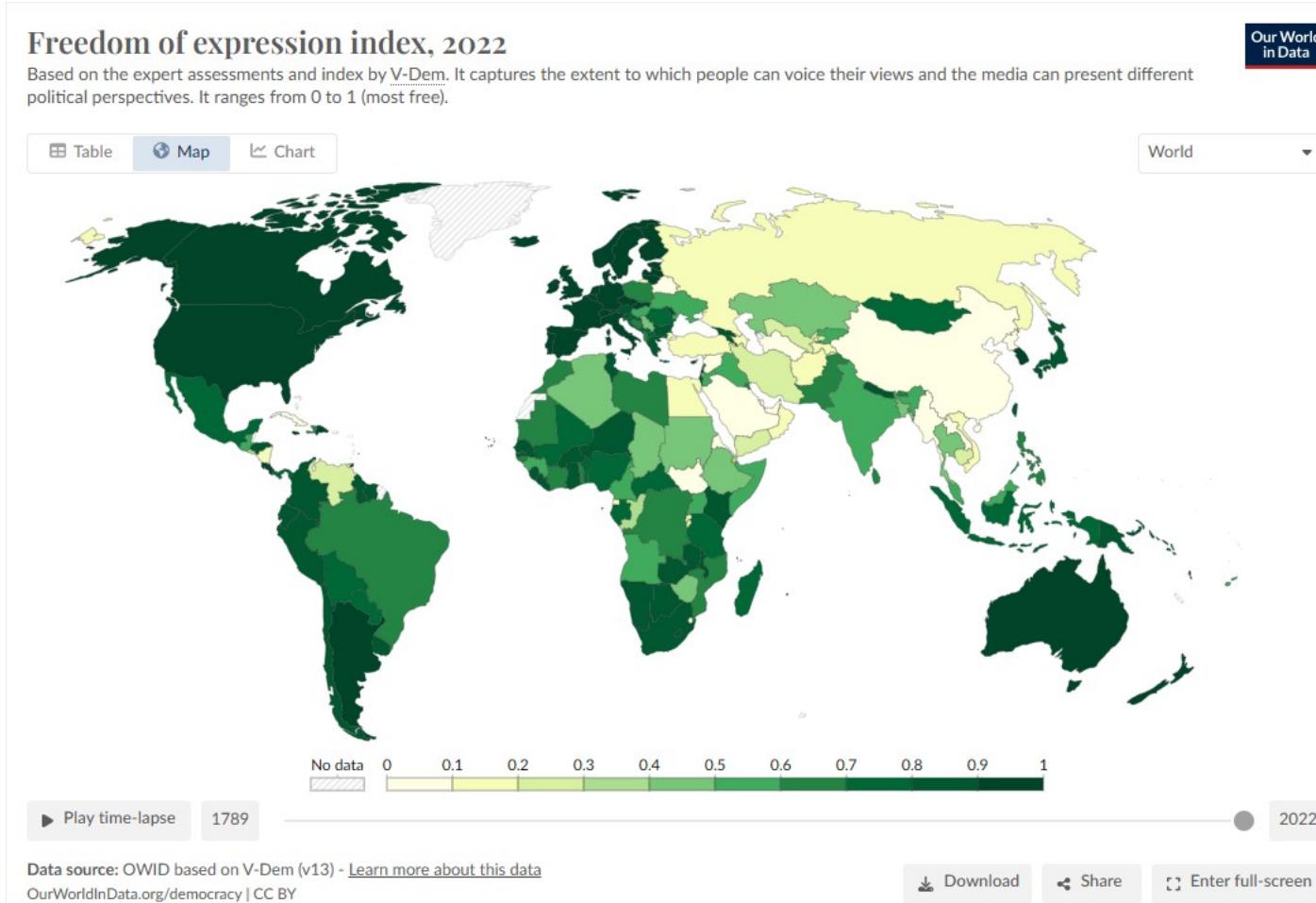
above 4 justify? not all of Internet tech. democratic  
*(search engines, cannot see algorithms)*, power to less powerful + new power to already powerful,  
“faster piping” debate, surveillance capacity of Internet, harmonization problem, many-to-many but not all-to-all yet!, not inherently democratic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



# **freedom of expression**

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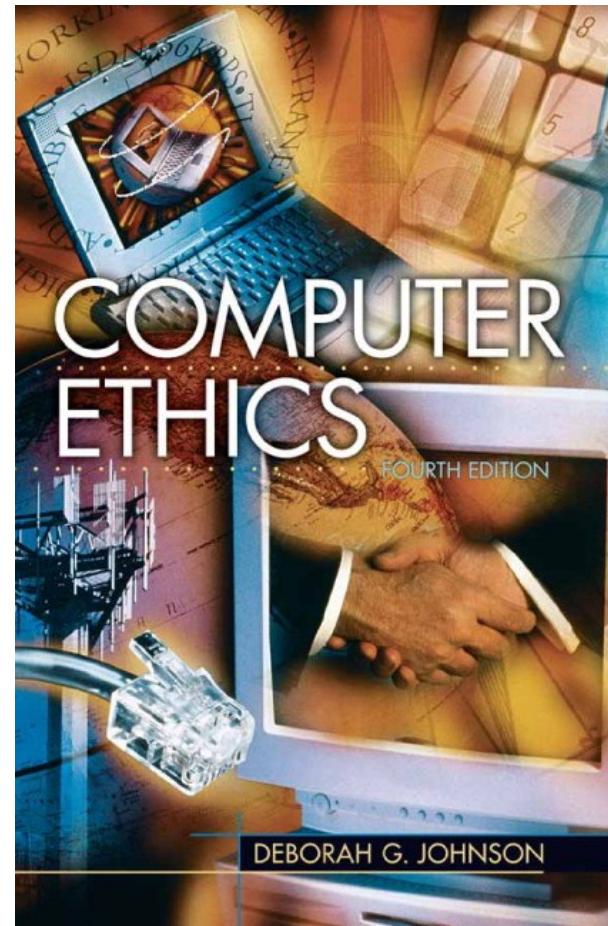
court view -> freedom of speech must be balanced against public good, it is **not** an absolute right  
(cigarette adv. prohibition on TV, some cities zone adult bookstores because of lowering property and increasing crime, broadcasting -> very limited right compared to books because 1-it is uniquely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

# references

Ethics for the  
Information  
Age

FIFTH EDITION

Michael J. Quinn



Google™



WIKIPEDIA