Quiz 2

Solution

COMSATS University Islamabad
Sahiwal Campus

Usama Sarwar

FA17-BS(CS)-090-B

Mr. Awais

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1. Types of social networkers with examples

• Alpha Socializers – (a minority) people who used sites in intense short bursts to flirt, meet new people, and be entertained.

• Attention Seekers – (some) people who craved attention and comments from others, often by posting photos and customizing their profiles.

• Followers – (many) people who joined sites to keep up with what their peers were doing.

• Faithful's – (many) people who typically used social networking sites to reawaken old friendships, often from school or university.

• Functionals – (a minority) people who tended to be single-minded in using sites for a particular purpose.

1.1 Social Networking Sites

The purpose of social networking is straightforward: that is, to provide users a platform to connect with others. Of the various types of social media, networking sites such as Facebook, Twitter and LinkedIn represent the bread and butter of modern marketers. After all, these sites put marketers on a level playing field with their clients, customers and leads when it comes to, well, networking.

Example: Facebook, LinkedIn, Twitter

1.2 Image Sharing & Messaging Sites

Image-based social platforms receiving so much love? For starters, such sites:

- Represent prime places to curate and promote user-generated content via branded hashtags.
- Allow brands and users alike to show off product photos without coming off like a used car salesman.
- Provide users a much-needed break from traditional blogs and lengthy written content.

Example: Instagram, Snapchat, Pinterest, Imgur

1.3 Video Sharing Sites

Simply put video boasts more shares and conversions than of any type of marketing content. Much like image-based social sites, video hubs like YouTube and Vimeo are attracting visitors in droves via visual content. Youtube boasts well over one billion daily users, signaling itself as a major player in the social sphere. While some may doubt YouTube's status as a social platform, it is massive community of creators would beg to differ.

Example: YouTube, Vimeo

1.4 Social Blogging

In the wake of social networking, many critics may claim that traditional blogging has gone the way of the dinosaur. That said, brands who blog receive more leads and SEO juice that those who do not. Despite the numerous types of social media platforms out there, there is still plenty of power in blogging.

Example: Medium, Tumblr,

1.5 Social Community and Discussion Sites

Replacing traditional forums, community and discussion sites are among some of the most popular on the modern web. These types of social media platforms tap into the Internet's never-ending thirst for questions and answers.

Example: Reddit, Quora, Yahoo! Answers

2. Use of Hashtags in Tweet

We use Hashtags in tweets, clicking or tapping on a hash tagged word in any message shows you other Tweets that include that hashtag. It also helps in:

1. Making Trends
2. Searching related content
3. Following related topic

3. Statement of Gotterbarn against the Ethic

Don Gotterbarn (1991) argued that all genuine computer ethics issues are professional ethics issues. Computer ethics, for Gotterbarn is like medical ethics and legal ethics, which are tied to issues involving specific professions. He notes that computer ethics issues aren't about technology – e.g., we don't have automobile ethics, airplane ethics, etc.

4. Strategy for Approaching Cyber Ethics

4.1 Step 1

Identify a practice involving cyber-technology, or a feature in that technology, that is controversial from a moral perspective.

1. Disclose any hidden (or opaque) features or issues that have moral implications.
2. If the issue is descriptive, assess the sociological implications for relevant social institutions and socio-demographic and populations.
3. If there are no ethical/normative issues, then stop.
4. If the ethical issue is professional in nature, assess it in terms of existing codes of conduct/ethics for relevant professional associations.
5. If one or more ethical issues remain, then go to Step 2.

4.2 Step 2

Analyze the ethical issue by clarifying concepts and situating it in a context.

1. If a policy vacuums exists, go to Step 2b; otherwise go to Step 3.
2. Clear up any conceptual muddles involving the policy vacuum and go to Step 3.

4.3 Step 3

Deliberate on the ethical issue. The deliberation process requires two stages:

1. Apply one or more ethical theories to the analysis of the moral issue, and then go to next step.
2. Justify the position you reached by evaluating it against the rules for logic/critical thinking.