

**How Social Media Platforms Exploit User Data and Labor Without Sharing Profits**

**Course Code: CSE 487**

**Submitted To**

# Rashedul Amin Tuhin

Senior Lecturer

Department of Computer Science & Engineering East West University

## Submitted By

|  |  |
| --- | --- |
| **Name** | **ID** |
| Anabil Sarker | 2020-1-60-246 |
| Abdullah Al Tamim | 2020-1-60-127 |
| Fatema Akter | 2020-1-60-115 |

### **Introduction:**

Social media platforms are widely used by billions of people around the world for various purposes, such as communication, entertainment, education, activism, and commerce. However, behind the seemingly free and convenient services, there is a hidden cost that users pay in terms of their data and labor. Social media platforms collect massive amounts of user data, such as personal information, preferences, behaviors, locations, contacts, and interactions, and use them for various purposes, such as advertising, marketing, research, and product development. Moreover, social media platforms rely on user-generated content, such as posts, comments, likes, shares, reviews, ratings, and feedback, to create value and attract more users and advertisers. However, users do not receive any compensation or recognition for their data and labor, while social media platforms reap huge profits from them. This scenario raises an ethical dilemma: Is it fair and right for social media platforms to exploit user data and labor without sharing profits with users?

**Ethical Dilemma:**

The ethical dilemma in this scenario can be framed as follows: Should social media platforms share profits with users who provide data and labor that create value for the platforms? There are two possible decisions that can be made in response to this dilemma:

* Decision A: Yes, social media platforms should share profits with users who provide data and labor that create value for the platforms. This decision is based on the principle of fairness and justice, which requires that people should be treated equally and receive what they deserve according to their contributions. Users who provide data and labor that create value for social media platforms are entitled to a fair share of the profits generated by the platforms. This decision also respects the rights and dignity of users as autonomous agents who have control over their own data and labor.

* Decision B: No, social media platforms should not share profits with users who provide data and labor that create value for the platforms. This decision is based on the principle of utility and efficiency, which requires that actions should produce the greatest good for the greatest number of people. Users who provide data and labor that create value for social media platforms benefit from the free and convenient services offered by the platforms. Sharing profits with users would reduce the incentives and resources for social media platforms to innovate and improve their services, which would harm the overall welfare of society.

**Stakeholders**

Social Media Users, Social Media Platforms, Advertisers and Marketers.

**Risks, Issues, Problems, Consequences:**