Why Ethics MatterFor Social Media, Silicon Valley And Every Tech Industry Leader

Ethics in Information Technology: A Critical Analysis

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I.   INTRODUCTION

The first aim of the text, Why Ethics Matter For Social Media, Silicon Valley And Every Tech Industry Leader is to question Silicon Valley companies' and any social media companies' ethical responsibility [1]. The second aim of the text is to encourage entrepreneurs and software designers to consider tech ethics when designing software especially before it ships to the full public, sometimes to millions of people [1]. How can Silicon Valley's ethical responsibility be questioned? Some example questions are whether tech companies should step in and enforce guidelines within their platforms if they believe such policies would help the greater good and whether should leaders allow their technology to evolve organically without filters or manipulation [1]. The article also discusses that tech ethics have no straightforward answer to what it is, but could be about responsibility or designing technology that does more good than bad for the world [1]. Act utilitarianism and a social contract will be evaluated.

II.   BACKGROUND

The evaluation of a social contract consisting of a set of rules governing how people treat each other that rational people will agree to accept for their mutual benefit on the condition that others follow the rules as well indicates that the rules could be the terms of service in social media or made by ISPs which offers constraints and guidance for users' social behaviors [2].

The evaluation of act utilitarianism meaning the action is good if its benefits exceed its harms in regards to the question of the ethical responsibility of various companies indicates that digital hygiene interventions that temporarily remove youth from all online activities or minimize the negative effects while amplifying benefits are a potential strategy to encourage adolescents and their families to use social media responsibly [3]. The raw proportional differences suggest a decrease in disgust, joy, surprise, and trust and an increase in anger, anticipation, and sadness in tweets on a different platform, Twitter, following this ban [3]. This indicates while it appears removing harm from the internet would be in the best interest of Facebook as its benefits appear to exceed its harms [3].

III.   SUMMARY OF SOURCES

The first article titled Ethical Framework of Social Media Based on Text Analysis of Terms of Service of Six Major Platforms talks about the ethical principle in the terms of service from six major social applications across the globe [2]. For example, it mentions that in the TOS text, platforms declare to impose severe sanctions on some behaviors of the user mainly based on the results rather than the intervention [2]. The overall opinion of this text seems great as analyzing the terms of service to see that some platforms declare severe sanctions on some behaviors instead of intervention seems important to know about [2]. The intention is to analyze the ethical principle in the ToS and is organized using subheadings within subheadings [2].

The second article titled The Instagram/Facebook ban on graphic self-harm imagery: A sentiment analysis and topic modeling approach is a research article that indicates that adolescents who are vulnerable to self-harm are likely to access social media related to self-harm, examining the emotional discourse based on tweets before and after a ban of graphic images of self-harm on Facebook [3]. The intention is to look through data [3]. For example, the data consists of 238,001 tweets containing self-injurious behavior or nonsuicidal self-injury or self-harm [3]. The overall opinion of this text seems great as data being used to find how users react to self-harm bans seems important for social media [3]. This is organized with headings.

The overall opinion of the Dube article is that all companies should consider tech ethics so that the users can like them overall and not face any backlash, regardless of what the data says in the end sometimes [1]. The recommendation based on the Dube article is that all companies should consider tech ethics, regardless of what the data says, because, for act utilitarianism, the good would be the users will be happy to use their platforms, versus the bad of generating more profit for maybe a few days with a new feature, not many users like; and for a social contract, the mutual benefits like having the freedom to tweet almost anything nowadays are agreed upon between the company and the user [1]. This is organized with headings and links.

IV.   CONCLUSION

In conclusion, the recommendation to tech company entrepreneurs and software designers is to have all companies consider tech ethics regardless of what the data says [1]. The reason was found in act utilitarianism and social contract. All three articles were summarized. Various opinions and organizations of articles were given. Opinions were given of the articles also.

Bibliography

[1]   R. Dube, "Why Ethics Matter For Social Media, Silicon Valley And Every Tech Industry Leader," *Forbes*, Jan. 14, 2021. https://www.forbes.com/sites/robdube/2021/01/14/why-ethics-matter-for-social-media-silicon-valley-and-every-tech-industry-leader/?sh=503dd93716f2 (accessed Apr. 07, 2024).

[2]   W. Mao and Z. Wang, "Ethical Framework of Social Media Based on Text Analysis of Terms of Service of Six Major Platforms," *Journal of Sensors*, vol. 2022, pp. 1–9, Sep. 2022, doi: https://doi.org/10.1155/2022/1136017.

[3]   H. Smith and W. Cipolli, "The Instagram/Facebook ban on graphic self-harm imagery: A sentiment analysis and topic modeling approach," *Policy & Internet*, Oct. 2021, doi: https://doi.org/10.1002/poi3.272.