

INTERNET ETHICS:

Responsible use of **SOCIAL MEDIA** Platforms

Seminar

We don't have a choice whether we do **SOCIAL MEDIA**, the question is how well we **DO** it?

MR. MARLON P. TERCERO, Speaker
4th Floor, Lucban Christian School
November 12, 2018
1:00pm—4:00pm





INTERNET ETHICS?

SOCIAL MEDIA?

RESPONSIBLE USE?

WHAT IS ETHICS?

"moral principles that govern a person's behavior or the conducting of an activity"

WHAT IS INTERNET ETHICS?

"moral principles that govern a person's behavior using computer or internet"

WHAT IS SOCIAL MEDIA?

"websites and applications that enable users to create and share content or to participate in social networking."

*Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks."

Sources: <https://whatistechtarget.com/definition/social-media>

Wikipedia

GUESS WHAT?



IS THIS IMPORTANT
OR RELEVANT?

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SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY EACH COUNTRY'S MOST USE PLATFORM

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA ACCOUNTS



2.08 B

ACTIVE SOCIAL MEDIA
ACCOUNTS AS A
PERCENTAGE OF THE
TOTAL POPULATION



29%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



1.69B

ACTIVE MOBILE SOCIAL
ACCOUNT AS
APERCENTAGE OF THE
TOTAL POPULATION



23%

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DIGITAL IN THE PHILIPPINES

A SNAPCHAT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATOR

TOTAL
POPULATION



100.8
MILLION

ACTIVE
INTERNET USERS



44.2
MILLION

ACTIVE SOCIAL
MEDIA ACCOUNTS



40.0
MILLION

MOBILE
CONNECTIONS



114.6
MILLION

ACTIVE MOBILE
SOCIAL ACCOUNTS



32.0
MILLION

we
are
social

we
are
social

we
are
social

we
are
social

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TIME SPENT IN SOCIAL MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

6H 17M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 19M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

4H 15M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



2H 47M

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SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY EACH COUNTRY'S MOST USE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



40.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



40%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



32.0M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

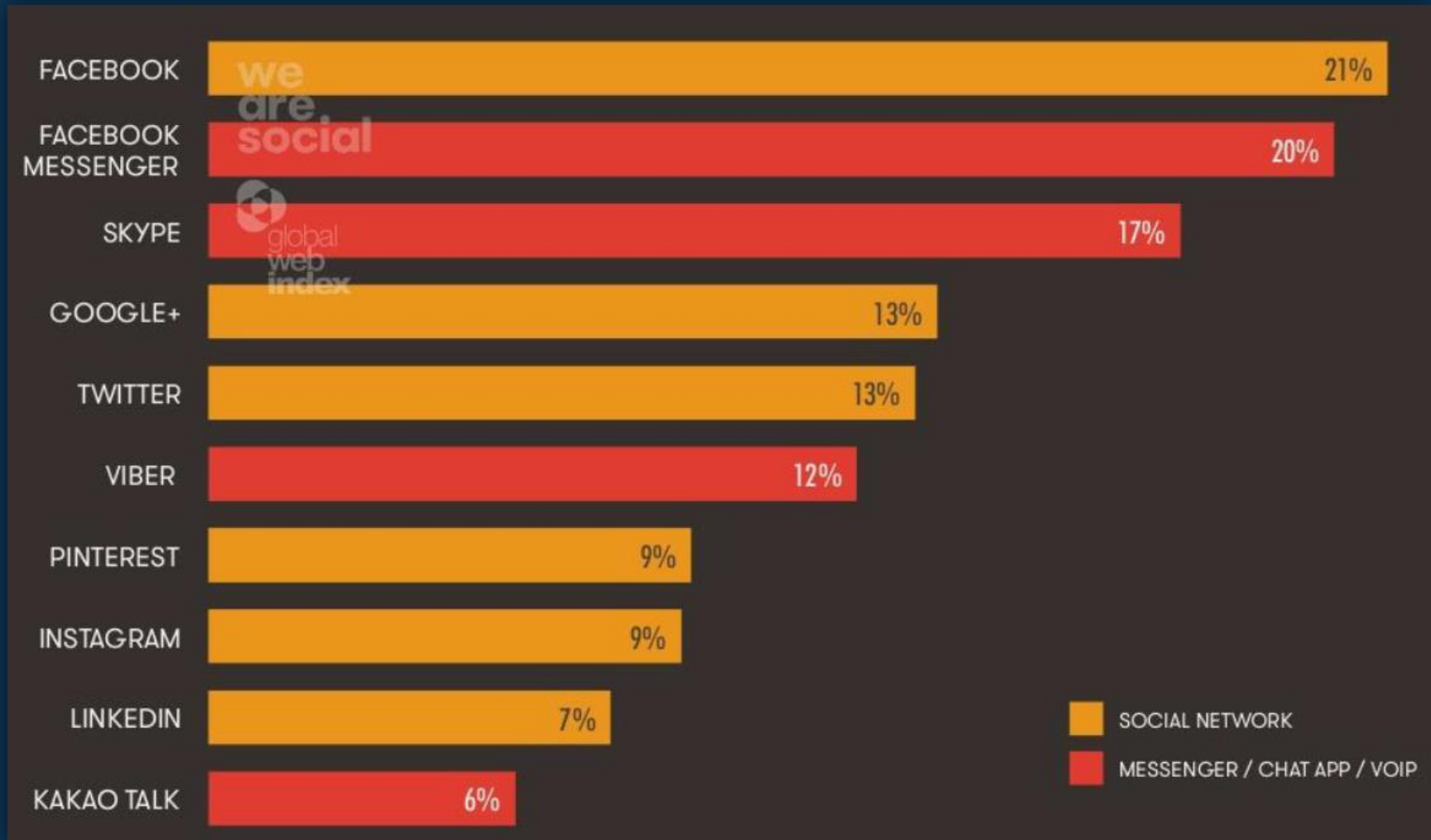


32%

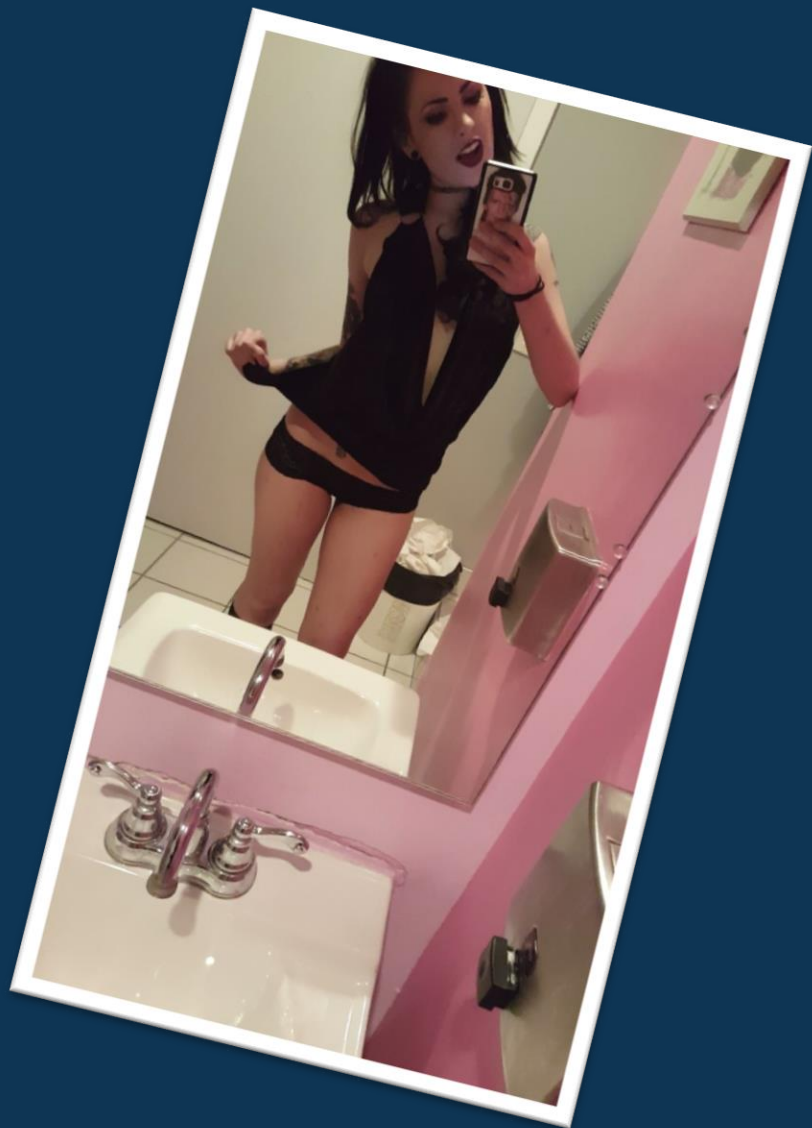
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TOP ACTIVE SOCIAL MEDIA PLATFORM

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



WHAT HAPPENED, WORLD?



BA'LA KA DYAN, WORLD!

**OBIANUJU**
@DaMuzikDiva

At this point, death seems sweetest. I hope it comes tonight

8:41 PM · 08 May 17

7 RETWEETS 1 LIKE




**YORI** @YoriOlajide · 23m
Replying to @DaMuzikDiva
No matter what, don't wish for death






**vivihadid** @Baybibird · 3s
Replying to @DaMuzikDiva
seeing tweets like this breaks my heart

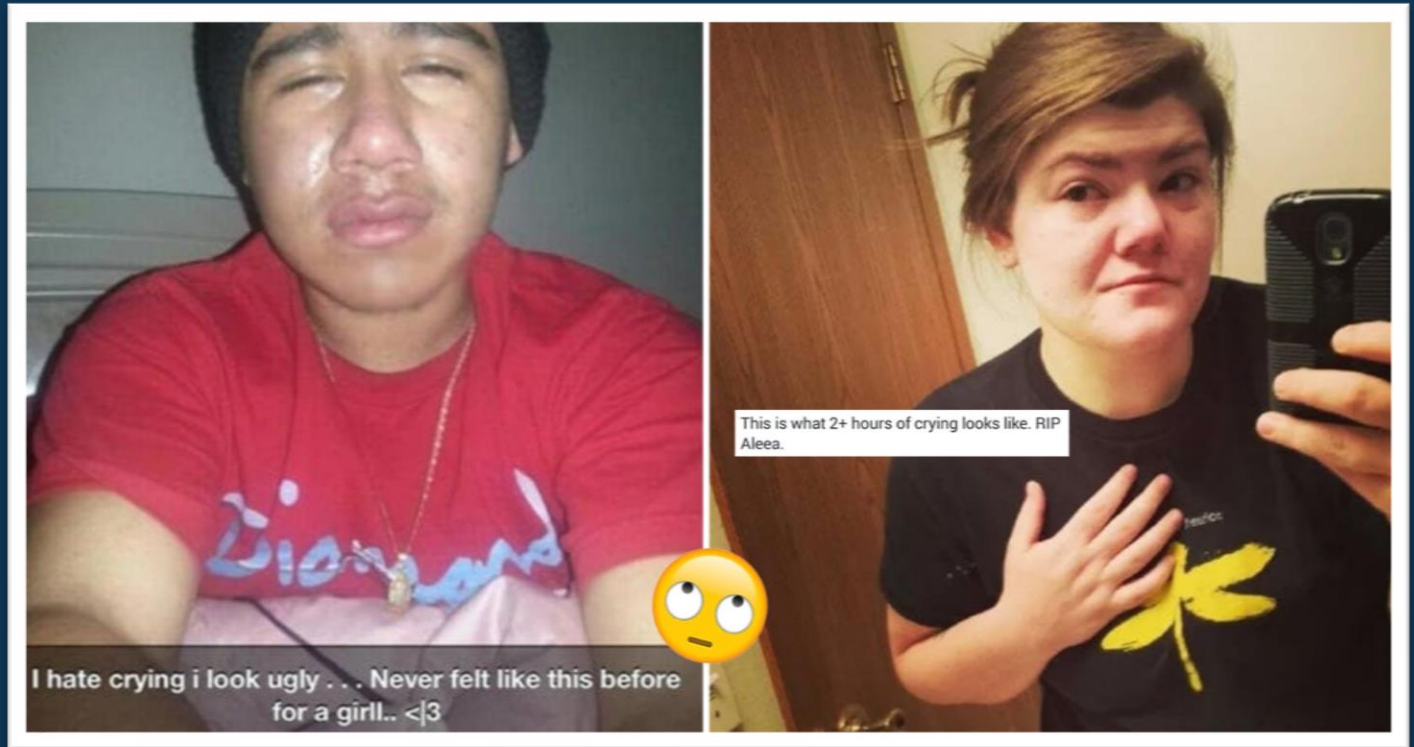


**Todd Smith**
February 3 at 8:57pm · 🌐

I can't do this anymore. Death is the only way to end the suffering.
I love you all!

 Like  Comment  Share

E'DI WOW!



WALA NA, FINISH NA!



WHAT HAPPENED, WORLD?

TAG MO YUNG



BABAENG BAGAY SA KANYA.

ACTIVITY:

WRITING

ADVANTAGES AND
DISADVANTAGES
OF SOCIAL
MEDIA

POSTER-MAKING

HOW DO YOU SEE
THE EFFECTS OF
SOCIAL MEDIA
IN THE FUTURE?

Teen girls open up about the 'constant pressure' of social media

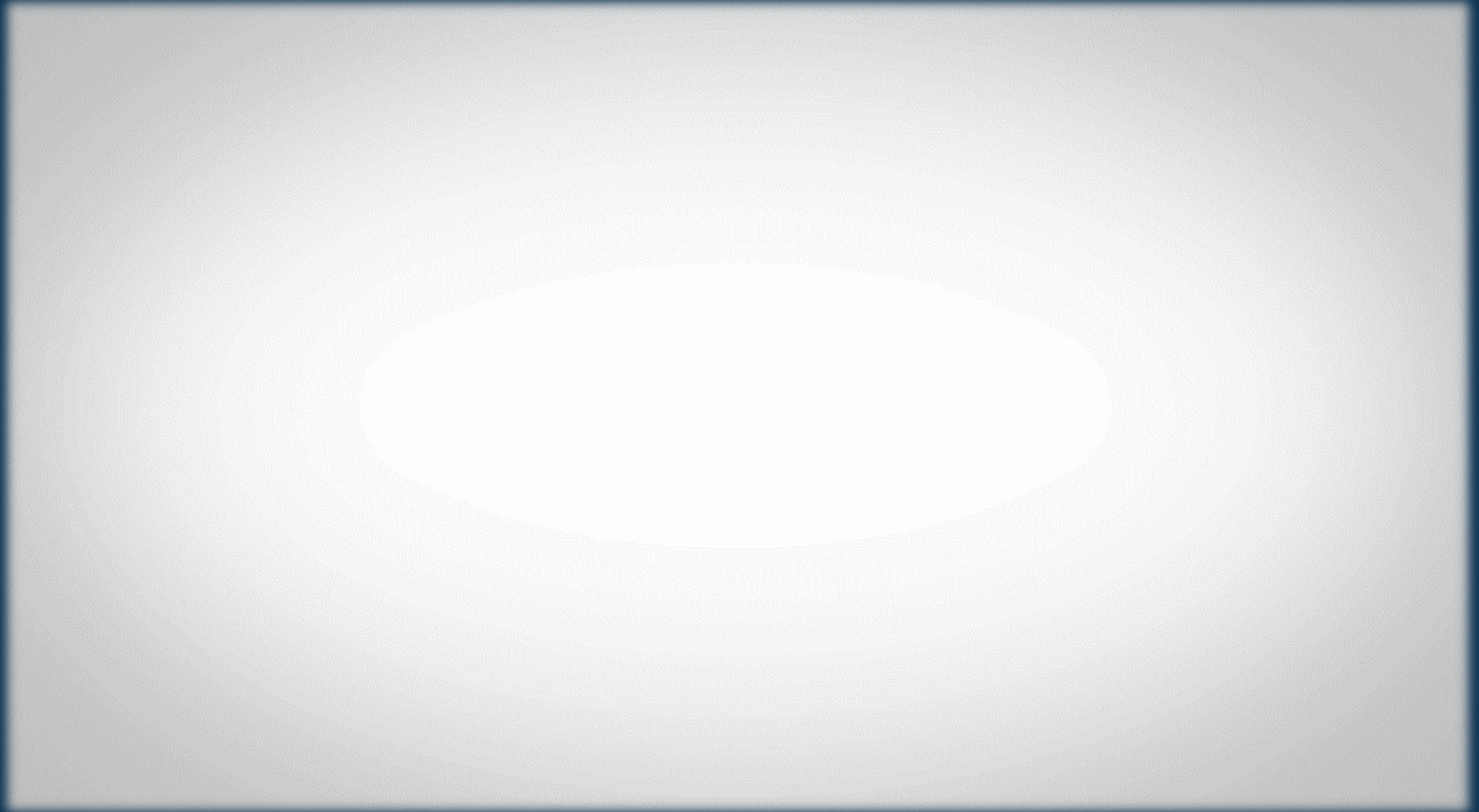
Source: <https://www.youtube.com/watch?v=dhGOLYMkdYc>



ISSUES INVOLVING SOCIAL MEDIA

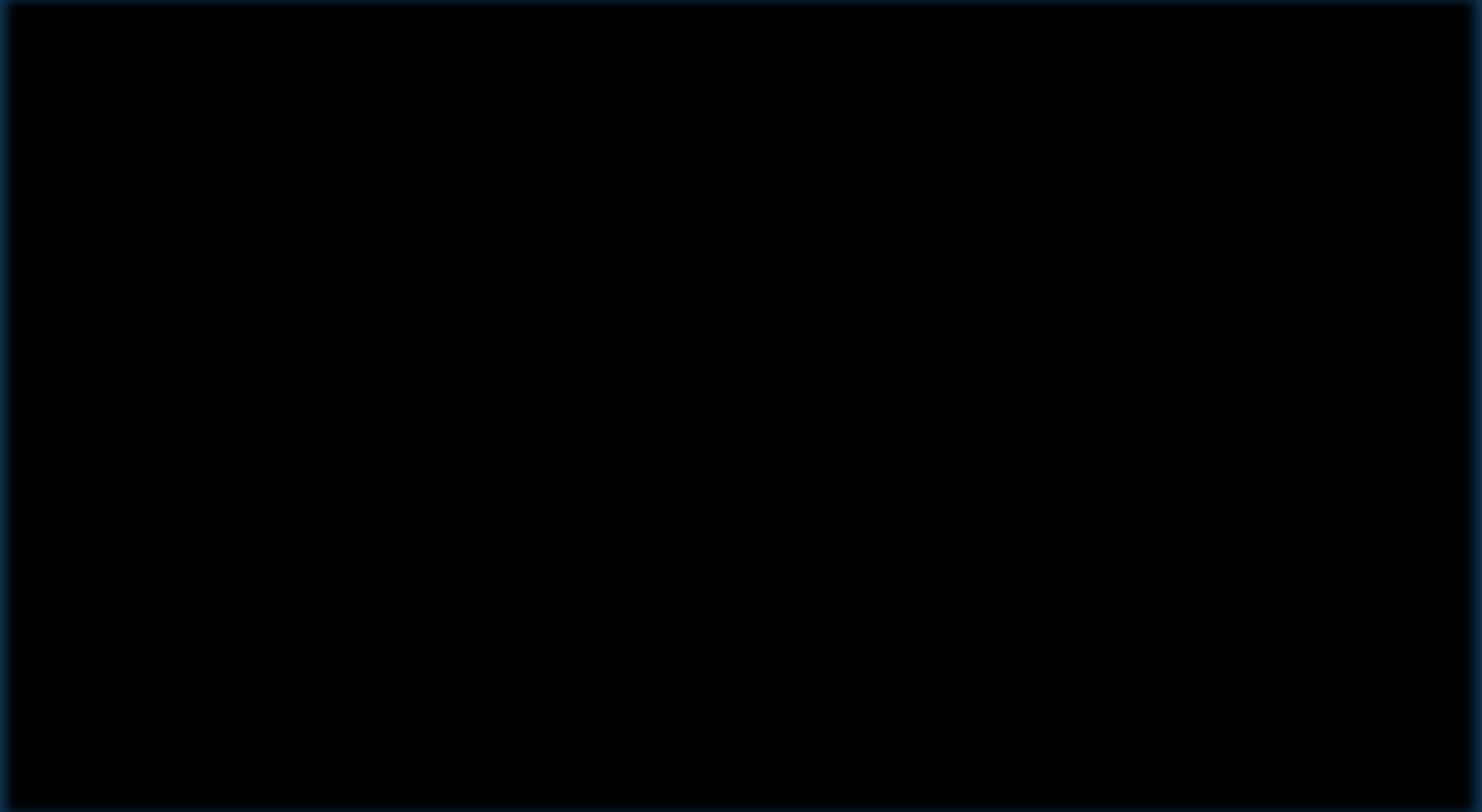
CYBERBULLYING

CYBERBULLYING



SCAMMING

SCAMMING



SCAMMING IN THE PHILIPPINES



SOCIAL MEDIA | in sa www.abs-cbnnews.com

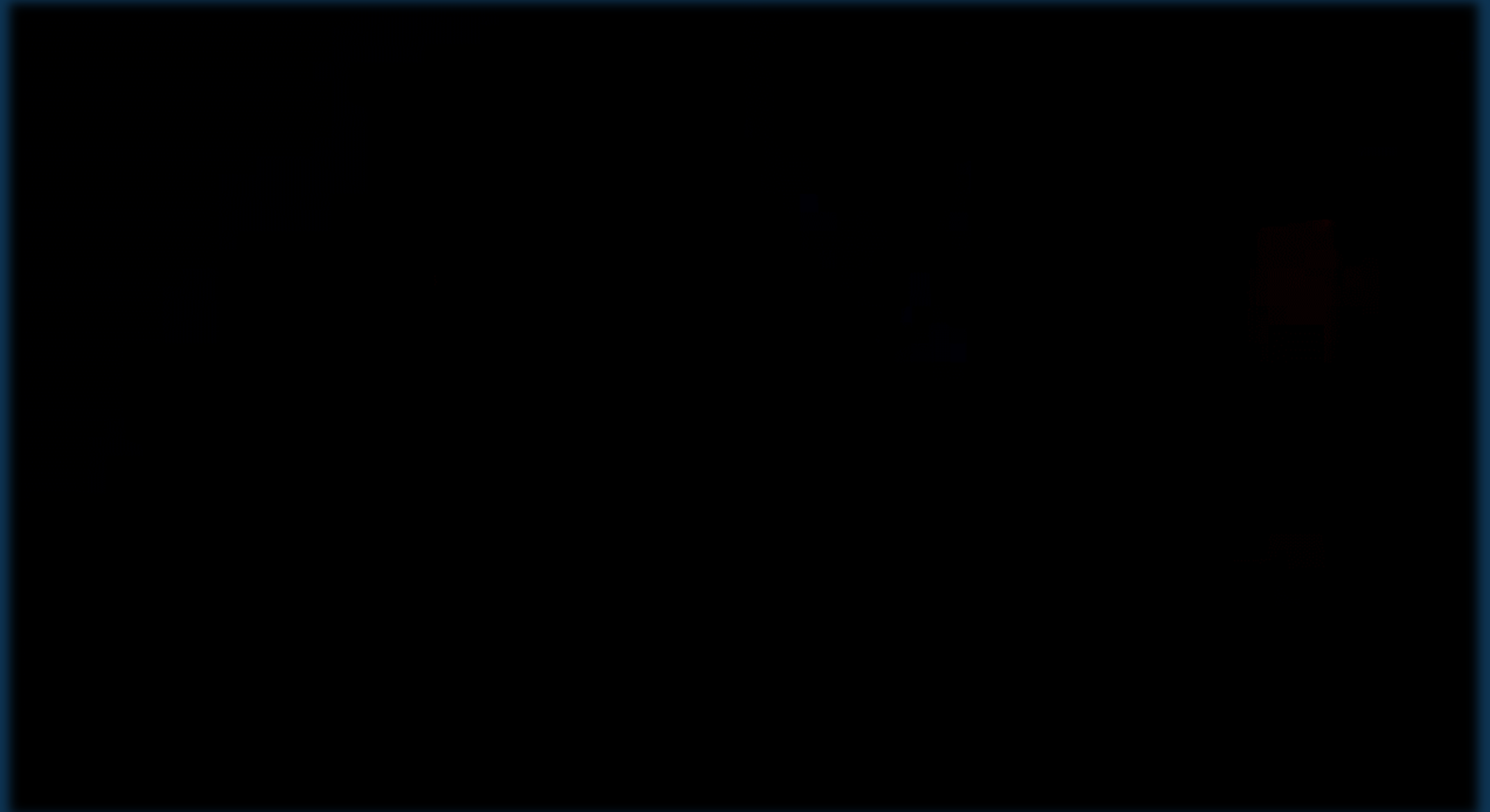
Mapapanood din online at

SEX TRAFFICKING

SEX TRAFFICKING



SEX TRAFFICKING IN THE PHILIPPINES



PRE-MARITAL

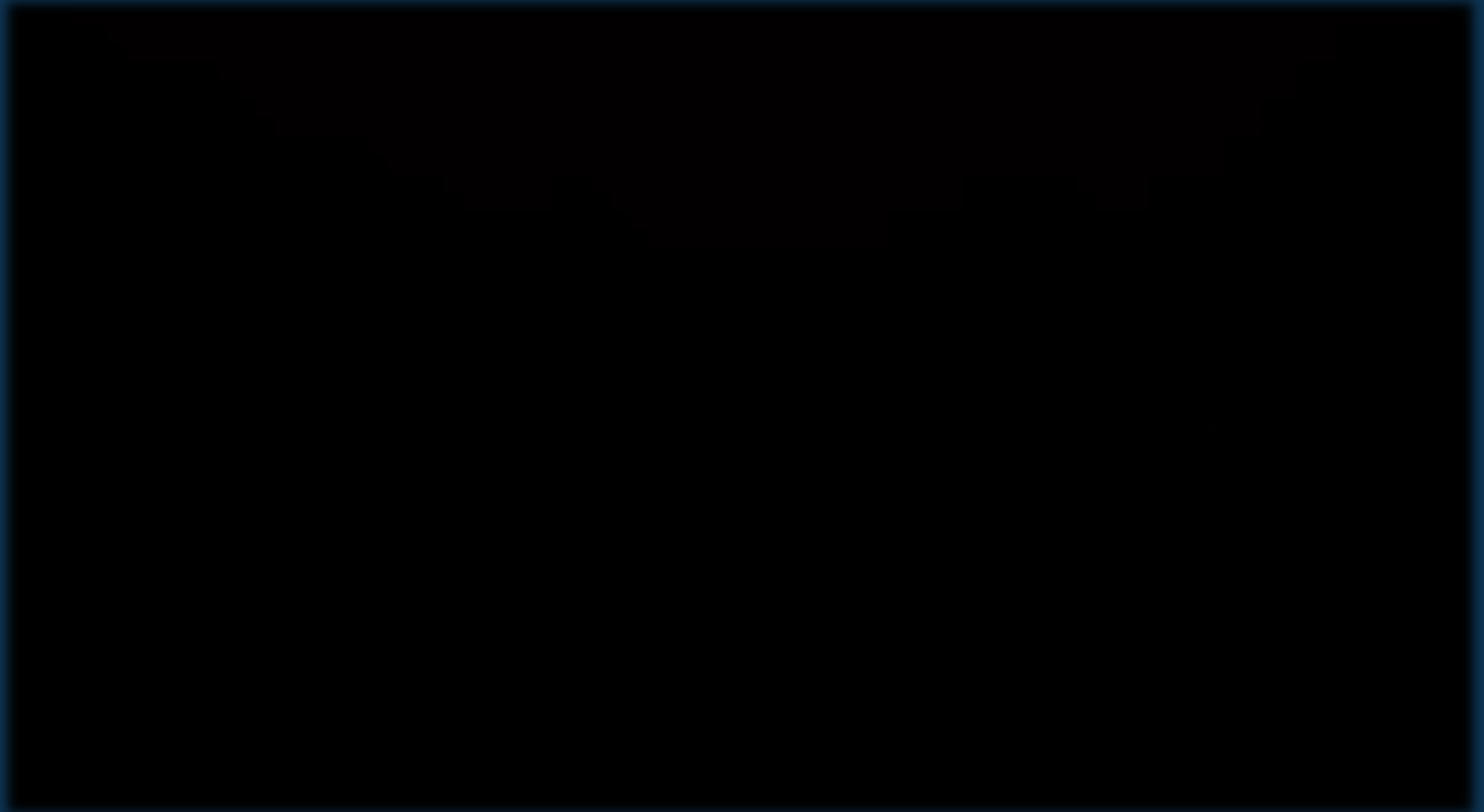
SEX/TEENAGE SEX

PRE-MARITAL SEX/TEENAGE SEX



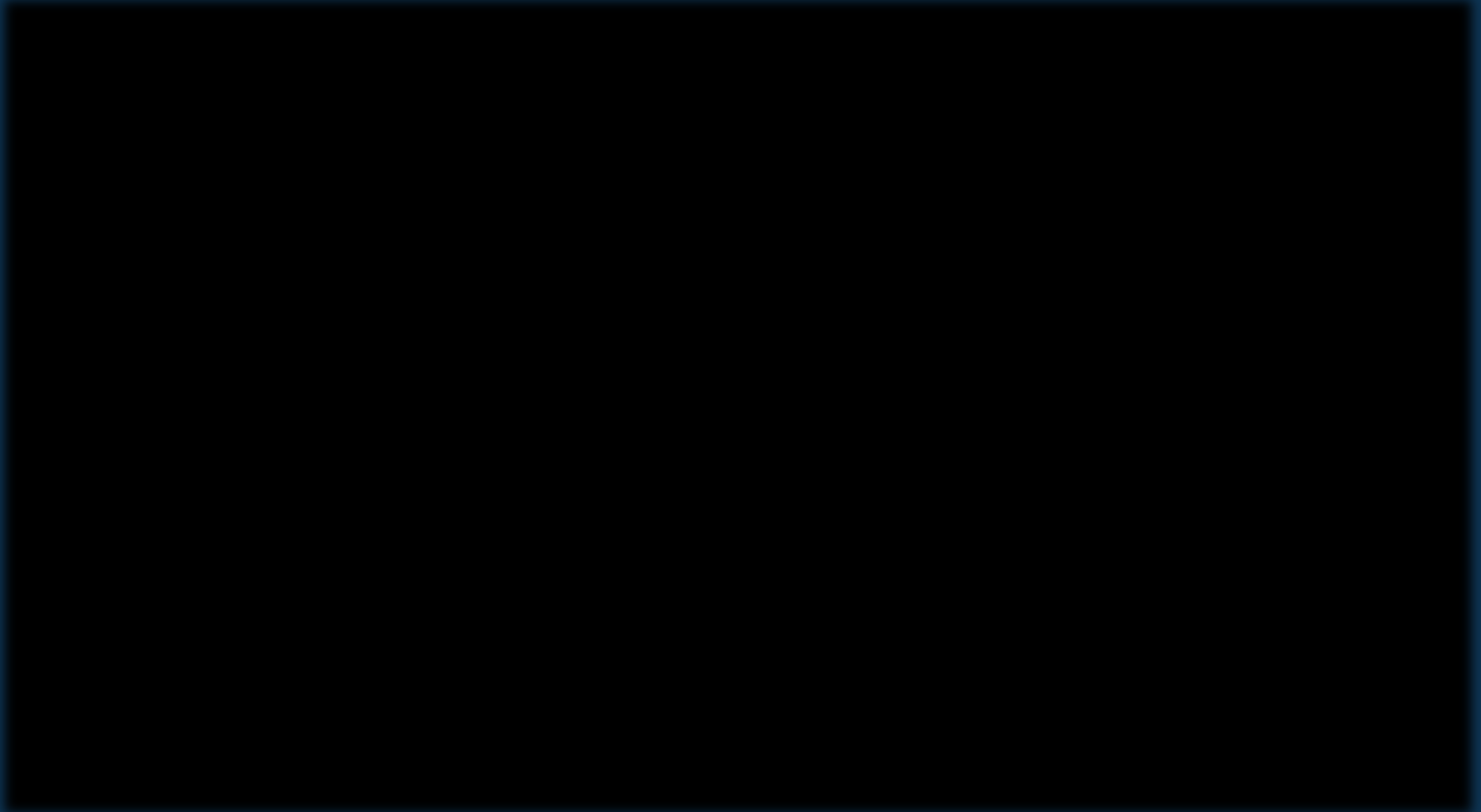
HUMAN TRAFFICKING

HUMAN TRAFFICKING



DEPRESSION

DEPRESSION



WHO IS THE TARGET?

YOU

HOW TO AVOID BEING A VICTIM?

STOP USING SOCIAL
MEDIA?

HOW TO BE RESPONSIBLE SOCIAL MEDIA USERS?

- Think many times before clicking to publish, promote, or share
- Participate sensibly and avoid creating confusion or conflict
- Be part of the positive content creators by producing useful content

HOW TO BE RESPONSIBLE SOCIAL MEDIA USERS?

PUT PEOPLE FIRST

You won't agree with everything or everyone you encounter on social media networks, but treat each person with dignity and respect. The Golden Rule of treating others how you want to be treated is a good practice.

HOW TO BE RESPONSIBLE SOCIAL MEDIA USERS?

PRIORITIZE SAFETY

Do not turn to social media as a way to harass, demean or bully someone else. Sitting in front of a computer screen does not give you license to embarrass, intimidate or spread hurtful rumors about others.

HOW TO BE RESPONSIBLE SOCIAL MEDIA USERS?

POST CAREFULLY

Regardless of your privacy settings, keep in mind that anything can possibly be seen, by anyone, at any time (even by that person that you didn't want to see it)! Think before you post!

HOW TO BE RESPONSIBLE SOCIAL MEDIA USERS?

PROTECT YOURSELF

Whether you're concerned with maintaining good friendships or future job prospects, be responsible in what you post and how it could affect your reputation. Many employers now check up on job candidates' social media accounts for evidence of bad behavior.

BEFORE YOU....



THINK

T - IS IT TRUE?
H - IS IT HELPFUL?
I - IS IT INSPIRING?
N - IS IT NECESSARY?
K - IS IT KIND?

WHAT'S OUR TAKE AWAY?

Social Media, when used in the right way can benefit mankind in the same manner that it can be dangerous when used for the opposite. It all boils down to motives and reasons. Its use is not to be taken lightly for it has corresponding responsibilities.

Social Media in the hands of the wrong person can be the deadliest weapon of destruction. In the right hands, it can be the single most important tool for finding solutions.

ABOVE ALL....

BE GOD-FEARING
DEVELOP SELF-DISCIPLINE

QUESTIONS?