7907ICT

Workshop Document

**This document is where you write-up the TEN weekly workshop tasks, each one of which is worth 10% of your total marks.**

# How to Approach these workshops (1 - 10)

This document lays out the ten workshop exercises to be completed each week. Either during the workshop session or at another time at your convenience. It contains detail of the task, plus a read-made template to be used when answering the questions.

This is the document that will be submitted for marking in two stages; Part A in week 6 to include workshops 1 through 5. Part B submitted in Week 11 to include weeks 6 to 10.

Key points to note:

* The output of each workshop is a **600-word written report**.
* Write your 600-word report into this workbook, accumulating them until you have completed all ten, then submit it via the Turnitin portal at the bottom of the assignment page of the course website.
* Don’t be tempted to leave doing the workshop write-up until the week the submission. It is a fact that we usually under-estimate the amount of work needed.
* As per university policy, extensions to the allowed time to submit can be granted with the necessary documentation. But please bear in mind that the IT industry is a very deadline driven profession.
* The workshops follow a similar format. Once you become familiar with the process, you should be able to work through the ten workshops over the duration of the course.
* The workshops can be completed individually or in discussions with groups of 2-4 students. Your submission will be an individual one, not a group submission.
* Ensure your report has clear headings for each.
* Try to do one workshop write-up per week.
* Avoid directly copying and pasting information from online sources, including generative language models like ChatGPT or other.

# Module 8: Ethical and Inclusive Technology for Social Good

## Exercise Write-up

**<Your Exercise Title>**

### Introduction

Social media has become an integral part of modern life, with platforms like Facebook, LinkedIn, and Twitter serving various purposes. However, alongside the benefits come significant challenges and risks, including cyberbullying, addiction, and online scams. As a consultant hired to advise a tech company, my goal is to address these issues by developing strategies that ensure user safety, promote responsible online behaviour, and mitigate potential harms. This involves implementing user data protection, cybersecurity policies, building a friendly environment for accessibility and inclusion and creating tools to reduce negative behaviours, ultimately building a safer and more ethical social media platform.

#### <solution>

To tackle the problems we see on social media, there are a few key solutions that could make a real difference. First, we should boost user data protection with things like encryption and two-factor authentication to keep personal information safe from hackers. Cybersecurity policies would help stop scams and phishing attacks as much as possible before they cause harm. Secondly, to make sure everyone can use the platform, we can add accessibility features like text-to-speech and support for different languages, so it can be easier for people from all different backgrounds to participate. For issues like cyberbullying or pornography content, we would use AI moderation tools to catch and block harmful content as quickly as possible, while also building a report mechanism to give users an easy way to report problems. Overall, these changes would make social media safer, more inclusive, and just a better place to hang out online.

#### <ethical principles and standards>

When it comes to building a social media platform, there are a few ethical principles that should always be priority. Privacy is a big one, people need to trust that their personal information won’t be misused or sold off illegally. Transparency is also key, so users know exactly how their data is being collected, what it’s being used for, and why it’s necessary to be collected. Additionally, users must retain the power to control the accessibility of their personal data. Fairness is super important too, making sure everyone gets treated equally, regardless of who they are or where they’re from. And finally, we need to follow the idea of “do no harm”, meaning the platform should work to prevent things like cyberbullying, scams, and misinformation. Sticking to these principles helps build a platform that people can actually trust.

#### <accessibility and inclusivity>

Accessibility and inclusivity are also super important when building a social media platform because they make sure everyone, no matter their ability, background, or where they’re from, can use it. Accessibility means adding features like screen readers, captions, and adjustable text so that people with disabilities can navigate the platform easily. But inclusivity goes even further, it’s about creating a space that welcomes everyone, from different cultures to various languages, and making sure the platform is friendly to marginalized groups. By focusing on accessibility and inclusivity, you’re making the platform better for a way wider audience, helping everyone feel included and like they belong.

#### <socially responsible>

Being socially responsible is a part of ethical innovation. It means making choices that benefit society and create a positive environment for users. It’s about tackling issues like misinformation, cyberbullying, and harmful content to keep the platform safe. You also have to think about the impact on mental health and find ways to reduce things like addiction or online harassment. On top of that, supporting causes like sustainability, equality, and digital literacy helps the platform make a bigger positive impact on its users. By focusing on social responsibility, you are not only building a business, but also helping make the internet a better, more positive place for everyone.

### Conclusion

Creating a social media platform that values ethics, accessibility, inclusivity, and social responsibility is key to building a safe, trustworthy, and positive space. This approach not only benefits users but also contributes to a more responsible digital world.

### References

<Use APA referencing style>