

UNIVERSITY PARTNER



Project and Professionalism (6CS007)

Professionalism Assessment <Anime Recommendation System>

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Submitted on : 02/02/2021

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1. Social aspect of anime recommendation website

1.1 Short Introduction to project

This project aims to provide a smooth anime streaming experience to our users as well as recommends similar anime videos to the registered users. This project will have three kinds of users. They are guest users, registered users and website admin. Users can watch their desired anime/s without interruptions. They need to have a registered account to take benefit of recommendation feature. This project enables the website admin and registered users to add new videos, delete videos, and edit details of the videos.

1.2 Introduction to social aspect of anime streaming website

The internet has become an essential part of our lives as it has a versatile impact on our social/ real lives. Streaming sites with recommendation feature like Netflix, 123movies have helped many people to take decisions as it saves time by displaying similar videos according to their taste and preferences. In the scenario of Nepal, we can look at movie streaming platforms like iflix, hamromovie etc. In worldwide scenario, there are good examples like Netflix, Hulu etc. These types of companies have been helping the society with the website through various means.

1.2.1 Advantages

- Availability

If the project were meant to go live, then it will provide 24/7 support to their users. The users can browse the website at any time of the day or night.

- Time saver

Users do not have to visit shop to purchase disc as they can directly watch it from here. Thus, less traffic in road. No need to manually surf and invest more time for similar types of animes that you are interested in.

- Greater audience potential

Not all of us want to visit cinema hall to watch a movie every time they get released. Most of us prefers privacy so many of us visit streaming platform like you tube, Netflix to watch videos. Due to COVID-19 still many audiences are feeling unsecured to watch movies on cinema so thanks to COVID-19, streaming sites are having grater traffic than before.

1.2.2 Disadvantages

- Trust worthy site / Difficult to cope with modern technology

Traditional peoples still prefer cinema halls instead of streaming sites as they require decent stable network connection. Many middle-aged peoples might find difficult to use the steaming platforms so they might prefer cinema halls making it difficult to win their trust.

- Initial cost

The initial cost of the streaming platform can be costly. Special types of webserver / software might be required to launch the website on the live server successfully. Many issues may rise up later on like; delays due to network settings mistakes, high traffic, and so on.

- Negative impacts on viewers/users

Some videos might unintentionally create hoax in the community as people follows the wrong messages that the video delivers. For example: Aashiqui 2 hero commits suicide from a Mumbai bridge after few time people started to commit suicide from the same spot and later on that bridge was named The Suicide Bridge of Mumbai

SOURCE: <https://www.youtube.com/watch?v=lrKfWs3GloA>

2. Ethical aspects

2.1 Introduction to ethical aspects of streaming website

Streaming sites stores login, registration credentials for various proposes. The site gathers data of their users. For example, streaming sites uses user's data to know their taste and preferences by tracking their likes and dislikes, search history, their recent watched videos., and so on.

Although, there are many advantages of having a streaming platform there are numbers of ethical issues which has been by the sites either knowingly or unknowingly. There are many scenarios and real example of unethical activities performed by the websites. For example, let's say, the website might sell data of their customer to another company. The website not making their site secured and would not try to make an effort to secure the data of their users. This can be called as unethical act of the website.

2.2 Ethical aspect relevant to the project

2.2.1 Privacy and informed consent

Personal information issue is definitely an important issue. Numbers of legal and ethical questions arises if violation of customer's personal information is found. These types of information need to be kept confidential from the

website side and should let their customers know about the current status of situation they are in. If the website wants to use customer's data for improving their business then the website should firstly ask for consent from every individual user.

2.2.2 Content theft / Copyright issues

Copyright is a legal right of any work material like music, videos, text, images, codes etc. Any work that has an owner/author to it can have privilege to copyright for their work. Mostly, small or newly emerged websites/organizations do not hire content writers for their website, in most of the found cases the web-developers or the website operator directly copy paste contents from another blogs or articles in our case anime details, videos and thumbnail of the video could be copied from another anime streaming or blog websites. We cannot steal images from another website and we do not have authority to present them on our website until and unless we got permission from the original owner of the images or the content. The owner/author has right to control their work;

- Those who has authority to display their work publicly.
- Those who can distribute their work/outcome.
- Those who can make copies of the work.

(Bourgeois, 2014)

2.2.3 Protection of data

While registering account on the website, the users required to fill the forms. The fields on those forms may include some sensitive personal information like full name of the user, contact number, address, gender and so on. These types of data must be protected by using good encryptions techniques so that their data would not be stolen and gone to bad hands for unthinkable proposes. Good encryption techniques make it harder for black hat hackers to access the database as they cannot easily manipulate or steal data from the website.

2.2.4 Customer Service

Having a good customer service is always appreciated. When a customer has an inquiry within the website then they will of course would not visit all the way to the organization/hosts physically. Therefore, to eliminate this kind of problems website can offer good email services, phone call services or chatbot system.

3. Legal Aspects

3.1 Introduction to legal aspects of streaming website

Every site store sensitive information of their users in their website database. The website has no right to sell data of their users to another organizations or individuals. Websites can use their customers data to nourish their system/services. Websites can get hacked and the data of those websites might get public which includes sensitive information of the users. Every country has strict law for these kinds of acts performed by any individuals. In the context of our country, strict rules are made as these types of issues are viewed as big crime.

Recently on 2020, 160k Vianet user's data was made public by a hacker and later on in 2021 January, 18-year-old boy was found guilty for trespassing vianet database server. (Niraula, 2021)

Hacker was taken to custody by Nepal police by backtracking him. Cyber laws and cyber-crime bureau have been made recently in Nour country that shows how concerned government is regarding this topic.

3.2 Legal aspect relevant to the project

3.2.1 Legal issues and privacy acts

Nepal privacy act ensures that the privacy of documents, body, communication, data, state of how general public's private data are kept/stored. The Nepal privacy act states that, if the personal data of the individual are found breached or sold to third parties without letting the original owner know about those things then the suspect will be punished if the owner files the case against them. After hearing, the court can charge the suspect for fine range from 30,000 NRS to 3 years of imprisonment jail time. (Anjan Neupane, 2019)

4. Security aspect

Either business-oriented or government websites have many security flaws and vulnerability. Every second there is potential risk of getting cyber attacked. It might seem extremely difficult to defend against those cyber-attacks but we can of-course drastically reduce the probability of getting hacked by these types of attacks. User's data should be kept confidential as they were provided by the users by trusting the website. Users entrust the website/organization with their personal information so it's our responsibility to keep our data as safely as possible. Therefore, security of any deployed website is one of the main aspects of any web applications (Tripwire, 2020). Some security measure we can take on our website to make it much safer is by applying various techniques that strengthens our website firewall.

Cross Site Scripting is a popular technique to exploit web application by injecting client-side script into user browser. This technique main goal is to trick using user's browser returns malicious java script to user. After the successful execution of these malicious scripts, attacker can get full access of the system. Templates like Django can eliminate this type of security flaws (Shaw, 2020).

