



# Digital Media Ethics Debate

By: Taylor Williams and Shahd Mustafa

# Our Stances

Affirmative  
Constructive

Taylor Williams

Negative  
Constructive

Shahd Mustafa



# Prompt

## What is Digital Media?

- ★ Digital Media is any communication media that operates in conjunction with various encoded machine-readable data formats.
- ★ Anytime you use your computer, tablet, or cellphone, opening web-based systems and apps, you're consuming digital media.
- ★ Examples:
  - videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art.
  - Google, Netflix, social media platforms (Facebook, Twitter/X, Youtube, TikTok, etc.), Amazon

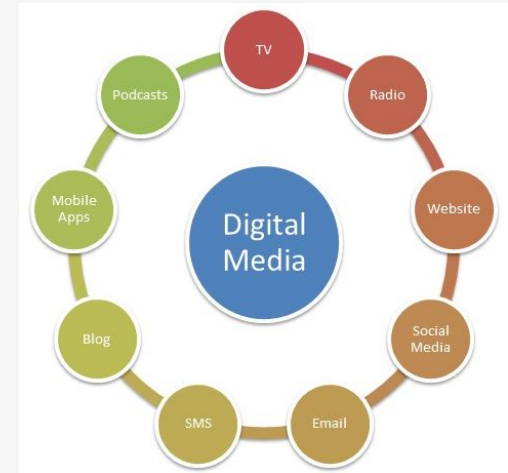


01

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# Digital Media's Impact on Life

- Digital Media has become an essential part of millions of people's daily lives.
- Since 2011, mobile internet usage has grown **504%** in daily media consumption.
  - According to a report from mobile data and analytics firm **App Annie**, global consumers are now spending an average of 4.2 hours per day using apps on their smartphones, an increase of 30% from just two years prior. In some markets, the average is even higher, topping more than five hours.
  - Due to the growing variety of technology and digital media spaces, people can be constantly connected through all kinds of digital devices from **anywhere** in the world



# Change in Communication & Global Impact



- ★ Now, communication with others can be done worldwide in a matter of seconds, with the help of applications such as **social media, emails, and text messaging**.
- ★ Digital media provides **wider ranges of communication and engagement** than its traditional counterpart such as printed newspapers. More people can reach a single message.
- ★ Instead of spending hours trying to find information through physical forms such as educational books, now virtually anyone with access to the internet can have any kind of **human knowledge at the touch of their fingertips**.
- ★ It is also easier for people to **build relationships and interact with others** they may have never met otherwise.

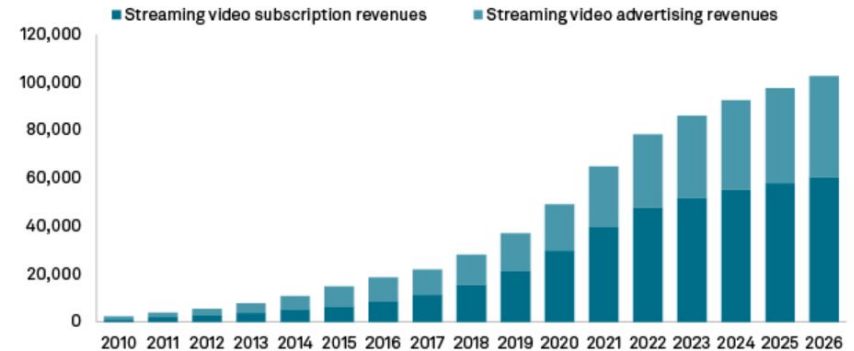
# Sharing & Distributing Media

Digital communication through digital media also allows others to showcase and share various art forms with others, such as photos, videos (movies/short films/shows), games, and music.

- Industries related to these art forms have experienced tremendous growth in sales and engagement due to the rise of digital media in recent years.
- In an article by **spglobal**, there is emphasis of a current streaming revolution that has especially taken over U.S. media, with just over \$2 billion in combined revenues in 2010 to likely surpassing the \$100 billion mark by 2026.
- Those who utilize digital media are able to be exposed to a magnitude of pop culture sensations and events.



US streaming video subscription and advertising revenues, 2010-2026 (\$M)



Data compiled November 2022.

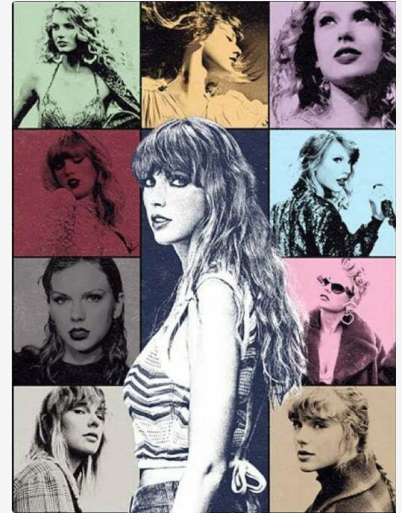
# Sharing & Distributing Media

Rising social media platforms have also encouraged net positives in terms of business and cultural growth.



- ★ **Gaming communities** have expanded due to platforms such as Twitch that allow its users to stream their daily lives, and people can pay to subscribe to individual channels to watch what interests them.
- ★ Users from all different walks of life expose subscribers to different cultures and lifestyles.

- ★ **Music industry** has evolved due the impact of digital media. Artists can showcase their skills and give samples of their music on platforms such as **TikTok** and because of this a wider range of people can have access to different kinds of artists and music.
- ★ The distribution of music has shifted, consumers have access to music that rivals over physical music stores, with streaming services such as **Spotify** and **Apple Music**
- ★ Musical artists have risen to fame seemingly overnight or have seen substantial growth in listeners and concert goers.





# Economic Impact

Some of the most valuable companies are within in the tech industry. Many of these companies have diverse interests and divisions, including in various forms of digital media and related ventures.



Digital media has made it easier for businesses to reach their customers and sell their products and services. It has also made it easier for businesses to create and maintain a strong online presence.

- As such, the top digital media companies are among the **largest corporations on Earth**.
- Digital media has also led to entirely new careers: Digital marketing, Influencers/Streamers, App/Web Developers and so much more.

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## Cross - Examination By Negative

03

Negative  
Constructive

# ✖ Digital Media's Effect on Social Isolation

## Digital Media's Global Reach:

- Enables global interactions through platforms like social media and texting.

## The Paradox of Social Isolation:

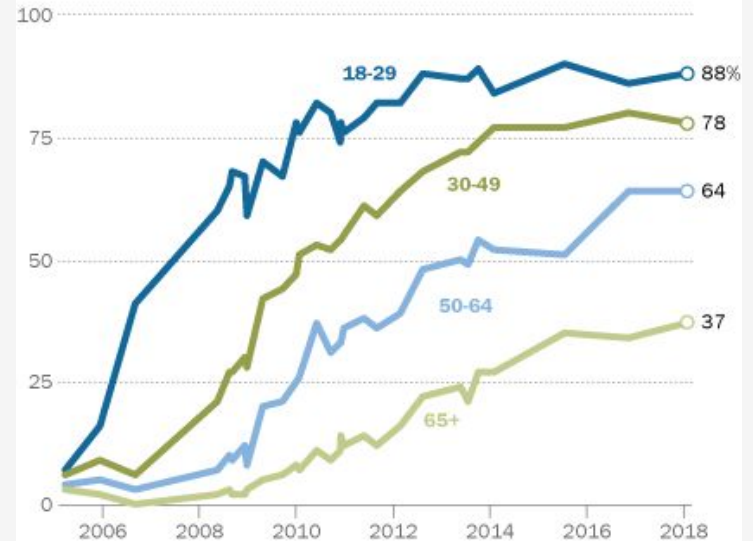
- Despite global connectivity, digital media can contribute to social isolation.
- Many individuals, including teenagers and adults, spend excessive time engaging in digital interactions.

## Hikikomori Syndrome (HS):

- Characterized by prolonged, voluntary social isolation.
- Has significant personal and community impacts.

### Social media use has grown dramatically

*% of U.S. adults who say they use social media sites, by age*



Source: Survey conducted Jan. 3-10, 2018.

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# Digital Media's Effect on Privacy

## Data Sharing with Companies:

- Digital media often requires users to share personal information and data with various platforms and companies.

## Privacy Concerns:

- This widespread data sharing has raised significant privacy concerns.
- Users' data can be misused or exposed to potential risks.

## Diverse Privacy Concerns:

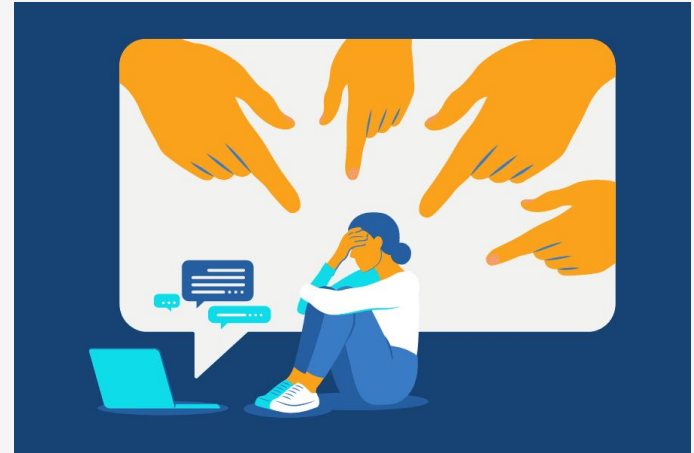
- Privacy issues extend to various aspects of digital media usage, including:
  - Data mining for identity theft.
  - Location settings and tracking.
  - Cyberbullying facilitated by digital media.
  - The spread of false information and its implications for privacy.





# Digital Media's Effect on Cyberbullying

- Digital media allows global communication through social media.
- However, it has also increased the prevalence of cyberbullying.
- Predators find it easier to target younger audiences.
- Approximately 73% of cyberbullying incidents occur on social media among teenagers.
- Cyberbullying victims experience negative emotions, isolation, low self-esteem, and may even face suicidal thoughts and anxiety.
- Social media platforms have a wide audience, leading to rapid dissemination of hurtful messages.



# ✖ Digital Media's effect on the economy

## Exposure vs. Revenue:

- Digital media has expanded artist exposure while affecting revenue streams.

## Challenges in Sales:

- Decline in physical album sales and the need for alternative income sources.

## Technology and Social Media:

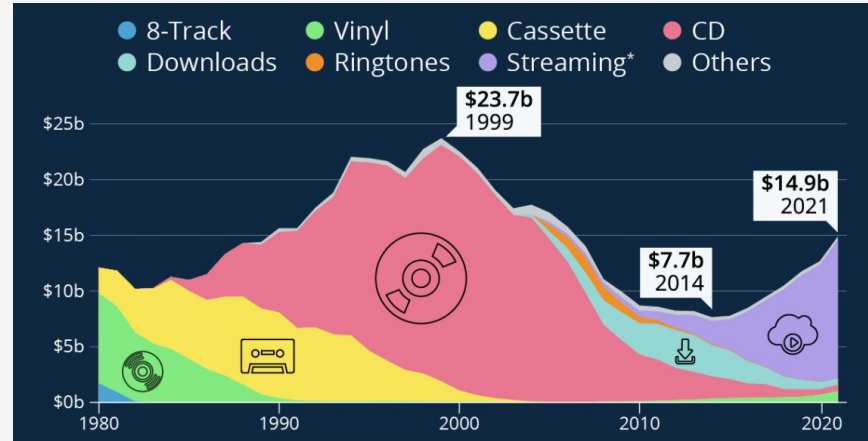
- Increased accessibility to music at cheaper costs.

## Shift to Live Performances:

- Artists increasingly rely on touring and merchandise sales.

## Traditional Revenue Decline:

- Record labels and sales alone have seen dramatic declines in the digital era.



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## Cross - Examination By Affirmative

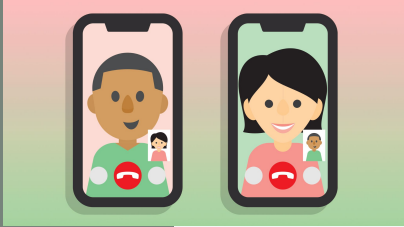


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## Affirmative Rebuttal

# Connections and Social Interactions

- Social Isolation does not necessarily mean, no social interaction
  - **Enhanced Communication**
    - With digital media, how people interact with each other has changed
    - **Digital communication tools** (social media, SMS, video calls), can be utilized to facilitate real-time communication, and bridge geographical barriers
  - **Global Communities**
    - Increase of bringing people from diverse backgrounds together to share ideas, connect, and offer support, combating feelings of isolation



# Combating Concerns about Digital Media

## Privacy

- Set Privacy Settings and Controls
- Encryption and Security Measures
- Data Protection Laws

## Cyberbullying

- Anti-Bullying Measures
- Support Networks
- Education
- Awareness and Positive Social Initiatives

## Spread of False Information

- Report false or misleading content
- Use fact-checking tools (ex. Google Fact Check Tools application)
- Promote media literacy

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## Negative Rebuttal

# Addressing Concerns and Recognizing Benefits

## **Social Isolation:**

- Excessive digital media use can lead to social isolation.
- However, digital media platforms can facilitate valuable social connections.



## **Privacy:**

- Privacy concerns exist but can be managed.
- Digital media companies are working on data protection and privacy controls.
- User education and advocacy for stronger data protection laws are essential.

# Reimagining Digital Media's Impact

## Cyberbullying:

- Digital media companies are implementing anti-bullying features.
- We can address cyberbullying while promoting responsible online behavior.



## Economic Impact:

- Digital media has disrupted traditional revenue streams for artists.
- It has opened opportunities for artists to connect directly with their fanbase.
- Revenue diversification empowers artists and fosters a more democratized music industry.

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## Affirmative Rejoinder





# Benefits of Digital Media

Why its positives outweigh its negatives.

Digital media has both positive and negative aspects.

- There are the concerns of privacy, harmful social situations and interactions, the high probability of spreading of false information and the changes it makes to traditional revenue streams.
  - Initiatives to mitigate these issues
- Balance between acknowledging the challenges that digital media brings and also celebrating the progress being made because of it





Questions?

# Resources

- ★ [https://en.wikipedia.org/wiki/Digital\\_media](https://en.wikipedia.org/wiki/Digital_media)
- ★ <https://online.maryville.edu/blog/what-is-digital-media/>
- ★ <https://blog.carlow.edu/2021/12/16/how-digital-media-has-changed-communication/>
- ★ <https://www.data.ai/en/insights/market-data/q1-2021-market-index>
- ★ <https://www.pewresearch.org/internet/2018/07/03/the-positives-of-digital-life/>
- ★ [https://en.wikipedia.org/wiki/List\\_of\\_most-watched\\_Netflix\\_original\\_programming](https://en.wikipedia.org/wiki/List_of_most-watched_Netflix_original_programming)
- ★ <https://www.marketing91.com/digital-media/>
- ★ <https://www.spglobal.com/marketintelligence/en/news-insights/research/streaming-video-revolution-traditional-media-adapts-to-a-digital-shift>
- ★ <https://www.forbes.com/sites/forbesbusinesscouncil/2021/09/13/the-evolution-of-the-music-industry---and-what-it-means-for-marketing-yourself-as-a-musician/?sh=606f35d3297a>
- ★ <https://www.forbes.com/sites/conormurray/2023/04/21/us-data-privacy-protection-laws-a-comprehensive-guide/?sh=e1a0ea75f925>
- ★ <https://www.statista.com/chart/17244/us-music-revenue-by-format/>
- ★ <https://socialmediavictims.org/cyberbullying/effects/#:~:text=Cyberbullying%20Is%20Common%20on%20Social%20Media.-Social%20media%20sites&text=Additionally%2C%20social%20media%20sites%20allow%20it%20on%20social%20media>
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- ★ <https://www.healthychildren.org/English/family-life/Media/Pages/adverse-effects-of-telev>
- ★ <https://www.incrementors.com/blog/impact-of-digital-media/>