

All about social media...

Computer Science, Ethics and Society



...and what we do with it [Part 1]

...and what it does with us [Part 2]



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People

Academics

Research students

Students

Honorary graduates

Past students

Residencies

Professional Services staff

International agents and
representatives

Senior people

Extraordinary women



Dr Devina Sarwatay

Presidential Fellowship

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All about social media...

...and what we do with it

Join by Web **PollEv.com/socialmediads**



Which social media platforms do you use in your everyday lives?

✓ 0

Instagram

TikTok

WhatsApp

Snapchat

Twitter (also known as X)

YouTube

LinkedIn

Results



Reasons for using online communications platforms

% of online
communications
users

Follow friends

62

Follow companies or brands I like

36

Find people that are like me/share my interests

35

Follow celebrities or influencers

31

Support causes or sign petitions

30

Discuss or debate things

26



<div> <div>CORE</div> </div>	Content Child engages with or is exposed to potentially harmful content	Contact Child experiences or is targeted by potentially harmful <i>adult</i> contact	Conduct Child witnesses, participates in or is a victim of potentially harmful <i>peer</i> conduct	Contract Child is party to or exploited by potentially harmful contract
Aggressive	Violent, gory, graphic, racist, hateful or extremist information and communication	Harassment, stalking, hateful behaviour, unwanted or excessive surveillance	Bullying, hateful or hostile communication or peer activity e.g. trolling, exclusion, shaming	Identity theft, fraud, phishing, scams, hacking, blackmail, security risks
Sexual	Pornography (harmful or illegal), sexualization of culture, oppressive body image norms	Sexual harassment, sexual grooming, sextortion, the generation and sharing of child sexual abuse material	Sexual harassment, non-consensual sexual messaging, adverse sexual pressures	Trafficking for purposes of sexual exploitation, streaming (paid-for) child sexual abuse
Values	Mis/disinformation, age-inappropriate marketing or user-generated content	Ideological persuasion or manipulation, radicalisation and extremist recruitment	Potentially harmful user communities e.g. self-harm, anti-vaccine, adverse peer pressures	Gambling, filter bubbles, micro-targeting, dark patterns shaping persuasion or purchase
Cross-cutting	Privacy violations (interpersonal, institutional, commercial) Physical and mental health risks (e.g., sedentary lifestyle, excessive screen use, isolation, anxiety) Inequalities and discrimination (in/exclusion, exploiting vulnerability, algorithmic bias/predictive analytics)			

Benefits and Opportunities

Socialisation

Connection

Education

Entertainment

Hyper-segmentation

Branding

Online Commerce

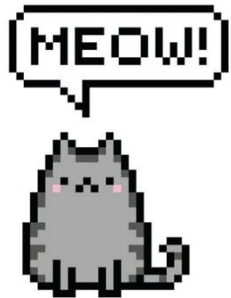
Resistance



@DevinaSarwatay

The INTERNET Is for Cats

How Animal Images
Shape Our Digital Lives



Jessica Maddox

@DevinaSarwatay

Vaibhav...
@lamevaibhav

When someone from Facebook joins Twitter and starts Liking all the Tweets



283 4:19 PM - Jun 8, 2018

172 people are talking about this

Mr. Singh
@VoDekhoEngineer

When asked to cheer for sports other than Cricket ..

Indians:



12 4:29 PM - Jun 8, 2018

See Mr. Singh's other Tweets

Akshay | ಅಕ್ಷಯ | अक्षय
@AkshayKatariyaa

"Humara beta bada hokar doctor ya engineer banega"

Marwadi:



517 8:19 PM - Jun 8, 2018

150 people are talking about this
Translation of "Humara beta... banega":
"Our son will grow up to become a doctor or engineer"

Pakchikpak Raja Babu
@HaramiParindey

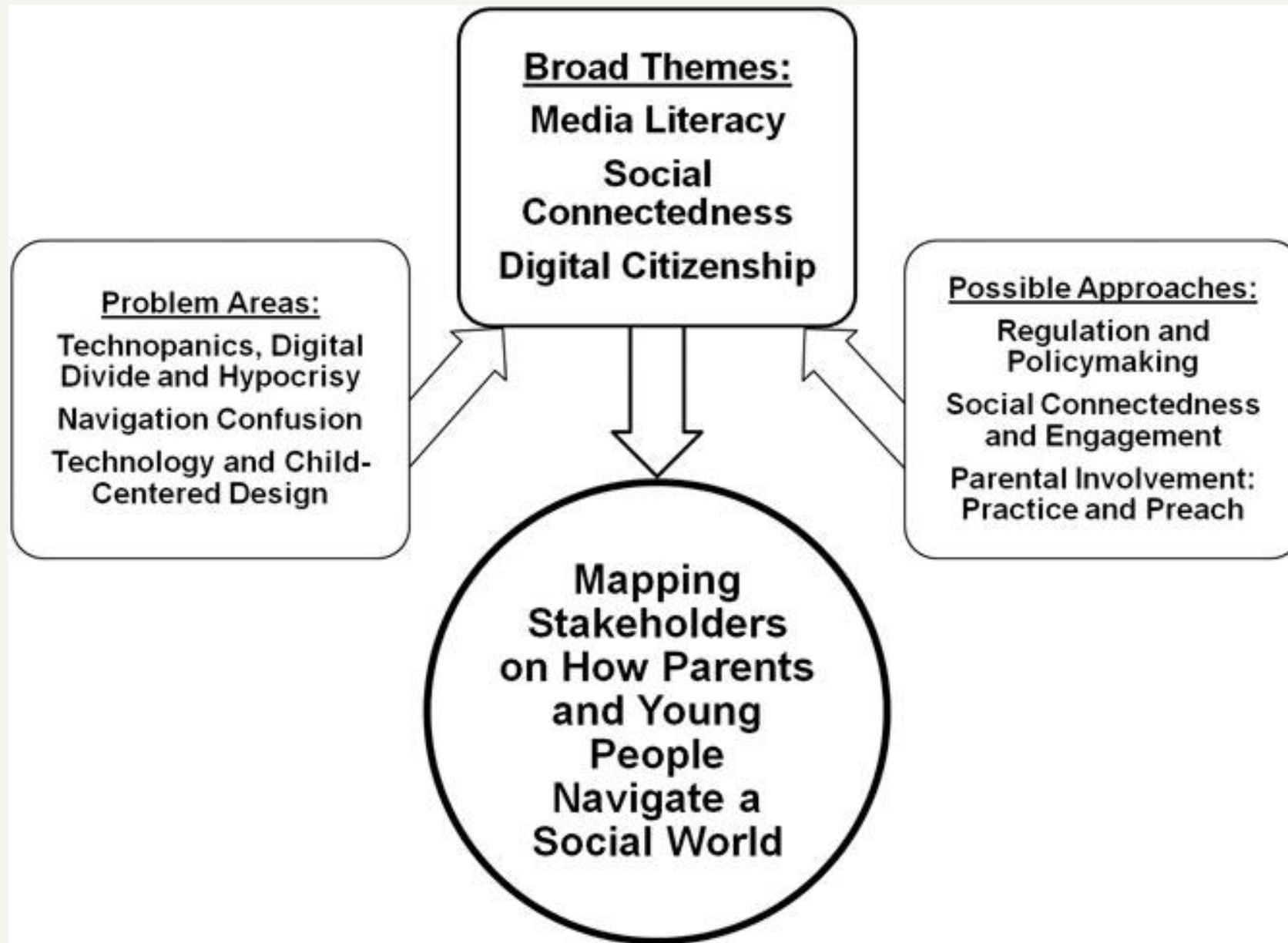
Me : Khush raha kar yaar

Arijit:



439 5:09 PM - Jun 8, 2018

151 people are talking about this
Translation of "Khush... yaar":
Stay happy buddy



For You

Following



Friends

...

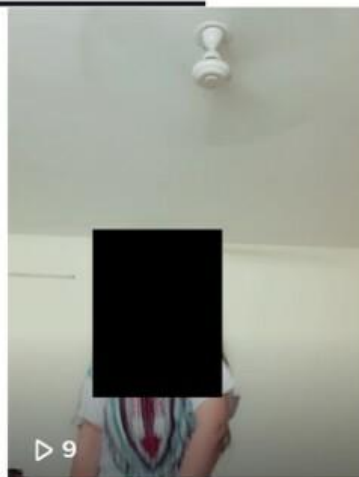


Your top accounts

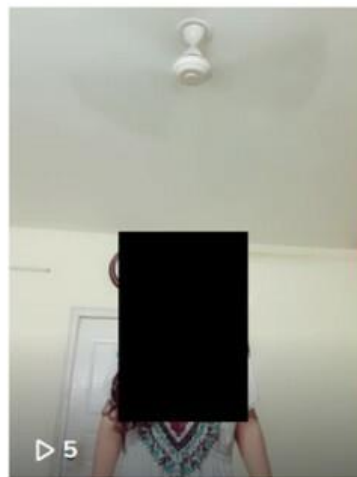


181 Following 38 Followers 2004 Likes
No bio yet.

Videos



Likes



Text yourself a link to download TikTok

AF+93

Phone number

Send

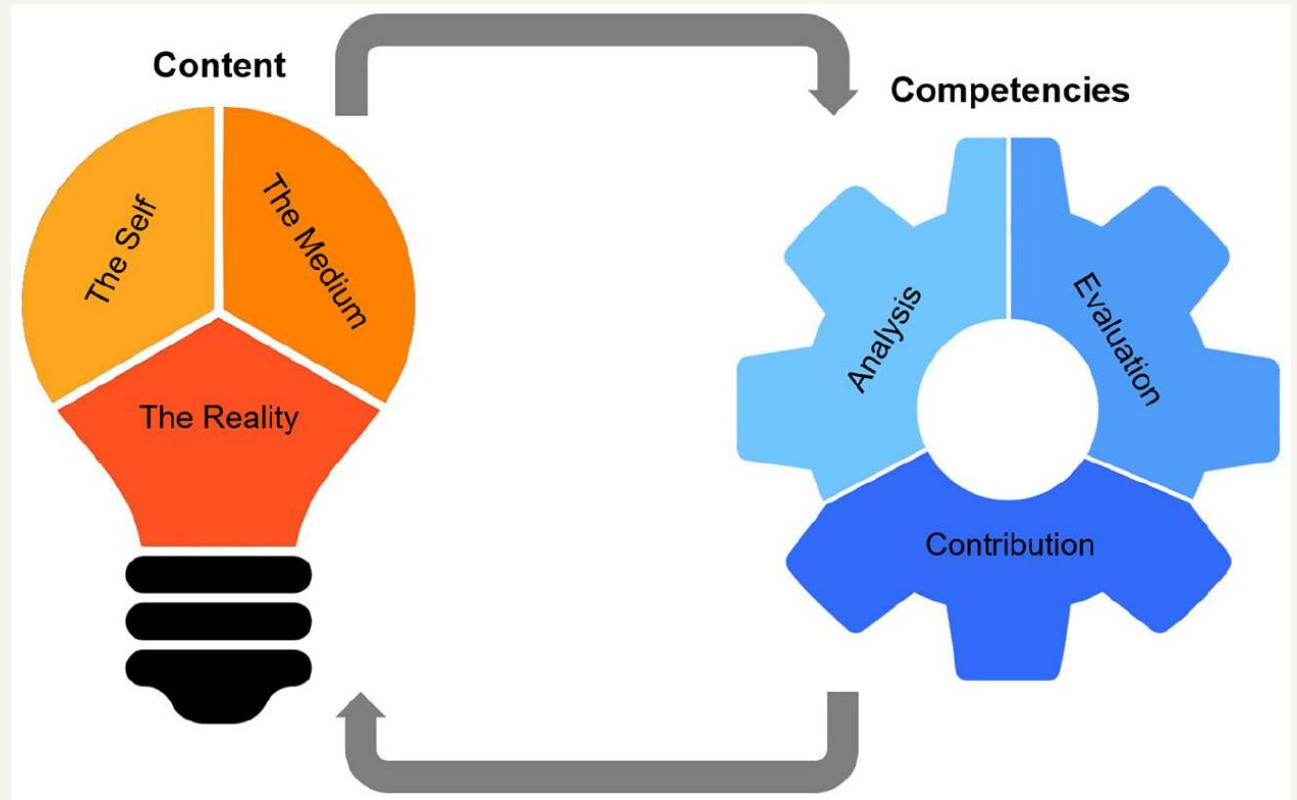
By clicking the "send" button, you confirm that you agree to our [Terms of Use](#) and acknowledge you have read and understood our [Privacy Policy](#)



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Content refers to the awareness, understanding, and knowledge necessary to attain social media literacy.

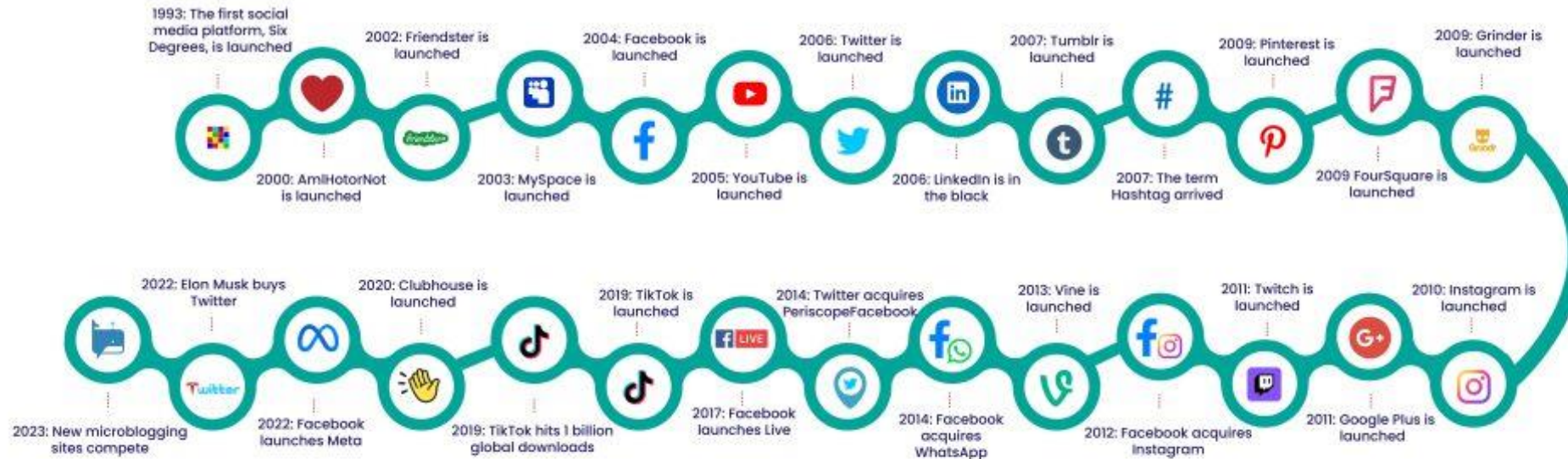
Competencies are the skills and abilities for demonstrating social media literacy.



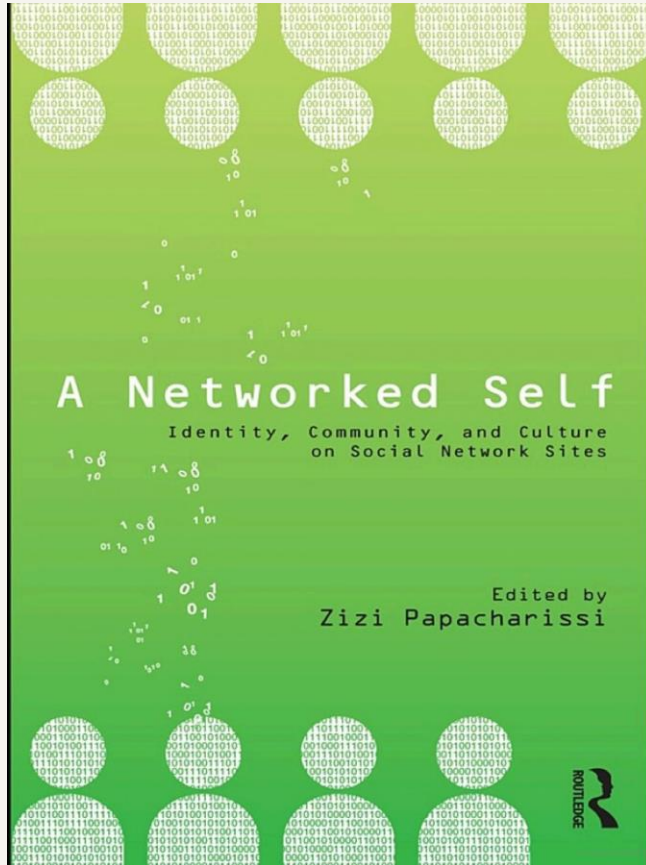
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SOCIAL MEDIA TIMELINE

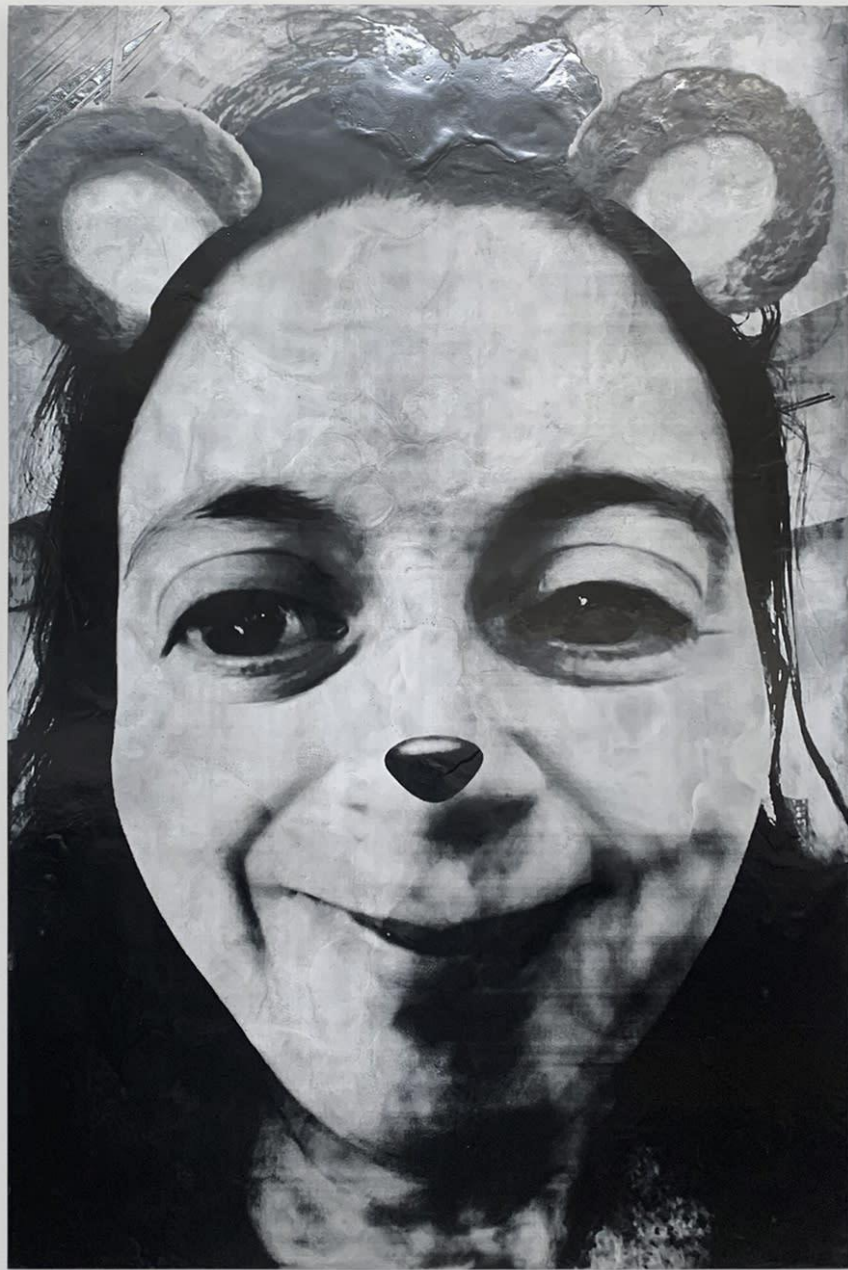


Social Media Tulsa



“...(1) awareness of the algorithm, (2) content without context, and (3) self-creation across platforms. ...TikTok departs from existing platforms in the model of self-making it engenders, which we term “the algorithmized self”—a complication of the pre-existing “networked self” framework.”





Datafication

"quantification of human life through digital information, very often for economic value"

Personalisation

"Social media platforms implement personalisation algorithms to provide users with a tailored selection of posts under the assumption of a better experience. However, prior studies examining social media timelines revealed that, due to personalisation algorithms, social media users are more likely to encounter attitude-consistent content that reinforces their existing beliefs than information that contradicts them, creating filter bubbles and ultimately hampering their ability to make good decisions."

Commodification

"Considering theorizations of free labor and the audience commodity, we argue that commodification is at the core of capital accumulation strategies on social media sites. Users play a dual role in this process: as a source of free labor and as providers of personal information that is collected and used in the process of profit generation. This reveals a double process of commodification at work on social media sites and reflects larger patterns of capitalist exploitation, under which general social relations are increasingly becoming productive."

Extractive digital capitalism

"Both basic material goods (water, food, etc.) and social and communication rights are, in the framework of current capitalism, resources to be intensively exploited on the basis of a commodity logic."



@DevinaSarwatay

Things to think about...

Problems of digital capitalism

Digital public sphere

Digital commons

Digital democracy