# IS1103 IS Innovations in Organisations and Society
**[revamped]**

Lecture 13 – Digital Social Ecosystem II

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# A research on Millennials View Their Cyber-Virtual Worlds

❑ Becoming cyborgs

❑ Digital devices are creating new routes of psychological development from which important new senses of mastery and competence are acquired

❑ Enhancing personal networks but rarely connecting to wider worlds.

❑ Attainment of cyber- maturity comes with a new type of self- projection, self- awareness, and "panopticon"- like surveillance through the window- and- mirror screens of digital devices.

❑ Being "always on" brings a paradoxical mixture of security and constraint.

❑ Cybertechnologies bring demands, temptations, and anxieties (attachment-related anxieties) that make it a challenge to stay in control, which can feel like a threat of addiction.

# A research on Millennials View Their Cyber-Virtual Worlds - *dilemma*

- A most frequently reported conflicts arose from parents' attempts to limit the number of hours youths spent in front of screens, to prevent them from "multitasking" with their devices while doing their homework, and in some cases to prevent them from playing violent or gory games

- Contrary, majority of youths report that they usually received cyber-technological devices as birthday, Christmas, and graduation gifts – usually as the "big gift" they received on those occasions.

*What is the conveyed message of parents/adults (or society at large)?*

# A research on Millennials View Their Cyber-Virtual Worlds – *becoming cyborg*

**Positive views**

1. create new free communities beyond the control of corporations and governments

2. build new forms of social support and social capital to compensate for the face-to-face forms being lost to the fragmentation of families and communities

3. facilitating play with multiple identities that enables people to better explore and express all sides of their characters

4. the oppressed becoming empowered to confront undemocratic and corrupt regimes, and the impoverished being empowered by new skills and climbing new ladders to upward mobility

Source: social values and moral intuitions, Gary S. Gregg, 2018

# A research on Millennials View Their Cyber-Virtual Worlds – *becoming cyborg*

**Negative views**

1. luring people into even more intense forms of consumerism and self-alienation

2. promoting the further fragmentation of real-life families and communities,

3. intensifying government-corporate surveillance and control,

4. accelerating a concentration of wealth and power in the hands of the corporations that control the Google/ Apple/ Amazon/ Facebook "siren servers",

5. addicting people to escapist and ultra-violent entertainments

6. creating a scrutinizing gaze of all upon each that socializes people to "soft" self- censorship, silencing discontent and dissident thought before it is even voiced

# A research on Millennials View Their Cyber-Virtual Worlds - *gaming*

- Game-players must learn both sophisticated technical and strategy skills and distinctive norms and etiquettes that guide how players interact with each other as real-life people playing the game and (for RPGs) how avatars interact with each other in the game.

- Some gaming worlds are welcoming, warm, and mild- mannered, with veteran players eager to mentor "newbies"; many are competitive and require that "newbies" prove their skills and powers before they will be accepted.

- Some games are brutal environments not only for their high "giblet" content (splatters of gore) but because players trash- talk and ambush each other's avatars.

- Some games even enable avatars to torture enemies, beat up "whores," and "tea- bag" the corpses of those they have killed (squatting over the avatar's corpse).

- Many games thus not only require sophisticated skills, but present <u>ethical dilemmas about whether to allow oneself the often "guilty" enjoyment of actions</u> that would be immoral and grotesque in real-life.

Source: social values and moral intuitions, Gary S. Gregg, 2018

# A research on Millennials View Their Cyber-Virtual Worlds – *addiction*

❑ Internet addiction - any online-related, compulsive behavior which interferes with normal living and causes severe stress on family, friends, loved ones, and one's work environment. Also terms as Internet dependency and Internet compulsivity

❑ How to detect - use pattern interferes with your life in any way shape or form, (e.g. does it impact your work, family life, relationships, school, etc.)

❑ Sources of detection – variable-ratio reinforcement schedule
▪ Habitual - looking through one's texts or e- mails for good news or an expression of affection, checking Facebook pages for significant news or "likes," looking through Instagram, Tumblr, or Pinterest sits for cool photos, "surfing" YouTube for interesting videos or the Web for exciting erotica.
▪ Explicitly planned - Games deliberately build in more powerfully "addicting" features, especially action- adventure and shooter games: feedback on the player's performance is rapid, with both the little rewards (dodging an attack, shooting the next zombie) and big rewards (gaining new weapons and powers, levelling up) given on variable-ratio schedules

❑ How to treat - family counselling, support groups, and educational workshops

❑ Self-remedy – some "cold- turkey" stopped; some deactivate gaming subscriptions; others close their Facebook account a week before final exams each term

Source: http://netaddiction.com/faqs/

Some online behaviors…

# Low site loyalty - Tumblr

- The ban removed explicit posts from public view, including any media that portrayed sex acts and/or exposed body parts

- Tumblr's global traffic in December 2018 clocked in at 521 million, but it had dropped to 370 million by February 2019



### After the porn ban, Tumblr users have ditched the platform as promised

Tumblr has lost 30 percent of web traffic since December

By Shannon Liao | @Shannon_Liao | Mar 14, 2019, 4:37pm EDT
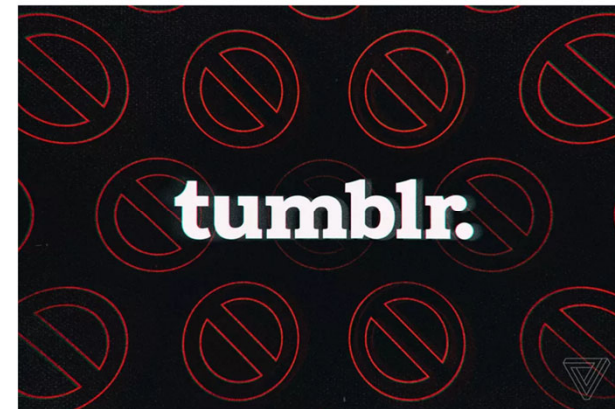
f  y  ⬀ SHARE

Illustration by Alex Castro / The Verge

Since Tumblr announced its porn ban in December, many users reacted by explaining that they mainly used the site for browsing not-safe-for-work content, and they threatened to leave the platform if the ban were enforced. It now appears that many users have made good on that threat: Tumblr's traffic has dropped nearly 30 percent since December.

Tumblr's global traffic in December clocked in at 521 million, but it had dropped to 370 million by February, web analytics firm SimilarWeb tells The Verge. Statista reports a similar trend in

**MOST READ**

Feast your eyes on the first image of a black hole

New footage emerges of most notorious Street Fighter moment in history

▼

**Command Line**

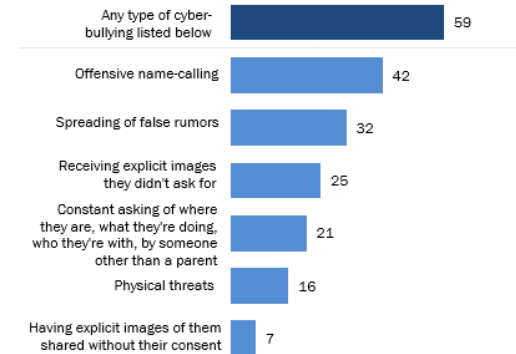Command Line delivers daily updates from the near-future.

# Cyberbully

❑ an action of harming or harassing an individual or individuals, mostly in the online social network environment, which we refer to most commonly in the public commons, as social media, but also via any other digital networks, in a repeated and deliberate manner.

❑ Types of cyberbully

▪ Cyber harassment - act of doing one or more of the above intended for disturbing, tormenting, or annoying the victim using online digital technology

▪ Flaming – concept refers to "burning fiercely inside and emitting frames" by someone as a way to express annoyance. In online networks and in social media, this may involve an exchanged emails, instant messaging, or chat rooms among the parties involved. So, if it is directed to an individual by a person or group of people, it is a form of harassment.

▪ Exclusion harassment - involves an intentional exclusion of an individual or a group by an individual or a group from an online space for the purpose of using the space to harass the victim(s).

▪ Outing - unwanted and uncalled for online display in public commons of a victim's information and other attributes for no other purposes than harassment

▪ Masquerading - an individual or a group to hide their true identity, acquire false identities, and masquerade online with the intention of harassing others

# Cyberbully

- Latest Pew Research Center survey finds that 59% of U.S. teens have personally experienced at least one of six types of abusive online behaviors

- Name-calling - 42% of teens say they have been called offensive names online or via their cellphone

- False rumors - a third (32%) of teens say someone has spread false rumors about them on the internet

- Nonconsensual – 25% of teens received explicit images they didn't ask for, while 7% say someone has shared explicit images of them without their consent

**A majority of teens have been the target of cyberbullying, with name-calling and rumor-spreading being the most common forms of harassment**

*% of U.S. teens who say they have experienced ___ online or on their cellphone*

| | |
|---|---|
| Any type of cyber-bullying listed below | 59 |
| Offensive name-calling | 42 |
| Spreading of false rumors | 32 |
| Receiving explicit images they didn't ask for | 25 |
| Constant asking of where they are, what they're doing, who they're with, by someone other than a parent | 21 |
| Physical threats | 16 |
| Having explicit images of them shared without their consent | 7 |

Note: Respondents were allowed to select multiple options. Those who did not give an answer or gave other response are not shown.
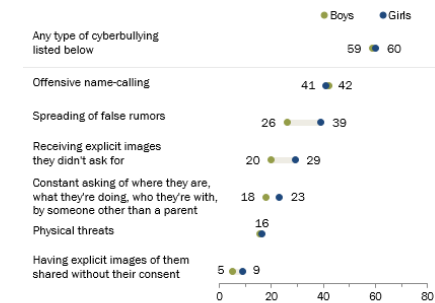Source: Survey conducted March 7–April 10, 2018.
"A Majority of Teens Have Experienced Some Form of Cyberbullying"

**PEW RESEARCH CENTER**

**Teen boys and girls are equally likely to be bullied online, but girls are more likely to endure false rumors, receive explicit images they didn't ask for**

*% of U.S. teens who say they have experienced ___ online or on their cellphone*

Boys ● ● Girls

| | Boys | Girls |
|---|---|---|
| Any type of cyberbullying listed below | 59 | 60 |
| Offensive name-calling | 41 | 42 |
| Spreading of false rumors | 26 | 39 |
| Receiving explicit images they didn't ask for | 20 | 29 |
| Constant asking of where they are, what they're doing, who they're with, by someone other than a parent | 18 | 23 |
| Physical threats | 16 | 16 |
| Having explicit images of them shared without their consent | 5 | 9 |

Note: Respondents were allowed to select multiple options. Those who did not give an answer or gave other response are not shown.
Source: Survey conducted March 7–April 10, 2018.
"A Majority of Teens Have Experienced Some Form of Cyberbullying"

**PEW RESEARCH CENTER**

Source: https://www.pewinternet.org/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/

# Cyberstalking

❑ Stalking - an unwanted and/or obsessive attention given to an individual or group by a perpetuator or perpetuators. Cyberstalking, a cousin of cyberbullying then, is digital stalking, usually using online media.

❑ Cyberstalking comes in many versions including but not limited to:
  ▪ sending threatening messages to the victim,
  ▪ monitoring the victim,
  ▪ extortion,
  ▪ false accusations,
  ▪ altering a victim's information,
  ▪ identity theft, and the list goes on.

❑ The actions of a cyber stalker are usually repeated, persistent, and often illegal.

" Cyberstalkers use email, instant messages, phone calls, and other communication devices to stalk. "



IS YOUR EX A CYBERSTALKER?
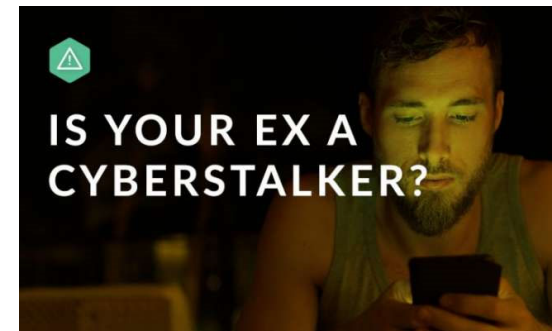
# Trolls

- ❑ Malicious practical jokers on the Internet
  - ➢ Ordinary individuals who are users or members of the community but contributes *false or abusive remarks* that could hurt others
- ❑ Some perpetrators think they are doing the morally right thing, or at least a morally acceptable thing.
- ❑ Application of their moral understanding is somehow suspended in the circumstances, and so they see little need for justification or excuse.
- ❑ Emotional damage and other negative effects that accrue to their victims are often not directly intended, and often not even foreseen.

*Denver: Wow your video on YouTube is awesome.*

*Mike: Thanks Denver, it is actually my first video and I'm not hoping that you are going to like it.*

*Cage: I've seen your video and it's the worst among all of the videos posted here on YouTube (then suddenly logged-off).*

*Anna: This is the latest photo of myself. I hope that you like it guys.*

*Genny: You look so pretty my friend. Perhaps you can upload more of your beautiful photos on your profile.*

*Cage: You look like an idiot from your photo posing like a super model but in fact you are the opposite of being pretty which means that you are utterly ugly.*

# Catfishing

- ❑ a form of online identity fraud and deception
- ❑ "catfish" is the person who deceives others online --- benefits (typically psychologically) by getting attention of some sort, such as romantic attention, or admiration or empathy, from being in a sustained relationship with the victim or the "catfished."
- ❑ Catfish can often sustain a relationship with their victim for a long time without being found out.

- ➤ Megan Meier. 13-year-old Meier committed suicide in October of 2006 after a boy she had met online named "Josh Evans" abruptly ended their relationship.
- ➤ The two had never met, and it eventually came to light that Josh was a fake persona made up by Lori Drew, a neighbor who wanted to find out what Meier was saying about Drew's daughter Sarah, who at one point had been friends with Meier.

# Fandom

❑ fandom as a kind of "feels culture" --- public celebration of emotion previously considered the realm of the private. In feels culture, emotions remain intimate but are no longer necessarily private; rather, they build a sense of an intimate collective, one that is bound together precisely by the processes of shared emotional authorship. (Stein 2015: 156)

❑ fandom is both <u>felt within the self</u> and <u>encountered, projected or imagined</u> as a (communal/massified) audience for one's own affective relationships with specific media texts. As such, fandom can be <u>compliant</u> – a way of fitting in with prevailing cultural moods and trends – as well as strenuously resistant, not necessarily of mainstream media, but of other fans' voices.

❑ Because fandom has become not only an internal object (a highly valued and intensely personally felt self-experience) but also an <u>external cultural object incessantly mediated back to the self</u>, sections of fandom can <u>behave in highly antagonistic ways</u>. Vitriol and hatred can be directed at an externalized fan "other" when this (persecutory) figure is felt to impinge on the "inner fan", or rather the "inner fan-child."

# Fandom

❑ Is fandom per se somehow an unhealthy activity?

➢ No, rather that its culturally and historically specific split into internal and external objects can lead to unhelpful patterns of (attacking) behavior on the part of fans who feel that their (interiorized) fan object has come under threat.

➢ "Entitlement" has become one of the terms used to code and understand fan practices (e.g., when fans fail to perform a culturally appropriate acceptance of changes to their fan object). Yet "entitlement" actually works anti-psychoanalytically: it is a pathologizing, individualizing discourse of pop psychology that seeks to fix this taint within particular fan selves, i.e. some fans have just got things "wrong" and should behave properly.

❑ How do fans cope when fan object is not active?

➢ Waiting allows internal and external images of fandom to become aligned in positive experiences of communal fandom.

➢ Fans are filling in time together, cooperating in sustaining their fan-cultural ontological security, and reassuring one another that this waiting can be endured without diminishing their fandom.

➢ Such "fan-made time" testifies to the timelessness of fans' attachments, i.e. that they continue no matter what, as acts of faith, hope and imagination that can carry ontological security for individual fans as well as being reinforced by other fans' recognition of shared experience.

Source: The Routledge Companion to Media Fandom, Melissa A. Click and Suzanne Scott, 2018

# Fandom

- fans' personally felt and "maximally intense" affective relations can move from private to public spaces via social media, but also for fandom itself which has split into external and internal objects via contemporary, digital norms of co-decoding. Fandom is thus confronted as an object external to the self as well as internalized as part of self-identity.

# Concluding IS1103

❑ Fundamental of ethics

- Introduction to IS1103
  - Moral system and ethics
  - Bribes and Gifts
- Theories
  - Consequence-based
  - Duty-based (Ontology)
  - Right-based contract

Fundamental of ethics

Privacy & IPR

Surveillance

Analytics

Digital media

AI
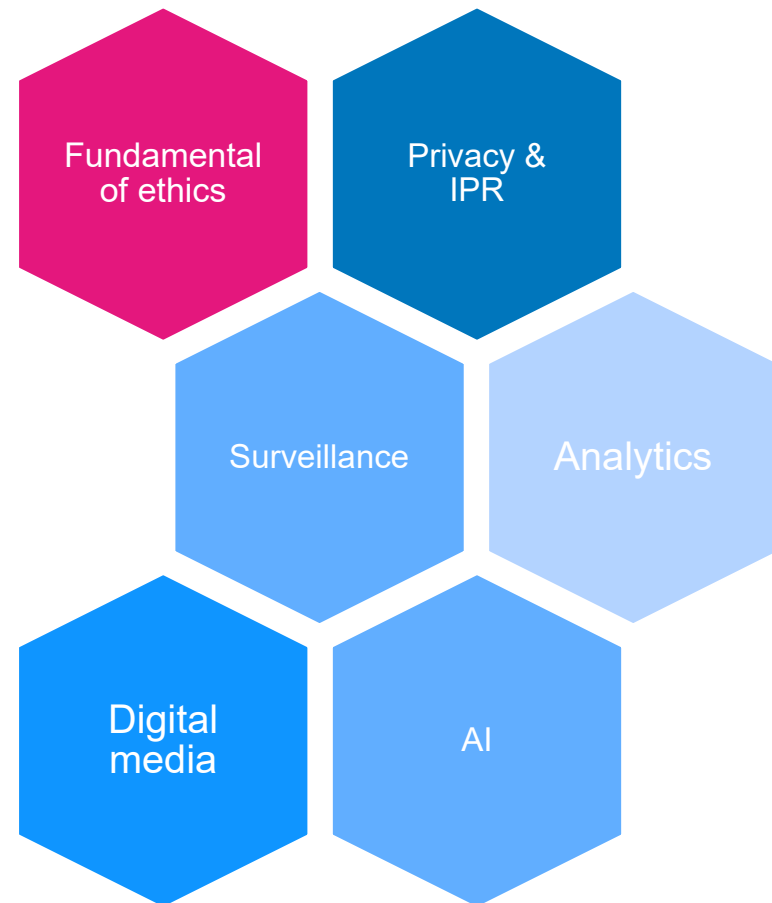
# Concluding IS1103

❏ Surveillance
- UK's legal system on surveillance
  - Regulation of Investigatory Powers Act (RIPA) --- interception of communications by public bodies in the UK needed to be necessary and proportionate to the ends sought
- Types of surveillance
  - Consensual surveillance
  - Non-consensual surveillance
- Identity
- Power of information aggregation
- Vulnerability and information harms
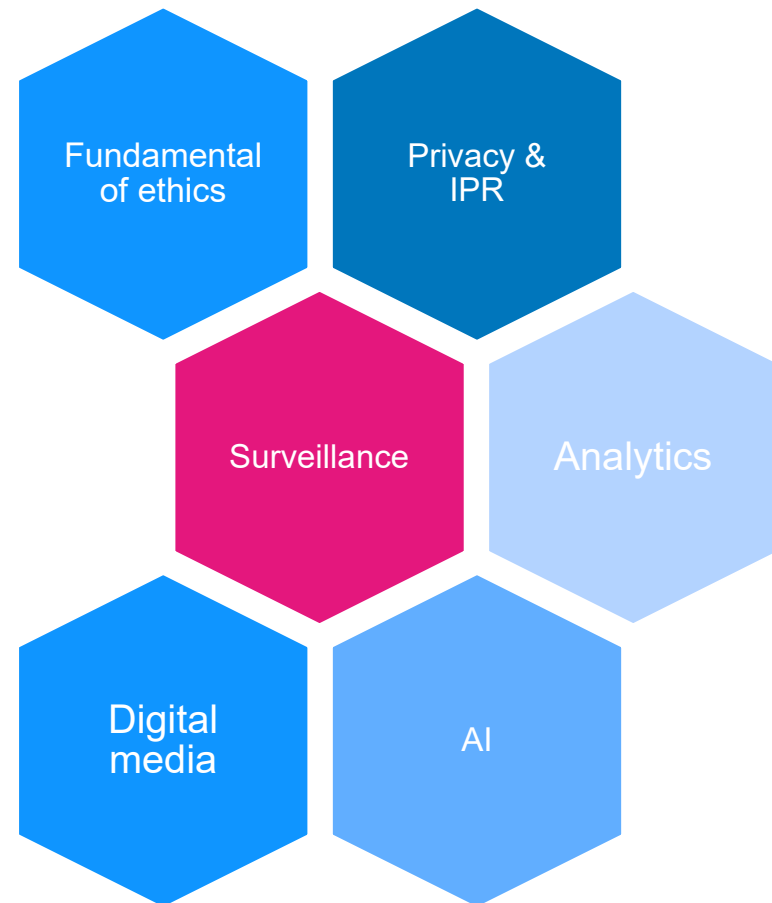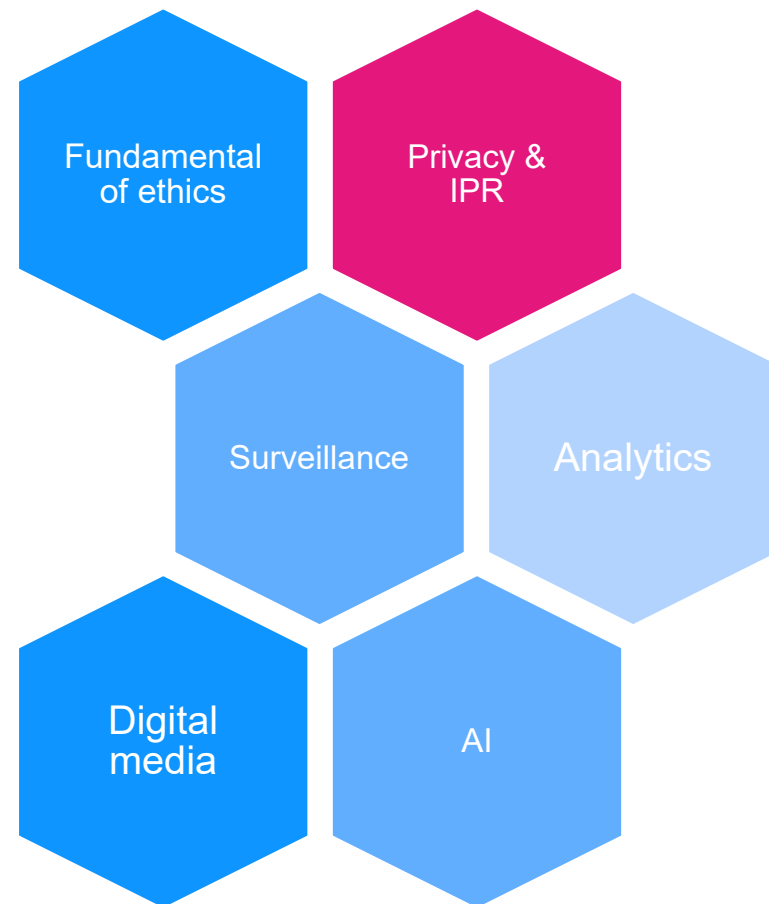
# Concluding IS1103

❑ Analytics

- bright side and the dark side of Analytics innovations
- impact of data analytics + big data
- data analytics from ethics, legal, business and society perspectives

Fundamental of ethics

Privacy & IPR

Surveillance

Analytics

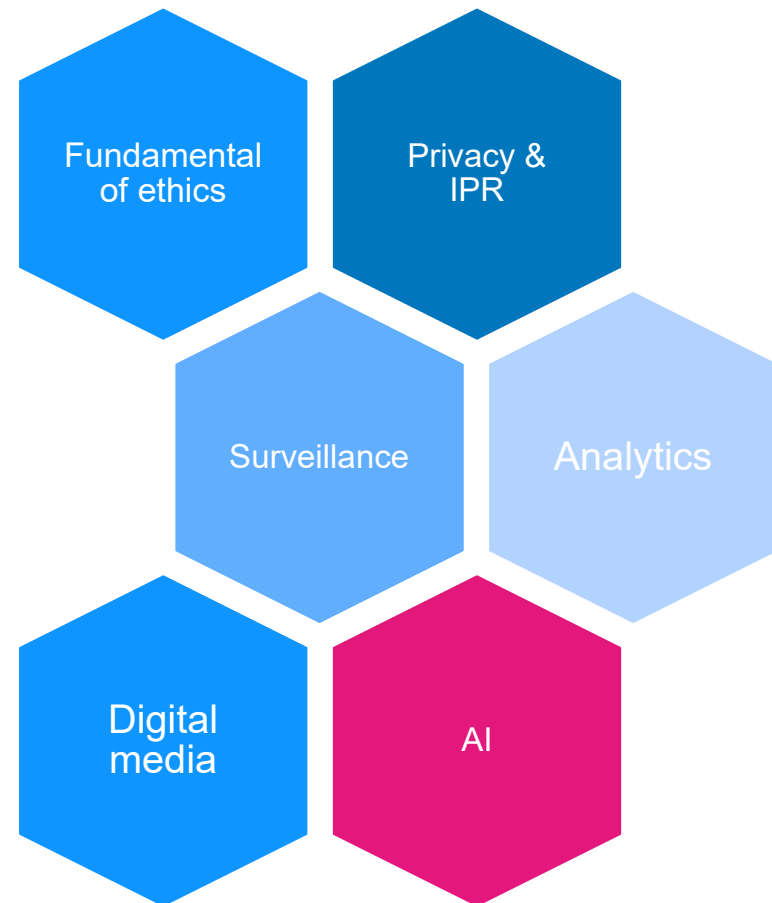Digital media

AI
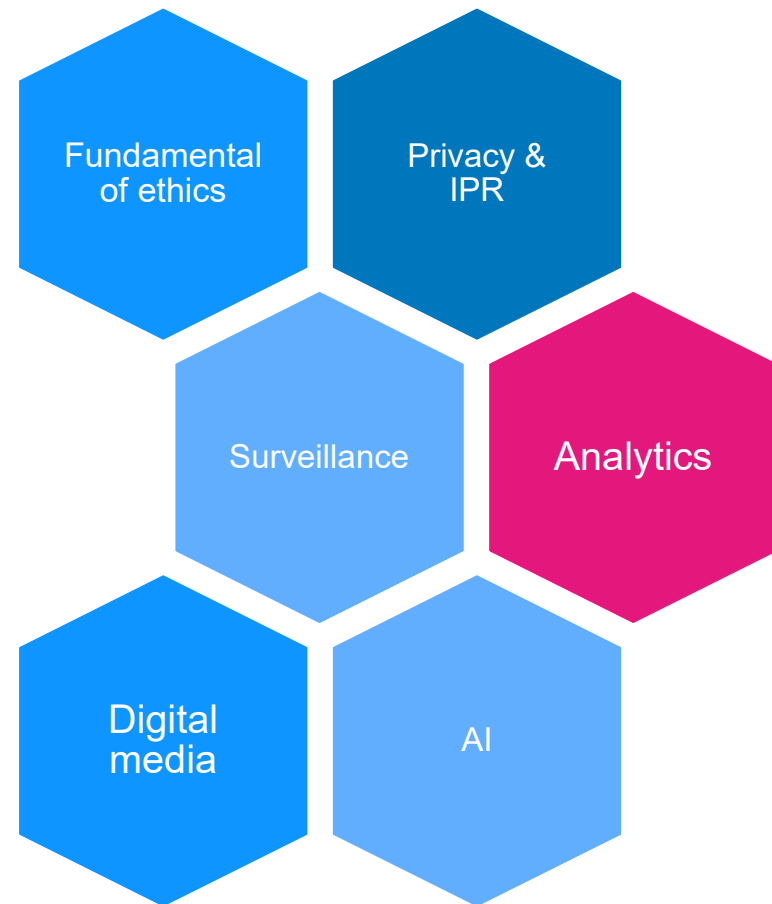
# Concluding IS1103

❑ Intellectual Property
- What is IP?
- IP protection framework
  - Copyright, Patent, Trademark, Trade secret
    - Coverage, criteria, duration
  - IP protection on software programs
- Copyright infringement and Fair Use Doctrine
- Global IP protection
  - General agreement on Tariff and Trade (GATT)
  - The WTO TRIPS Agreement
  - WIPO Copyright Treaty
  - Challenges
- IP-related movements
  - Software-focused
    - The Free Software movement
    - The Open Source Software movement
  - General focused
    - The Creative Commons

Fundamental of ethics

Privacy & IPR

Surveillance

Analytics

Digital media

AI

# Concluding IS1103
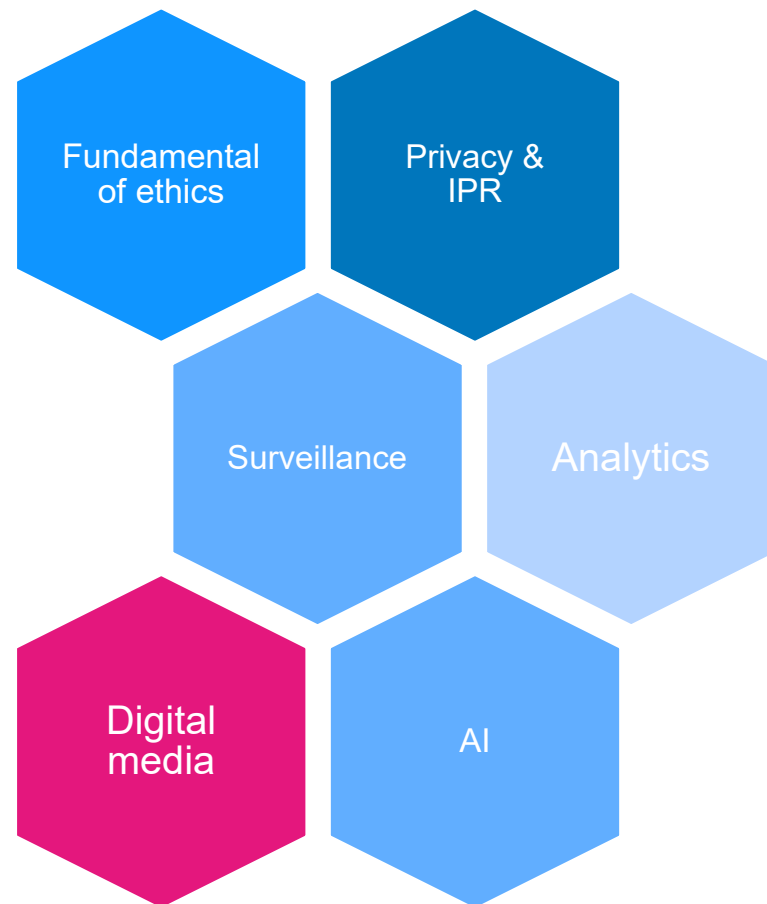
❑ Artificial Intelligence
- What is AI?
  - Different operational approaches
- The history of AI
  - From 1950s till now
- AI Disciplines/Applications
- Existing challenges and social Issues
  - AI/AS and job displacement issue
  - AI/AS and accountability issue
  - AI/AS and explainability/transparency/fairness issue
  - AI/AS governance
    - IMDA regulation on ethical use of AI and data
      - Decisions made by or with the help of AI are explainable, transparent and fair to consumers.
      - AI solutions are human-centric
  - AI/AS and human relationships

Fundamental of ethics

Privacy & IPR

Surveillance

Analytics

Digital media

AI

# Concluding IS1103

❑ Digital media and social ecosystem

- Responsible innovation
- Digital divide and digital inequality
- Social credit scoring system
- Fandom

# Thank you!