

Ethical Issues in New Media




Apple Macintosh ad
<http://www.youtube.com/watch?v=OYecfV3ubP8>

- Ethical issues in new media:
- > Source credibility
 - > Anonymity
 - > Relevancy
 - > Privacy
 - > Plagiarism and piracy
 - > Ownership
 - > Parity
 - > Social responsibility

Source credibility

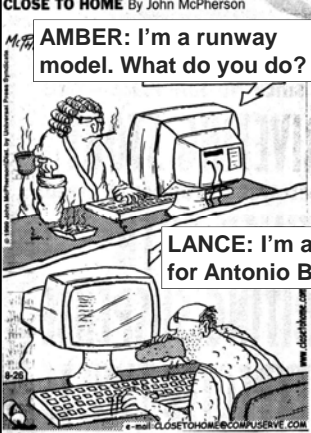
> Do you really know whom you are talking to?



“On the Internet, nobody knows you’re a dog.”

Anonymity:

> Do you really know who is talking to you?



AMBER: I'm a runway model. What do you do?

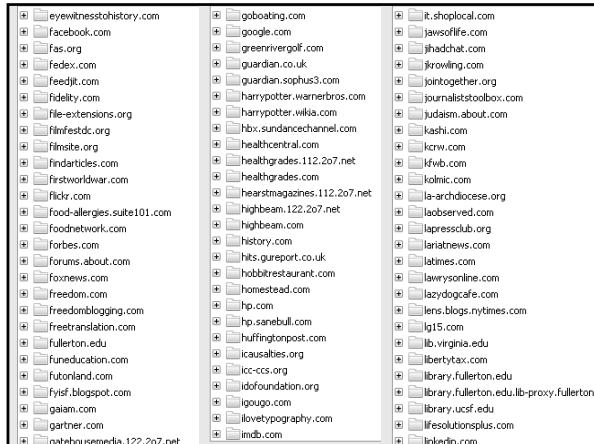
LANCE: I'm a stunt double for Antonio Banderas

- ## Relevancy
- ### CRAAP test for evaluating Web sites
- (from California State University, Chico)
- > Currency
 - if relevant, how old is the information?
 - > Relevance/coverage
 - does the site have enough in-depth information?
 - > Authority
 - who is the author/creator/sponsor?
 - > Accuracy
 - where does the information come from?
 - > Purpose
 - is the site indented to inform, entertain, persuade?

Privacy

> Who is looking over your shoulder while you surf the Web?

<http://www.nytimes.com>



Plagiarism and piracy

- > Downloading term papers and putting your name on them
- > Downloading music or movies without paying for them

● **recording industry is in a financial tail spin:**

- 1984: revenues were \$4.4 billion
- 1995: revenues were \$12 billion
- 1998: revenues were \$14 billion
- 2008: revenues were \$5.44 billion

Boston University graduate student Joel Tenenbaum, who admitted illegally downloading and sharing 30 songs, must pay \$675,000 to four record labels.

Ownership

> Publishers want to own freelancers' work in perpetuity

Freelanced sued and won

Parity

> Everyone should have equal access to the information super highway

	All	<\$25K	\$25K-\$40K	\$40K-\$60K	\$60K-\$100K	>\$100K
% of adults who are internet users	74	51	71	81	91	95
% of adults with broadband at home	50	29	46	56	66	82
Number of cases	2,400	465	297	66	398	299

Source: Pew Internet

February 2008

Social responsibility

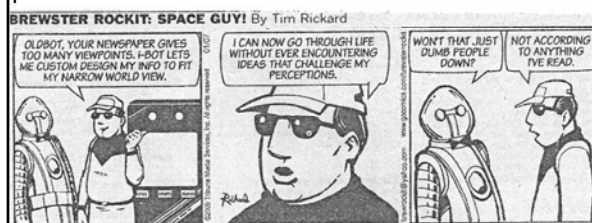
- > Providing links to all points of view?
- > Controlling Web content
- > Personalizing the news
- > Limiting points of view

> Personalizing the news

Limiting the information you to only what you are interested in

>Limiting points of view

Visiting only news Web sites are agree with your point of view



Computer Professionals for Social Responsibility

- Information infrastructure should serve the public interest.
- Commercial interests shouldn't control the Information Superhighway

CPSR recommendations:

- Universal Access
- Freedom to Communicate
- Vital Civic Sectors
- Diverse and Competitive Marketplace
- Equitable Workplaces
- Privacy
- Democratic Policy Making
- Functional Integrity

Evaluating case studies

- > Use the CRAAP test
- > Think about the media's responsibility to society
- > Think about the media's communitarian role
- > Think about how Web content can affect people