Informatics Ethics and Law

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Ethics in Social Neworks

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Benefits of Social Networks

Connecting with people: It provides the opportunity to connect with people from anywhere. This opportunity is useful for keeping in touch with old friends, colleagues, relatives and friends. It has a high contribution especially for those who live far apart, therefore seeing each other infrequently.

Ability to instant communication: regardless of where you are, it provides the opportunity to have live communication with people while on the move. This opportunity has become widespread especially with smart phone. So people got rid of having to sit at the fixed phone to communicate with each other.

To be able to learn news instantly: As in previous periods, it provides the opportunity to learn current news instantly without having to wait for noon or evening news on radio or television. For this, news that the person is interested in can come directly to him without even needing to connect to social networks.

Job opportunities: Social networks work as a notice board between jobseekers and employers. Thanks to this environment, job seekers can introduce themselves or monitor job opportunities, and employers can announce the nature of the job and the characteristics of the people they are looking for.

Having fun and entertainment: Considering that a human being is a social entity, when they get tired of working, they travel around the virtual world to rest, which is a source of entertainment for them.

Demages of Social Networks-I

Information pollution: It cannot be said that every source that is read and watched on social networks contains correct information. People unintentionally spread false information intentionally and deliberately as they spread false information on social networks. It is a serious ethical problem to spread such deliberate and misleading information on social networks. Others are punished by law for causing even greater harm.

Revealing the private of the person: The virtual world reveals some of the information that should be kept hidden. For example, when, where, with whom a person using a mobile phone is with is known and disclosed in some social networks, except for information request. Similarly, information about the person's personal information is scattered from the information shared on social networks. Everyone can learn with whom, when and where. Some people do this by knowing and willingly spreading this information.

Insult and defamation: Some people use social networks to defame or insult people they are unable to attract or envy. Those who engage in such behavior often keep their identity secret. They perform insults and defamation in social environments where they can keep their identities secret.

Bullying: Bullying acts against people are frequently observed in social networks. They try to humiliate, humiliate or frighten people in society. Those who were attacked by the bully suffered great damage and even lost their lives.

Demages of Social Networks-II

Stalking : Some jealous people seem to be watching their close friends on social networks, even during their friendship and even after they leave. They try to make their friend in a difficult situation by using the information they obtain from these environments or by spreading some information and documents they have in these environments.

Reduced face-to-face interviews: People prefer to meet in the virtual world instead of bilateral or multiple face-to-face interviews, as in the past. This situation prevents people from socializing. The future of people and communities that cannot socialize is dark.

Time killing: Chatting with people who are familiar or unfamiliar with a purpose is in a sense killing time. It is also in the same sense to travel aimlessly in the social world and take actions.

Encouragement: Social networks exhibit flashy clothing, equipment, goods, spending and lifestyles. Some of the items on display are not real, while others are exaggerated. Such arty behavior can make some people jealous and depressed. Incentives can even cause social explosions.

Information Sharing and Chat Environments

- In the period when Internet was first used, simple chat applications were used. While the first applications allowed only correspondence between two people, chat programs developed over time and today allow written, audio and video calls. In addition, people can hang their opinions and thoughts on the boards where friends can see and comment.

- In these applications for information sharing and chat purposes, there is information to introduce the person on the personal page. However, whether this information is real or not is discussed. In this special page, the person's friends, identity and pictures are seen. In addition, one's private life, actions and activities over time can be monitored.

- The information sharing and chat environments that are widely used today have become so effective that politicians, community leaders, institutions and organizations publish official messages using these networks.

- It is common for such uncommon and effective information sharing and chat networks to experience ethical and unlawful events. Such events:

Virtual bullying

Virtual monitoring

Virtual hunting

Bullying in Virtual Environment

- The behavior referred to as bullying actually includes acts of harassment, torment, humiliation, embarrassment and intimidation. Bullying is carried out against a community of a person or against a person of a community or a community of a community. There are reports of many people who committed suicide at the end of the bullies' actions.

- Bullies often hide their identity in bullying in social networks. For this reason, it is necessary to get help from IT specialist law enforcement officers in order to reveal bullies. Information about bullying that takes place in the social environment reaches a large number of people. Therefore, its effect is more. The forensic evidence of the two types of bullying is also different. Those who see the bullying in the street are both witnesses and evidence, however the evidence of bullying in the social network is the minutes of writing, sound, image and related actions (log).

Types of Bullying

- Bullying of a Community to a Person
- The Bullying of a Person to a Person He Knows
- The Bullying of a Person to a Person He Doesn't Know

Bullying of a Community to a Person

It is a type of bullying observed among friends who work or study in the same place. A group communication network is created between friends when the relations go well. Group members communicate and share information over this network. When evaluated from this point of view, it is a very useful application. When a person in this group is somehow excluded by other members and articles, pictures and speeches about exclusion begin to be published, bullying can be considered to have started. When these bullies reach the humiliating and embarrassing level of the excluded person, the mental balance of the excluded person is disturbed. The result of this goes to suicide.

Evaluation

- The bullying of a community against a person is extremely wrong in terms of morality and ethics. Even if the excluded person is wrong, there is a more humane way to explain it and a special explanation can be made for him, there is no need to humiliate him in the society. This type of bullying is not ethical, but when it produces bad results, it falls into the crime class.

- In cases where such events are badly caused by death, for example, legal rules can be applied. In our law, referring to suicide is considered a crime. (TCK 84)

Bullying of a Person Against a Person He Knows-I

The first type of bullying is seen among people who know each other and who have had good relationships in the past, but whose relationships have deteriorated. One side starts to disturb the other after they break. It does this by calling the person frequently, reminding them that they have lived in the good days of the past, and sending texts, words and images about the past. He can go even further and share them with the people around him. In some incidents, it is understood that the bully sent the private correspondence, speech and video recordings of the person he wanted to humiliate to the manager of the person or to the new friend of the person. There were some who lost their spouses and jobs due to such bullying.

Evaluation

- It is a moral defeat for one of those who have had good relation and good days together to bully the other side with the ambition of revenge. Nor is it a behavior that a virtuous person will do.

- Laws punish such bullying. However, sufficient forensic evidence must be available for this.

Bullying of a Person Against a Person He Knows-II

Another type of bullying for a person he knows is the one against the person he is angry with for some reason. For some reason, the bully is angry with the person we call the victim and wants to humiliate, upset and humiliate him in the eyes of society. It can do this in two ways:

In the first method, it attempts to scribble in chat networks. It uses gossip environments with a more accurate definition. As it is known, such social environments were established in our country, and they added the word "dictionary" to the end of their names if necessary. In these places, people can write all kinds of things by hiding their identity. Therefore, he tries to humiliate his victim in society by writing defamatory articles in such environments by hiding his bully identity.

Evaluation

As long as there are gossip pages that are not adequately controlled, such lies and defamatory behavior will occur.

Bullying of a Person Against a Person He Knows-III

In the third method, he organizes a web page or a page on the social network in the name of the victim he chooses. This page contains real information about the victim, for example identification information, contact information, photos and other personal information. It is very easy to obtain such information of a recognized person. After that, it passes to the part that will humiliate the person. In this part, he places false information that will flush the victim's face and make him humiliated in his society. Turkey has experienced two instances in this regard. One of them was prepared for a male lecturer and written to the humiliating part that I am looking for gay friends. In another example, a similar page was prepared for a lady.

Evaluation

- It is very easy to get a domain name for a web page. In particular, it is sufficient to pay the price to buy a domain name from a company abroad. It is not investigated whether the bidder has the right to take this name during the submission of the domain names. For this reason, it is very difficult to prevent bad examples.

- Behavior is not only morally and ethically wrong, but also legally wrong. However, it takes effort to find the person who edits the web page or the personal page on the social network. Organizations that offer the social environment to close such pages try to help. Recently, they ask for valid identification and contact information from those who want to open a new page.

Bullying of a Person against a Person He Doesn't Know

Such bullying is usually done by men with mental health. The bully person is looking for a victim in social networks. He tries to ensure that the victims trust him in his first meetings, and after establishing trust, he increases intimacy over time. There are even those who send gifts and money to consolidate trust. After providing an environment of mutual trust, the negotiations begin to evolve towards sexuality. He begins to ask the victim to send photos. The first photos are innocent photos. He may then request some clear photos. When the victim is reluctant, she begins to threaten the bully. The old correspondence and photos force the victim to more, saying that he will distribute the victim to his relatives and then to the environment. It should not be considered that bullies perform such actions only because of their mental disorders. There are also those who carry out such actions to leak money. The number of victims who committed suicide due to this type of bullying is considerable.

Evaluation

- This type of bullying should be evaluated in terms of law, not morality and ethics, and the bully should be punished.

- For this, it would be appropriate for the victims to inform the law enforcement officers and collect evidence. Law enforcement agencies can assist in collecting evidence.

Stalking - I

It is a type of action that is carried out by collecting information and using this information by constantly stalking a person's actions and behavior. It is possible to examine the bullies made with this method, which is also called sneaking, in two clusters:

- **Stalking a Close Friend**: One of the friends starts to follow all the other behaviors of the day. It uses the applications it installs on its mobile phone to watch or the shares of the person it watches on social networks. It is clear that such monitoring is caused by jealousy. This type of behavior can lead to bad results or even to end friendships. It is witnessed that some of the jealous people use the information obtained as a result of monitoring to bully later.

Evaluation

Unless the action evolves into bullying, it can be evaluated in terms of morality and ethics, behavior is not correct. However, in case of bullying, the issue should be communicated to the law.

Stalking - II

- Another type of bullying through stalking is carried out with spyware installed on the victim's computer or mobile phone. In this method, the malicious person installs a spy program on the computer or mobile phone of the person whom he meets and starts the conversation. He sends this program to the victim by adding it to a photo or a text he sends in gift form. This program, which we call spy for short, is a program that can remotely manage the victim's computer and mobile phone. Using this program, bully person can steal the information on the victim's computer, as well as operate the camera on the computer and take images from the private life environment of the person and constantly monitor it.

- Bullies, who obtain sound and video about people's private lives through monitoring method, try to use them for leaking money or sexual desires. Some of the victims choose death in order to get rid of the bad situation they fell.

Evaluation

- Since the purpose is for the purpose of interest and harassment, it should be evaluated in terms of law, not morally and ethically, and the bully should be punished.

- For this, it would be appropriate for the victims to inform the law enforcement officers and collect evidence. Law enforcement agencies can assist in collecting evidence.

Sexual Perverts

- Sexual perverts have been seen in every period and in every society. Social networks provide great convenience for such perverts. People with sexual perversion try to hunt children, even adults, like a wild hunter in these environments. Victims consider it a fantasy, as the first interviews took place in a virtual setting. However, over time, relationships turn into physical relationships and sexual perverts reach their goals.

Evaluation

It is very difficult to evaluate when such relationships occur among adults in social networks. It is difficult to find out whether the incident happened with consent or force. However, sexual harassment against children is not forgiven and the adult is punished.

Gossip Forum

- Their main purpose is to earn money from advertising revenues even if their aim is to enable people to exchange views, to learn about everything.

- It is easily understood from the content of the articles circulating in the forum that the articles sent to such forum are not subject to serious control. Damages that can be done using gossip networks are listed below:

  - To unfairly defame a person, to slander and humiliate in society.
  - Unfairly abusing a product or service.
  - Unfairly abusing an institution or organization.
  - To spread news to mislead the society.

Evaluation

- Such sites will exist as long as people have gossip. Owners of such sites will also earn money with advertising revenues. Meanwhile, they will be destined to walk around the court gates.

- The expectation of those who set up and operate gossip pages is to make money. Freedom of information and expression of people are not included in their aims. It is an indisputable fact that running a gossip page to make money only is morally and ethically wrong. Our suggestion is that such sites are discredited by the community.

- It is not a virtuous act to obtain information from such pages and act based on this information.

Opinion and Suggestion Collection-I

Today, especially young people prefer to get the opinions of people about this product and service in Internet before purchasing a product or service. They argue that the comments and evaluations in Internet help them in these matters. If the comments and evaluations they read reflect the truth, their thoughts are correct. However, this is not always true in all matters.

Technical review

- In times when printed magazines were widespread, magazines tried to inform consumers about their own subjects. For example, a magazine about photography would technically examine a new camera on the market, conduct experiments and measurements on it, then reveal the superior and shortcomings of the camera. In such reviews, machines with close prices and features were also compared. As a result of the widespread use of Internet, such technical review articles and reports are now published on the web.

- Those who publish such publications have gained respect in their fields, so their reports can be trusted. It would not be correct to evaluate it as components of the social world.

Evaluation

The evaluations of individuals and organizations that have conducted such reviews and published their results for years can be trusted.

Opinion and Suggestion Collection-II

Users' Opinions

- What people want to learn may not always be a technical issue. For example, someone who goes to a town for the first time may wonder where and what to eat. When researching hotels, they may want to learn the opinions and comments of those who have previously stayed in these hotels. In this case, it may be useful to read opinions, comments and evaluations from social networks.

- It is easy to learn from social networks, but its reliability is discussed. Expectations of those who express opinions in the social environment may differ. While someone says positive things for a hotel, another person can write negative things. The person trying to get information can learn the opinions of many people and make an average comment.

- It is also possible to make comments to deceive people in social settings. In fact, there may be people who write negatively in order to denigrate each other or positive their business.

Evaluation

It would be correct to gather a large number of opinions and draw a conclusion from them. Anonymous comments should not be respected.

Opinion and Suggestion Collection-III

Wiceacre View

- followers in time and turn this situation into an income gate. These people begin to share their experiences and actions on social networks at the initial stage.

- Another phenomenon that arises with the use of social networks is that some people appear in such environments, gain environment and For example, in the beginning, he displays photos of the places he sees. He then shares information about them. Thus it acquires the environment. When the developments are positive, it makes special promotions. As the environment expands, it receives advertising income from the places it introduces.

- Another example can be given about jewelry. We can say that it is a social network type that especially women are interested in. In a network like this, someone who edits a special page exhibits his own jewelry at the first stage. When the surrounding area expands, jewelry manufacturers pay themselves to promote their jewelry.

- There are also well-known individuals among those who work in social networks in the role of knowledgeable. Manufacturers and service providers especially want these people to appear on such pages. They also offer technical support. Their purpose is clear: they place prominent people on the showcase of their company and advertise sneakily. The well-known person from this cooperation also gets its share.

Evaluation

- We can increase our examples of knowledgeable person. We may find it useful for creating a door for people. However, it should not be overlooked that the information to be learned from these people is not neutral and there may be supporters behind them.

- Especially well-known people are known to do this kind of work to make money. All that they say or show about the products they promote is for advertising purposes only.

Promotion and Advertising - I

It is known that advertisements made on television push radio advertisements backwards. Nowadays, it is said that the ads in the social network override the ads in the television.

- **Direct advertisement**: He is interested in a person doing research on a subject in Internet while he / she is on social network. The subject that the person is interested in by browsing through the web browsers and the products he / she examines or the content of their e-mails are learned and advertisements are sent directly to him.

- **Advertising over people**: Advertising is done over people. This type of advertising is called "***viral advertising***" because its spread is similar to the virus.

Evaluation

- There is no ethical problem when word of mouth advertising is clearly stated by the manufacturer. In the same way, we cannot find an ethical flaw for word of mouth advertising that you do not see any harm in distributing.

- If word of mouth advertising is sneaking, we can say that ethical rules are violated.

Promotion and Advertising - II

- **Advertising with wiseacre:** As explained in the previous section, a certain part of those who appear to be very knowledgeable and share information on certain topics do so in order to promote certain products. It can be considered an effective advertising method. As long as their purpose is known to be advertising, there is nothing wrong with ethics. However, we can say that those who make the promotion impartially and those who make advertisements are not ethical.

- **Advertising through groups:** Groups are created in social networks for different purposes. These bring together friends or those interested in a particular subject. Advertisements are sent to these groups according to their social characteristics or interests. The advertisements that come to the group are discussed and evaluated among the group members. Thus, it achieves its advertising purpose.

Virtual World- I

- As the abilities and speeds of computers increase, their graphics capabilities increase. As a result, realistic animations can be made today. Some scenes that we watch in cinemas are computer animations. Since there is no instant screening in cinema scenes, high resolution can be achieved. We can see the examples in which the animations are made instantly in the game programs and we can say that they are very successful.

- Works created from animations using computer graphics programs are called Virtual reality. The development of virtual reality enabled new applications to be produced on Internet. These:

  - Computer games
  - Life in the Virtual World

Computer games

- Computer games have become an avalanche with the widespread use of personal computers and have created an important business area today. The world's leading companies produce game programs and consoles. The benefits of the game programs are discussed as well as the benefits. However, since we meet people's entertainment and entertainment needs, we do not see the need to comment. Game contents can be useful or harmful. However, there is no ethical problem since the people who play, like and play the game.

Virtual World- II

- In this world, the player himself takes part in the game. Each player creates an artificial person (avatar) to represent Himself. Avatar can travel in the virtual world, shop, meet people, make friends with them, and engage in emotional relationships. The avatar met in this world were also created and managed by other people. Therefore, each of the artificial people in the virtual world is a representative of a person in the real world.

- We can compare life in the virtual world to a masked meeting. In this meeting, people do not think it is enough just to wear a mask to hide their identities, they change all their clothes and even their bodies. Thus, a world is formed that does not know and learn each other's identity. Thus, people get the opportunity to do everything they can or cannot do in real life in this environment.

- In life in the virtual world, people can break all kinds of ethical and legal rules. For example, they can disregard traffic rules, smash their cars, kill someone they don't like, and sexually harass them.

- Those who play in this world naturally need things like clothing, food, accommodation, vehicles, weapons. The virtual world also enables this. Real people receive virtual money by depositing real money in the accounts opened for these programs. They meet their needs using virtual coins. Real money enters the coffers of the program.

- There are reports in the press that those who met or became friends or enemies in the virtual world came together in the real world after a while. The meeting of friends can be welcomed. However, enemies also committed murder in their encounters.

Blogs

- Blogs are considered as pages on which people will write their daily actions. However, in addition to the actions, opinions and comments of the participants began to be written over time.

- In the blog, writing and comments are included in the order of history. In addition to the articles of the owner of the thought report, the articles and comments sent to this page are transferred to the page that the owner deems appropriate. Including time and identity information for each article shows the seriousness of the blog.

- Blogs are in a sense social network. Those who post and comment here exchange information among themselves, share their opinions and comments.

- The responsibility for the articles and comments published in the blog rests with the writer and the director of the page. Therefore, ethical and illegal behaviors that can be seen on this page bind these people.

Make Friends

- **Finding the friend you know**: When people go somewhere, they may wonder if they have a friend around. If he knows someone, he may want to meet him or not want him to see. The program shows the list of friends who are in a certain proximity and their location on the map. The person can send messages to the people they want to discuss using the same program.

- **Meeting someone in his field of interest**: Programs prepared for this purpose are concerned with people's interests. Those who want to meet people with the same interests by using this type of program introduce themselves to the social network to a certain extent. After this promotion, requests begin to come from those who want to meet him. The person can start negotiations with what they find appropriate from the requests.

- **Meet someone you do not know**: In this application, the person who wants to join the social network aims to meet people he has never met. A person who has joined this network may be sent a message by someone from the same network member, for example, while eating at a restaurant. Thus, messaging can begin between people in a certain area.

Evaluation

- **It may be important for a person to investigate whether someone they know in the immediate environment. It is natural that he wants to take advantage of this opportunity provided by the social network and mobile phone. There is no security problem, as the people he will find in the environment are those registered on his phone.**

- **The purpose of the person who wants to meet people with the same interests can be considered very clean. The intention of the person whom he will meet on the social network may also be clear. However, both sides may be deceiving each other. Therefore, it is necessary to be careful in such social networks.**

- **Meeting someone in the social network can be an extremely dangerous experience. Because at the end of this type of messaging meeting is expected at the same table.**