Topic 05: Social, Legal and Ethical Issues in Information Systems

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Course Name: Intermediary ICT

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Social Issues of using technology in business

The growth in the availability of affordable computing technology has caused a number of major shifts in the way that society operates. Home computers and the internet are providing unlimited access to all of the information ever created and discovered by humanity. However, there are some negative social issues generated as a direct result of technological advances and the use of social media. These include the following;

Social Issues of using technology in business

Communication breakdown. Socializing within a family unit has always been important, as it strengthens the bonds between family members. But with more and more households owning several computers and numerous portable devices granting access to information and entertainment, some argue that this is leading to a lack of family communication since each member is engrossed in their laptop, smartphone or tablet each evening, even communal things like watching television are compromised.

Social Issues of using technology in business

- **Defamation of Character.** Prior to the advent of digital technologies, communication was mainly via a stiffly written letter. This was, of course, accessible only to the intended recipient and thus a very private way for the disgruntled to vent their anger. But first message boards and now social media services like Facebook and Twitter are being used to defame people and businesses in an intrinsically public manner.
- **Identity Theft. I**dentity theft IS when details of an innocent person are harvested by a third party so that they can be used for malicious purposes. This includes carrying out illicit online transactions and other damaging activities that can have serious consequences.

Social Issues of using technology in business

- **Cyber Bullying.** As with the defamation of public figures, the internet and use of social media have also made it easier for malicious people to attack people they know personally as well as perfect strangers via the anonymous platforms that are available to them.
- **Gaming Addiction.** Whereas computers and the internet have made it easier for gambling addicts to get their fix, a new type of addiction has also arisen, in the form of addiction to videogames. This is something that can impact people of all ages and leads inevitably to a number of problems, from the social to the financial

Social Issues of using technology in business

- **Health & Fitness.** We are living increasingly sedentary lifestyles, because computers are removing the need for us to physically carry out many tasks, as well as keeping us rooted to one spot throughout our working days and during our leisure time.
- **Education,** In particular, the practice of plagiarism has become a major problem, as students can simply copy and paste whole chunks of text from online sources without attributing the work to anyone else. This has become the bane of educational institutions, which tend to come down hard on detected plagiarists in order to discourage similar activities from others.

Social Issues of using technology in business

- **Terrorism & Crime.** Computers have been a positive force in allowing for the creation of global movements and righteous activism in a number of forms. However, the other side of the coin is that terrorists and organized criminals also exploit the web for their own nefarious purposes.
- **Sexuality.** This is a less clear cut topic, but there are fears that unmitigated access to pornography for adolescents is shaping the sexual proclivities and expectations of young people in problematic ways.

What is Social Media

Social media are **web-based communication tools** that enable **people** to **interact** with each other by both **sharing and consuming information**" (Kaplan & Haenlein, 2010).

"Social media is a collection of online communication channels dedicated to community-based input, interaction, content-sharing, and collaboration" (Strauss, 2013).

"Social media is a group of Internet-based applications that allow the **creation and exchange of user-generated content"** (Kaplan & Haenlein, 2010).

Forms of social media

There are different types of social media services that cater for different needs and accommodate various types of content. While some have overlap features, others are more specific in their use and the kind of services offered.

As a student of intermediary ICT, knowing the different types of social media is key to connecting with the right audience. It also influences the kind of content you use to connect with your audience. Those platforms include the following

Forms of social media

- **Social Networking Sites**. These are sites mainly used for connecting with friends and family. They focus more on person-to-person conversations.
- Apart from personal conversations, these platforms encourage knowledge sharing. These platforms accommodate the different types of content formats from text to photos, videos, and other creative forms of content.
- They are considered the center of communication and a jack of all trades.

Forms of social media

- **Image-based sites.** Social media apps like Pinterest, Instagram, and Snapchat are designed to amplify the sharing of images. They say a picture is worth a thousand words, and using this can have lots of positive effects.
- **Discussion forums**. Discussion forums are very essential because they allow users to ask questions and get answers from different people. These platforms are designed to spark conversations based on shared interests or out of curiosity. Some of such platforms include Quora and Reddit.

Forms of social media

- **Blogs and community platforms.** Blogs are a great way for businesses and marketers to reach and provide credible information to their target audience. Platforms like Tumblr and Medium allow users to create a community where people with similar interests can follow them and read all they have to say about certain topics. Businesses can create blogs on these platforms or on their website to provide more information about the brand.
- **Sharing economy networks.** These sites give people access to resources by encouraging them to share goods and services. For example, a sharing economy site focused on pets could help a user find someone willing to take care of their dog while on vacation.

opportunities of using social media

Effective use of social media can bring great opportunities for your business, but will require some thought and planning. It is now easier than ever for businesses to;

- Directly target customers with marketing campaigns
- Reach large audience
- Promote new products or services
- Build brand awareness
- Personally interact with existing and potential customers

opportunities of using social media

- Measure referrals from your social media activity to sales
- Have access to paid advertising services
- Drive traffic to your website
- Evaluate your performance

Threats of using social media

- Negative feedbacks from social media users
- It opens up potential for embarrassment
- It consumes a lot of time
- You have to wait to see results
- Fake apps loaded with viruses or real apps that will sell your data
- Cyberbullying and abuse
- Phishing attempts with fake links

Cyber laws

Cyber law deals with the legal aspects of cyberspace, the internet, and computing.

In a broader view, cyber law handles the issues of intellectual property, contract, jurisdiction, data protection laws, privacy, and freedom of expression in the digital space.

Importance of cyber laws

Cyber law is of paramount importance in our digital age as it;

- safeguards digital assets
- Prevents cybercrimes
- Regulates online activities
- Protects e-commerce and consumer rights
- Fosters international cooperation
- Upholds intellectual property rights
- Ensures data privacy, and provides legal remedies
- It plays a vital role in establishing legal order and security in the digital realm
- Protects both individuals and organizations in an interconnected world.

Types of cyber laws

There are several types of cyber laws, each addressing specific aspects of digital activities and cybersecurity. Here are some common categories of cyber laws:

- **Privacy Laws.** Focuses on the collection, use, and protection of individuals' personal information online.
- **Cybercrime Laws.** Focus on criminal activities conducted online, including hacking, identity theft, online fraud, and cyberbullying.
- **Data Breach Notification Laws.** Data breach notification laws mandate that organizations inform affected individuals and authorities when a data breach occurs

Types of cyber laws

- **Intellectual Property Laws.** Intellectual property laws protect digital content, patents, trademarks, and copyrights in the digital realm
- **Cybersecurity Laws.** Cybersecurity laws require organizations to implement measures to protect their digital infrastructure and sensitive data.
- **E-Commerce and Online Contracts.** Laws related to e-commerce and online contracts establish legal frameworks for online transactions, electronic signatures, and consumer rights.

Types of cyber laws

- **Social Media and Online Content Regulations.** Regulations governing social media and online content address issues such as hate speech, defamation, and harmful content.
- **Computer Crime Laws.** Computer crime laws specifically target offenses involving computer systems and networks
- **Cryptocurrency and Blockchain Regulations.** As digital currencies and blockchain technology gain prominence, regulations address issues like cryptocurrency trading, initial coin offerings, and blockchain-based contracts
- **International Cybersecurity Agreements.** Some laws and agreements focus on international cooperation in combating cybercrimes and promoting cybersecurity best practices

Major components of cyber laws

- **Safeguarding data and privacy.** Misuse of this information by any other person is illegal and that is where these laws come into play.
- **Cybercrimes.** These crimes are any illegal activities that occur on a networked technological device. These crimes include online and network attacks, extortion, harassment, money laundering, hacking, and many more.
- **Intellectual property.** Intellectual property is basically an individual or group's work, designs, symbols, inventions, or anything owned by them which are intangible and are usually patented or copyrighted.
- **Electronic and digital signatures.** Nowadays most individuals and companies use electronic signatures to verify electronic records.

Categories of Cybercrime

- **Individual-** Cybercrimes against individuals involve crimes like online harassment, distribution and trafficking of child pornography, manipulation of personal information, use of obscene data, and identity theft for personal benefit.
- **Property-** Usage, and transmission of harmful programs, theft of information and data from financial institutions, trespassing cyberspace, computer vandalism, and unauthorized possession of information digitally are some of the crimes under the property.
- **Government-** The crimes that come under this are cyber terrorism, manipulation, threats, and misuse of power against the Government and citizens. Groups or Individuals terrorizing Government websites is when this form of cyber terrorism occurs.

Challenges of implementing cyber laws in Uganda

- Lack of the *right skills* and *tools* in to investigate computer crimes
- Mechanisms of control. Anonymous communications e.g. anonymous cloud emails involved in crime e.g. use of internet cafes, wireless networks, dynamic IPs internet access, etc…
- New procedures. Use of encryption technology make it difficult to investigate
- Education & training

Challenges of implementing cyber laws in Uganda

- Lack of harmonization of laws
- Lack of willingness to change the status quo
- Evolving and complex

ICT policies and issues

- National ICT policy
- Implementation of the ICT policy and strategy framework
- The National ICT Policy 2014 is aimed at supporting the realization of the national vision.
- The broad policy objectives of the national ICT policy are to;

ICT policies and Objective

- Build a knowledge based human capital;
- Promote innovation in economic and social systems;
- Expand ICT infrastructure and its integration throughout the country;
- Deepen utilization of ICT services by government, private sector, Non-Government Organizations and Citizenry;
- Enhance research and innovation in ICT products, applications, and services; and
- Improve ICT governance and environment in Uganda

Ethical Issues in managing technology in business

While businesses face several ethical challenges owing to the ever-evolving technologies and its fast-paced implementation, it is critical that they ensure personal data is protected and used appropriately. These include;

- **Misuse of personal data.** With businesses gathering huge amount of our personal data from various internet sites such as shopping sites, social media or any other business platforms, etc., misuse of personal information becomes one of the primary ethical concerns.
- **Spread of misinformation.** With information/news being readily available on the internet, there are high chances of it being misinterpreted or simply spread without fact checking.

Ethical Issues in managing technology in business

- **Lack of accountability.** When it comes to ways in which businesses operate, often there are third-parties and shared technology involved. There arises confusion about which party is responsible for data governance.
- **Liability for autonomous technology.** Allowing programmed technology to control itself without human oversight can be a concern. Some level of human intervention is always needed for safety and ethical purposes.
- **Artificial Intelligence (AI) bias & accountability.** AI technologies such as facial recognition, health tracking etc. result in risking our personal data and has the possibility of being misused.

Key Technology Trends that Raise Ethical Issues

- Computing power doubles every 18 months: Dependence on computer based information systems
- Rapidly declining data storage costs: Easy maintenance of individual database.
- Data mining advances: Analysis of vast quantities of data
- Networking advances and the Internet: Remotely accessing personal data

End of Lectures

- Thank you for Listening