



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

ETHICAL USE OF SOCIAL MEDIA WEBSITES AMONG YOUNGSTERS

¹Dr. Ranjith Somasundaran Chakkambath

¹Assistant Professor

¹ Operations Management

¹AMITY Global Business School Kochi, India

Abstract: Current studies show a rise in the cyber bullying and related unethical acts on the internet. The youth are most vulnerable to attacks by these groups. The Government has made certain policies to protect the online users through certain IT laws. But awareness about these laws are also limited to many people. There has numerous campaigns to keep people aware of the online threats. Some social media networks being a popular platform among different social media firms, has taken up the challenge of creating awareness against these cybercrimes. Focusing on Cyberbullying, they have support different youth initiative to this caus. In Country like India where there is a high rise in the number of online users every year, the possibilities of more challenges is a possibility.

Index Terms - Cyber bullying, Social Media networks, Internet, awareness, CVE

I. INTRODUCTION

The internet users in India have increased to 570 million active users from 483 million users in 2019 compared to 2018. As per new survey, the number of users would be crossing 600 million.

The most popular websites are the Social connecting websites which attract different age groups where they share their experiences, photos, music, and comment. The popular websites are facebook, youtube, instagram, twitter, quora, linkedin etc. The highest mobile traffic network is for facebook comparing to all other social media platforms.

Average Indian uses around 17 hours on these platform each week. 2.4 hours are used in a single day for Social connecting sites among Indians. It was found from various statistics that nineteen million apps were downloaded by Indian in 2019. India has the largest Facebook users database in the world as per the 2019 statistics. Most of the internet users are between 12 to 29 years of age. The usage in the Urban area is twice than in the Rural parts.

Ethics is generally focusing on doing the 'right thing'. The main aim is discriminate between good and bad among different groups or individuals. Ethics help to classify the 'right way' from the 'wrong way'.

Social Media platforms have been a place where people can freely express their opinions. But there seems to a lot of reports regarding hate speeches, improper graphics and photos share to the masses which lead to more issues later on. The issue of Ethics comes to play here. To decide on what contents should to share and what not to.

II. LITERATURE REVIEW

Research done by Kishore, Sharma and Duggal (2017) about middle graders in Delhi found that 8% were indulging in acts of cyber bullying while more than 15% were victims of these acts. Males were found to be more involved in these acts of cyberbullying than their female counterparts. Online and offline victims were there.

A large group of respondents from High School run by the Government in South parts of India participated in an study done by Bhat and Ragan(2013). The findings were indicating that at least half of the respondents experience cyber bullying. The output of their investigation led to categories includes initiating online bullying, secondary bullying ,bystander and target of online bullying. As the grade levels of students changed, they tend be more into online bullying. The males were prominent in this than females.

The increase in emerging technologies like computers and other digital devices is causing major shift in the consumer attitudes and daily routines (King et al,2016). The phenomenal growth of Social networking has led to the global consumer connect exponentially over the past ten years.

In India, the rising in information and communication industry is creating ripples in the Indian communities. The increased popularity of Social networking has even impacted the selection of people who represent them in the government. Internet connectivity has become a household necessity for the youngsters.

Digital technology has been now penetrated more into the youth than ever before. This generation has been characterized as the “digital natives” (Prensky, 2001) surrounded by and using “computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age” (Prensky, 2001).

The worldwide growth in the internet had to the ever expanding number of teenagers and adults using these websites. Their purpose varies from entertainment to business related or academic knowledge acquisition.

There has been large applaud for the Social connecting sites which did contribute to the change in the way Indian consumers and public viewed the world, some have also cited the destructive aspects of these websites.

On the internet, people engage in a variety of activities some of which may be potentially addictive (Kuss and Griffiths, 2012). Research done based on the symptoms associated with excessive usage of the internet and the addiction to these platform ((Ko et al., 2009; Leung and Lee, 2012).

According to the biopsychosocial model for the etiology of addictions (Griffiths, 2005) and the syndrome model of addiction (Shaffer et al., 2004) people addicted to using SNSs go through the same indications as those suffering from substance abuse.

III. PROBLEM STATEMENT

The way in which social media cyber-attacks had an effect on teenagers was studied.

IV. RESEARCH METHODOLOGY

Descriptive analysis was used in the study. Data was retrieved from different secondary sources from the internet including websites, journals and reports in online media. The study was focused on teenagers from India.

V. DISCUSSION

There has been interaction between some social media companies with different youth based organisations in order to mentor teenagers on how to be safe from the unethical practices like bullying, body-shaming, gender issues and mental depressions that lead to lots of stress and anxiety.

This platforms which enables sharing of Photo and video, spends around Four Crores of rupees annually to kick start these initiatives in India. This is in line with its global safety and well-being programme. This platform claims that people are aware of these initiatives. They had organised such campaigns in several countries including U.S, Asia, Latin America and also Australia. It was launched a few years back. Those were the times when hate speeches began to pop up from different corners of the world.

For the past couple of year, Some Social media website has been suffering some negative impact from certain users through visual means used for spread misguided info.

According to Reports by Internet and Mobile Association of India , a sizeable chunk of the teenagers are internet users of age between 12 to 19 years. This is the 2nd position while the first position wen to 20-29 years age group. Most of users had 4G connection with mobile as the popular internet connecting device. The Urban resident had an upper hand in this internet race compared to the Rural residents.

a.Cyber bullying:

Bullying has been a means of physical or physiological stress put upon the victim. Most of the time, the victims are students or employee. When we speak of online bullying, it becomes connected to the word “Cyber” and so its called Cyberbullying.

We do have section 67 of IT Act 2000, which empowers the people to challenge unethical and inappropriate use of any materials in electronic form. Empowerment to people has been given with the support two more laws.

According to Section 507 IPC , cyber bullying is punishable with upto two years of imprisonment. This is considered to be an act of criminal offence.

Another law, Section 66 E of IT Act, stresses on violation of privacy. Any acts that lead to this violation ends up in three year imprisonment or three lakh fine which ever applies.

Internet and Mobile Association of India, on behalf of its members have agreed to “Voluntary Code of Ethics” during the Lokh Sabha elections in 2019.

b. Online content removal: Worldwide, Countries have request for removal of inappropriate content from websites. India and Russia have the greatest number of removal request clocking around 20%. In the Indian Scenario, it was found that lots of misinformation has been spread through different Social Media Platforms. Twitter has reported to have received many content removal request from Ministry of Electronics and Information Technology based on violation of section 69(A) of information Technology Act (2000).

Negative Attitude towards Social media: There is a general attitude that spending time on Social media is unproductive way to use of time. This was found by social network sites. But according to them, people are using these platforms to share their stories, happiness and other experiences in their lives.

Countering violent extremism (CVE): According to many, Social media is an open forum where all people express their thoughts and emotions. It has been hard to control who uses and the purpose of use is clearly vested with user of the account. As a result of this ambiguity, many teenagers fall prey to certain cyber predators. Through initiatives like Counter speech fellowship (CSF) organised by a popular social media company along with different Youth organisation, there are humble attempts to make the cyber space safer. They are focusing on spreading awareness of CVE through cartoon strips, videos and stories shared by the survivors.)

Globally, there been many campaigns against CVEs, through both online and offline mediums. In order to maintain tolerance against extremism, many Organisations are currently joining hands to curb this threat to harmony.

In order to control these ethical issues of Cyber bullying, the social networking sites had introduced certain features to their platforms in 2020. Some these features were :

1. **Option to Delete Comments in Bulk:** Earlier, each comment had to be deleted separately by the user in order to remove any unethical writing in their posts. This was too time consuming and the users were not pleased with the same. Now the option for multiple deletion of comments have come as a new feature where upto 25 comments can be deleted at the same time.
2. **Option to restrict comments to certain accounts:** This feature helps to prevent the unnecessary postings of any comments that are unethical. The option blocks these accounts from accessing your posts.
3. **Choosing who can tag you:** This option also helps to protect your privacy and avoid tagging by people who you do not want to be connected to. This prevents cyber bullies from reaching you.
4. **Highlight positive comments:** This feature helps to pin any positive comments to your posts and it will appear on the top list.

VI. FINDINGS:

Based on stats from online studies reported by online studies, 61% of the teens are bullied due to their appearance. Thirty five percentage of had taken a screenshot of someone's status or image and shared them to laugh with others. Most of the online users have experienced cyber bullying by the age of 18 years. All these have led to stressed the importance to curb this menace.

Many reports have cited that people doing such unethical behaviour, have showed the cyber bullies always target the mentally insecure or weaker groups. Over the years, the authorities have monitored these acts. More stringent measures need to put into place to stop this unethical practice.

Some social media websites have added many features to restrict users from posting inappropriate contents on the accounts of others. They have added the Restriction options to support the users from the cyber bullying acts of certain individuals.

The Social media platform users have been vulnerable to any kinds of challenges like financial fraud, online abuse, hampering of relationships. Many websites have taken certain measure to overcome some of the cyber issues they had faced. Spreading of awareness campaigns were one of the schemes they used to prevent users of their platform from being a vulnerable target.

VII. CONCLUSION

The research paper tries to find the ethics of using these social media sites by youngsters. Reports of different scenarios of internet engagement leading to be an addiction also which was hinted by some researchers in their studies. The Cyber bullying law does provide support to the victims but the awareness of the same has to be spread. Some social media websites had organised youth campaigns to make sure that awareness can be spread to the youth. Further studies in this area can bring about a constructive way to mold these awareness spreading to more youngsters who fall victims to different roles of cyber acts.

REFERENCES

- [1] Barrett-Maitland, N., & Lynch, J. (2020). Social Media, Ethics and the Privacy Paradox. In N. Barrett-Maitland, & J. Lynch, *Ethics, Laws, and Policies for Privacy, Security, and Liability [Working Title]*. IntechOpen.
- [2] *Digital Trends 2019 & Social Media Landscape in India*. (n.d.). Retrieved from <https://sannams4.com/digital-and-social-media-landscape-in-india/>
- [3] *Instagram introduces new features to control cyberbullying: Here's what they do | Technology News, The Indian Express*. (n.d.). Retrieved from <https://indianexpress.com/article/technology/social/instagram-features-fight-cyberbullying-6407721/>
- [4] *List of Cyberbullying Statistics, Facts, and Trends 2020 (with Graphs)*. (n.d.). Retrieved from <https://firstsiteguide.com/cyberbullying-stats/>
- [5] *Social Media, Ethics and the Privacy Paradox | IntechOpen*. (n.d.). Retrieved from <https://www.intechopen.com/online-first/social-media-ethics-and-the-privacy-paradox>
- [6] *What is Cyber Bullying or Anti-Bullying Laws in India*. (n.d.). Retrieved from <https://www.myadvo.in/blog/must-read-what-is-cyber-bullying-or-anti-bullying-laws-in-india/>
- [7] *Social Media Security Risks, Cyber Threats And Risks Prevention And Mitigation Techniques*. (n.d.). Retrieved August 26, 2020, from https://www.researchgate.net/publication/324860729_Social_Media_Security_Risks_Cyber_Threats_And_Risks_Prevention_And_Mitigation_Techniques
- [8] *Cyber Security for Social Media: What Information Is at Stake?* (n.d.). Retrieved August 26, 2020, from <https://www.ecpi.edu/blog/cyber-security-for-social-media-what-information-is-at-stake>
- [9] Sharma, D., Kishore, J., Sharma, N., & Duggal, M. (2017). Aggression in schools: Cyberbullying and gender issues. *Asian Journal of Psychiatry*, 29, 142–145. <https://doi.org/10.1016/j.ajp.2017.05.018>
- [10] Bhat, C. S., Ragan, M. A., Selvaraj, P. R., & Shultz, B. J. (2017). Online Bullying among High-School Students in India. *International Journal for the Advancement of Counselling*, 39(2), 112–124. <https://doi.org/10.1007/s10447-017-9286-y>
- [11] Bharucha, J. (2018). Social network use and youth well-being: a study in India. *Safer Communities*, 17(2), 119–131. <https://doi.org/10.1108/SC-07-2017-0029>
- [12] Kuss, D. J., & Griffiths, M. D. (2012). Internet gaming addiction: A systematic review of empirical research. *International Journal of Mental Health and Addiction*, 10(2), 278–296
- [13] Prensky, M. (2001). *Digital Natives, Digital Immigrants* (Vol. 9, Issue 5). MCB University Press.
- [14] King, J.-R. M., & Pescetelli, N. (2016). *Brain Mechanisms Underlying the Brief Maintenance of Seen and Unseen Sensory Information*. <https://doi.org/10.1016/j.neuron.2016.10.051>

