



# SNS COLLEGE OF TECHNOLOGY



(An Autonomous Institution)

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## DEPARTMENT OF COMPUTER APPLICATIONS

### ETHICS IN COMPUTING

I YEAR - II SEM

#### UNIT – IV – SOFTWARE DEVELOPMENT AND SOCIAL NETWORKING

##### TOPIC 7: SOCIAL NETWORKING ETHICAL ISSUES

Social networking platforms have introduced a range of ethical issues that impact users, society, and even the platforms themselves. These issues often arise due to the rapid evolution of technology and the widespread adoption of social media. Here are some prominent ethical issues associated with social networking:

1. **Privacy Concerns:** The most common ethical issue involves privacy violations. Users often share personal information, and there's potential for unauthorized access, data breaches, and misuse of personal data for targeted advertising or other purposes.
2. **Data Security:** With the large amount of personal information stored on social networking platforms, ensuring strong data security is crucial. Breaches can lead to identity theft, financial fraud, and other harmful consequences.
3. **Cyberbullying and Harassment:** Social media can be a platform for cyberbullying, harassment, hate speech, and threats. The anonymity and distance provided by online interactions can lead to harmful behaviors.
4. **Fake News and Misinformation:** The rapid sharing of information on social networks can lead to the spread of false information, rumors, and misinformation, which can influence public opinion and even have real-world consequences.
5. **Online Trolling:** Trolling involves deliberately provoking or harassing others online, often for the purpose of getting a reaction. It can contribute to a toxic online environment.



6. **Addiction and Mental Health:** Excessive use of social media can contribute to addiction, social isolation, and negative impacts on mental health, including feelings of inadequacy due to comparisons with curated online personas.
7. **Filter Bubbles and Echo Chambers:** Algorithms on social networks can create filter bubbles, showing users content that aligns with their existing beliefs. This can lead to echo chambers, where users are exposed only to reinforcing viewpoints.
8. **Online Impersonation:** Fake accounts and impersonation are common issues on social platforms. Identity theft and manipulation can lead to confusion and harm to individuals' reputations.
9. **Digital Footprint:** Content shared on social media leaves a digital footprint that can have long-lasting impacts on an individual's personal and professional life.
10. **Lack of Transparency:** Social media platforms' algorithms and content curation practices are often opaque, making it difficult for users to understand why certain content is shown to them.
11. **Copyright and Intellectual Property:** The ease of sharing content on social media can lead to copyright infringement and the unauthorized use of intellectual property.
12. **Exploitation of User Data:** Some platforms collect extensive user data for advertising purposes without users fully understanding the implications.
13. **Censorship and Free Speech:** Platforms often grapple with the balance between allowing free speech and preventing hate speech, harassment, and incitement to violence.
14. **Ethical Design:** The way platforms are designed, including features that encourage addiction or amplify extreme content, raises questions about ethical design choices.
15. **Digital Divide:** The unequal access to technology and social media can contribute to a digital divide, where certain groups are excluded from online discussions and opportunities.

Addressing these ethical issues requires a collective effort from users, platform developers, policymakers, and society at large. Responsible use, transparent platform



practices, clear regulations, and ongoing dialogue are essential for creating a more ethical and responsible social media environment.

