

Digital Citizenship

Students Learning Outcomes

- Explain ethics and what constitutes an ethical issue in digital environments.
- Outline the importance of being safe, responsible, and respectful online.
- Explain key concepts of copyright, plagiarism, and piracy.
- Evaluate digital media bias and messaging.

Identify:

- Improper use of computer resources.
- Steps to secure information privacy and confidentiality.
- Possible dangers of the internet and related security measures.

Skills:

Students will be able to:

- Identify the common uses of the internet such as business, social networking, entertainment, information/news.
- Identify appropriate and inappropriate behavior when navigating the digital environment.

5.1 Ethics

Ethics is the discipline concerned with what is morally good and bad or morally right and wrong. The term is also applied to any system or theory of moral values or principles. Ethics is based on well-founded standards of right and wrong that prescribe what humans should do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Ethical Issues

An ethical issue is a circumstance in which a moral conflict arises in a society or workplace. It is a situation in which a moral standard is being challenged. Ethical issues occur when a moral problem occurs. These issues include:

- Privacy and confidentiality
- Issues related to socially vulnerable populations
- Health insurance discrimination
- Employment discrimination
- Individual responsibility



Fig. 5.1 Ethics

Extra Bit!

Extra Bit:
Aristotle proposed that ethics is the study of human relations in their most perfect form. He called it the science of proper behavior.

- Issues related to race and ethnicity
- Implementation of laws

5.2 Ethics in Digital Environment

Today we live in a digital world and most of our relationships have moved online to chats, messengers, social media and many other ways of online communication. We can say that identifying and obeying the principles of being online is called digital ethics.

Ethical Issues in Digital Environment

Technology has given us many benefits such as 5G, Virtual Reality, Mixed Reality, Artificial Intelligence, Driverless vehicles, Digital Assistants, Robots, Smart Devices and automation are a few of the many technologies available. However, technology also has a variety of negative impacts, some of common Ethical issues in digital environment are given below:



- Misuse of Personal Information
- Misinformation and Deep Fakes
- Lack of Oversight and Acceptance of Responsibility
- Social and Political Instability

Importance of being safe, responsible, and respectful online

As we spend most of our time online and store most of the things online, it is therefore very important to understand how to protect both our devices and our information from malicious elements online. Leaving your devices unprotected can result in anything as small as a slower computer, right through to losing all the money in your bank account, to identity theft.

Good digital citizen will encourage positive and healthy interactions online, maintaining awareness of common online scams or toxic behavior. They will avoid cyber-bullying on social media or other digital platforms, focusing on empathy when interacting with others online. Following are some important activities of Digital Citizens being online:

Responsible Digital Citizenship

You must understand the consequences of posting photos and videos, and uploading other personal content. Once this content is online, it is very hard to get rid of and can become part of your permanent online reputation. Also, photos can be altered or shared without your permission.



Respectful Digital Citizen/Be Respectful when online

Fig. 5.2 Characteristics of good Digital Citizen

Respect for yourself and other people is important in all relationships, and it's no different when you are online. You should treat online friends with as much respect as face-to-face friends. We can achieve this by not creating or forwarding nasty or humiliating emails, images or text messages about anyone else.

Protect Your Reputation

Being a responsible digital citizen means having the online social skills to take part in online community life in an ethical and respectful way. Responsible digital citizenship also means:

- Behaving lawfully
- Protecting your privacy and that of others
- Recognizing your rights and responsibilities when using digital media
- Thinking about how your online activities affect yourself, other people you know, and the wider online community.

Properties of Good Digital Citizen

Respect the rights of others.

- Practice tolerance
- Be informed about the world around you.
- Respect the property of others.
- Be compassionate.
- Take responsibility for your actions.
- Pay taxes



Extra Bit!

If you are getting nasty or bullying comments, you should block or unfriend people who do not treat you with respect.

Protect your privacy

There are several ways you can protect your privacy being online:

- Share only as much personal information as necessary
- Keep privacy settings up to date on social media sites, so your profile is not publicly available.
- Keep passwords private.
- Check the location settings and services on smart phones, tablets and apps.

Keep an Eye Out for Scams

There are numerous ways cybercriminals can scam someone online. Many of these scams can be avoided with the right knowledge and tools. Here are three common scams you should look out for:

- **Phishing:** In phishing a scammer sends you a malicious link, designed to trick a person into revealing sensitive information to the attacker. Phishing allows the attacker to observe everything while the victim is navigating the site, and transverse any additional security boundaries with the victim.
- **Fake Websites:** Fake Websites are common with shopping website, cybercriminals will create a fake site to require you to enter personal information and misuse it afterwards.
- **Tech Support Scams:** Fake tech support agents will often ask for login information or remote access to your computer. They will then ask for money to fix your computer, this is a red flag! A real tech support agent would not usually ask for any payment.



Fig. 5.3 Phishing



Fig. 5.4 Fake Website



Fig. 5.3 Fake Warning

5.3 Uses of Internet

Positive uses of the Internet makes our lives easy and simple. The Internet provides us with useful data, information, and knowledge for personal, social, and economical development. Some of the common uses of Internet are:

5.3.1 Use of Internet in Business

Internet has become an integral part of your business these days. Applications of the Internet in business have long ago surpassed email and having a basic website. Some common usages of internet in Business are as under:

5.3.2 Uses of Internet in E-commerce

According to the U.S Census Bureau E-commerce accounted for 14 percent of all retail sales in 2020. E-commerce is an important part of the economy. Government services are increasingly available over the Internet, for consumers and businesses alike. Many businesses such as Amazon and Shopify stores, always operate on the Internet for all sales and customer interactions.



Fig. 5.6 E-commerce



Fig. 5.7 CRM

5.3.3 Marketing and CRM

CRM stands for Client Relationship Management (CRM), is a software that encompasses a wide range of data to help businesses to better serve their customers, increase purchases and to find new customers. CRM analytics allows businesses to customize interactions to fit individuals, rather than offering the same generic interaction with everyone. Furthermore tools like Facebook Pixel, can target new customers based on websites they visit, posts they like and even the videos they watch on YouTube.

5.3.4 Collaboration and Document Storage

Tools like Google Drive and Microsoft OneDrive and Dropbox allow you to collaborate on projects in real time, regardless of where they are located. you can update, edit and comment on documents as they are being drafted, while permission to access and edit the documents can be controlled by the creator of the file.

5.3.5 Videoconferencing, Chat and Remote Employees

Many businesses are integrating some remote work into their normal operations for the foreseeable future, reducing costs associated with housing employees while using video conferencing, in-house chat applications and social media to keep their teams together even when they're physically distant.

Businesses are also embracing video conferencing and online chat for customer interactions. Automated chatbots integrated into a company's website can answer client questions quickly, without having to wait for an online representative to answer common questions(Like using internet in Business).

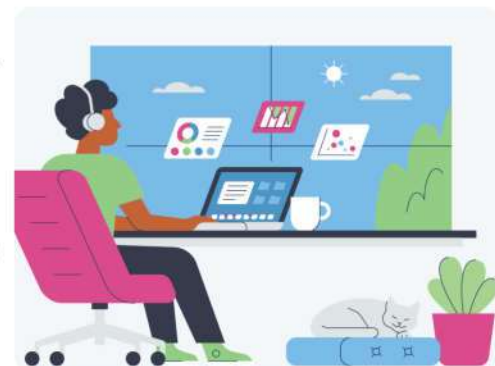


Fig. 5.8 Working Remotely



5.3.6 Uses of Internet in Social Networking

The term social networking refers to the use of internet-based social media sites to stay connected with friends, family, colleagues, or customers. Social networking can have a social purpose, a business purpose, or both, through sites like Facebook, Twitter, Instagram, and Pinterest etc.

Social networking also involves the development and maintenance of personal and business relationships using technology.

5.3.7 Uses of Internet in Entertainment

You are probably already paying for an internet connection at home to make sure you have email and social media access. From there, you can locate and enjoy plenty of content on the internet from your phone, TV or computer. Popular, free online entertainment resources include:

- YouTube videos
- Podcasts
- Music streaming such as Pandora or Spotify
- News sites such as ARY, Geo, Bol News, Dunia News and National Public Radio etc.
- Game sites, including King.com and Miniclip



Fig. 5.9 Internet in Entertainment

5.4 Copyright

Copyright is a type of intellectual property rights that protect original works of an owner. In copyright law, there are different types of works, including paintings, photographs, illustrations, musical compositions, sound recordings, computer programs, books, poems, blog posts, movies, architectural works, plays, and so much more.



Fig. 5.10 Copyright

5.5 Plagiarism

Presenting other's work or ideas as your own, with or without consent is called plagiarism. This covers all published and unpublished material whether in electronic or in printed form. Plagiarism is academic dishonesty and a disciplinary offence.

Types of plagiarism

There are various types of plagiarism some of them are:

- **Global plagiarism** means plagiarizing an entire text.
- **Paraphrasing plagiarism** means rephrasing someone else's ideas and presenting them as if they were your own original thoughts.
- **Patchwork plagiarism** means copying phrases and ideas from different sources and compiling

them into a new text.

- **Self-plagiarism** means recycling previous work that you've already submitted or published.

5.6 Piracy

The act of illegally reproducing copyrighted material, such as books, computer programs, and films is called piracy. It is an act of criminal violence with the goal of stealing others ideas and innovations.

5.7 Digital Media Bias

Media bias occurs when a news outlet allows opinions to affect the news they report. Media criticism is the act of examining and analyzing the messaging in mass media. A media outlet may reveal bias in how it reports specific news stories or which stories they choose to cover, i.e., suppose more important than others to cover or emphasize.

Types of Media Bias

Media Bias includes:

- Slant Bias
- Spin Bias
- Sensationalism Bias
- Story choice Bias
- Word choice Bias
- Omission Bias



Media bias manifests in the selection of news stories (what the editors find most relevant or important) and how they are covered.

5.8 Importance of Unbiased Media

An unbiased manner is generally considered to be a good thing. It is important for news channels to do their best to provide a balanced view, to gather perspectives across the political spectrum, to become aware of different worldviews, and to avoid the types of media bias. Designating a media source as "unbiased" can also be a way to hide bias or hush criticism, debate and dialogue.



Unbiased news that evenly and fairly represents multiple perspectives on contentious issues is a good thing. Biased news given from a conservative perspective is also an important part of the media landscape, as long as the outlet makes its bias transparent.

How to Avoid Media Bias

The following things we can do when the problems are associated with media bias:

- Provide multiple perspectives on news and issues to empower the reader.
- Strengthen our media literacy skills.
- Try to get all sides of an issue.
- When it comes to news outlets, watch different channels with different tendencies
- Remember if it sounds too good to be true, it probably is?
- Read the footnotes and caveats in advertisements, or promotions

5.9 Misuse of Computer Resources

Misuse of computer resources are not limited to physical misuse, it also includes:

- **Unauthorized access:** Accessing computers, computer software, computer data, or networks without authorization
- **Improper use:** Using computer resources for a purpose other than the purpose for which they were intended or authorized.
- **Illegal use:** Violating any software licensing or copyright.
- **Interfering with others:** Harassing or threatening other users or interfering with their access to SAO (Service Oriented Architecture) computing facilities (that's piracy).
- **Improper alteration of system files:** Unauthorized modification of accounting system files or audit trails to alter or delete records of use.



Fig. 5.11 Illegal use of computer

5.10 How to Secure Information Privacy and Confidentiality

"Privacy" is a person's right to have some control over how his or her personal information is used, collected, and shared.

"Confidentiality" refers to the extent information is able to be kept secret.

Maintaining your online privacy is a big issue. Not knowing how to protect your personal information online can cost hugely. It can also lead to personal stress or worse if the wrong people get hold of your personal data. Following are



Fig. 5.12 Security of your personal Data

some important tips that you should follow to secure your information privacy and confidentiality.



Pick strong and unique passwords

Too many people pick passwords that are easy to remember and are obviously linked to their personal lives, instead of words which are difficult to guess or break. You should pick strong passwords mixing capitalized letters, numbers and symbols, and vary your passwords as much as possible.



Use a VPN

Nowadays, most of the web users take advantage of Virtual Private Networks (VPN) to add an extra layer of personal privacy on the internet. These tools encrypt data that leaves your computer and route it via third-party servers.



Avoid clicking on links and attachments in emails

Email phishing has reached at extreme level. Every day, we seem to receive messages asking us to believe hard luck stories or click on strangely worded links. Often, these messages look extremely convincing and can persuade people that they really do have to hand over their details to them.

In case of an attachment, make sure you also scan it with anti-malware software first.



Log out of any website properly

If you do not log out of websites, you can leave the door open to anyone else to access your accounts. It is like leaving your wallet in a store that you intend to return the next day. This is important for laptop users because if your computer gets stolen, a thief can easily access private data with the help of automatic logins. If you use auto logins because you cannot remember all the different passwords, you should use a password manager instead.



Use your browser's incognito mode

If you cannot use a VPN, at least ensure that the next person who uses this computer cannot see your browsing history by turning on the "incognito mode." It also deletes cookies and temporary files which can track your online activity.



Keep your anti-malware up to date

Trojan horses and worms can infect your computer and feed whatever you type straight to the hands of criminals. You can avoid this kind of infection by keeping your anti-malware software up to date.



Be careful what you share online

These days, social media is most people's online activity. But the popularity of platforms like Instagram and Twitter have made them a hotspot for phishers and other cyber-criminals. This makes it vital to focus on protecting your privacy on social media. So be careful about publicly sharing your identity, location, and your date of birth.

5.11 Possible Dangers of the Internet

The Internet is a great place to find information, but it's also full of dangers. These dangers can be hard to avoid, and they are often overlooked by the average user. We will discuss some of common dangers of Internet:



Fig. 5.14 Depression and Anxiety

Depression and Anxiety

Spending too long on social networking sites could adversely affect your mood. In fact, chronic social users are more likely to report poor mental health, including symptoms of anxiety and depression.



Fig. 5.13 Dangers of Internet

Cyberbullying

Before social media, bullying was something that was only possible to do face-to-face. However, now people can bully others online. Cyberbullying is a form of bullying using electronic means. Cyberbullying are also known as online bullying. It has become increasingly common, especially among teenagers, as the digital sphere has expanded and technology has advanced.

Example: Cyberbullying is when someone bullies or harasses others on the internet and other digital spaces, particularly on social media sites.



Fig. 5.14 Cyberbullying

FOMO (Fear of Missing Out)

Fear of Missing Out (FOMO) is a phenomenon that became prominent around the same time as the rise of social media. Unsurprisingly, it is one of the most widespread negative effects of social media on society. People keep on posting online only due to the fear that they are also spending a wonderful life and they are also important.



Fig. 5.15 FOMO

Unrealistic Expectations

As most people are probably aware, social media forms unrealistic expectations of life and friendships in our minds. Most social media sites have a severe lack of online authenticity. People share their exciting adventures, post about how much they love their significant other on social Media with heavily staged photos.

Unhealthy Sleep Patterns

Other bad thing about social media is that spending too much time on it can lead to poor sleep. If you feel that your sleep patterns have become irregular, leading to a drop in productivity, try to cut down on the amount of time you browse social media.

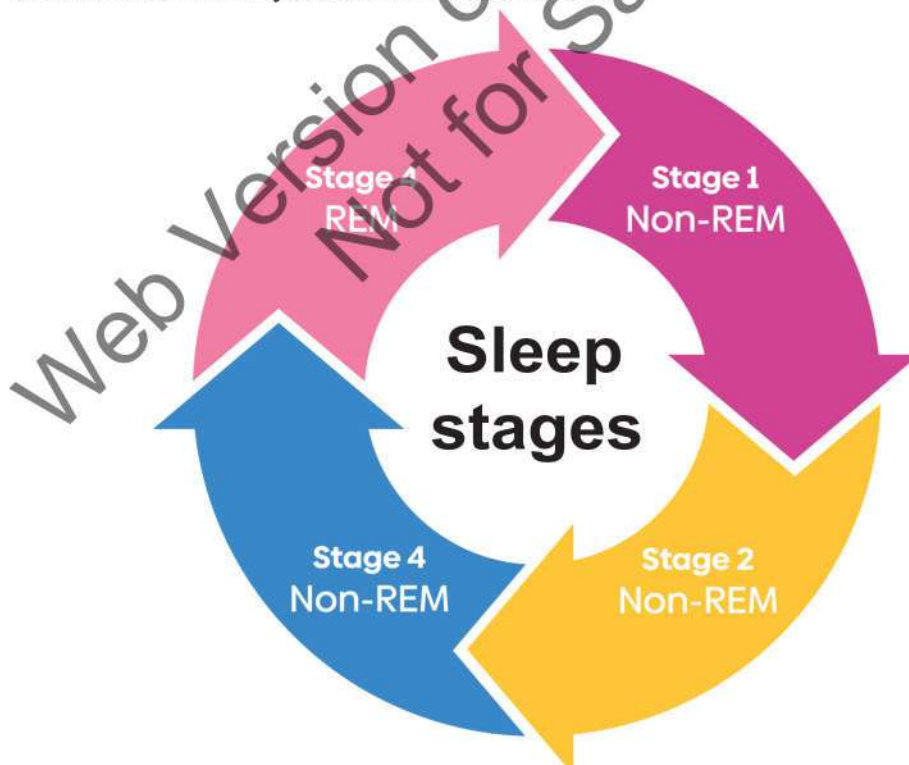


Fig. 5.16 Sleep Stages

Summary

- Ethics is the discipline concerned with what is morally good and bad or morally right and wrong.
- An ethical issue is a circumstance in which a moral conflict arises in a society or workplace.
- Identifying and obeying the principles of being online is called digital ethics.
- Leaving your devices unprotected can result in anything as small as a slower computer, right through to losing all the money in your bank account, to identity theft.
- Being a responsible digital citizen means having the online social skills to take part in online community life in an ethical and respectful way.
- In phishing a scammer sends you a malicious link, designed to trick a person into revealing sensitive information to the attacker.
- Positive use of the Internet makes our lives easy and simple. The Internet provides us with useful data, information, and knowledge for personal, social, and economic development.
- According to the U.S Census Bureau, E-commerce accounted for 14 percent of all retail sales in 2020.
- Client Relationship Management (CRM) is a software that encompasses a wide range of data to help businesses to better serve their customers, increase purchases and to find new customers.
- The term social networking refers to the use of internet-based social media sites to stay connected with friends, family, colleagues, or customers.
- Copyright is a type of intellectual property rights that protect original works of an owner.
- Presenting other's work or ideas as your own, with or without consent is called plagiarism.
- The act of illegally reproducing copyrighted material, such as books, computer programs, and films is called piracy.
- Media bias occurs when a news outlet allows opinions to affect the news they report.
- Spending too long on social networking sites could adversely affect your mood.
- Fear of Missing Out (FOMO) is a phenomenon that became prominent around the same time as the rise of social media.
- As most people are probably aware, social media forms unrealistic expectations of life and friendships in our minds.



Exercise

Tick (✓) the Correct Answer:

1. The ways of online communication involve:
a. Social media b. Messengers c. chats d. All
2. Leaving your devices unprotected can result in:
a. Slow down your computer c. Fast your computer
b. Gain money d. All
3. In _____ scammer sends you a malicious link, designed to trick a person into revealing sensitive information to the attacker
a. Fake Websites b. Tech Support c. Phishing d. None
4. Fake _____ agents will often ask for login information or remote access to your computer.:
a. Fake Websites b. Tech Support c. Phishing d. None
5. Which of following is not use of internet
a. E-commer b. CRM c. SRM d. All
6. CRM stands for:
a. Client Relationship Model c. Client Relationship Management
b. Customer Relation Module d. Client Relation Module
7. The term _____ refers to the use of internet-based social media sites.
a. social networking c. social websiting
b. media networking d. websiting
8. _____ is a type of intellectual property rights that protect original works of an owner.
a. cyberbulling b. plagiarism c. piracy d. copyright
9. illegally reproducing copyrighted material, such as books, computer programs, and films is called.
a. cyberbulling b. plagiarism c. piracy d. copyright

10. Accessing computers, computer software, computer data, or networks without authorization is called:

- a. unauthorized access
- b. illegal use
- c. authorized access
- d. improper experiments

Answer the following questions briefly

1. Define Ethics.
2. Justify that plagiarism is an offence.
3. Define Phishing in your words.
4. Enlist issues of digital ethics.
5. Discuss any three uses of internet in business.
6. Define CRM.
7. Discuss use of internet in Entertainment.
8. Define copyright in your words.
9. Differentiate between piracy and plagiarism.

Answer the following questions in detail

1. Define Ethics in digital environment.
2. Discuss the importance of being safe and responsible digital citizenship.
3. How can we protect our reputation online?
4. How can we avoid Media Bias ?
5. Enlist the misuse of computer resources.
6. Discuss the impacts of Media Bias.
7. How can we say that Tech Support scams are harmful?
8. What do you mean by responsible digital citizen?

Project Based Questions

1. Students will work in groups and present how to protect their online identity and computer
2. The teacher will place students in groups, and request each group to prepare a chart of ethical rules regarding the use of ICT. Students will present their posters, and the teacher can display posters in class.
3. The teacher can hold a debate, where two students can argue for and against the impact of using social media. The debate can include positives of social media, and students listening to the debate can vote for the winning debater. The teacher can ask reflection questions about the advantages of social media, such as connection to

distant friends and relatives, selling goods & services, advertising revenue, learning more about culture and the world, entertainment, etc. The teacher can also ask reflection questions related to the negative impact of social media, such as health.

Activity Based Question

1. The teacher will place students in groups, and ask each group to prepare a chart of ethical rules regarding the use of ICT. Students will present their posters, and the teacher can display posters in class.

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