



Lecture 3-1

Networked Communications

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Participation Quiz

Which form of electronic communication is most central to your life?

- A. email
- B. Facebook
- C. text messaging
- D. other instant messaging
- E. other (phone calls? Facetime? something altogether different?)

Recap

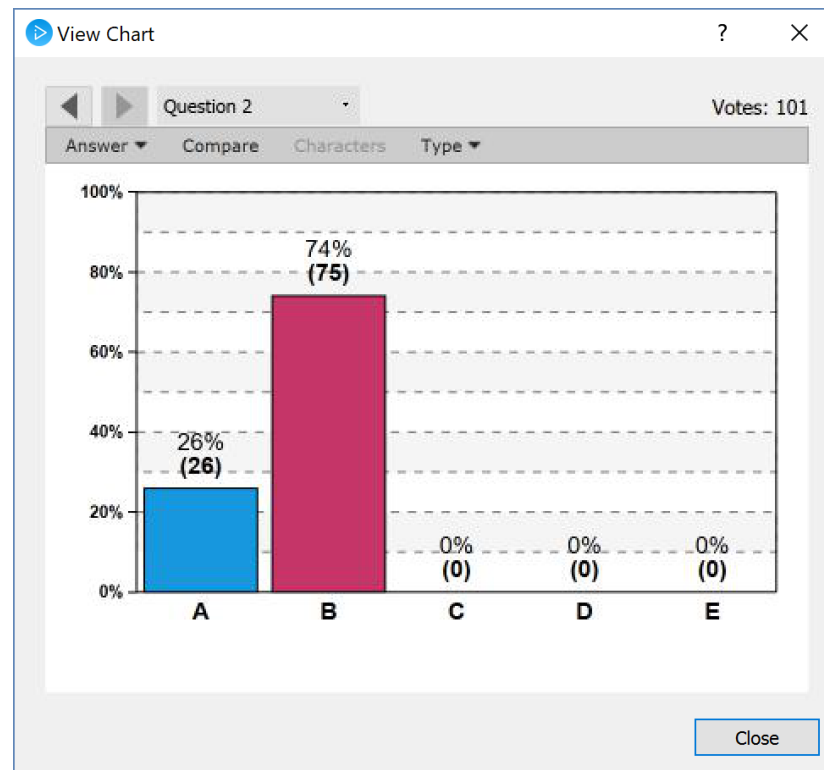
- Define:
 - Kantianism
 - Act Utilitarianism
 - Rule Utilitarianism
 - Social Contract Theory
 - Virtue Ethics
- What's the “right” theory to use?

So much for ethical theories. Let's transition to:

NETWORKED COMMUNICATIONS

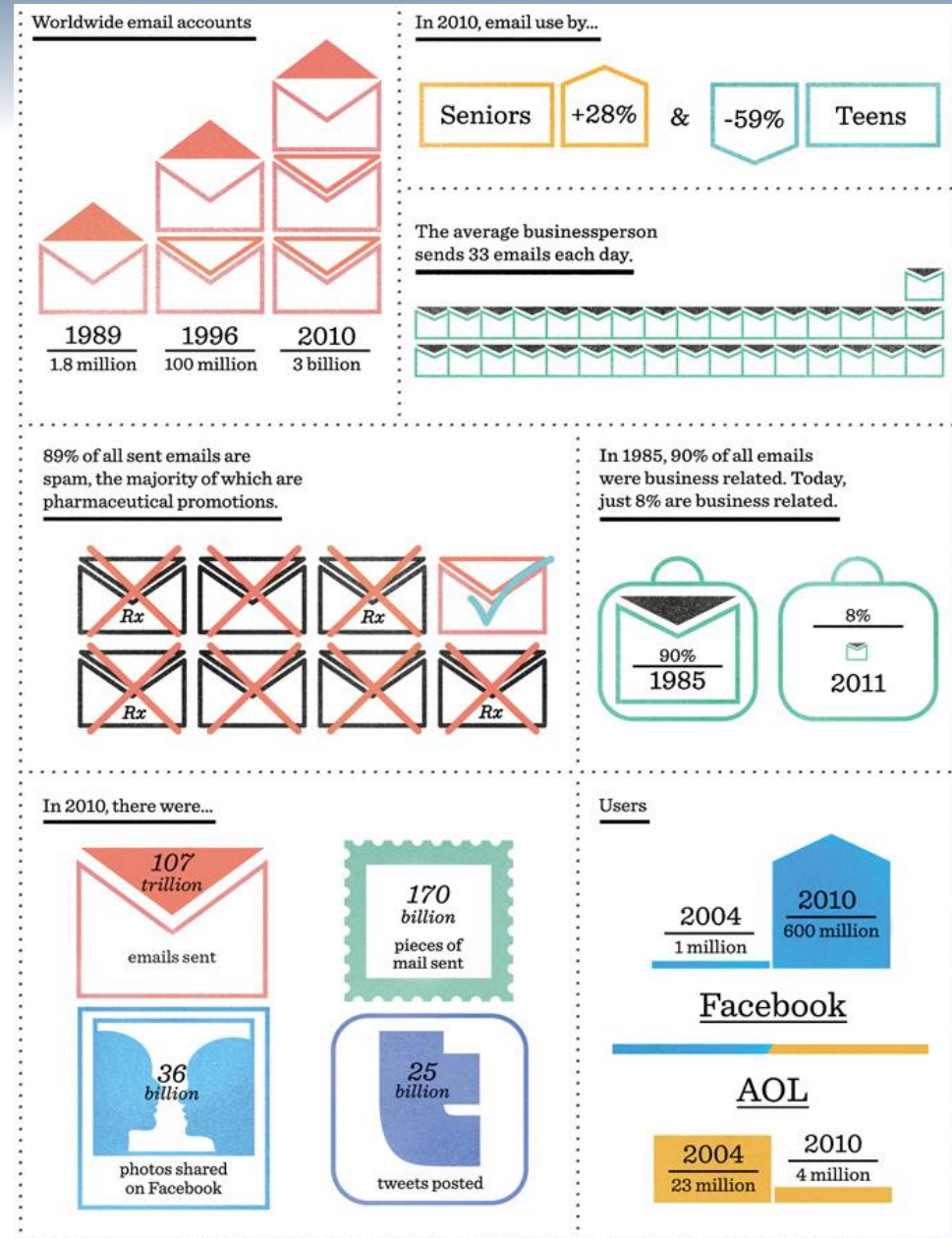
Networked Communications

“Any social network above a certain size should be required to verify the identities of its members.”

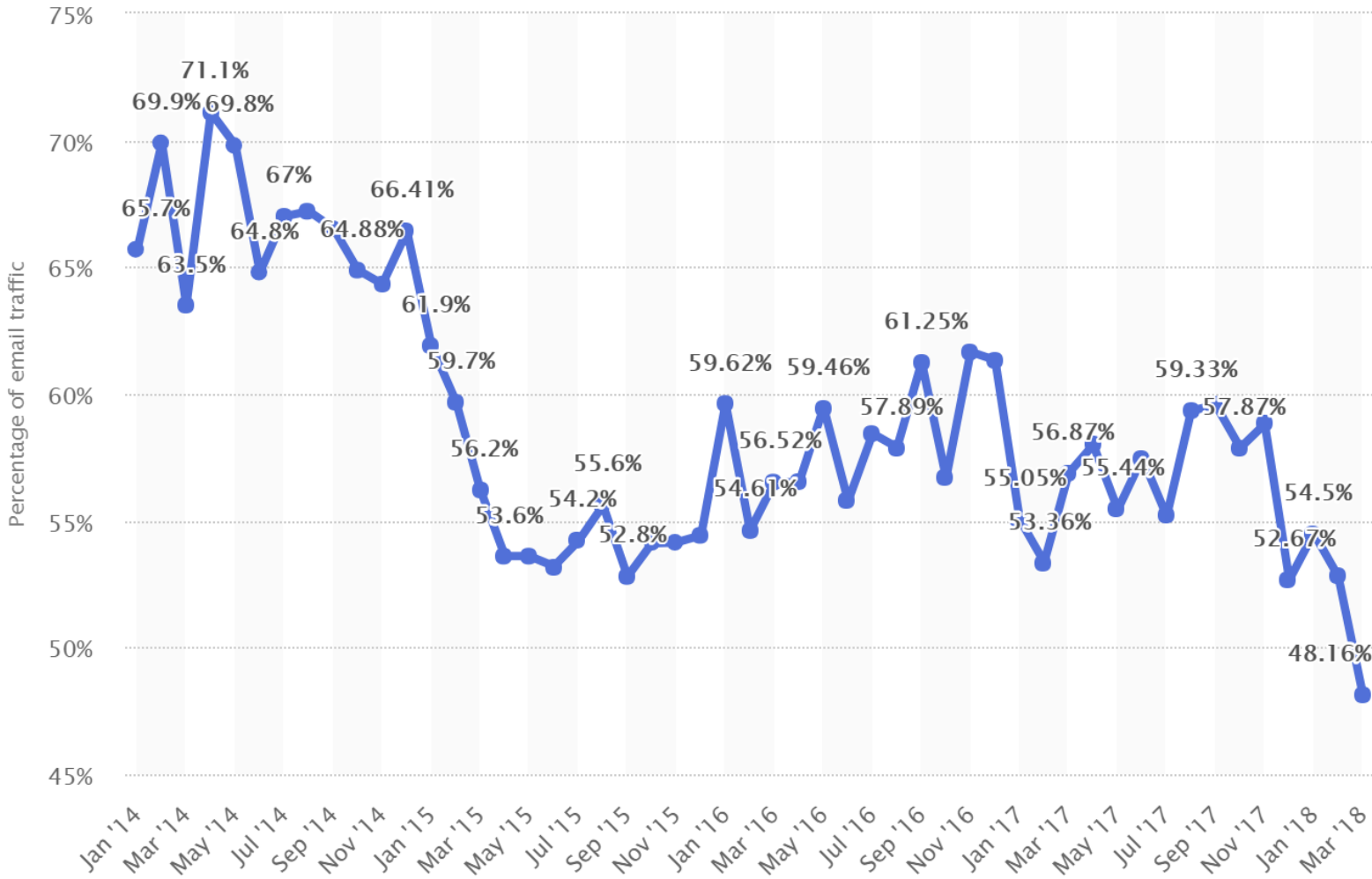


The Spam Epidemic

- Spam: Unsolicited, bulk email
- Spam is profitable
 - More than 100 times cheaper than “junk mail”
 - Profitable even if only 1 in 100,000 buys product
- Amount of email that is spam has grown rapidly
 - 8% in 2001
 - 90% in 2009

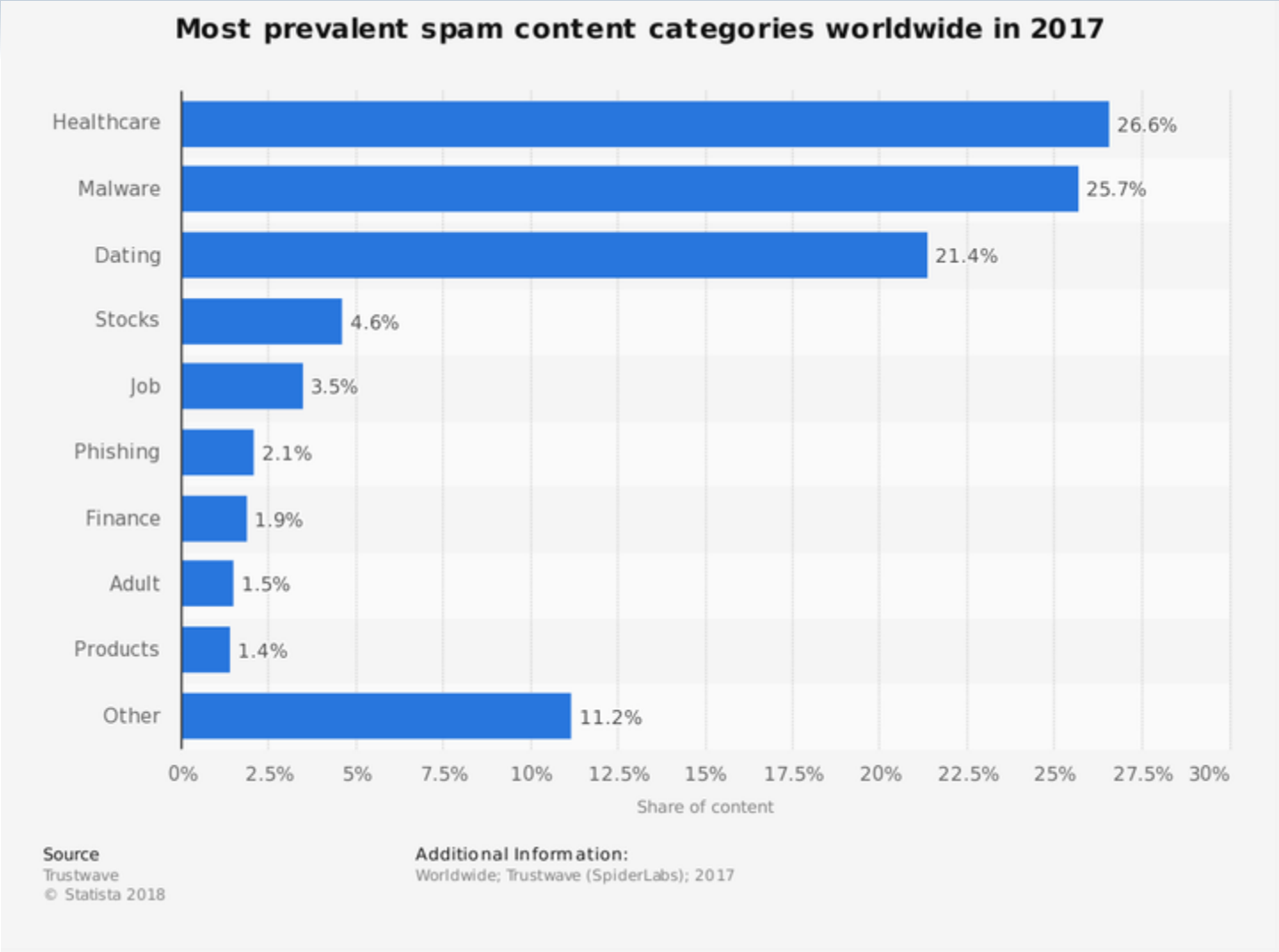


...but things have gotten (somewhat) better



source: <https://www.statista.com/statistics/420391/spam-email-traffic-share/>

Main Spam Categories



source: <https://www.digitaltrends.com/computing/spam-making-comeback/>

Canadian Context

Canada's Anti-Spam Legislation (2014) prohibits companies from:

- sending commercial electronic messages without consent, including emails, social networking accounts and text messages;
- alteration of transmission data in an electronic message, which results in the message being delivered to a different destination without express consent;
- installing computer programs without express consent;
- promoting products or services online using false or misleading representations;
- collecting personal information by accessing a computer system or electronic device illegally;
- collecting or using electronic addresses using computer programs without permission ('address harvesting').

Source: http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00039.html

Ethical Evaluations of Spamming

The book argues from each perspective that spamming is wrong. Let's see if we can make the arguments ourselves:

- Kantian evaluation
- Act utilitarian evaluation
- Rule utilitarian evaluation
- Social contract theory evaluation
- Virtue ethics evaluation

Which of these do you find most/least convincing?

Need for Socio-Technical Solutions

- New technologies sometimes cause new social situations to emerge
 - Calculators → feminization of bookkeeping
 - Telephones → blurred work/home boundaries
- Spam is an example of this phenomenon
 - Email messages practically free
 - Profits increase with number of messages sent
 - Strong motivation to send more messages
- For communications to be perceived as fair, they need to be two-way (allowing consequences for misuse)
 - Internet design allows unfair, one-way communications