Lecture 3-1
Networked Communications
Recap

• Define:
  – Kantianism
  – Act Utilitarianism
  – Rule Utilitarianism
  – Social Contract Theory
  – Virtue Ethics

• What’s the “right” theory to use?
Midterm

- Rework one of Essay 3, 4, 5
- Double length (5000 chars)
- Will be marked only by TAs
- Due Thursday March 11/18, 4:45 PM PST
- (Yes, assignments still due every Tuesday)
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
Main Spam Categories

Most prevalent spam content categories worldwide in 2017

- **Healthcare**: 26.6%
- **Malware**: 25.7%
- **Dating**: 21.4%
- **Stocks**: 4.6%
- **Job**: 3.5%
- **Phishing**: 2.1%
- **Finance**: 1.9%
- **Adult**: 1.5%
- **Products**: 1.4%
- **Other**: 11.2%

**Source**
Trustwave
© Statista 2018

**Additional Information:**
Worldwide; Trustwave (SpiderLabs); 2017

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;
- altering 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').

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