DIGITAL MEDIA, SOCIAL MEDIA, POLITICS, AND POLICY

DISCLAIMER
The majority of the information contained in this presentation was gathered from a variety of digital resources.

WHY IS THIS RELEVANT AND TIMELY?

- Personal impact
  - Personal information
  - Inter-personal interactions
  - Dissemination of information

- Political impact
  - Election security
  - Cyber security
  - National sovereignty

- Societal impact
  - Opportunities for advancement
  - Social structure
  - Cognitive, physical, and developmental
  - Social stratification

WHAT IS DIGITAL MEDIA?

- Information that is stored and used in coded format
  - Computer information, cloud computing, the internet, wireless communication, software, artificial intelligence, augmented reality

- The use of digital devices and data for storage, retrieval, and analysis of information

- The use of digital devices and data to distribute and communicate stored information

- Commercial and governmental resources that are used to collect information that may be used to summarize opinions, guide decisions, influence people, and implement strategies.

- Commercial and personal resources that are used to gather information, interact socially, share ideas, develop opinions, and perform work-related activities.
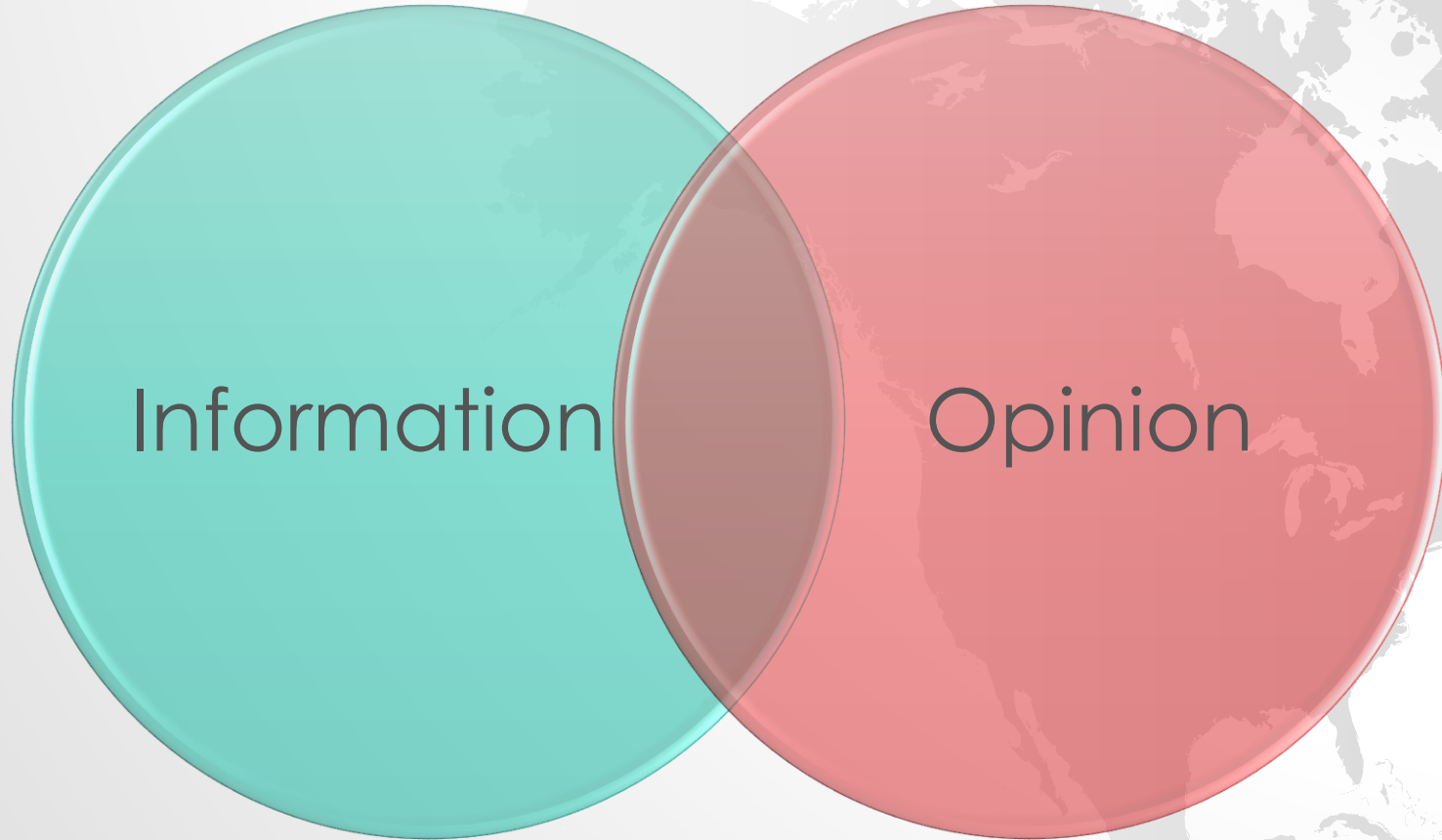
WHAT IS DIGITAL CITIZENSHIP?

This is a term that is currently popular in the field of education. You can learn more by conducting a simple internet search.
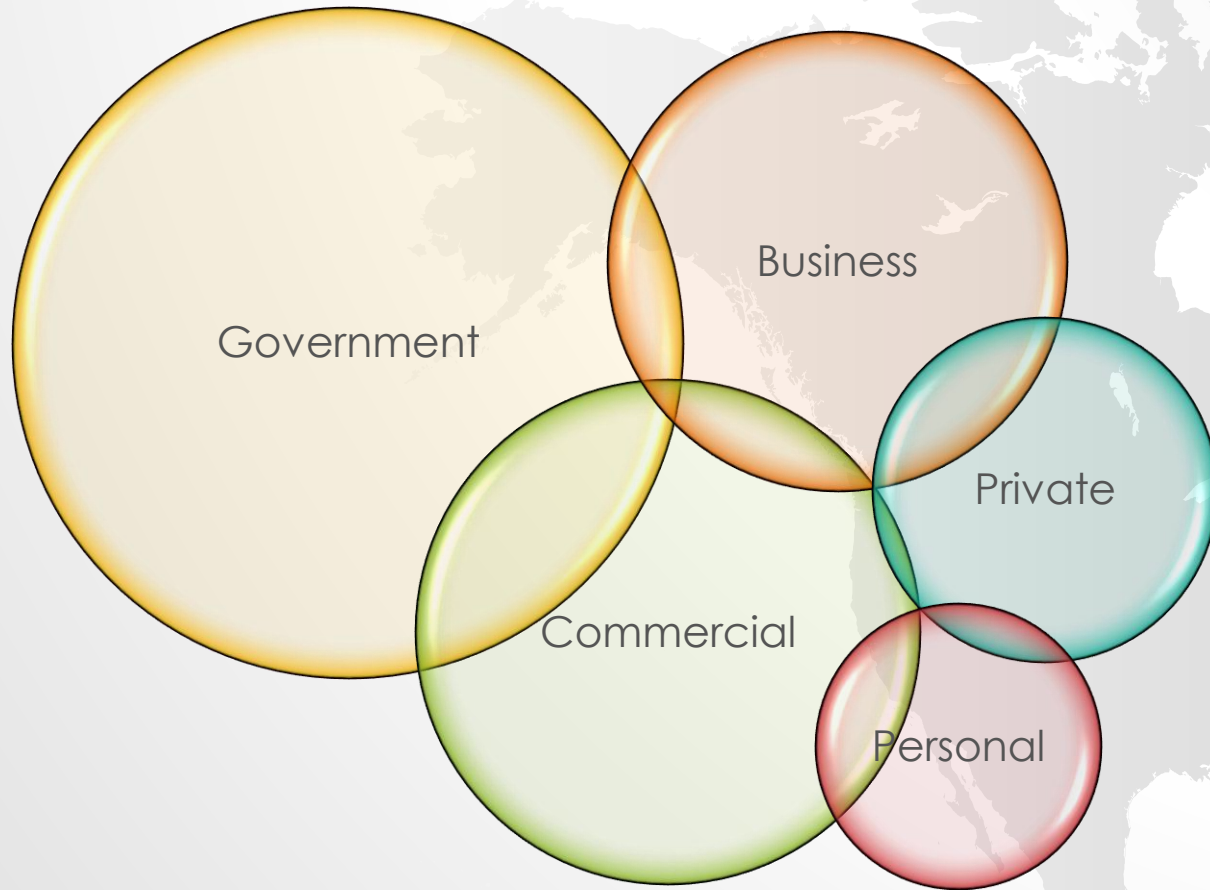
A principle that helps users understand how to utilize technology in an appropriate way.

- Origins and intentions
  - To reduce the incidence of cyber bullying
  - To prepare for the growing influence of the digital world

- Risk: Influencing opinions or approaches based on desired outcomes
  - Globalism
  - Social justice

- Reward: Informs about and protects from risky behaviors
  - Personal digital security
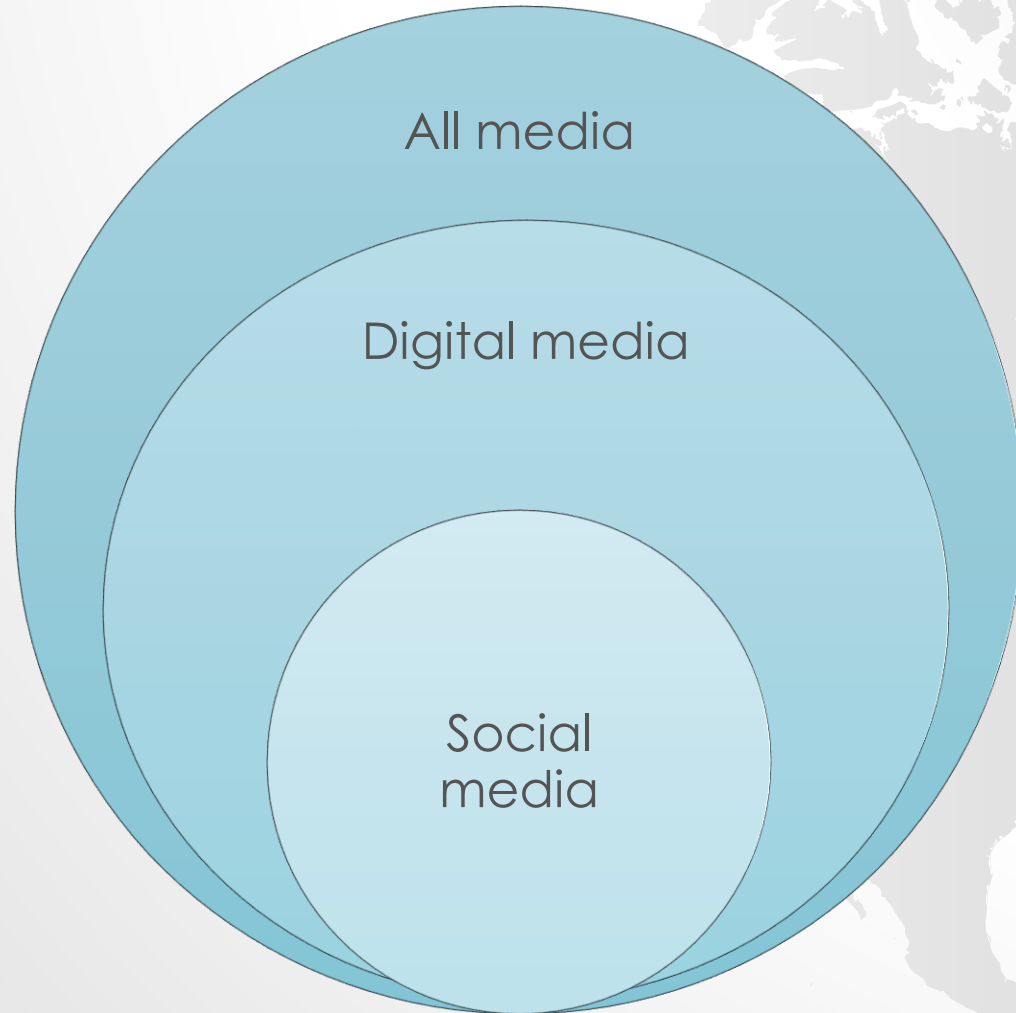 - Management of digital profile

DIGITAL MEDIA CONTENT

Information

Opinion

DIGITAL MEDIA OWNERSHIP

Government

Business

Private

Commercial

Personal

MEDIA TYPES AND RELATIONSHIPS

All media

Digital media

Social media

DIGITAL MEDIA CONSTRUCTS

- Websites and servers

- Public use with rules

Owned

Moderated

Rented

Mediated

- Participative platforms

- Open contribution (wiki)
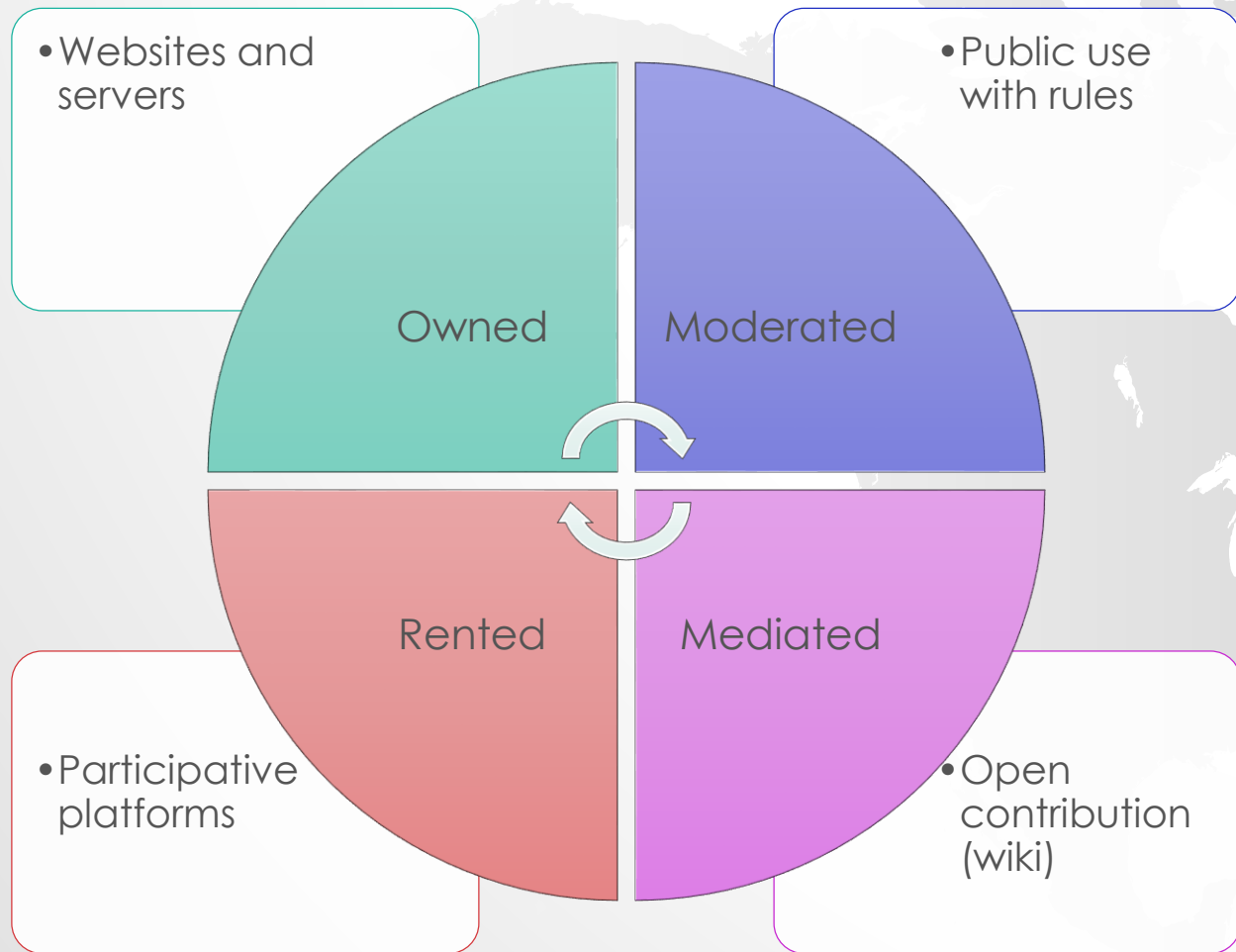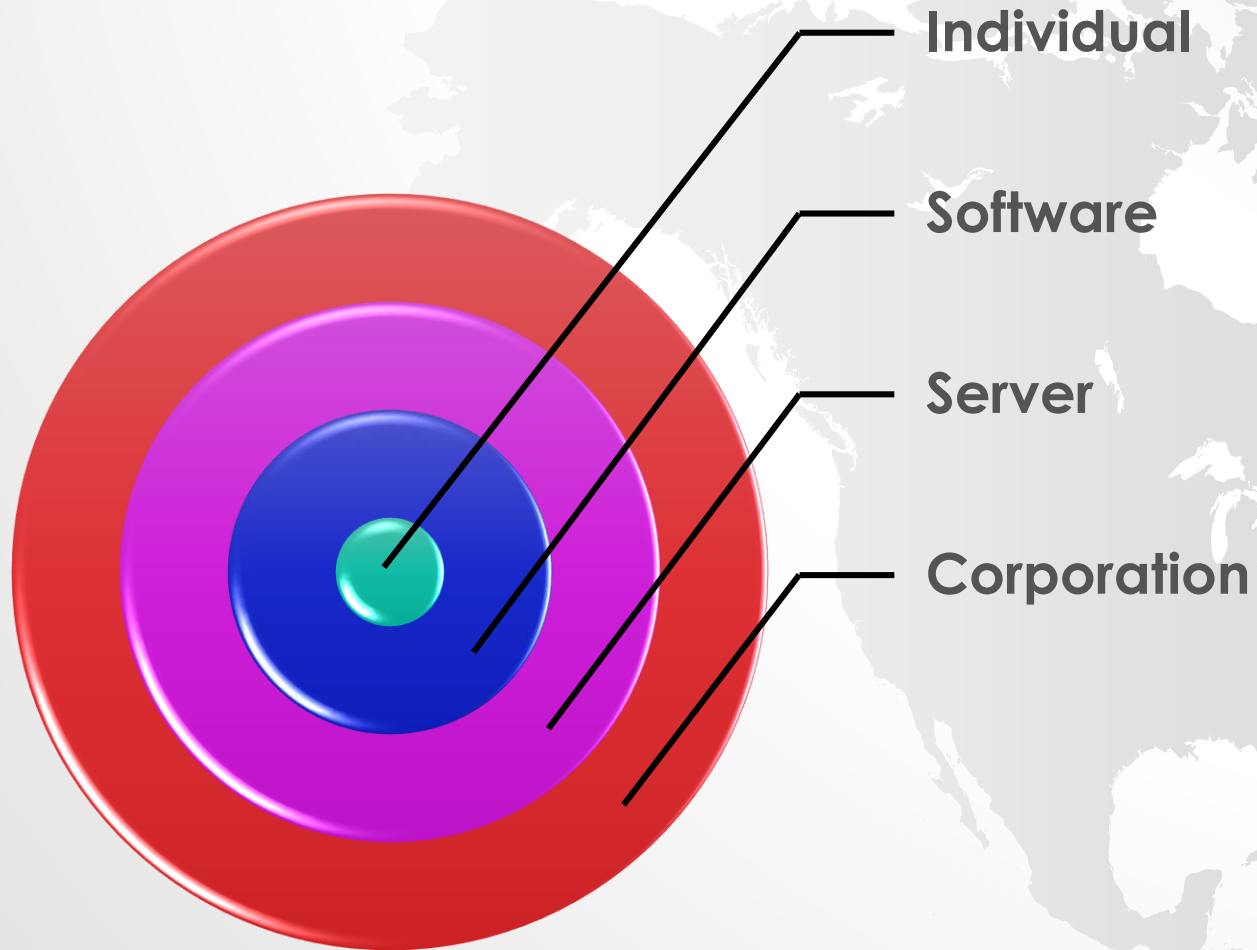
WHAT IS SOCIAL MEDIA?

- A world-wide collaboration of people connected by digital communications

- A way to interact, communicate, and share

- A way to disseminate and access up to date news, information, and opinion

- A way to potentially influence a much larger number of people than through direct contact

- Interactive and universal learning platforms

- A means to publish creative content

HOW DOES SOCIAL MEDIA WORK?

Individual

Software

Server

Corporation

SOCIAL MEDIA CONTENT TYPES (SOME)

Messaging

Information

Dating

Politics

Relationships

Sharing

Business
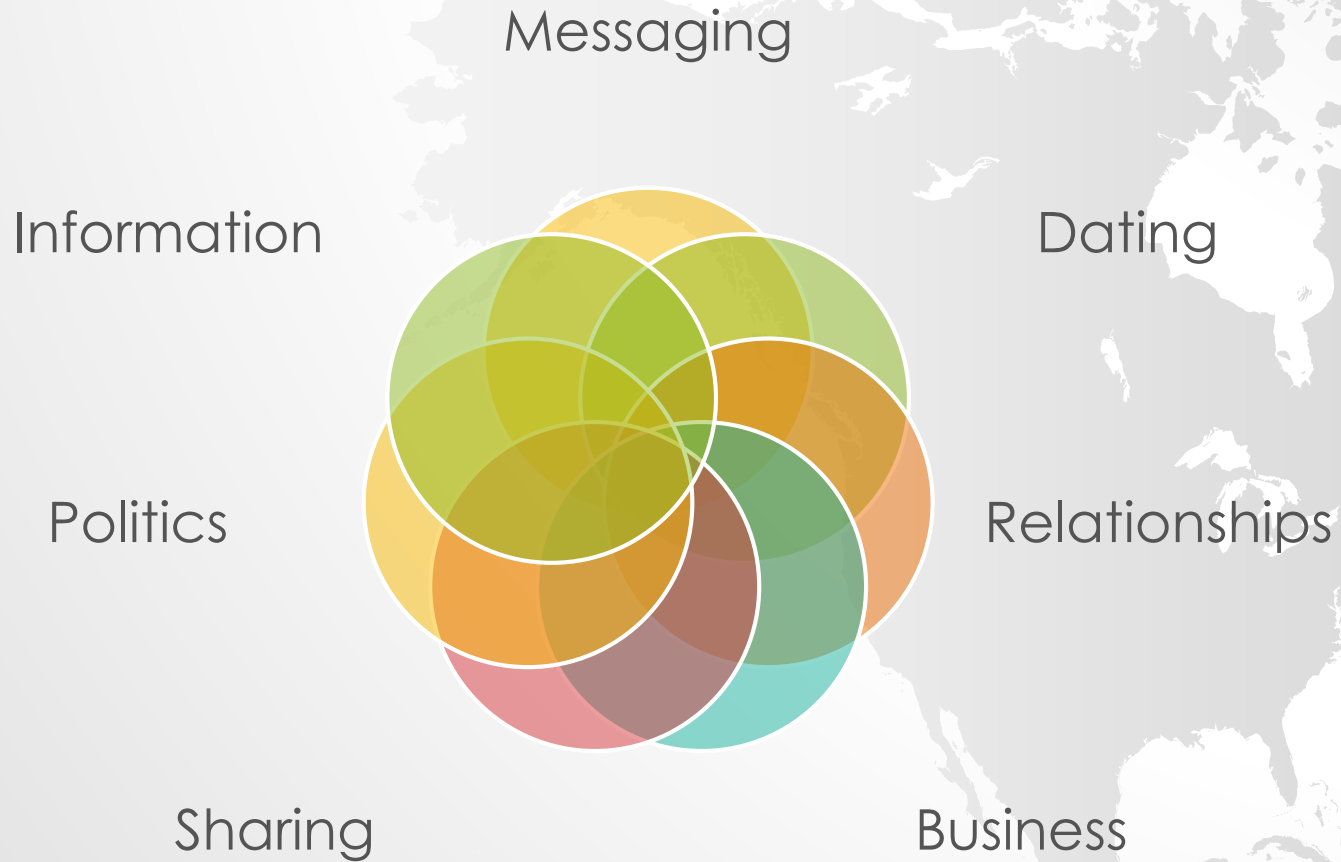
SOME SOCIAL MEDIA SITES

Facebook

Kik

Slack

SoundCloud

Flickr

Swarm

Twitter

Instagram

WhatsApp

Foursquare

Musical.ly

Snapchat

Pinterest

YouTube

LinkedIn

Tumblr

Medium

Peach

Periscope

Tinder

Google+

IS SOCIAL MEDIA GOOD OR BAD?

- Around seven out of ten Americans (69%) use social networking sites such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest, as of 2018, up from 26% in 2008. On social media sites, users may develop biographical profiles, communicate with friends and strangers, do research, and share thoughts, photos, music, links, and more.

- Proponents of social networking sites say that the online communities promote increased interaction with friends and family; offer teachers, librarians, and students valuable access to educational support and materials; facilitate social and political change; and disseminate useful information rapidly.

- Opponents of social networking say that the sites prevent face-to-face communication; waste time on frivolous activity; alter children's brains and behavior making them more prone to ADHD; expose users to predators like pedophiles and burglars; and spread false and potentially dangerous information.

DID YOU KNOW?

- Social networking sites are a top news source for 27.8% of Americans, ranking below newspapers (28.8%) and above radio (18.8%) and print publications (6%).

- Students who used social networking sites while studying scored 20% lower on tests. Students who used social media had an average GPA of 3.06 versus non-users who had an average GPA of 3.82.

- 35 global heads of state, every US Cabinet agency, 84% of US state governors, every major candidate for US President, and more than 40% of top global religious leaders are on Twitter.

- 10% of people younger than 25 years old respond to social media and text messages during sex.

PROS AND CONS OF SOCIAL MEDIA

PROS

- Brings people together

- Sharing of common interests

- Helps people to solve major and/or difficult life issues

- Encourages public discourse

- Can provide beneficial support and focus for specific issues or problems

CONS

- Limits personal contact

- Creates easily accessible public profiles

- Exposes intimate details of life and targets people for exploitation

- Encourages public shaming and bullying

- Can subject people to imposters and predators who mask their identities

PROS AND CONS OF SOCIAL MEDIA

PROS

- Encourages civic engagement

- Promotes businesses

- Quickly disseminates news and other information

- Easy sharing of information with friends and family

CONS

- Promotes anger and bullying

- Encourages criminality

- Legitimizes false information and conspiracy theories

- Disclosing private information to everybody.

PROS AND CONS OF SOCIAL MEDIA

PROS

- Fun and enjoyment

- Real time news and information

- Promotes business collaboration

- Links people of common interests, supporting existing belief systems

- Easily accessible nearly all the time and everywhere

CONS

- Information overload

- Obsessive interactions with digital devices

- Wastes productive time while at work

- Narrows peoples viewpoints by filtering opposing views.

- Promotes sedentary lifestyle and sleep disruptions

THOUGHTS FROM THE EXPERTS

- Chamath Palihapitiya, Facebook's former vice-president for user growth, sounds the alarm going forward. "The short-term, dopamine-driven feedback loops that we have created are destroying how society works," she warns. "No civil discourse, no cooperation; misinformation, mistruth. This is not about Russian ads. This is a global problem. It is eroding the core foundations of how people behave by and between each other."

- In short, millions of Americans are now more concerned with their "online presence" than their real world one, firmly convinced much of their self-worth is determined by the number of "likes" they receive from other Americans.

WHAT DOES THE FUTURE HOLD?

- Growth and expansion is inevitable: digital information and technology will continue to grow rapidly. The use of digital information will become as common and unremarkable as electricity.

- Augmented reality will impact how people view and think about the world, based on the information provided to them.

- Decision-making can be much more effective when based upon a much broader perspective of current and historical information.

- Decision-making can be much less effective when supported by information from resources that comport with our own personal prejudices.

- Business models may continue to be disrupted at an accelerated rate as new data use models are developed.

WHAT DOES THE FUTURE HOLD?

- Certain perceptions of the world will be relegated to distant corners of the digital world where "nice people" would not go. These perceptions will be tagged as myth, ignorance, and conspiracy theories. The keepers of these decisions is as of yet unknown.

- The evolving, deep, and historical record of us as individuals will be available to all, and will not be able to be updated, corrected, or changed. This will permit the creation of profiles that will change how we think about people, how we establish trust, and how we negotiate change.

- Security concerns will clash with civil liberties

- Tagging, data collection, data storage, and intelligent analytical mapping of the physical and social realms will influence commercial, social, and governmental strategic activities.

WHAT DOES THE FUTURE HOLD?

- Civil disruption, political and social activism, and terrorism will be supported by the rapid dissemination of information and teaching tools

- As the global use of digital information expands, there will be an increased awareness in the disparity of access to resources such as health care, clean water, education, food, and human rights.

- Expansion of access to data will promote greater global growth of the concept of social justice and the promotion of a new world order and global governance.

- The internet will become segmented, and will result in the compartmentalization of information, access, and security that will divide groups politically, economically, socially, or nationally.

WHAT DOES THE FUTURE HOLD?

- Educational opportunities will become universally available as areas become digitally connected.

- Digital devices will become universally available, enabling the growth and expansion of access to data.

- New rules and regulations will need to be developed to support the growth of digital technology, and new actors will need to be developed who have a better understanding of the technology and its impacts.

- Bad actors evolve quickly in parallel with evolving technology. Education and protection from these bad actors will need to develop in parallel.

- Privacy and confidentiality will become increasingly more challenging and costly.

WHAT DOES THE FUTURE HOLD?

- Group-think, group-speak, and mob mentality will grow, granting low-information actors greater influence over others, resulting in the lowering of social standards and the loss of civil controls.

- People will lose their grounding in the realities of life and work.

- Social interactions will continue to decay, resulting in less respect and integrity in our relationships.

- The nature of work will change. The loss of labor-related work will be temporarily offset by the increase in technology-related work.

- Our ability to process information will be aided by artificial intelligence, the growth of data, the expansion and accessibility of storage, and the speed of processing.

IS THERE A DIGITAL MEDIA PROBLEM?

- The present can be challenging: are we really prepared to be where we are right now?

- The future can be both frightening and hopeful: we must begin to lead the digital evolution, instead of following it, by developing more strategic thinking by people more familiar with the technology. The future cannot be left in the hands of the people who own technology.

- Is there a problem with the technology?

- Is there a problem with the ownership of the technology?

- Is there a problem with the use or abuse of the technology?

- Is there a problem with the regulation of the technology?

POLITICS

- Should the government legislate or regulate digital media?
  - Hands-off: capitalism and democratic processes
  - Guide it: civil pressure and informed representation
  - Regulate it: infrastructure, algorithms, data, access
  - Control it: government ownership of the internet and its use

- If the government must participate, who in the government is prepared to do so?

- Does governmental control ever work?

POLICY

- How will security concerns be balanced against civil liberties?

- Can individual actors precipitate change?
  - Prager University steps away from YouTube
  - Alternatives to "big data" will require research and commitment

- What about the choices between the global approach to information and the fragmented approach to information: the "Ubernet" versus the "Internets"

- Education: who and how will determine and manage the proper education of our youth

- Personal responsibility and accountability

- Remember Mom's "permanent record"?

WHO IS RESPONSIBLE FOR PROBLEMS

- Corporations and money

- Government

- People

- Special interests

WHO IS RESPONSIBLE FOR SOLUTIONS

- Corporations

- Government

- People

- Organizations

RESPONSIBLE USAGE DECISIONS

- Use it wisely

- Recognize your risks

- Be a critical thinker