Ethics and Social Media

By Kim Beavers, Katie McCoy, and Stephanie Wise
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History of Social Media

- What is social media?
- Who began the process?
- What is its basic function/purpose?
Ethical Behavior

* What are ethics?

* Why are ethics important with social media in education?

* Ethical factors to consider
  * Internet Safety
  * Privacy issues for educators and students
  * Appropriate Use
# Unethical Behavior

Cyberbullying Offending

N=4441

Random Sample of 10-18 year-olds from large school district in the southern U.S.

<table>
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<tr>
<th>Activity</th>
<th>Percentage</th>
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<tr>
<td>I have cyberbullied others (lifetime)</td>
<td>19.4%</td>
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<tr>
<td>I have cyberbullied others</td>
<td>8.6%</td>
</tr>
<tr>
<td>One or more mean or hurtful comments about someone online, two or more times</td>
<td>11.2%</td>
</tr>
<tr>
<td>I spread rumors about someone through text messages, or emails</td>
<td>8.8%</td>
</tr>
<tr>
<td>I threatened to hurt someone through a while online, onlineelse online cellphone, or text message</td>
<td>6.8%</td>
</tr>
<tr>
<td>I threatened or pretended to hurt someone</td>
<td>5.4%</td>
</tr>
<tr>
<td>I threatened to be someone I pretended to hurt</td>
<td>5.2%</td>
</tr>
<tr>
<td>I threatened to be someone I pretended to be someone to be someone</td>
<td>4.6%</td>
</tr>
<tr>
<td>I posted a mean or hurtful picture of someone online</td>
<td>3.9%</td>
</tr>
<tr>
<td>I posted a mean or hurtful video online</td>
<td>3.1%</td>
</tr>
<tr>
<td>I posted a mean or hurtful web page online about someone</td>
<td>2.9%</td>
</tr>
<tr>
<td>Previous 30 days</td>
<td></td>
</tr>
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Cyberbullying Research Center
www.cyberbullying.us
**Some Resources for Cyberbullying:**

- BrainPop  
  [www.brainpop.com](http://www.brainpop.com)
- Common Sense Media  
  [www.commonsensemedia.org/education](http://www.commonsensemedia.org/education)
- ConnectSafely  
  [www.connectsafely.org](http://www.connectsafely.org)
- Cyberbullyhelp  
  [www.cyberbullyhelp.com](http://www.cyberbullyhelp.com)
- Learning.com  
  [www.learning.com/parents](http://www.learning.com/parents)
- Stopbullying.gov  
  [www.stopbullying.gov](http://www.stopbullying.gov)
- Web Wise Kids  
  [www.webwisekids.org](http://www.webwisekids.org)
- I-Safe  
  [www.i-safe.org](http://www.i-safe.org)
- Scamex  
  Scamex curriculum found in I-safe
Cyberbullying Training

* Access cyberbullying
* Develop clear policies (see CVCA Cyberbullying reporting form)
* Provide staff training
* Spend class time on the topic of cyberbullying and positive digital citizenship
* Teach students online “Netiquette”, safe use of social media, and how to monitor their online reputation
* Train and utilize student mentors
* Form parent/community/school partnerships

* Do unto others as you would have them do unto you (Luke 6:31).
Unethical Behavior

* Cyber Stealing
  * Identity
  * Plagiarism
  * Bootlegging
Unethical Behavior

Are we providing EDUCATION or TEMPTATION?
Social Media Benefits

INCREASED CONNECTIVITY
Creative Methods of Teaching
Technology is EVERYWHERE in our students’ lives.

Be present in the world of technology
  * As Christians
  * As Educators

Prepare/Equip them for their futures
1. Twitter in the classroom
2. Teacher’s procedures for Facebook
3. Resources:
   * Glogster
   * SchoolTube, Inc.
   * Ning
   * Web2.0
   * Collaborize Classroom
   * Kidblog.org
   * Edublogs
   * SurveryMonkey
Resources

* Department of Education (US Government)  www.cybersmart.com

* Best social media mash-ups in higher education

* Free Technology for Teachers  http://www.freetech4teachers.com

* Web2.0 resources for students

* Top 100 Tools for Learning
  * http://c4lpt.co.uk/top-tools/top-100-tools-for-learning-2011/

* 21st Century Educational Technology and Learning
  * http://21centuryedtech.wordpress.com
Best Practices

* Access cyberbullying
* Develop clear policies (see CVCA cyberbullying reporting form)
* Provide staff training
* Spend class time on the topic of cyberbullying and positive digital citizenship
* Teach students online “Netiquette”, safe use of social media, and how to monitor their online reputation
* Train and utilize student mentors
* Form parent/community/school partnerships

* May the words of my mouth and the meditations of my heart be acceptable in Your sight, O Lord, my Rock and my Redeemer (Psalm 19:14).
Twitter

* History
* Tweets
* Followers
* Excellent Twitter Community
  Groups for Educators
* Pros
* Cons

Biz Stone

Evan Williams

Jack Dorsey
Facebook

- History
- Founder – Mark Zuckerberg
- How to use with students
- Pros
- Cons

Mark Zuckerberg
Wiki/Blogs

* Definition
* Forums
* Discussion to continue the learning outside of the classroom
  * How to incorporate wikis/blogs for learning purposes
  * How to ensure that every student participates in blogging
    * Aliases
    * Requirements of classroom participation

* Trust in the Lord with all your heart and do not lean on your own understanding. In all your ways, acknowledge Him, and he will make your paths straight (Proverbs 3:5-6).
Conclusion

* Social Media Definition
* Ethical Definition
* Social Media Benefits and Disadvantages
* Educators ought to ask themselves what is the role/purpose of social media?
* Does the education received through the social media forums outweigh the risk/dangers?
* Technology updates/technology training for those students who do not have technology currently in their homes
Question and Answers?
References


Goldsborough, R. (2008). *Dealing with E-mail scams*


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  * *Techniques: Connecting Education & Careers*, 86(6), 36-39.
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* Protecting youths from online harassment: Cyberbullying and sexting are among the risks to be aware of. (2011). *Harvard Mental Health Letter, 28*(3), 4-4.
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* Rivero, V. (2011). We're Talking Social Media in Education. *Internet@Schools, 18*(3), 12-15.


Photo References

* [www.bizstone.com](http://www.bizstone.com)
* [www.twitter.com/Jack](http://www.twitter.com/Jack)
* [www.twitter.com/ev](http://www.twitter.com/ev)

* Classroom: [http://it.mercer.edu/student/academic_technology/index.htm](http://it.mercer.edu/student/academic_technology/index.htm)
* Globe: [http://www.maps2anywhere.com/globes/inflatable_world_globe.htm](http://www.maps2anywhere.com/globes/inflatable_world_globe.htm)
* [http://teachercadettechnology.blogspot.com/2012_01_01_archive.html](http://teachercadettechnology.blogspot.com/2012_01_01_archive.html)