

ETHICAL ISSUES OF SOCIAL MEDIA AMONG STUDENT

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Abstract

In this technology era, Internet has been booming and in these years social media was born. Since social media is starting to attract people attentions as well as to youth. Social media sometimes have benefits to the people who use them. However, it is important to identify the ethical issues. The aim of this paper is to evaluate the level ethical issues in using social media among student.

Keywords: *ethical issue; social media; student; technology*

INTRODUCTION

Nowadays, everybody was using the social media in their life for communication, sharing the information and for the other purpose. But not everyone knows their rights and ethics during using the social media. There are so many conflicts can happen when people state the false information or distribute the slander about someone else. In addition, it is very important to have ethics using the social media.

Social media involves social relations amongst people who have some type of relationship or affiliation (Wellman, 2001). The social media have many users from the student until adults which are they are the majority group that using it in their daily life. The example of social media is Facebook, Twitter, WeChat, WhatsApp, YouTube and many more. People can access the social media application from their mobile device and computer. The social media also provide many functions and interactive platform such as political, social, academic, business, sports and religious platform. Whiting (2013) stated that the ten uses of gratifications which are social interaction, information seeking, entertainment, relaxation, pass time, communicatory utility, convenience utility, expression of opinion, information sharing, and knowledge.

From Merriam-Webster, it defines ethics as an area of study that deals with ideas about what is good and bad behavior: a branch of philosophy dealing with what is morally right or wrong. By having ethics in our life we can discipline ourselves and can distinguish the matters that we can do and prohibited to do because there are impacts from our action.

Although there have been several studies about ethical issues in using social media, there is no research done with UiTM scope and data. The previous studies were using the overseas institution to measure their research. In this study, a survey is conducted for students in UiTM Puncak Perdana to investigate the ethical issues in using social media among students in UiTM Puncak Perdana.

ISSUES

This study examines the relationship between ethical issues in using social media and students in UiTM Puncak Perdana whether it will affects student's education in every aspects such as information sharing, decision making, and the effect on academic performance.

- **Information sharing**

The use of social media to share information is gradually replacing the traditional media outlets such as television, newspaper, and radio. Some students consider excessive use of social networks simply the latest form of "Internet Addiction Disorder". As a student, he/she likes to share information they consider personal on all of the social media sites explored in this study. Considering the fact that no matter how secured the policies are to protect information shared on social media sites, it tends to end up in the hands of those it was not intended may be associated with students' indication of their unlikelihood to share personal information.

In UiTM Puncak Perdana research, the information sharing in social media shows Social media has become an important platform that influence across several domains to actively communicate with each other in order to maintain a relationship. While the advantages are becoming obvious, the knowledge on how to effectively share information on social

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media sites among students is crucial in order for them to use it wisely. However, through information sharing in social media they can exchange their knowledge with other people and gain new knowledge. This behavior suggests that the information sharing in social media may influence the student's education.

- **Decision making**

A decision making using a social media can be influence for collection of data, including the collation of its publicly available information and researching Internet-based phenomena. According to Lunnay et al (2015), the Association of Internet Researchers' ethics working group, researchers are developing guidelines for these circumstances in *Ethical Decision-Making and Internet Research*.

- **Academic performance**

Students always spend their time by using social media as their main activities in their daily life. The use of social media plays a variety of roles in education, which include providing a media to share ideas as well as allowing students to build their own communities to collaborate with each other, facilitating the art of learning and reaching out to the students in order to understand and teach them at the same time. However, the excessive use of social media can give impacts on the academic performance. As a student, they should balance their time for learning and leisure. The social media can be education purpose if they use wisely and not spend time too much until neglecting their responsibilities as students since the social media is the popular medium that has many attractions at this era.

RESEARCH QUESTIONS

In this study, there are few questions that have been generate to answers the following objectives about the study of ethical issues in using social media among UiTM Puncak Perdana students. The research study will be guided by the following research question below:

- Is there any relationship between ethical issues and social media among students?
- Is decision making can be influence by social media?
- What is the best practice to increase academic performances among students?

RESEARCH OBJECTIVES

The objective of this research are:

- To determine the relationship between ethical issue of information sharing in social media among students.
- To identify the relationship between decision making and social media among students.

- To apply the best practice to overcome the effect of academic performance and social media among students.

FRAMEWORK AND EXPECTED OUTCOMES

To determine the relationship between ethical issue of information sharing in social media among students.

Social media is defined as "forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content". Examples of social media include blogs, Twitter, LinkedIn, Wikipedia, YouTube, podcasts, online forums and Facebook. The ability to electronically "cut-and-paste" from Web-based materials has raised new concerns of plagiarism by students. This is worsened by the ability of social media to broadcast copied material to a large audience. In the process of doing so, there is a clear possibility of violating the sharing copyright of the author or owner of the original work. How someone becomes privacy to the social media information of another is an important ethical issue. It is one thing to view social media information of someone who specifically granted access to it. However, it is a different matter to access that information is presented by a third party, such as a fellow student, colleague, or competitor for an award, honor, or job. Philosophically, many feel that information freely and voluntarily provided to the public is open for analysis regardless of how it is exposed. Others believe that only information to which one has specifically been granted access should be open for judgment and clarification.

To identify the relationship between decision making and social media among students.

Social networking may be defined as a phenomenon through which Internet users build virtual communities based on common interests, activities, and established friendships. Although some people use social network sites to meet new people, most use social networks for communication with extended groups of friends. A typical social network user shares information about his or her age, interests, location, school, and work, with videos, photos, and other information of interest to friends.

Unfortunately there's had a bad impact for student. Some of students can't make decision wisely to sharing their personal information, fragile issue and private group information. Some of them too addict to sharing everything without they realize what will be happen soon, somebody will follow and stalker the information given.

Other than that, faculty can prepare any fun activities or competition to student for create any web site or page refer the format prepared, from that lecturers can analyze and evaluate which information taken by student is appropriately or not. All the recommendation is to enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities with a right way with

excellent decision making in social media. This means that social media activities have the possibility of enhancing student contact and is used to improve their participation in class, particularly where introverted students are involved. The information is a helpful source, which may influence student’s decision-making. Students can function in online group learning, with less or no anxiety of needing to raise questions before peers at school.

To apply the best practice to overcome the effect of academic performance and social media among students.

People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their “connection” or friends. Most of studies showed that people use information on social media as the guideline for their future purchase or planning their future trip. The social media environment is very easy to apply and to reach the reach customer. These benefits give persons convenience to achieve what they are looking for. People tend to believe in what their friends recommend. Facebook, Twitter, or Myspace is the most popular social media site that people share their lifestyle, stories or even where they went for vacation. Posting information could lead their friends to do the same thing or use their information to make decisions.

The social media is a larger medium to influence user to do same thing. For the suggestion of this case, student may be able to produce and create any system or database in academic learning such as a “package of education”. Package of education content the collection of article, past year paper, answer of past year question, example individual and group assignment from senior and the description or motivation quotes from others student and the tips from lecturers. This “Package of Education” can help student to achieve excellently in academic and co-curriculum. All Students can access to this system and communicate each other’s. This system is provide by students not others organization and groups. For the future impact, this innovation can help student and open the mind of mentality academic staff to using and applying it.

CONCLUSIONS

It can be conclude that, this chapter discussed about the literature that related to this topic which is ethical issues in using social media among students in UiTM Puncak Perdana. In this chapter, the topic for this research study will be discussed in details related to information sharing, decision making and also the effects on academic performance among the students at UiTM Puncak Perdana since the social media sites are inexpensive and, more often than not, completely free to use also it is the popular medium among the students nowadays.

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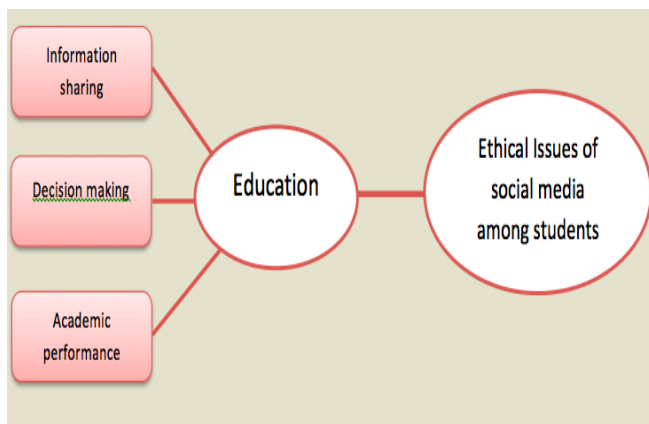


Figure 1. Research Framework.