

Ozhan Tingoy (Assoc. Prof.),
Askin Demirag (Instructor, MA)
Osman Koroglu (MA)

TRANSFORMATION OF MEDIA AND ETHICS






OVERVIEW

- 1. New Media in The Context of Transformation
 - 1.1. New media systems
 - 1.2. Information Society and Transformation
- 2. Ethics Problems of Transformation of Media
 - 2.1. Ethical Theories
 - 2.2. Technology and Values
 - 2.3. Reflections on New Media Ethics




ABSTRACT

- ❑ Change, transforms the media.
 - ❑ Users changing their media and usage choices.
 - ❑ Ethical theories must be revisited in changing and transforming media context.
 - ❑ Users' awareness of the new media opportunity and threats are important.
 - ❑ Strong education initiatives to give everybody basic computing and new media usage skills.
- 



NEW MEDIA


Neuman (1991) argues that New Media:

- Will alter the meaning of “*geographic distance*”.
 - Allow for a huge increase in the “*volume of communication*”.
 - Provide the possibility of increasing the “*speed of communication*”.
 - Provide opportunities for “*interactive communication*”.
 - Allow “*forms of communication*” that were previously separate to overlap and interconnect.
- 



NEW MEDIA

Manovich's (2001: 20) new media principles:

- ☐ Numerical Representation
 - ☐ Modularity
 - ☐ Automation
 - ☐ Variability
 - ☐ Transcoding
- 




SOCIAL MOVEMENTS AND NEW MEDIA

- Since 1994 new media has been used by social movements to educate, organize, share cultural products of social movements, communicate, coalition build and more.
 - Indymedia movement as a democratization of information: “radical, socio-technological paradigm to challenge the dominant, neoliberal and technologically determinist model of information and communication technologies.”
- 



ETHICS AND NEW MEDIA


Most discussed ethical theories

- ☐ *Consequentialism*
 - ☐ *Theory of Deontological Reason*
 - ☐ *Human Nature Theory*
 - ☐ *Relativism Theory*
 - ☐ *Hedonism*
 - ☐ *Emotivism*
- 




REFLECTIONS ON NEW MEDIA ETHICS

Computer technology temptations:

- ☐ *Speed*
 - ☐ *Privacy and anonymity*
 - ☐ *Nature of medium*
 - ☐ *International scope*
 - ☐ *The power to destroy*
- 




CONCLUSION

- Illegal and unethical usage of technology may cause target individual's life to become problematic. For example:
 - *Facebook: Personal privacy problems, Electronic identity theft, “phishing”.*
- 



CONCLUSION

- Solution is “to learn how to be a knowledgeable new media user”. To keep up technological changes and their impacts on our personal lives are not easy for everybody. This duty can be achieved with the help of the public, education and private sector decision makers.
- 



QUESTIONS & ANSWERS

Thank you for listening :)

Ozhan Tingoy (Assoc. Prof.),
Askin Demirag (Instructor, MA)
Osman Koroglu (MA)

