These guidelines are offered for students at the College of Mount St. Joseph and represent modifications to draft material submitted by students enrolled in COM 354 New Media Ethics in Spring, 2013.

They represent guidelines <mark>for students by students</mark> and do not replace or supersede any existing College of Mount St. Joseph policies including but not limited to the responsible use of institutional technology, [Copyright Compliance](), [Peer to Peer (P2P) File Sharing Policy](), [Harassment](), and general expectations regarding student behavior and responsibilities as included in the [Student Handbook]().

New Media Ethics

Preamble: Acknowledging the fact that you are a student at the College of Mount St. Joseph, your online activity reflects upon your character and values and may reflect upon the institution as a community to which you belong. Here are some guidelines you can follow to promote yourself and the common good of our College community.

I. Social Media

Definition: Social media are defined as media designed to be disseminated through social interaction, via highly accessible and scalable publishing platforms online. Examples include but are not limited to: LinkedIn, Facebook, Twitter, YouTube, Flickr, iTunes U, Second Life, and MySpace.

Benefits: Students can gain social confidence by interacting online, which could lead to feeling secure about unfamiliar situations (ex. sports teams). Social networking also keeps students up-to-date on emerging technologies, as well as various media sources. Online communities can often create support for people or groups, and allow common interests and knowledge to be shared. Social media are also now being used in mediating teacher and student engagement (online forums, discussions, etc.), and help expand conversation amongst students. Social media sites are also great ways to publicize events or topics for the college/students.

The College of Mount St. Joseph encourages its students to engage in social media use, with the expectation to use social media in a positive fashion for their College community.

Issues of Concern and Recommendations:

Anonymity – Do not post confidential or proprietary information regarding the College of Mount St. Joseph, its students, faculty, or staff. Use sound ethical judgment in posting on social media sites. Do not allow yourself to get caught up in social media sites, exposing too much of your personal information.

Privacy - As mentioned, the College encourages students to interact with each other over various social networking sites (SNSs). Students may feel tempted to post as much information about themselves as possible online for interaction, and as a form of entertainment with other students. While it is good for students to share about their lives, we encourage students to be mindful about what information they post on SNSs. Students should keep in mind that whatever they put on an SNS becomes public to users outside of their friends/followers, including future employers. These are a few tips we offer to fellow students who want more privacy on SNSs while at the same time want to enjoy the freedom of interacting with friends. Students can modify their privacy settings in order to allow only friends to view their user content. Students should post information that they are comfortable with strangers knowing and not information that they would not want others to know. We wish for students to be able to share with others online freely while at the same time having a level of privacy to protect them from users outside of the college community.

Activity - Online news is instantaneous, so readers are looking for the most up-to-date information they can find. Monitor your accounts for offensive or frivolous posts, and respond to comments in a timely manner, so proper actions and responses can be made. Remember this is an open forum. Use discretion and good judgment in monitoring feedback and comments from your friends, followers, and fans.

Respect- Students are expected to treat all members of the College equally and with respect. With this in mind our students should carefully consider what they post online. Be aware of your surroundings and what you post because it could offend someone. Use common courtesy when online and use good judgment.

Accuracy-Fact Checking- Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community. Honesty is the best policy. With this in mind our students should be critiquing their own work, as well as the work of other users.

Audience – Be aware of the people that can read your social media posts. Not all of them may appreciate certain behavior and humor. Be sure to respect them,

while balancing your right to self-expression.

II. BLOGGING

Definition: Over the last few decades, blogs have gone from being a niche trend into an honest alternative to mainstream news outlets.

Benefits: Blogs provide news, information and above all, opinions for a rapidly growing and dedicated audience.

Issues of Concern and Recommendations: Here at the College, consider the following guidelines when writing what you have to say:

•	Write in your own voice, while staying respectful of others.

•	Respect fair use laws as well as copyrights.

•	Be thoughtful about how you present yourself, as well as the College.

•	Use your best judgment when posting online. What you publish is widely available, so consider the content carefully.

•	Lastly, think of your blog as a conversation. Encourage dialogue and let your personality shine through-create excitement, keeping in mind our earlier recommendations regarding anonymity and privacy.

III. Cultural consumption and production

A. Peer to Peer (P2P) File Sharing

The College of Mount St. Joseph's policies regarding Peer to Peer (P2P) file sharing can be found at: [Peer to Peer (P2P) File Sharing Policy](#)

Definition: Peer to peer file sharing is when users download and share information such as music, art, movies, games, software, and other forms of intellectual property. This is done by using peer to peer (p2p) software that connects the user to other users via the Internet. Bit torrent technologies used on sites like Piratebay make it easy to download files. Sites that promote and create the sharing of torrents make it possible to distribute large amounts of information, or large files over the Internet. Bit torrent technologies are used for transferring files across a network of people. Segments of data are being transferred from other users' computers to the party wishing to obtain them; collectively these segments of data will come together to complete a file. The

collection of multiple pieces of data from multiple users makes it difficult to pinpoint one user as guilty of distributing the information. The act of p2p file sharing isn't illegal itself, it becomes illegal when the file sharing infringes upon the copyright agreement of the owner of the property.

Benefits: Peer to peer file sharing can be a good way to share information, ideas, art, movies, music, and more. File sharing sites make it easy to obtain information with the click of a mouse. Another benefit of file sharing is it is a cost free way to obtain media. Peer to peer file sharing allows open communication and the sharing of ideas among peer groups. The College of Mount Saint Joseph supports and promotes open communication amongst students, but requires they stay within legal parameters.

Issues of Concerns and Recommendations:

When it comes to file sharing and pirating there are some obvious issues regarding legality that arise. File sharing and pirating music and movies have been evolving issues throughout recent years. Sites such as ThePirateBay and Limewire are two sites where acts of file sharing and pirating occur daily. The reason that file sharing and pirating are illegal is because one is essentially stealing another person's work without their permission. The individual stealing work then shares these stolen music or video files through sites like ThePirateBay, which then allows anyone who visits the site to download these illegal files. We recommend that you find a cheap, legal and easy way to download music with sites such as iTunes.   ITunes provides its users with all of the most recent and most popular music and videos that have been released. The individual can then purchase music and/or videos for a small cost and not have to worry about any legal issues. For those individuals who still choose to use sites such as ThePirateBay or Limewire, approach with caution. Since the actions conducted on these sites are illegal, you must never access these sites on the college's internet network. Disciplinary action will be taken in instances of illegal file sharing or pirating on the school's network.

The College web site provides links to sites that provide numerous options for obtaining music, videos, and other digital content in a legal manner: https://mymount.msj.edu/ICS/Portlets/ICS/Handoutportlet/viewhandler.ashx?handout_id=cb621411-4cbc-4813-bbe6-486734814018

B. Remix, Intellectual property, Fair Use, and the Creative Commons

Definition: Remixing is producing a different version of an already existing work. Remixing can include copyrighted material, either intentionally with permission or illegally, to illustrate examples, recirculate a work or present a topic of discussion. It can also include posting or reposting another person's ideas.

Benefits: Remixing is a way to create new and interesting works that can

provide entertainment, new information and even a new understanding of existing concepts.

Issues of Concern: If you have the urge to use someone else's work in collaboration with your own idea you must first understand the possible legal repercussions. Remixing responsibly is very important in avoiding legal problems protecting others' works.

Recommendations: A way to remix responsibly is to review the website called [Creative Commons](#). It provides many works that can be remixed into whatever you desire and a means to grant others the freedom to remix your work. You can also exercise your rights to legally remix under [Fair Use](#) exceptions within copyright law. Legal remixing can bring about creativity and can generate new concepts and ideas.

Remixing can be seen as an opportunity for an individual to be creative. The individual remixing typically brings together certain aspects of songs and videos and tries to collaborate all of them into their own piece of work/art. However, with remixing, there are also legal issues that arise. Those who remix typically like to use a variety of music or video pieces collaborating with work from different artists. Without permission from these artists, the individual who uses their work is then conducting an act of stealing/plagiarizing. For those who choose to remix, there are some recommended guidelines one should follow.

First, make sure to become familiar with the rules and regulations of remixing. Reviewing the website creativecommons.org will allow an individual to collect knowledge regarding how to remix legally. If one chooses to remix, again, refrain from using the school's network. If one is caught remixing illegally on the college's internet network this causes acts of copyright infringement. This may lead the college to pursue proper disciplinary action for plagiarism. Remixing legally is seen as very creative and a work of art. Therefore, it is crucial that one review the rules and regulations of remixing to be sure that their work of art isn't seen as stealing. So remix responsibly and see what you can create.

IV. Incivility and Risky Behavior

A. Internet Addiction

Definition: Any kind of need to use social media, the Internet, or mobile devices on a constant basis.

Issues of Concern: Symptoms of Internet Addiction can include neglect of studies, strained relationships with family and friends, lack of sleep/fatigue, change in diet, and so forth. Please refer to [Net Smart: How to Thrive Online](#) -by Howard Rheingold for more information about this.

Recommendations: Students should maximize their potential by spending their time wisely and be mindful of how much time they are spending for any given task online. For example, spending three hours checking status updates on Facebook can take time away from doing schoolwork and meeting deadlines.

B. Harassment, hate speech, cyber bullying, threats

Please review the College's [Policy Against Discrimination, Harassment, Sexual Harassment & Misconduct, And Retaliation.](#)

Definition: This may include the following acts: verbally abusing others online; discriminating against others because of differences (ie. race, gender, sexual orientation, etc.); speaking hateful words towards peers in the world of social media. With reduced social cues, many find it easier to bully others online through forms of social media. All online communication should be approached as face to face communication.

Threats toward the College of Mount St. Joseph, its students, and/or faculty or staff will not be tolerated. This could result in investigations through Campus Police, and could ultimately result in the responsible person(s) being dismissed and/or banned from the college and its grounds or other disciplinary or punitive actions.

The definition of hate speech is communication that is negative towards a group of people or an individual. Hate speech stems from fear or hate of race, religion, sexual orientation, and popularity, along with a number of other things. With hate speech, online bullying, and shaming, the biggest weight falls on the individual responsible for initiating the speech. A person should have the maturity to not be harassing people online because it often times results in consequences. Some of the consequences that have come out of bullying, hate speech, and shaming include suicide, self-harming, along with other emotional, social and physical problems. Online bullying and hate speech is fairly easy to engage in when you have protection and anonymity while on the computer.

It may be difficult for someone to prevent online bullying from affecting them but there are methods in which you can learn to cope and understand what is going on and how to handle it. There is not one solution to stop this type of speaking online, and mainly because of our right of the freedom of speech. With that in place and with bullying still taking place, we can take small steps to decrease the amount of hate speech that is happening online.

Tips to avoid or stop online bullying:

1. Don't respond. Do not give them the power over you.

2. Don't retaliate. Do not reinforce their behavior.

3. Talk to a trusted individual. A parent or counselor could help you.

4. Save the evidence. Have proof that this harassment is happening.

5. Block the bully. Block them from your social media websites.

6. Don't become the bully. Be the more mature and loving individual in the room.

7. Be civil. Do not sink to the bully's level.

C. Sexting

Definition: Sexting is the act of sending sexually explicit messages and/or photographs between mobile phones.

Nudity is permitting or featuring full exposure of the body.

Issues of Concern: People in today's society are overwhelmed with digital technology including computers, tablets, phones, cameras, etc. So it's fair to say that people are exposed to more mature content and they have lots of freedom to go with it. According to dosomething.org, among 14-24 year olds who admit to sexting, 29% send these messages to people they have never met, but know from the internet. Being safe is important but online safety is paramount because predators gather as much info about their target and they continue to make their mark of their victim.

Recommendations: Here are five simple guidelines that students can follow for online safety:

1. Don't give out personal info like a telephone number, address, name and location of school.

2. NEVER agree to meet with anyone you meet online. Tell faculty or friends if someone wants to meet with you.

3. Check with faculty or friends before installing or downloading software that could hurt your computer and jeopardize your   privacy.

4. Be mindful of the images you take and circulate to one another.

5. Be a good citizen online and don't do anything that hurts other people or is against the law.