

Chapter 10

Social Media Short Video-Sharing TikTok Application and Ethics: Data Privacy and Addiction Issues

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ABSTRACT

With 3.8 billion users, social media created ethical problems as well. The Cambridge Analytica scandal has been a serious issue with data security lately. Contents not in compliance with general moral rules is another important violation of ethics. TikTok application, the fastest-rising short video-sharing website, is examined. As a result of the literature review, it is observed that TikTok application also had ethical violations issues like lack of private data safety, not sufficient precautionary system barriers for the young generation, and addiction risk. Furthermore, considering that the young people can interact with malicious users through the fake accounts and the risk of sharing their exceptional videos to have more viewers, it is suggested that the sanctions should be arranged as a deterrent in violation of the rules. Parents and young users must be educated about the risks and ethical violations of social media.

INTRODUCTION

With the number of social media users increasing to 3.8 billion, and users spending more than one third of their time in social media created ethical problems as well. In particular, the lack of security in keeping private data of social media users, furthermore selling users private data has been a major issue with Cambridge Analytica scandal lately. With the expansion of social media, the companies using artificial intelligence, started using tailored advertisements which ended up exposure of users to excessive advertisements was another ethical violation. Contents not in compliance with general moral rules is among the most important ethical violations which causes problems especially for the young

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generation. In this study, TikTok application, the fastest rising short video-sharing website of social media is examined. TikTok, a short video-sharing platform with 800 million active users, although still behind WhatsApp, Facebook, WeChat and Instagram, and other social platforms will be examined with literature review. Although has been expanding tremendously, there are few researches about TikTok Short Video-Sharing application.

According to Digital 2019 report, social media is mostly used between 18-35 age group and least used above 55 age group, which shows that social media is used mostly by young age group. In Turkey, according to a research conducted by Ministry of Youth and Sports (Bulut, 2013), one in three young person spends minimum 3 hours in social media and 86 percent of young population enters social media minimum once per day, 72 percent of them enter social media minimum a few times per day. Social media user numbers according to the networks are Facebook 2 billion 271 million, Youtube 1 billion 900 million, Instagram 1 billion, TikTok 500 million, Twitter 326 million, LinkedIn 303 million, Pinterest 250 million.

SOCIAL MEDIA CONCEPTUAL BACKGROUND

Social media generally covers the social network sites like Facebook, blogs created by users like blogspot, video-sharing sites like TikTok, Youtube, collaborative sites like Wiki where contributors share knowledge, business networking sites like LinkedIn, business communities like Amazon and academic social networks ResearchGate or Academia (Emirza et al.2012). Social media includes interactive on-line communication channels where communities are connected with each other and developed by the users participation (Kalafatoğlu, 2011). Social media web sitesi are internet-based application in the cyber world providing users exchangeable contents with web based technologic infrastructure (Kaplan and Haenlein, 2010). In other words social media is created by blogs, discussion boards of companies, email, forums blogs consisting extensive and bilateral interaction based on online networks (Mangold and Faulds, 2009).

According to Mayfield (2008), social media covers communities of common interests like photography etc which enables them sharing comments, information and communicate with other people, other web sites or resources. Safko (2009) defines social media as web based application where people or communities share their behaviours, ideas, relationships and activities by words, photos, sounds and videos. The difference of social media from the traditional media is that it enables comments or additions to the posts. Safko in his research found that more than 70 percent of 600 participants were not familiar with social media however the majority could define it. Social media apart from being a communication platform, it is a mass communication network with campaigns and an important role even in radical social changes issues like Arab Spring (Meral and Meral, 2020). Schreck and Keim (2013), state that social media are all type of media formats where user groups create, share and develop knowledge via web network connections.

According to a social media specialist, digital strategy manager, Michael Fruchter (Fruchter, 2009), who worked in Dairy Queen social media campaign which can be considered as a case study in social media. Dairy Queen company is an ice cream company established in 1940, and is a leader in soft service and fast food restaurant industry with local and international shops more than in twenty countries, is a globally wellknown social brand. With social media when everything changed from traditional advertising to social media in 2008, Dairy Queen have changed as well by entering social media world.

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