Chapter 11
Social Media Ethics and Children in the Digital Era:
Social Media Risks and Precautions

Kevser Zeynep Meral

https://orcid.org/0000-0002-2514-8744

Bahçeşehir University, Turkey

ABSTRACT

Social media users have increased to 3.5 billion including children users. Social media affects children as well. Although children's rights are protected by United Nations Convention, and advertising addressing children is not ethical, the embedded, integrated advertising in social media is more difficult for children due to their lack of advertising literacy because it is much easier to differentiate advertising in traditional methods compared to digital advertising via social media, where social media integrated advertising is used. This study aims to clarify social media and ethics concepts and how social media advertisements affect children in the digital era.

INTRODUCTION

Ethics comes from the Greek word "ethos" which means character, tradition and habit. Ethics deals mainly two basic subjects. The first one consists of personal characteristics about how to be a good person, and the second consists of social and strict rules that determine the people's right or wrong behaviours (Shaw, 1999). Aristotle's best known work in the field of ethics is "Ethics for Nikomakhos", he has converted words such as "good, virtue, freedom, happiness" into concepts (Aristotle, 1984). Ethic is a philosophy discipline that examines concepts and questions human behavior and moral behavior like good, bad, duty, necessity, permission, happiness, pleasure, benefit, will, responsibility, freedom, justice, equality, obligation, fair, unfair, etc. Ethic concerns everyone in the community who, as an individual with a sense of responsibility and consciousness, wishes to shape the current forms of communication, action and behavior and lead to the good together with other individuals. Ethics states how to behave in order for

an action to be accepted morally and aims to reach constant and permanent conclusions. Ethics has no goals such as moralization, transformation into ideology, or revealing a world view.

Pieper, explains the purpose of ethics together with a number of subordinates, like illumination of human practice in terms of moral quality, to present ethical arguments that can develop a critical, morally consciousness and to enter the basic processes, moral action is not an arbitrary action that one can take if he wishes, or give up if he does not; on the contrary, to be able to show that it represents the expression of an indispensable feature of human existence, that is, to teach to love human being. Ethics is often considered as a moral philosophy in the ethical literature. It is through ethics to convey the meaning of moral action to the individual. On the one hand, while defining and analyzing moral behavior models and attitudes, on the other hand, it reveals criticism that will enable the necessity of acting ethically, at the same time, it opens the concept of moral action and enables people to grasp this concept with their mind (Pieper, 1991).

Social media is an integral part of our lives and it affects everything. Especially children being affected by social media is a major concern for parents in digital era. This chapter aims to describe the effects of social media advertisements on children via literature review method. Why ethics in social media is very important and how the children can be saved as especially in social media, where embedded commercial advertisements can not be differentiated by the children.

SOCIAL MEDIA MARKETING ETHICS

Marketing ethics is a systematic work for standard marketing decisions, behavior and how these decisions and behavior are applied to institutions (Laczniak & Murphy, 1993). It has two different fields normative and value focused philosophy and positive and descriptive usually ampiric social sciences. Both dimensions are necessary for ethic marketing application to improve ethic marketing practice. The normative and descriptive difference can be defined as positive ethics which based on observation and data and usually explains what happened on moral based situations. Normative ethics focuses on a specific standard where can be applied and reasoning and at the same time describing the reasons why to continue with such an ideal. At the same time normative ethics, like positivism methods, when applied to marketing issues, it is a part of written analytic process, and it is not related to like sayings "customers are always right" etc. (Smith, 2001).

Current marketing groups have scientific discussions covering ethics including normative ethics, like what should normative ethics be and positive ethics like what can be done or what could positive ethics be), consumer ethics like which morel rules could guide the consumers and virtue ethic like what is ethics approach (Murphy et al., 2007).

Internet marketing has two-way communication comparing to one-way communication traditional marketing therefore it has different ethic and privacy issues (Malhotra et al., 2004). Researches related about marketing based on private characteristics tried to find out how they had ethical decisions (Singhapakdi et al., 1996). For example, Hunt and Vittell (2006), claim that people reply differently to ethical questions or situations depending on their ethic sensitivity.

Tuten and Solomon has defined social media marketing as an organization to use social media technologies, channels and softwares to communicate, to present and to exchange offers for their stake holders (Tuten and Solomon, 2017).

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