Virtual Violence and New Media Ethics: The Boundary between Legitimate and Harmful Expressions

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ABSTRACT This research delves into the complexity of virtual violence in the realm of New Media ethics, focusing on the blurred boundary between legitimate expression and harmful threats. Within the context of the rapid growth of digital platforms, issues pertaining to ethics in online discourse and behavior are gaining increasing attention. The objective of this study is to explore the dynamics of the transition between creative expression and aggressive online behavior, as well as to identify its implications for individuals and society. The research employs a descriptive-analytical approach through a literature review. The literature review is conducted to delve into the concept of virtual violence, New Media ethics, and debates surrounding the demarcation between expression and threats. The findings of the research reveal the complexity in distinguishing between expression and threats within the context of virtual violence. Factors such as intent, context, and the impact of digital content play a significant role in determining ethical boundaries. While certain content evidently constitutes genuine threats, many cases require careful analysis to differentiate legitimate expression from unethical aggressive behavior. This research provides a deeper understanding of the dynamics of virtual violence within the realm of New Media ethics. Emerging implications and recommendations include the role of online platforms in developing clearer guidelines and the necessity for enhanced digital literacy to aid individuals in comprehending the social and moral impacts of their online behavior. This study contributes to the ongoing discourse concerning ethics in the digital world.

KEYWORDS *Virtual Violence; New Media Ethics; Expression and Threat.*

INTRODUCTION

In the rapidly evolving digital era, discussions about virtual violence and New Media ethics have gained prominence in the global debate on online behavior (Dubreuil et al., 2023; Hui et al., 2023; Rauf, 2021)how it affects society generally, and how it can be used efficiently, research on the ethical aspects of new media has received relatively less attention. In an age where matters such as violence, hate crimes, fake news, etc. are increasingly pervasive, we need to address the role of online technology in aiding or limiting such negative acts. In this regard, this article uses the canvas of a terror attack that was facilitated by online technology to bring to light pressing social and ethical issues in the use of new media. I draw upon 264 news articles focusing on the 2019 Christchurch terrorist attacks to piece together how the attack was orchestrated and focus on technology-enabled facets of the event. I stir discussion on the ethical

aspects of technology with regard to online discrimination (known as online othering. This is due to the increased use of social media and digital platforms that enable individuals to interact globally in ways never seen before. In this context, it becomes increasingly important to understand how the boundaries between legitimate expression and threats in the digital realm can become blurred.

One interesting fact is the significant increase in the use of social media over the past few years. According to a Statista report, in 2023, over 4.2 billion people worldwide were using social media, which accounts for approximately 53.6% of the global population (Statistika, 2023). With so many people active on these platforms, ethical issues related to online speech and actions have become more complex.

Freedom of expression in the virtual world empowers individuals to speak, voice their opinions, and engage in global discussions. This freedom is a fundamental value in democratic societies but can also be abused. A report from the Pew Research Center revealed that approximately 64% of adults in the United States consider the spread of fake news (hoaxes) a serious issue on social media. This demonstrates that along with freedom of expression comes challenges related to the dissemination of false or harmful information (Centre, 2023).

The increase in aggressive and potentially harmful content on digital platforms is also worth noting. Research conducted by the Anti-Defamation League (ADL) concluded that in 2022, there was a significant increase in cases of online harassment and threats in the United States. This reflects the complexity of distinguishing between creative expression and aggressive behavior in the online world (League, 2022).

In Indonesia, internet usage continues to rise, with over 196 million people using the internet in 2021, accounting for approximately 71.7% of the population. This expands the scope of online interactions and raises concerns about ethical issues in online behavior. One major issue is cyberbullying, with 55.6% of respondents having experienced online harassment according to a survey by the Indonesian Survey Institute (Katadata) in 2020. Civil society organizations and activists play a crucial role in educating the public about the dangers of cyberbullying and the importance of digital literacy (Katadata, 2020). Although efforts have been made to enhance digital literacy, challenges persist, and there is a continued need to promote digital literacy as a means of preventing virtual violence. Social media and digital platforms play a significant role in Indonesian politics, but they are also used to disseminate false or potentially harmful information, posing challenges in distinguishing legitimate political expression from harmful behavior. Therefore, joint efforts by the government, civil society, and the public are crucial to creating a safer and more ethical digital environment.

This research aims to investigate the complexity of virtual violence in the context of New Media ethics. The primary focus of the research is on the blurry boundaries between legitimate expression and harmful threats. The study discusses factors that influence the transition between creative

expression and aggressive behavior in the online environment. The main objective is to identify the implications of such behavior on individuals and society and provide a deeper understanding of the dynamics of virtual violence in the digital world(Hu & Mei, 2021; Matondang et al., 2024)when communication between nations was difficult and infrequent, and direct (experiential.

This research plays a crucial role in the context of today's digital society. By gaining a deep understanding of the boundaries that separate legitimate expression from threats in the context of virtual violence, this research can make a significant contribution to the development of more precise ethical guidelines for online behavior. This aims to protect individuals from potentially harmful actions and promote a safer and more ethical digital environment.

This research has substantial relevance in supporting the evolving discourse on ethics in the digital world. By deepening the understanding of the complexities of defining the boundaries between creative expression and threats in the virtual environment, this research can help shape more mature and informed perspectives in the formulation of relevant and responsive ethical guidelines for emerging issues in the digital realm.

The research methods should elaborate on the method utilized in addressing the issues including the method of analysis. Research methods consist of: data topology, data collection method, data analysis, and data visualization. It should contain enough details allowing the reader to evaluate the appropriateness of methods as well as the reliability and validity of findings.

The research methodology is based on a descriptive-analytical approach designed to gain a profound understanding of virtual violence and New Media ethics (Moser & Korstjens, 2022). The descriptive approach is used to provide a comprehensive overview of the concepts of virtual violence, New Media ethics, and the debates surrounding the boundaries between legitimate expression and threats in the digital realm. Meanwhile, the analytical approach is used to identify the factors that influence and affect the determination of ethical boundaries in online behavior.

Research data was collected through systematic and comprehensive literature analysis. Literature analysis encompassed sources such as academic journals, books, articles, and other relevant publications related to the topics of virtual violence and New Media ethics (Yanto & Ramdani, 2023). This approach helps researchers identify trends, complexities, and variations in approaches in relevant literature, as well as understand the evolution of concepts and diverse perspectives in this research domain.
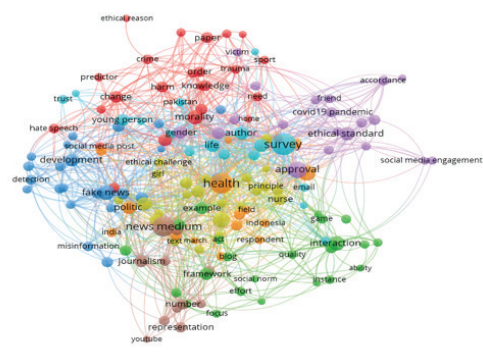

Figure 1. Gap Of Research

In addition to understanding the complexity of determining ethical boundaries, this methodology also aims to comprehend the factors that influence such determinations, including individual intentions, context, and the impact of digital content. This approach provides deeper insights into understanding the complexity of virtual violence within the realm of New Media ethics.

Based on the research gap of 600 metadata related to Virtual Violence and New Media Ethics through the Vos Viewer Bibliography feature, it appears that the study of New Media Ethics concentrates on five major issues, namely Health, Surveys, News Media, Development, Fake News, and Morality. This research highlights the novelty of expressions and threats presented. Focusing on these various issues shows the importance of a deep understanding of how new media impacts social and ethical aspects of society. Thus, this study aims to bridge the existing knowledge gap by providing new perspectives on the impact and dynamics of virtual violence in the digital era.

It is important to note that the focus of this research is limited to the ethical and social dimensions in the context of virtual violence. Therefore, technical aspects such as network security are not detailed in the research, in line with the research's goal of exploring the factors that influence the differentiation between legitimate expression and threats in the digital environment.

DISCUSSION

Debate on Ethical Boundaries in Virtual Violence

The debate on ethics in the context of virtual violence is an essential aspect of the study of online communication ethics. Virtual violence, in this context, refers to aggressive, demeaning, or harmful behavior through online platforms, such as social media and online games (Huang et al., 2023; Montefiore & Formosa, 2022). In academic circles, this discussion centers around upholding the principles of freedom of speech and the social and psychological impacts of virtual violence, as well as the responsibility of online platforms and communities in regulating online behavior (Bojic, 2022).

The debate on ethical boundaries in virtual violence is a discussion that encompasses several key aspects at the forefront of the online communication era (Greville et al., 2023). One of the primary aspects in this debate is the extent to which freedom of speech should be preserved in the online environment. Supporters of freedom of speech emphasize the importance of protecting individuals' rights to express their opinions without censorship or restrictions (Lian et al., 2022). On the other hand, opposing arguments assert that virtual violence, which can seriously demean and harm individuals, needs to be restricted to safeguard individuals from harmful psychological impacts.

Psychological impacts are another aspect that is a focus of this debate. Advocates for this argument emphasize that virtual violence can have serious effects on the mental and

emotional well-being of individuals (Pimay & Riyadi, 2023). However, there is difficulty in determining to what extent virtual violence is responsible for individual mental health issues, given the presence of other factors that can affect psychological well-being.

The role of online platforms in regulating user behavior is also a significant subject of debate. Supporters of this argument contend that these platforms have a responsibility to prevent and address virtual violence. However, opposing arguments are concerned that platform responsibility can be seen as censorship that violates freedom of speech. This creates a dilemma about the extent to which platforms should intervene in regulating user behavior (Dolunay, 2021).

Anonymity in the online environment is another intriguing aspect in this debate. Supporters of anonymity argue that it allows for freedom of speech and individual privacy. However, opposing arguments emphasize that anonymity can encourage bold and aggressive behavior that can harm others (Sá & Serpa, 2023).

Questions of punishment and legal protection also play a crucial role in this discussion. Supporters of this argument note that legal protection can provide incentives for individuals to avoid virtual violence. However, opposing arguments are concerned that overly strict laws can impede freedom of speech and give rise to unwanted censorship risks (Bibri, 2023).

Online community ethics is the final aspect in this debate. Supporters of community ethics stress the importance of online communities in regulating positive behavior (Flattery, 2021). On the other hand, opposing arguments note that not all online communities adhere to social norms, so community ethics are not always sufficient in addressing virtual violence.

The debate on ethical boundaries in virtual violence reflects the complexity of issues involving freedom of speech, psychological impacts, platform responsibility, anonymity, legal protection, and community ethics. A profound understanding of these various perspectives is a crucial step in finding a balanced and ethical solution to address challenges in the online environment.

The Role Of Online Platforms In Developing Ethical Guidelines

The role of online platforms in developing ethical guidelines is a crucial aspect in establishing a framework for regulating user behavior (Rauf, 2021)how it affects society generally, and how it can be used efficiently, research on the ethical aspects of new media has received relatively less attention. In an age where matters such as violence, hate crimes, fake news, etc. are increasingly pervasive, we need to address the role of online technology in aiding or limiting such negative acts. In this regard, this article uses the canvas of a terror attack that was facilitated by online technology to bring to light pressing social and ethical issues in the use of new media. I draw upon 264 news articles focusing on the 2019 Christchurch terrorist attacks to piece together how the attack was orchestrated and focus on technology-enabled facets of the event. I stir discussion on the ethical aspects of technology with regard to online discrimination (known as online othering. Online platforms such as social media, online games, and various other online services have

an increasing responsibility in managing and regulating the behavior of their users. In an era where society communicates widely through these platforms, ethical guidelines become a vital foundation for maintaining a safe, dignified, and sustainable online environment.

Online platforms have the ability to influence user behavior through the implementation of clear ethical guidelines (Hui et al., 2023). These ethical guidelines typically include expected norms of behavior for users, including rules regarding offensive language, bullying, and privacy violations. Platforms often also provide reporting mechanisms to allow users to report behavior that violates these ethical guidelines.

One important role of platforms in developing ethical guidelines is to create an inclusive and safe online environment for all users (Dubreuil et al., 2023). By clarifying accepted norms of behavior, platforms can help prevent discrimination, bullying, and verbal violence. This is essential for supporting an environment that promotes diversity and provides space for everyone to participate in online discussions without fear or concern about bullying.

Online platforms also have a responsibility to protect user privacy. They must have clear guidelines on the collection and use of users' personal data, as well as how to safeguard personal information from unauthorized access. Effective ethical guidelines should also include transparency mechanisms to inform users about how their data is used and give them control over their personal information.

Ethical guidelines can also help manage misinformation and harmful content. Online platforms need to develop guidelines on how to address the spread of false information, hate, or actions that incite violence. This involves the implementation of algorithms and policies that can detect and restrict such harmful content.

Platforms also play a crucial role in protecting children and teenagers from inappropriate content(Dolunay & Kasap, 2018)law, sociology and philosophy. It is widely acknowledged that employees in the mainstream media have established rights and freedoms that are regulated through international law, documents, national constitutions and codes. Today, such regulations are accepted as valid for employees in new forms of media who do not have separate regulations. On the other hand, even the established regulations for the mainstream media have deficiencies, which means that unethical media coverage may occur. Such social media channels, differing from the other forms of media in terms of their speed, not only violate personal rights, but also lead to more catastrophic consequences. This work presents concrete solutions to prevent such unethical coverage by social media employees and to determine the limits of the rights and freedoms of the press. The data (and methods of analysis of the related data. Ethical guidelines should include strict measures to prevent underage access to inappropriate content. Online platforms also need to commit to supporting legitimate freedom of speech while limiting bullying and violence. This is a challenging task, and ethical guidelines must

accommodate these values in a balanced way (Montero-Fernández et al., 2023).

Ethical guidelines that are easily accessible and understandable by users have significant implications for addressing cases of misinformation on social media, such as during the COVID-19 pandemic. These cases reflect the complexity of issues that arise in the digital environment, where false information can spread quickly and have a significant negative impact. In such cases, the importance of clear and accessible ethical guidelines for users is key in providing guidance on ethical online behavior, recognizing false information, and reducing the spread of misinformation.

The role of online platforms in developing and implementing effective ethical guidelines has critical implications in addressing misinformation cases. They are the primary gatekeepers for user-posted content and, therefore, have a significant responsibility in identifying and removing false content. Effective ethical guidelines should include clear actions against users who repeatedly spread harmful false information. In cases of pandemic misinformation, quick and efficient actions can help reduce its negative impact.

The online environment is ever-changing, and in cases of misinformation, rapid response and adaptability to changing circumstances are crucial. Online platforms need to be able to update and strengthen their ethical guidelines according to new developments that may arise in the online environment. This involves active cooperation with researchers, ethics experts, and regulators to identify and address new

trends in the spread of misinformation.

It is also important for online platforms to provide means for users to report suspicious content. Users should feel that they have a role in helping to identify and report misinformation. These platforms need to respond to these reports promptly and ensure that appropriate actions are taken in line with the ethical guidelines they apply.

Good ethical guidelines should be easily accessible and understandable to users. Platforms need to invest in user education and awareness about online behavioral norms that align with the ethical guidelines they apply. The role of online platforms in developing ethical guidelines is crucial in creating a safe, dignified, and inclusive online environment. These guidelines help in regulating user behavior, protecting privacy, managing misinformation, and supporting healthy freedom of speech. Online platforms must take this role seriously and continuously adapt to the ever-changing digital environment.

The Urgency of Stronger Digital Literacy

The urgency for stronger digital literacy is becoming increasingly pressing in the current digital era. Digital literacy refers to an individual's ability to understand, access, evaluate, and utilize information found in the digital environment (Rauf, 2021)how it affects society generally, and how it can be used efficiently, research on the ethical aspects of new media has received relatively less attention. In an age where matters such as violence, hate crimes, fake news, etc. are increasingly pervasive, we need to address the role of online technology

in aiding or limiting such negative acts. In this regard, this article uses the canvas of a terror attack that was facilitated by online technology to bring to light pressing social and ethical issues in the use of new media. I draw upon 264 news articles focusing on the 2019 Christchurch terrorist attacks to piece together how the attack was orchestrated and focus on technology-enabled facets of the event. I stir discussion on the ethical aspects of technology with regard to online discrimination (known as online othering. This ability encompasses technical and critical skills required to navigate the increasingly complex and interconnected digital world.

Table 1. The Urgency of Digital Literacy

DIGITAL LITERACY ASPECT	URGENCY
CHANGES IN INFORMATION ACCESS	In the digital age, information is easily accessible and abundant, requiring the ability to filter and evaluate information.
ONLINE SOCIAL INTERACTION PLATFORMS	Social media creates an environment where online communication ethics and digital literacy are crucial.
ONLINE EDUCATION	In online learning, digital literacy is necessary to effectively harness the potential of learning.
JOBS AND THE LABOR MARKET	Modern jobs involve technology and online communication, requiring digital literacy.
CYBERSECURITY AND PRIVACY	Digital literacy helps individuals protect themselves from cybersecurity threats and privacy breaches.
COMMUNITY PARTICIPATION	Digital literacy enables more effective participation in political processes and social change.
LEGAL ASPECTS IN THE DIGITAL WORLD	Understanding legal issues related to the digital world is an essential part of digital literacy.
INNOVATION AND ENTREPRENEURSHIP	Digital literacy supports innovation and entrepreneurship development in the digital economy.
AWARENESS OF SOCIAL AND ETHICAL ISSUES	Digital literacy helps individuals understand and participate in social and ethical issues in the digital world.

One of the reasons why stronger digital literacy is becoming increasingly important is the dramatic shift in how information is delivered and consumed (Alismaiel, 2023) Information is now easily accessible through the internet and various online platforms. With so much information available, individuals need the ability to sift, assess, and manage information wisely (Vamanu, 2023). Without strong digital literacy, individuals are prone to misinformation and manipulation.

The importance of digital literacy is also reflected in the development of technology that enables more online social interaction platforms, including social media(Böhm et al., 2022). This creates an environment where individuals can engage in discussions, share information, and interact with various communities globally. Digital literacy helps individuals understand online communication ethics, avoid conflicts, and protect their privacy in this environment.

Strong digital literacy is essential in an educational context. With many educational institutions transitioning to online learning, both during the pandemic and as part of the distance learning trend, students and educators need to have adequate technical and digital literacy skills to effectively harness the potential of online learning. This also includes the ability to understand and analyze digital sources in an educational context.

Likewise, digital literacy plays a crucial role in the context of employment and the job market. Modern jobs often involve the use of technology and online communication. Individuals with strong digital literacy have an advantage in terms of competence and adaptability in the ever-changing job market.

Digital literacy has a close relationship with the phenomenon of new media. New media refers to the development of digital technology that changes how we communicate, access information, and participate in digital culture. In the context of new media, digital literacy becomes key to understanding and benefiting from various digital platforms and tools available.

A concrete case that reflects the relationship between digital literacy and new media is the phenomenon of social media usage. In the era of new media, social media has become an essential component of digital culture. Individuals with strong digital literacy will be better equipped to understand various social media platforms, such as Facebook, Twitter, Instagram, and others. They can recognize the features, tools, and language used in online interactions, allowing them to participate more effectively in various online communities.

Digital literacy is also related to the ability to evaluate information found in new media. In an era where information can quickly spread through various online channels, digitally literate individuals are better able to identify credible information and avoid the spread of false information or hoaxes. They have critical skills to conduct online research, identify reliable sources, and understand concepts such as factual accuracy, integrity, and the authenticity of information.

The phenomenon of new media also creates new opportunities and challenges in the job market. Jobs in the field of new media,

such as social media management, digital content development, and digital analytics, are increasingly important in the digital economy. Individuals with strong digital literacy have an advantage in adopting and mastering new tools and platforms used in new media. They can compete in a job market that is becoming more interconnected and rapidly evolving.

Digital literacy is key to understanding, participating in, and competing in the world of new media. In the era of new media, the ability to use digital technology wisely, understand various platforms and tools, and critically manage information is crucial to harness the ever-changing new media phenomenon.

With all these reasons, it is important for individuals, educational institutions, governments, and the private sector to prioritize the development of stronger digital literacy in society. This is not just a technical skill issue but also an individual's ability to think critically, maintain ethics, and manage information wisely in an increasingly digitally connected world. With stronger digital literacy, society will be better prepared to face the challenges and opportunities in the digital era.

The Social and Moral Impacts of Online Behavior

Online behavior has significant social and moral impacts in the digital era. One of the main impacts is the dependency on social media, where individuals can become excessively engaged on these platforms, sacrificing real-world social interactions and risking damage to their mental health. Furthermore, cyberbullying and online intimidation behaviors have psychological and moral harm, creating an unsafe and unethical environment. Such behavior can disrupt social relationships and individual morality, posing serious challenges to maintaining ethics in online interactions (Dubreuil et al., 2023).

Table 2. Social Impact Of Online Behaviour

Social and Moral Impact	Description
Online Dependency	Individuals can become excessively reliant on online technology, potentially damaging interpersonal relationships and psychological well-being.
Exposure To Harmful Content	In the online environment, individuals can be exposed to harmful content, including violence, pornography, and radicalization, affecting their morality and worldview.
Virtual Violence	Verbal violence and online bullying can harm individuals psychologically and socially, creating an unsafe and unethical environment.
Disinformation And Hoaxes	The spread of disinformation and hoaxes on social media can damage public trust and disrupt democratic processes. This also involves moral aspects related to honesty and integrity.
Privacy And Security	Online privacy breaches and cyberattacks can threaten individuals' rights and raise ethical concerns regarding the use of personal data.
Positive Influence	Online platforms also have positive impacts, such as supporting social movements, disseminating important information, and enabling global collaboration. This can promote better ethics in terms of justice and positive social change.

In the realm of online behavior, the social and moral impacts have been the subject of various research and ethical studies. Online dependency is a phenomenon that describes how individuals can become highly reliant on online technology, especially social media and digital applications (Montero-Fernández et al., 2023). This affects social interactions and individual psychological well-being. In scholarly literature, online dependency is seen as a result of excessive exposure to digital technology, which impacts reduced offline social activities. There is a moral debate about the extent to which individuals should be responsible for their behavior that leads to dependency on online platforms.

Exposure to harmful content is also a focus of research in the context of online behavior ethics (MacLure & Jones, 2021). In the digital setting, individuals can easily be exposed to content that violates moral and ethical norms, including violence, pornography, and radicalization. This can influence an individual's morality and their worldview (Matondang et al., 2023). Research on the moral impact of exposure to harmful content has shown the need for ethics in the development and implementation of monitoring and filtering algorithms to protect individuals from harmful exposure.

Virtual violence, such as online verbal abuse and bullying, has serious moral implications (Alismaiel, 2023)colleagues, and other members of society are increasingly using digital media. Students utilize digital media for a variety of reasons, including communication, gaming, making new friends, and simply being curious. However, there are some disadvantages to using digital

media. Cyberbullying, cyberharassment, and cyberstalking are examples of useful digital media activities that can have a negative impact on digital media users and lead to societal issues. Surprisingly, limited studies have investigated cyberbullying in depth, utilizing a broad and varied sample of Middle Eastern institutions. As a result, the purpose of this study is to fill a research vacuum by questioning students' use of digital media for cyber involvement. This research aims to create a model for assessing the ethical consequences of behaviors that directly impact students' psychological health because of their use of digital media. The questionnaire looked at how people used digital media to engage in cyberbullying and cyber engagement, the ethical implications of bullying, and being harassed, stalked, and bullied. The study employed a quantitative questionnaire to collect data to achieve the research goal. It was given to 1012 students who are digital media users. Partial least squares (PLS. Such violence can harm individuals psychologically and socially, creating an unsafe and unethical environment (Vamanu, 2023). In ethics literature, debates often arise about the responsibility of individuals in online behavior and how cyberbullying and virtual violence should be ethically addressed in the online environment (Dolunay & Kasap, 2018)law, sociology and philosophy. It is widely acknowledged that employees in the mainstream media have established rights and freedoms that are regulated through international law, documents, national constitutions and codes. Today, such regulations are accepted as valid for employees in new forms of media who do not have separate regulations. On the

other hand, even the established regulations for the mainstream media have deficiencies, which means that unethical media coverage may occur. Such social media channels, differing from the other forms of media in terms of their speed, not only violate personal rights, but also lead to more catastrophic consequences. This work presents concrete solutions to prevent such unethical coverage by social media employees and to determine the limits of the rights and freedoms of the press. The data (and methods of analysis of the related data.

Misinformation and hoaxes, which often spread on social media, have posed ethical challenges related to the honesty and integrity of information (Rauf, 2021)how it affects society generally, and how it can be used efficiently, research on the ethical aspects of new media has received relatively less attention. In an age where matters such as violence, hate crimes, fake news, etc. are increasingly pervasive, we need to address the role of online technology in aiding or limiting such negative acts. In this regard, this article uses the canvas of a terror attack that was facilitated by online technology to bring to light pressing social and ethical issues in the use of new media. I draw upon 264 news articles focusing on the 2019 Christchurch terrorist attacks to piece together how the attack was orchestrated and focus on technology-enabled facets of the event. I stir discussion on the ethical aspects of technology with regard to online discrimination (known as online othering. The spread of misinformation can damage public trust and threaten the integrity of democratic processes. Therefore, ethics

in disseminating and verifying information online have become a crucial aspect in maintaining the integrity of information.

Online privacy and security monitoring are essential issues in the context of online behavior ethics (Montero-Fernández et al., 2023). Privacy violations and cyberattacks can threaten individuals' rights, and the ethics of personal data usage are a primary concern in ethics literature. Furthermore, the ethics of managing cyber security and protecting personal data also play a significant role in the context of online behavior ethics.

On the other hand, online behavior can also have positive impacts. The online space supports social movements and positive social change through easier access to information and global collaboration. This underscores the ethical potential in using online technology to achieve noble social goals.

Debates on ethical behavior in the digital realm often highlight a critical tension between individual accountability and systemic responsibility. While individuals are expected to uphold moral standards in their online interactions, the vast and decentralized nature of the internet complicates the enforcement of universal ethical norms. For instance, the anonymity and global reach of digital platforms enable behaviors that can evade traditional social accountability. This necessitates a dual approach: fostering individual awareness of the moral and social impacts of their actions while simultaneously establishing robust systemic regulations that hold platforms accountable for promoting ethical standards.

The development and implementation of ethical norms in the online environment face challenges related to cultural and contextual differences. What may be considered ethical in one cultural or legal framework might conflict with norms in another. For example, regulations on free speech often vary significantly across countries, creating inconsistencies in how digital ethics are applied globally. This underscores the need for a collaborative, multicultural approach to ethical standardization that respects diversity while promoting universally agreed-upon principles, such as protecting human dignity and minimizing harm.

Awareness of the social and moral impacts of online behavior serves as the cornerstone for addressing these challenges. Educational initiatives that integrate digital ethics into formal and informal learning contexts can equip individuals with the critical thinking skills needed to navigate complex online environments. However, awareness alone is insufficient without systemic changes, such as the development of transparent algorithms, clear content moderation policies, and international cooperation to regulate online platforms. By addressing both individual and structural dimensions, the digital world can evolve into a space that balances innovation with ethical responsibility.

The Relevance Of Research To The Discourse On Digital Ethics

The relevance of research to the discourse on digital ethics is highly significant in the context of an increasingly digitally interconnected world (Sazali & Sukriah, 2021). Research in the field of digital ethics provides a crucial foundation for understanding, analyzing, and formulating the ethical frameworks required to manage online behavior and interactions. In an era where digital technology plays a key role in individuals' daily lives, an understanding of digital ethics becomes increasingly important.

One aspect of the relevance of this research is in addressing the social and moral impacts of online behavior, such as social media addiction, exposure to harmful content, and virtual violence. This research provides in-depth insights into how online behavior can affect individuals and society as a whole. Through research, we can identify and understand the ethical issues that arise in online interactions and develop ethical solutions to address their negative impacts.

Research also provides a strong foundation for developing ethical guidelines and policies that can be used by individuals, institutions, and online platforms. This research can assist in formulating the ethical principles necessary to protect individual privacy, combat misinformation, and create a safe and ethical online environment.

In the context of legal regulations and public policies, research on digital ethics can provide a strong basis for the development of relevant laws and regulations. This is important in maintaining the integrity and fairness of the rapidly evolving digital environment while respecting individual rights and freedom of speech.

Research is also relevant in education. With an increasing number of educational institutions shifting to online learning, an understanding of digital ethics becomes essential for students and educators. Research can provide guidance for the

development of curricula that include aspects of digital ethics, helping educate individuals about online etiquette and responsibility.

In business and industry practices, research on digital ethics is relevant in shaping ethical policies and practices related to the management of consumer data, privacy, and cybersecurity. This is a crucial aspect of maintaining consumer trust and conducting business with high ethics.

The relevance of research on digital ethics is also related to the development of new technologies, such as artificial intelligence and cloud computing. This research helps
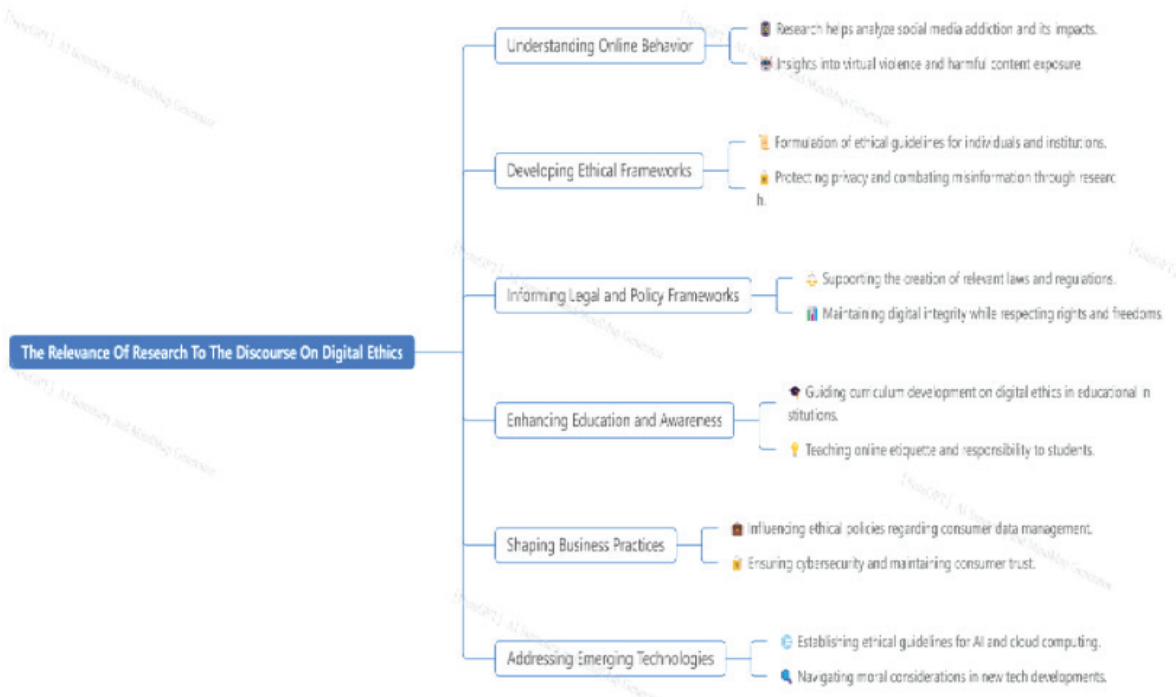

Figure 2. The Relevance Of Research To The Discourse on Digital Ethics

formulate relevant ethical guidelines for managing these new technologies with careful moral considerations. Research in digital ethics has significant relevance in understanding, addressing, and managing the ethical changes in the digital era. This research provides a crucial foundation for addressing moral challenges that arise in online behavior and for developing ethical frameworks that align with the developments in digital technology.

Research in digital ethics has increasingly profound relevance alongside the development of new technologies such as artificial intelligence (AI) and cloud computing. These technologies offer immense opportunities to enhance efficiency, innovation, and connectivity but also pose complex ethical challenges. For instance, using AI in decision-making can accelerate processes but risks reinforcing biases inherent in data or algorithms. In this context, digital ethics research becomes crucial for formulating relevant guidelines to manage these technologies, ensuring that innovation aligns with careful and fair moral considerations.

The relevance of digital ethics research is not limited to guideline development but also extends to understanding the social and cultural changes triggered by digital technologies. Technologies like AI have transformed human interactions, both

directly and through digital platforms. This raises fundamental questions about moral responsibility, transparency, and accountability in developing and using technology. Digital ethics research serves as a foundation for identifying, examining, and addressing these impacts, ensuring that technology does not disrupt essential social and cultural values.

This research contributes to the development of ethical frameworks capable of adapting to the rapid changes of the digital era. For instance, as cloud computing is increasingly adopted for data storage and management, issues related to privacy, data security, and information ownership arise. Digital ethics research provides insights into managing these risks through effective regulations and policies that ensure individual rights are protected without hindering technological innovation. These frameworks also serve as critical tools for building public trust in new technologies.

Digital ethics research is essential in helping societies and institutions confront moral challenges emerging in online behavior. In an increasingly connected world, actions such as the spread of misinformation, online bullying, or privacy violations can have far-reaching effects on individuals and communities. By providing a scientific basis for understanding and addressing these challenges, digital ethics research not only strengthens technology governance but also fosters a fairer, more inclusive, and more accountable digital society. Thus, the relevance of this research lies in its ability to bridge the gap between technological innovation and moral values in society.

CONCLUSION

The findings of this research encompass a profound understanding of the social and moral impacts of online behavior, including social media addiction, exposure to harmful content, and virtual violence. The research also identifies ethical issues that arise in online interactions, such as misinformation, privacy violations, and challenges related to cybersecurity.

The implications of these findings are highly significant in shaping digital ethics guidelines and in the formulation of relevant policies to maintain ethics in an increasingly complex digital world. These findings also impact education and training, emphasizing the need for the integration of digital ethics into educational curricula.

The recommendations arising from this research include the need to enhance individuals' awareness of digital ethics, the development of comprehensive ethical guidelines for various online platforms, and collaboration between educational institutions, government, and the private sector to promote ethical online behavior. Furthermore, recommendations also encompass the need for further efforts in addressing misinformation, protecting privacy, and developing robust cybersecurity protection mechanisms.

Research in the discourse of digital ethics makes a significant contribution to shaping the governance of more ethical online behavior, providing clearer guidance for individuals, and ensuring that the rapid development of digital technology does not compromise moral values in an increasingly digitally interconnected society.

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