

The background features a wireframe-style human figure in profile, rendered with glowing lines in shades of red, blue, and purple. The figure is set against a dark blue gradient. Scattered around the figure are several geometric shapes, primarily triangles, also outlined in the same glowing colors. The overall aesthetic is digital and futuristic.

# Ethics of Social Media

Group 14

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# Privacy is Power: Summary

Carissa Véliz

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The paper argues that we should protect our data & privacy, for the companies who have it can have power over us as an individual and as a society



# Privacy is Power: Why protect your data?

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- Data can be used against you – now or later
  - You most likely DO have things to hide
- You are not a nobody, you have
  - Time, attention and money to spend
  - An identity which can be stolen
  - A body to use or test on
  - Connections to other people
  - A vote in politics

# Privacy is Power: Data & Influence

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- Your data is worth money because it can be
  - Sold as is
  - Used to predict your behaviour – and influence it
  - Used to predict your thoughts and beliefs – and influence them
  - Used to find groups in society
- When a company sells data, they do not actually sell data, they sell ways to influence and use you.

# Privacy is Power: Influence & power

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Data --> predict behaviour --> influence behaviour

Influence = power

Types of power:

- Power type 1: *"The capacity of A to motivate B to think or do something that B would otherwise not have thought or done."*
- Power type 2: idem, but with force or violence.

# Privacy is Power: How to protect yourself

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- Do not give data without resistance, limit what companies receive, give limited parts of names
- Obfuscate your data: give false information
- Do not post pictures of other people online
- Use extensions to block ads and cookies
- Turn off wifi, bluetooth or location when not in use
- Force companies to delete your data if you have the means
- Share concerns online to raise awareness.



# Escape the echo chamber c. Thi Nguyen

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*Different intellectual communities are no longer sharing basic fundamental beliefs.*

Two phenomena:

1. Epistemic bubbles: When you don't hear people
2. Echo chamber: When you don't trust people and undermine other voices.



# Escape the echo chamber

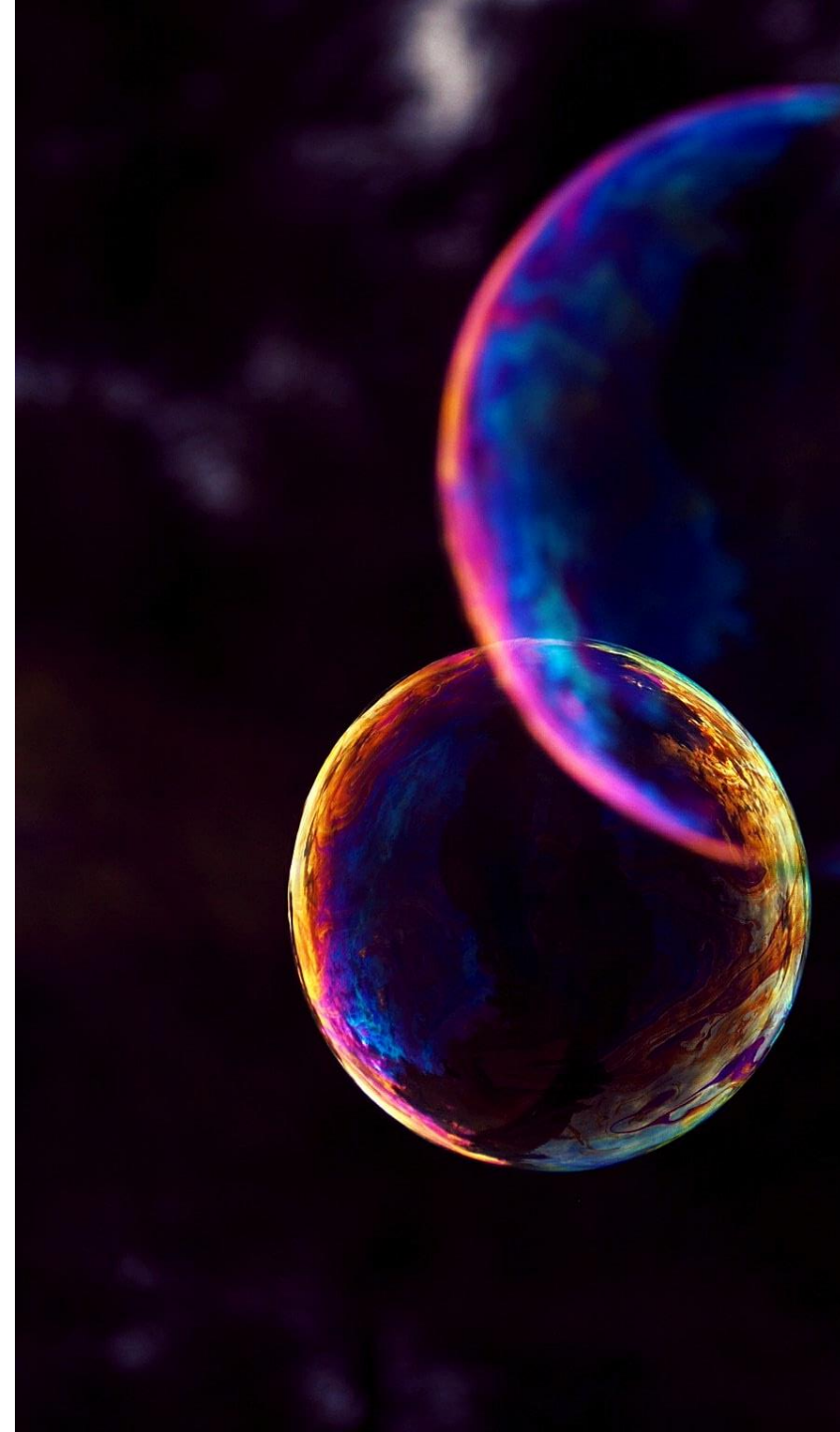
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## Epistemic bubble

*'An information network from which relevant voices have been excluded by omission'*

Examples:

- Individual's facebook
- Algorithms of google for filtering information



# Escape the echo chamber

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## Epistemic bubble

### Point of views:

- + Filtering information to prevent overstuffing of information
- Filtering:
  - Broadness of viewpoints is filtered out
  - Filtering is out of our control
- Excessive self-confidence

### How to break epistemic bubbles:

Expose its members to information and arguments that they have missed.

# Escape the echo chamber

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## Echo chamber

*‘Social structure from which other relevant voices have been actively discredited. ‘*

Compared to a cult:

- Ø Member's trust is narrowed on certain inside voices
- Ø Members are alienated from outside sources
- Ø Outsiders are labeled as malignant and untrustworthy



# Escape the echo chamber

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## Echo chamber

Difference with epistemic bubbles:

- Access to other sources, but isolated in who they accept as:
  - Authorities
  - Experts
  - Trusted sources.
- Exposure by outside sources reinforces views

Being caught in an echo chamber can be caused by:

- Nurture
- momentary lapse of intellectual alertness

# Escape the echo chamber

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## Echo chamber

### Escaping the echo chamber:

*'Members of an echo chamber are not irrational but misinformed about where to place their trust'.*

- Descartes: *'You have to start again by assuming nothing and trusting nobody'.*
  - Not realistic
- Useful part: Social rebooting, like a newborn
  - Very hard to conduct!
- Something outsiders can do:
  - Attack the root and restore trust in some outside voices.

Challenge: escaping depends on intervention of another.

# The Metaverse: What is the metaverse?

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- Fully realized digital world that does not yet exist (Herrman & Browning, 2021)
- Metaverse tendencies: Fortnite, Animal Crossing
- Mark Zuckerberg: "*you can think about this [the metaverse] as an embodied internet that you are inside of rather than just looking at*" (Wheeler, 2021)
- Big companies (e.g. Facebook) invest and want you to spend significant time on there (Bryant, 2021)

# Virtual Reality Metaverse



# Augmented Reality Metaverse





# The Metaverse: Ethical problem

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- Gather even more data (Bryant, 2021)
  - Spend even more time
  - See what you look at not only where you at
  - Account necessary to participate
- No rules or laws (Pryor, 2021)
  - e.g. Intellectual Property
- Forced to participate
  - Only available online
  - Companies cannot stay behind
- Digital inequality
  - When things are only available in the metaverse
  - Not the same experience for everyone

# The Metaverse: Stakeholders

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- Problem owner:
  - Users of the Metaverse
    - Could end up in epistemic bubble or echo chamber
      - Value Conflict: Trust
    - Not in control over personal data
      - Value Conflict: Privacy
- Companies have the power
  - Make money
- Companies that advertise
- Government

Ethical problem: (Poel & Royackers, 2011)

- Different reflections on what is good or bad
- Values at stake

# Linking 'Privacy is Power' to the Metaverse

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- You become even less of a nobody
  - Larger part of daily life
  - More detailed identity --> Blockchain (verified identities)
- More explicit data
  - Group forming in Metaverse
  - 3D behavior
- Véliz ways of protecting your privacy
- The sold influence
- Normalization --> The shifting norms of privacy



# Echo Chambers and epistemic bubbles in the Metaverse

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The characteristics of the metaverse are still unclear

- Key characteristics
- Assumptions

# Epistemic bubbles in the metaverse

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The metaverse will cause epistemic bubbles

- Non-transparent filters on our information that don't deliver sufficiently broad and representative information
- They cause exaggerated amounts of agreement and suppressed levels of disagreement in online encounters



# Echo chambers in the metaverse

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The metaverse will empower echo chambers

- Echo chambers work by systematically alienating their members from all outside epistemic sources
- Members are isolated by changes in who they accept as authorities

# Discussion

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*Who should be in control over the metaverse?*

*Statement: It would be ethical to have companies like Facebook in power, meaning they have power in rule-making in the metaverse as well as power of influencing users enabled by the gathering of data.*

Yes

No

# Discussion

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Who should be in control?

*If the government has control over the metaverse, how would that influence your view around ethics of power relations in the metaverse?*



# Discussion

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Who should be in control?

*How would the decentralization of the metaverse influence your view on the ethics of power division in the metaverse?*

# Discussion

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*How can consent play a role in the ethics of the Metaverse?*

*Statement: It is ethical if users can consent to all known consequences of the Metaverse (such as tracking) and then decide to use it.*

Yes

No

# Discussion

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*How can consent play a role in the ethics of the Metaverse?*

*To what degree can users comprehend and predict any harms they can be subjected to and consent to?*

# Discussion

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*How should, according to you, the Metaverse be shaped so that it becomes a space that you would want to go to? How could added value outweigh the risks of being influenced to make you consent to these risks?*

# Discussion

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*How free are users to participate in the Metaverse?*

*Statement: Users are free to choose their participation in the Metaverse*

Yes

No

# Discussion

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*How free are users to participate in the Metaverse?*

*What about having services only available on the Metaverse? How free are users then to choose to use the Metaverse?*

*What about the people that decide not to use the Metaverse?*

# Discussion

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*How blameworthy are users of experiencing echo chamber effects due to the metaverse?*

*Statement: Users responsible for getting into an echo chamber by the Metaverse*

Yes

No

# Discussion

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*How should, according to you, the Metaverse be shaped so that it becomes a space that you would want to go to? How could added value outweigh the risks of being influenced?*



# Discussion

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*Is it ethical to make the metaverse a reality or should it be prevented from becoming a reality?*

*Statement: Making the metaverse a reality is ethical*

Yes

No

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