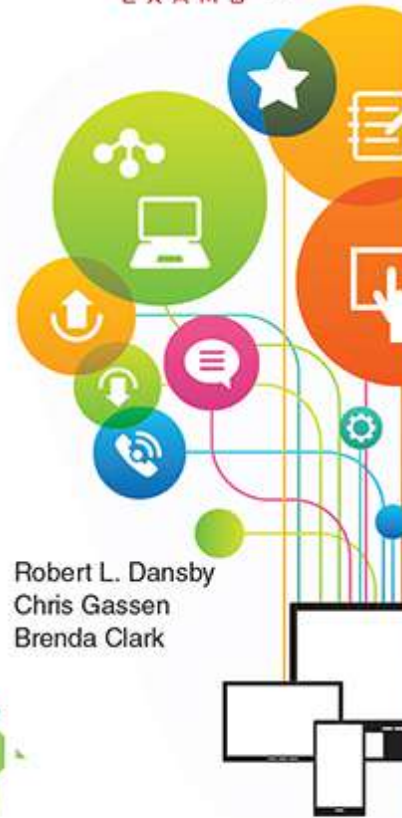


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Principles of Business, Marketing, and Finance

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Robert L. Dansby
Chris Gassen
Brenda Clark

Presentations for PowerPoint

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23

Digital Citizenship

Objectives

- **Describe** the elements of digital communication.
- **Explain** intellectual property and what it includes.
- **Discuss** the importance of the Electronic User's Bill of Rights.

Key Terms

- digital communication
- digital citizen
- digital literacy
- digital citizenship
- cyberbullying
- etiquette
- netiquette
- slander
- libel
- digital footprint
- intellectual property
- plagiarism
- piracy
- infringement
- public domain
- open source



Essential Question

What implications does digital citizenship have for society as a whole?

Digital Communication

- **Digital communication** is the exchange of information through electronic means
- **Digital citizen** is someone who regularly and skillfully engages in the use of technology
- **Digital literacy** is the ability to use technology to locate, evaluate, communicate, and create information

Digital Communication

- **Digital citizenship** is the standard of appropriate behavior when using technology to communicate
 - Legal responsibility for online actions
- **Cyberbullying** is using the Internet to harass or threaten an individual
 - *Flaming*
 - *Spamming*
- **Etiquette** is the art of using good manners in any situation
- **Netiquette** is etiquette used when communicating electronically; *digital etiquette*

Digital Communication

- **Slander** is speaking a false statement about someone that causes others to have a bad opinion of him or her
- **Libel** is publishing a false statement about someone that causes others to have a bad or untrue opinion of him or her
- **Digital footprint** is a data record of all an individual's online activities

Intellectual Property

- **Intellectual property** is something that comes from a person's mind, such as an idea, invention, or process
- **Plagiarism** is claiming another person's material as your own, which is both unethical and illegal
- **Piracy** is the unethical and illegal copying or downloading of software, files, and other protected material

Intellectual Property

- *Copyright* acknowledges ownership of a work
 - Any use of copyrighted material without permission is **infringement**
 - *Fair use doctrine* allows copyrighted material to be used in limited situations with strict guidelines
 - *Creative Commons (CC) license* allows free distribution of copyrighted work
- **Public domain** refers to material that is not owned by anybody and can be used without permission

Intellectual Property

- *Patent* gives a person or company the right to be the sole producer of a product for a defined period of time
 - Functional or mechanical inventions
- *Trademark* protects taglines, slogans, names, symbols, and any unique method to identify a product or company
 - *Service mark* identifies a service rather than a product
 - Symbols used to indicate a trademark or service mark are *graphic marks*

Intellectual Property

Correct Usage of Trademark Symbols

TM	Trademark, not registered
SM	Service mark, not registered
®	Registered trademark

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Intellectual Property

- *Licensing agreement* is a contract that gives one party permission to market, produce, or use the product or service owned by another party
 - *License* is legal permission to use a software program
 - *GNU General Public License (GNU GPL)*
 - **Open source** applies to software that has its source code available to the public at no charge

Electronic User's Bill of Rights

- *Electronic User's Bill of Rights* details rights and responsibilities regarding treatment of digital information
 - Apply to individuals and institutions
 - Articles are not legally binding

Section 23.1 Review

1. List the components of digital communication.

Digital communication includes digital literacy and digital citizenship.

2. What actions are considered cyberbullying?

Cyberbullying is using the Internet to harass or threaten an individual. It is using social media, text messages, or e-mails to harass or scare a person with hurtful words or pictures. Even though a victim of cyberbullying cannot be physically seen or touched by the bully, this does not mean the person cannot be harmed by the his or her actions.

Section 23.1 Review

3. Name two unethical uses of another person's intellectual property.

Plagiarism is claiming another person's material as your own, which is both unethical and illegal. Piracy is the illegal copying or downloading of software, files, or other protected material, including images, movies, and music.

4. What does a licensing agreement allow?

A licensing agreement is a contract that gives one party permission to market or produce the product or service owned by another party.

Section 23.1 Review

5. What does the Electronic User's Bill of Rights provide?

The Electronic User's Bill of Rights details the rights and responsibilities of both individuals and institutions regarding the treatment of digital information.

Section 23.2

Internet Use in the Workplace

Objectives

- **Explain** how employers ensure appropriate use of the Internet in a professional setting.
- **Describe** the importance of digital security.

Key Terms

- acceptable use policy
- cloud computing
- Internet protocol address
- hacking
- cookies
- phishing
- malware
- spyware
- software virus
- firewall
- identity theft



Essential Question

How can unacceptable Internet use by an employee affect a company as a whole?

Using the Internet

- **Acceptable use policy** is a set of rules that explains what is and is not acceptable use of company-owned and company-operated equipment and network
- **Cloud computing** is using remote servers to store and access data over the Internet rather than on a personal computer or local servers
 - Must verify employer's permission to use
- *Filters* prevent unauthorized surfing and restrict access to certain sites

Using the Internet

- **Internet protocol address** is a number used to identify an electronic device connected to the Internet;
IP address
- Verify that websites are secure; https
- Hackers may create Wi-Fi hotspot to access private data
 - **Hacking** is illegally accessing or altering digital devices, software, or networks

Using the Internet

- **Cookies** are bits of data stored on your computer that record information about the websites you visited
 - Hackers can use to steal personal information entered on websites
- **Phishing** is the use of fraudulent e-mails and copies of valid websites to trick people into providing private and confidential data
 - Never respond to unsolicited e-mails with confidential information

Using the Internet

- **Malware** is a term for software programs that are intended to damage, destroy, or steal data; *malicious software*
 - **Spyware** is software that spies on a computer
 - *Trojan horses* are disguised as common applications
 - *Worms* self-replicate to infect other devices
 - **Software virus** is a computer program designed to negatively impact a computer system by infecting files
- **Firewall** is a program that monitors information coming into a computer to ensure safe information

Digital Security

- **Identity theft** is an illegal act that involves stealing someone's personal information and using that information to commit theft or fraud
 - Identity theft website provided by Federal Trade Commission
- Create a security plan
 - Run antivirus software
 - Protect mobile devices
 - Use secure passwords
 - Security settings for browser
 - Regular computer backups

Digital Security

Secure Passwords

- Do not be careless or in a hurry.
- Do not use passwords that contain easily guessed information.
- Do not use the same passwords for multiple accounts or profiles.
- Do change your passwords often.
- Do record your passwords on a dedicated and secure hard-copy document.

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Section 23.2 Review

1. Explain why following an acceptable use policy is an example of ethical behavior.

Internet access provided by the company should be used only for business purposes. Most companies have an established acceptable use policy. An acceptable use policy is a set of rules that explains what is and is not acceptable use of company-owned and company-operated equipment and networks. Employees are typically made aware of acceptable use policies during training, before they are allowed access to the company's computers and network.

Section 23.2 Review

2. Why should a digital citizen be aware of his or her IP address?

An IP address can reveal approximate geographic location. Any e-mails sent from a computer or mobile devices have an IP address attached to them.

3. Discuss the importance of digital security.

A security plan should be in place for your computer in general and any databases you maintain, as well as any mobile devices you have. Computer technology has made identity theft through digital means the most prevalent. Maintain digital security through the use of an antivirus program and through regular computer backups.

Section 23.2 Review

4. Explain how to protect a mobile device from theft.

To protect your mobile device from use by a thief, create a password to lock it. Have the number of your mobile device in a safe place so that if the unexpected happens, you can contact your service provider.

5. Why should a computer be backed up on a regular basis?

If a virus invades your computer or the hard disk crashes, it may be too late to retrieve your files and computer programs.