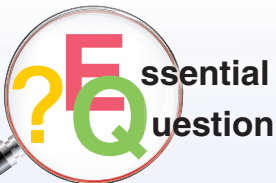


# Digital Citizenship

## Section 23.1

### Communicating in a Digital Society



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

#### Objectives

After completing this section, you will be able to:

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

## Section 23.1 Review

### Check Your Understanding

1. List the components of digital communication.

**Answer:** Digital communication includes digital literacy and digital citizenship.

2. What actions are considered cyberbullying?

**Answer:** 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.

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

**Answer:** 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?

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

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

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

## Build Your Vocabulary

As you progress through this course, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add it to your personal glossary.

digital communication

**Answer:** Exchange of information through electronic means.

digital citizen

**Answer:** Someone who regularly and skillfully engages in the use of technology such as the Internet, computers, and other digital devices.

digital literacy

**Answer:** Ability to use technology to locate, evaluate, communicate, and create information.

digital citizenship

**Answer:** Standards of appropriate behavior when using technology to communicate.

cyberbullying

**Answer:** Using the Internet to harass or threaten an individual.

etiquette

**Answer:** Art of using good manners in any situation.

netiquette

**Answer:** Etiquette used when communicating electronically; also known as *digital etiquette*.

slander

**Answer:** Speaking a false statement about someone that causes others to have a bad opinion of him or her.

libel

**Answer:** Publishing a false statement about someone that causes others to have a bad or untrue opinion of him or her.

digital footprint

**Answer:** Data record of all an individual's online activities.

intellectual property

**Answer:** Something that comes from a person's mind, such as an idea, invention, or process.

plagiarism

**Answer:** Claiming another person's material your own, which is both unethical and illegal.

piracy

**Answer:** Illegal copying or downloading of software, files, and other protected material, including images, movies, and music.

infringement

**Answer:** Any use of copyrighted material without permission.

public domain

**Answer:** Refers to material that is not owned by anybody and can be used without permission.

open source

**Answer:** Applies to software that has had its source code made available to the public at no charge.

## Section 23.2

# Internet Use in the Workplace



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

### Objectives

After completing this section, you will be able to:

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

## Section 23.2 Review

### Check Your Understanding

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

**Answer:** 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.

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

**Answer:** 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.

**Answer:** 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.

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

**Answer:** 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?

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

## Build Your Vocabulary

As you progress through this course, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add it to your personal glossary.

acceptable use policy

**Answer:** Set of rules that explains what is and is not acceptable use of company-owned and company-operated equipment and networks.

cloud computing

**Answer:** Using remote servers to store and access data over the Internet rather than on a personal computer or local server.

Internet protocol address

**Answer:** Number used to identify an electronic device connected to the Internet; also known as an *IP address*.

hacking

**Answer:** Illegally accessing or altering digital devices, software, or networks.

cookies

**Answer:** Bits of data stored on a computer that record information about the websites visited.

phishing

**Answer:** Use of fraudulent e-mails and copies of valid websites to trick people into providing private and confidential data.

malware

**Answer:** Term given to software programs that are intended to damage, destroy, or steal data; short for *malicious software*.

spyware

**Answer:** Software that spies on a computer.

software virus

**Answer:** Computer program designed to negatively impact a computer system by infecting other files.

firewall

**Answer:** Program that monitors information coming into a computer.

identity theft

**Answer:** Illegal act that involves stealing someone's personal information and using that information to commit theft or fraud.

# Chapter Summary

## Section 23.1 Communicating in a Digital Society

- Digital communication is the exchange of information through electronic means. It requires digital literacy skills and appropriate digital citizenship behavior.
- Intellectual property is something that comes from a person's mind, such as an idea, invention, or process. Copyrights, patents, and trademarks can protect intellectual property rights. Material that is in the public domain refers to material that is not owned by anyone and can be used without permission. Products or services can be protected by issuing a licensing agreement which is a contract that gives one party permission to use a product or service owned by someone else.
- 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

- Internet access provided by a company should be used only for business purposes. Most companies have an acceptable use policy that explains what is and is not acceptable use of company-owned and company-operated equipment.
- Identity theft is an illegal act that involves stealing someone's personal information and using that information to commit theft or fraud. It is important to protect equipment, data, and your digital footprint against theft by putting a security plan in place.

## Review Your Knowledge

1. Give two examples of digital literacy skills.

**Answer:** Student answers will vary, but should include two of the following. Using a computer or mobile device, including the mouse, keyboard, icons, and folders. Using software and applications to complete tasks, such as word processing and creating spreadsheets, tables, and databases. Using the Internet to conduct searches, use e-mail, and register on a website. Communicating online, including sharing photos and videos, using social media networks, and learning to be an informed digital citizen. Helping children learn to be responsible and make informed decisions online.

2. Explain the importance of digital citizenship.

**Answer:** Digital citizenship is the standard of appropriate behavior when using technology to communicate. Good digital citizenship focuses on using technology in a positive manner rather than using it for negative or illegal purposes. People who participate in the digital society have a legal responsibility for their online actions, whether those actions are ethical or unethical.

3. Explain what intellectual property is and what it includes.

**Answer:** Intellectual property is something that comes from a person's mind, such as an idea, invention, or process. Intellectual property laws protect a person's or a company's inventions, artistic works, and other intellectual property.

4. What is fair use doctrine?

**Answer:** Fair use doctrine allows individuals to use copyrighted works without permission in limited situations under very strict guidelines.

5. How does open-source software differ from other forms of software?

**Answer:** Open source software has a source code that is freely available to the public and can be modified and distributed by anyone.

6. Describe measures companies put in place to ensure their employees use the Internet appropriately while at work.

**Answer:** 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. Many companies and schools use filters that prevent unauthorized Internet surfing or visiting selected websites, such as Facebook, during working hours. Employers are legally allowed to censor information that employees read on the Internet during work hours.

7. How can a digital citizen protect his or her computer from cookies?

**Answer:** One way is to prevent them from being accepted by the browser. Most Internet browsers allow the user to set a preference to never accept cookies. Another way to protect your computer is to delete cookies on a regular basis. Still another way to remove cookies is to run a disk cleanup utility.

8. Describe the most common form of phishing.

**Answer:** The most common form of phishing is sending a fake e-mail to a group of people. The e-mail message looks like it is from a legitimate source, such as an employment agency. The e-mail asks for certain information, such as a social security number or bank account information, or it provides a link to a web page. The linked web page looks real, but its sole purpose is to collect private information that is then used to commit fraud.

9. How does virus protection software help safeguard a computer?

**Answer:** Virus protection software can update itself with the latest virus definitions, scan the computer for viruses, and delete or quarantine any discovered viruses or other malware.

10. Why is it important to back up a computer?

**Answer:** An important part of a security plan is backing up the data on your computer. If a virus invades your computer or the hard disk crashes, it may be too late to retrieve your files and computer programs.

## Apply Your Knowledge

1. Create a list of acceptable behaviors that are considered to be good examples of netiquette. Next to each, explain why these behaviors are necessary in a digital society.

**Answer:** Student answers will vary. Evaluate each response individually.

2. Select a topic related to digital citizenship, such as social media use or identity theft. Prepare a presentation to illustrate the implications of your topic on individuals, society, and businesses. Give your presentation to the class.

**Answer:** Student answers will vary. Evaluate each response individually.

3. Analyze the legal and ethical responsibilities required as a professional in the business workplace.

**Answer:** Student answers will vary. Evaluate each response individually.

4. Photocopying copyrighted material is illegal and unethical. What is your opinion of a friend photocopying a textbook chapter instead of buying the textbook? Do you think that duplicating copyrighted materials is illegal, unethical, or both? Do you think the fair use doctrine would apply in this situation?

Answer: Student answers will vary. Evaluate each response individually.

5. Professional marketing communication regularly involves persuasive messages. Advertisements that claim weight loss overnight or white teeth in four hours attempt to persuade the audience to purchase a product. How do these communication messages impact society? Does the advertiser's point of view sway the audience? What social responsibilities does marketing have to society? Write several paragraphs discussing your opinion.

Answer: Student answers will vary. Evaluate each response individually.

6. When shopping online, you may notice that with each new site you browse, you see advertisements for previous sites and products that you have searched. This is due to the presence of cookies on your computer. Marketers use this information for selling purposes. That is why you are likely to see those products appear repeatedly when shopping online. Is this an ethical practice? Why or why not?

Answer: Student answers will vary. Evaluate each response individually.



## You Do the Math

### Connections

The margin of error is an allowance permitted to account for changes in circumstances or miscalculations. Margin of error is commonly seen in surveys, but may also be applied to calculations to allow for rounding errors. For example, a political survey may compare the percentage of voters favoring one candidate over another. These surveys, called polls, almost always state a margin of error, such as  $\pm 3$  percent. In this case, the margin of error means the stated percentages may be 3 percent too high or too low.

### Solve the following problems.

1. A business calculates its weekly expenses as \$12,054 with a margin of error of  $\pm 2.5$  percent. What is the maximum the weekly expenses should be?

Answer:  $\$12,054 + 2.5 \text{ percent} = \text{maximum weekly expenses}$

$$\$12,054 \times .025 = \$301.35$$

$$\$12,054 + \$301.35 = \$12,355.35$$

The maximum weekly expenses should be \$12,355.35

2. A survey states that 45.6 percent of American households will purchase a new smartphone in the next year. The survey has a margin of error of  $\pm 8$  percent. When estimating how many smartphones will be sold, what is the lowest percentage of households that can be assumed to make this purchase within the next year?

Answer:  $45.6 \text{ percent} - 8 \text{ percent} = \text{lowest percentage of households that can be assumed to make this purchase}$

$$45.6 \text{ percent} - 8 \text{ percent} = 37.6 \text{ percent}$$

The lowest percentage of households that can be assumed to make this purchase within the next year is 37.6 percent.

3. A survey of families planning to take a vacation over the upcoming holiday weekend states that 73.6 percent will drive at least 500 miles. The margin of error is  $\pm 4.6$  percent. Allowing for the margin of error, what is the range of percentages of families that will drive at least 500 miles?

Answer:  $73.6 \text{ percent} - 4.6 \text{ percent} = 69 \text{ percent}$

$$73.6 \text{ percent} + 4.6 \text{ percent} = 78.2 \text{ percent}$$

The range of percentages of families that will drive at least 500 miles is 69 percent to 78.2 percent.