

SOCIAL MEDIA, TECHNOLOGY AND HUMAN RIGHTS

Dr. Anita Patel

Associate Professor: Arts, Commerce and Science College, Bethak Road, Khambhat-388620

Phone: 9925243423, Email: patel_anita19@yahoo.com

Dr. Jacksan Judan Fernandes

Director: www.jacksanfernandes.com, Pancharatna Building, BS-1, Margao-Goa

Phone: 9689983542, Email: jacksanfernandes@gmail.com

Abstract

Social media come with potential problems, as well as gains. This new phenomenon presents us with a range of fresh challenges. One important issue is how to ensure that Internet regulations do not strangle freedom of expression. Technology on other hand like any tool can be used for good or ill. However, modern technology carries unprecedented potential on an individual and global scale. New technologies are already radically disrupting our social, governmental and economic systems. Human rights reflect the idea that all humans are born free and equal in dignity and rights. We are all entitled to enjoy our human rights for one simple reason – that we are human. We possess rights regardless of our background, age, gender, sexual orientation, political opinion, religious belief or other status. Human rights are centred on the inherent dignity and value of each person, and they recognize human's ability to make free choices about how to live. The main purpose of this paper is to study the influence of social media and technology on human rights.

We have examined the significant human rights issues potential of unwatched space for social and political interaction, Internet technologies can facilitate potentially comprehensive surveillance over online political action – increasingly linked to offline surveillance of political activities, in particular through “social network analysis” and “profiling”. Also from technology front Artificial Intelligence (AI) is increasingly being used in a broad spectrum of decision making that engages people’s human rights AI can be used to provide an input that a human decision maker can weigh up among other considerations with the human ultimately deciding what weight (if any) to give to the AI-generated input. At the other end of the decision-making spectrum, there is little or no human involvement in the decision, beyond acting on the AI-generated input.

When we look at the human rights and the overall discussion around them, it is important to recognise that human rights have evolved and grown to become more encompassing and more inclusive of people, thus serving truly to their principles of invisibility, inalienability and universality.

Keywords: Social media, Internet regulations, Artificial Intelligence, Data retention, Privacy

The term social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, twitter, Orkut, myspace, skype etc., are used extensively for the purpose of communication (Acquits, Alessandro, and Gross, Ralph. 2006) This form of communication can be with a person or a group of persons. Today most of the people specially the youngsters are hooked on to the different social media for keeping in contact with their peers. Social media is media for social interaction as a superset beyond social communication. There are pros and cons to the use of social media. One most important advantage is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions (Adamic et al., 2003). There is also a flip side to the use of social media tools. Sometimes, such tools are misused by people which leads to interference into one 's privacy. Such instances can lead to dangerous proportions keeping in view the ethical aspect of the use of such media. The social media tools have virtually brought people close to one another specially those living in far off places. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct relation between brands and their public in an online environment. This immediacy offers the public the ability to be present, to communicate, to influence and retain a stronger position towards brands (Baker et al., 2008). In addition to using social platforms to monitor conversations about their industry, competitors, and products, companies are increasingly reaching out to their customers via the social Web to communicate messages about what they have to offer. In fact, social media is transforming the way organizations communicate the many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising (Acquisti, Alessandro, and Gross, Ralph. 2009). Blog posts and tweets enable businesses to create communities, offer immediate feedback or assistance, and promote their products and services.

The term Artificial Intelligence (AI) is in vogue. AI technologies determine the information we consume on social media, determine risk assessments of defendants in criminal sentencing, decide credit-worthiness of individuals, and even suggest the most appropriate route for one to take on their way home from work. Most AI

systems train on historical data, and are capable of uncovering patterns, learning from examples, and predicting future outcomes for the purposes of decision-making. These predictions and classifications are generalizations based on large datasets that humans wouldn't be able to analyse at similar speed and scale (Aleksandra et al., 2008) The impact of AI is believed to be so transformative, that it has been referred to as the "new electricity". As industry and governments move towards developing and deploying these technologies, their societal and ethical implications have also come into focus.

Understanding the implications of AI, by focussing on the three main stages of bringing machine learning (the most popular subset of AI techniques) to deployment the data, model, and application stage, against the background of AI policy in India, and argue that the social, ethical and technical limitations of data-driven decision-making should form a fundamental consideration in AI policy development (Lee et al., 2003). To facilitate this, we apply the framework to sectoral challenges identified in policy making processes in India. In short, we focus on potential limitations and risks that arise from data-driven decisions in general, and in the Indian context in particular. The scope First, it offers an alternative to current policy approaches of addressing social and ethical issues which are presently grouped under the umbrella of "challenges to adoption". The existing approach is both short sighted and counter-productive. AI applications operate in societies that are chaotic, biased, unequal, and steeped in historical discrimination and disparity. To treat these important social realities as retrospective considerations, add-on features, or even as bugs to be fixed means the foundation upon which these systems are built, are inherently fragile. We demonstrate the social and ethical considerations that must be reckoned with in the process of building AI systems and policy, and offer a framework for the same (Agarwal and Mittal, 2009).

Second, it invites a cross-disciplinary discussion on AI policy in India. A fundamental challenge in this space thus far has been to facilitate a conversation based on shared language and understanding between stakeholders and across sectors. By proposing this framework, we attempt to articulate policy concerns in technical terms, and vice versa (Seth 2017).

Finally, it widens international discussions around AI, ethics, policy, and law, which are by and large currently premised on Western contexts. AI systems that we interact with today are much more than simple mathematical problems: they are socio-technical systems that depend on the contextual setting in which they function. India is an important jurisdiction to consider for a number of reasons. Its sheer size and burgeoning AI industry make it an influential power. The Indian government's prioritisation of emerging technologies within the digital economy means that AI policy will evolve and develop rapidly in the next few years. The country is home to the world's largest biometric identity project, Aadhaar, which, depending on how it is used, can form a focal point for AI applications in the country. India is also at a critical point in the development of data protection regulation, which will have a profound effect on how AI technologies can and will function within it.

While the introduction discusses the problem, this article intends to address, the next section will discuss its intended scope, and offer explanations to technical concepts used in the article for definitional and conceptual clarity. With an aim to provide contextual background for thinking through the proposed framework, it will then discuss the current state of India's AI policy landscape, before walking the reader through each stage of the framework. Finally, this framework is applied to sectors that are currently considered in policy making processes in India.

Human rights are commonly understood as "inalienable fundamental rights to which a person is inherently entitled simple because she or he is a human being". Human rights in the words of A.A. said, "are concerned with the dignity of the individual, the level of self-esteem that secures personal identity & promote human community" (Boase et al., 2006). According to Scott Davidson, "The concept of human rights is closely connected with the protection of individuals from the exercise of State, Government or authority in certain area of their lives, it is also directed towards creation of societal condition by the state in which individual are to develop their fullest potential". Thus, from the above cited definitions, it has been seen that human rights are the essential part for every human in order to live his/her life to the fullest.

The Indian perspective on human rights in ancient times the concept of human right is not from western region. It is the crystallization of the values which are common for all the mankind. The United Declaration of Human Rights (1948) did not come from the leaved suddenly but it's a milestone on the path on which the concept of human right is already travelling for centuries. In fact, the language of human right is the product of European countries but the concept of human rights is as old as the Indian culture. The humans expressed their concern towards human rights and fundamental freedom for all since the Vedic age (Backstrom et al., 2006).

In ancient India, the trace of the concept of human rights can be paved back from the Vedas period of the fifteen century B.C. There are wide range of stories, pronouncements found which showed the way to the concept of human rights. In Vedas, human right is signified with the concept of equality. The Charter of equality of all as defined in the Vedas in the following words. No one is superior inferior all should strive for the interest of all and should progress collectively. Kautilya beautifully sum up the concept of welfare state by saying that the happiness of the state lies in the happiness of his subjects. Under the period, the civil and legal rights first

formulated by Manu but also added a number of economic rights. From the fact and stories, it is truly revealed that the society under Vedic period was well stimulated and organized and committed towards human right. In fact, the importance of human rights was well supported by Jainism, Buddhism and another minority religious group. No discussion of human rights and their roots in the ancient period is left without giving the reference of Ashoka. Ashoka inscribes, "All men are my children and just desire for my children that they may enjoy every kind of prosperity and happiness with in this world and in the next, as also as I desire the same for all men". In fact, the king Ashoka worked day and night for the protection of human rights. It's unfortunate that the decline of human rights was witnessed with the decline of Mauryan Empire (Ilen, 2009).

Human Rights in the Indian Constitution can be found in the Preamble of the Constitution of India.

Constitution - PREAMBLE: - It is the sort of introductory statement that gives the guiding purpose & principle of the document. Preamble stated: WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a SOVEREIGN, SOCIALIST, SECULAR, DEMOCRATIC, REPUBLIC & to secure to all its citizens - JUSTICE, social, economic & political LIBERTY of thought, expression, belief, faith & worship. EQUALITY of status & of opportunity and to promote among them all FRATERNITY assuring the dignity of the individual & the unity & integrity of the Nation.

The fundamental rights that are basic for the freedom of humans so that they can live & enjoy as it for the proper & harmonious development of their personality are known as fundamental rights.

These rights are applied universally irrespective of caste, race, creed, religion, colour or gender. They are enforced by the courts subject to certain articles. There are six fundamentals rights which are as follows:

RIGHT TO EQUALITY

RIGHT TO FREEDOM

RIGHT AGAINST EXPLOITATION

RIGHT TO FREEDOM OF RELIGION

CULTURED & EDUCATIONAL RIGHTS

RIGHT TO CONSTITUTIONAL REMEDIES

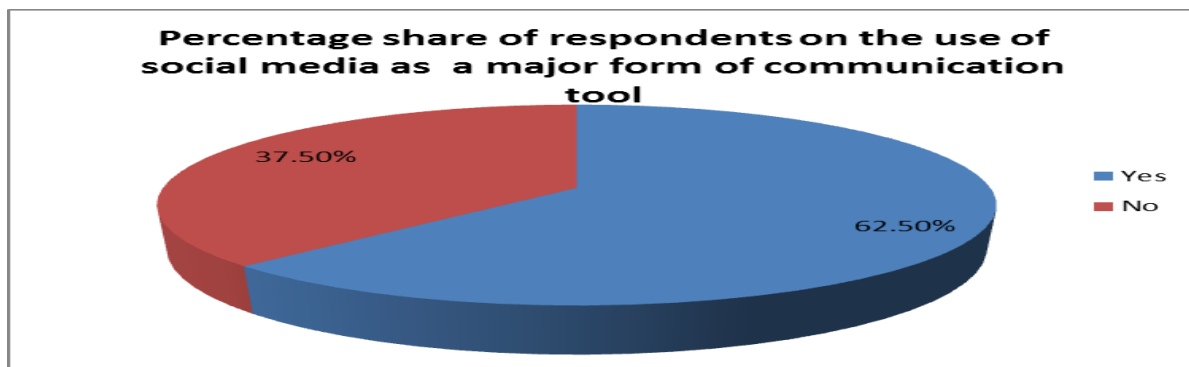
This paper basically tries to analyse the effects of the growth of social media, technology and its implications on human rights in the society.

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely for human rights also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch (Adamic et al., 2003). Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson (2007), named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness.

Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like Facebook and Myspace and virtual environments like Second Life and World of Warcraft have become online meeting spaces where users— members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups.

A survey was conducted among the residents of Bengaluru city. The spurt in the growth of industries have truly made it a world class city. The total sample size was 250 which consisted of students, teachers, engineers, marketing professionals, businessmen etc. A careful analysis of the data reveals the following results. On being asked whether social media is a major form of communication tool to express human right issues, 150 respondents said that social media is indeed a major form of communication tool while 100 respondents have replied in negative. This is indicated in the below Figure.



On the question of utilisation of social media for expression of human right issues, 158 respondents have replied in affirmative that social media is widely used to express human right issues while 92 respondents said that social media is not used express human right issues.

On being asked the major forms of social media tools which the respondents preferred the most, 50 (25%) respondents said that they prefer social networking the most, 32 (16%) respondents giving their preference for wikis, 26 (13%) respondents for video sharing, 25 (12.5%) respondents for microblogging, 23(11.5%) respondents for blogs, 18 (9%) respondents for social news and bookmarking, 10 (5%) respondents for photo sharing, 9(4.5%) respondents for podcasts and 7(3.5%) respondents have preferred RSS (Really Simple Syndication) as a potent social media tool.

A careful analysis of the above-mentioned data brings to light the fact that social media has indeed done a commendable job in bridging the communication gap among people and expressing human rights. The different social media tools help the people to interact with one another within the shortest possible time. Social media have the potential to fundamentally change the character of our social lives, both on an interpersonal and a community level. Changes in interaction patterns and social connections are already evident among young people, who are the heaviest users of social media. Thus, one can say that social media has grown by leaps and bounds. This is evident from the fact that 62.5% of respondents consider social media as a tool of communication in a place like Bengaluru while 37.5% respondents replied in negative. Among the major tools of social media, 25% respondents have preferred for social networking sites followed wikis (16%) and video sharing (13%) and micro blogging (12.5%). The fact that social media is an important interactive medium has been well justified as 26% of respondents have said it is an interactive medium while another 19% have said that social media is an important source of information. 17.5% of respondents have said that social media helps in bridging communication gap and another 16% have said that it helps in sharing of ideas. In the business sector, social media is used as an important tool of crisis communication and also a customer interaction tool. Growth of social media has revealed the following advantages and disadvantages. The main advantages of social media are (Ahmed et al., 2010)

Sharing of ideas: Social networking sites allow users to share ideas, activities, events and interests within their individual networks. Web based social networking services make it possible to connect people who share interests and activities across political, economic and geographic borders.

Tool of communication: Social networks are increasingly being used by teachers and learners as a communication tool. Teachers create chat rooms, forums and groups to extend classroom discussion to posting assignments, tests and quizzes, to assisting with homework outside of the classroom setting. Learners can also form groups over the social networking sites and engage in discussion over a variety of topics.

Bridges communication gap: Social media bridges the distance among different people. It offers platforms for online users to find others who share the same interests and build virtual communities based on those shared interests. With the availability of social media technologies and services, content sharing and user interaction has become relatively easy and efficient.

Source of information: Content generating and sharing sites serve as sources of information for various topics. Users can search for content, download and use the content available on these sites free of cost.

Important marketing tool: Social media is widely used by most of the firms/organizations to market their products/services in the society. The companies resort to social networking sites to generate opinions on the existing and future products that are available in the market. This is an excellent marketing strategy undertaken by most of the companies to draw consumers and elicit public opinion. Such comments or opinions help the organization to redesign their products. Such social networking and user appraisal sites are an important way of promoting products and generating opinions.

Important customer interaction tool: Social Media Networking is perfect for customer interaction, customer feedback, and customer support. New business contacts can be obtained for networking purposes (An et al., 2007)

Important crisis communication tool: When the major forms of public relations tool fail, social media can be used extensively to communicate with the general public regarding any crisis situation that might have gripped the nation or any organization. But it is important to remember that while social media can have a positive impact during natural disasters, it can have a less favourable effect during business crises, in which case, corporate communication teams need to understand how they can use social media to their advantage.

CONCLUSION

Collaboration through online mode becomes easy if it is facilitated by social media technologies. For instance, learners can collaborate on team projects. Social media provide simple, inexpensive ways to organize members, arrange meetings, spread information, and gauge opinion. As more systems emerge, there will be greater capacity for groups to organize and participate in collective action, a hallmark of civil society. Social media with association with technology such as AI can be effective for building social authority; individuals or organizations can establish themselves as experts in their fields, and then they can begin to influence these fields. Thus, one of the foundational concepts in social media is that, with social media, one cannot control one's message completely, but one can contribute to discourses. Social media technologies are capable of reaching audiences all over the world.

REFERENCES

1. Acquits, Alessandro, and Gross, Ralph. (2006). Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook. In Golle, P. and Danezis, G. (Eds.), Proceedings of 6th Workshop on Privacy Enhancing Technologies. (pp. 36-58).Cambridge, U.K. Robinson College. June 28-30.
2. Acquisti, Alessandro, and Gross, Ralph. (2009). Predicting Social Security numbers from public data. Proceedings of the National Academy of Sciences, 106 (27), 10975-10980.
3. Adamic, Lada, Buyukkokten,Orkut, and Eytan Adar. (2003). A social network caught in the Web. First Monday, 8 (6).
4. Agarwal, S., and Mital, M.. (2009). Focus on Business Practices: An Exploratory Study of Indian University Students' Use of Social Networking Web Sites: Implications for the Workplace. Business Communication Quarterly.
5. Ahmed OH, Sullivan SJ, Schneiders AG, and McCrory P. (2010). iSupport: do social networking sites have a role to play in concussion awareness? . Disability and Rehabilitation, 32(22), 1877-1883.
6. Ahn, Yong-Yeol, Han, S., Kwak, H., Moon, S., and Jeong, H.. (2007). Analysis of topological characteristics of huge online social networking services. WWW '07: Proceedings of the 16th international conference (pp. 835-844).New York, NY, USA
7. Aleksandra Korolova, Rajeev Motwani, Shubha U. Nabar, and Ying Xu. (2008). Link privacy in social networks. Proceedings of the 17th ACM conference on Information and Knowledge Management (CIKM\ '08). (pp. 289-298). ACM.
8. Backstrom, Lars, Huttenlocher, Dan, Kleinberg, Jon, and Xiangyang Lan. (2006). Group Formation in Large Social Networks: Membership, Growth, and Evolution. Proceedings of the 12th International Conference on Knowledge Discovery in Data Mining. (pp. 44-54).New York ACM Press.
9. Baker, James R., and Moore, Susan M.. (2008). Distress, coping, and blogging: Comparing new Myspace users by their intention to blog. CyberPsychology & Behavior, 11 (1), 81-85
10. Bernd Ploderer, Steve Howard, and Peter Thomas. (in press). Collaboration on Social Network Sites: Amateurs, Professionals and Celebrities. Computer Supported Cooperative Work (CSCW),
11. Bo Fu, and Declan O'Sullivan. (2007). Trust Management in Online Social Networks. In Proceedings: the 7th IT&T Conference, - Digital Convergence in a Knowledge Society. (pp. 3-12).
12. Boase, J., Horrigan, J., Wellman, B., and Rainie, L. (2006). The Strength of Internet Ties: The internet and email aid users in maintaining their social networks and provide pathways to help when people face big decisions.
13. Ilen S. Hoffman, Evaluating Social Networking Tools for Distance Learning, TCC 2009 Proceedings.
14. Seth, S. 2017 Machine Learning and Artificial Intelligence Interactions with the Right to Privacy. *Economic and Political Weekly*, Vol LII 51, pp. 66-70.
15. Lee, J.-S., Cho, H., Gay, G., Davidson, B., & Ingraffea, A. (2003). Technology Acceptance and Social Networking in Distance Learning. *Educational Technology & Society*, 6(2), 50-61, (ISSN 1436-4522)