

Solutions

Chapter 4: Understanding issues

Knowledge probe: Facebook and fake news, pages 32–3

- 1 In an art gallery a curator recommends the items that will be displayed in an exhibition, rejecting unsuitable pieces. This helps us understand the concept of curation.
- 2 A curator decides who should be asked to write articles and which articles should be included from the many possibilities.
- 3 Wikipedia is curated (by volunteers) to meet standards agreed upon by its community. Its model of publishing ‘edits’ means content can be viewable before being reviewed, or substandard content might be tagged publicly for improvement before being fixed. Articles may vary widely in standard or accuracy.
- 4 Facebook uses human curators and automatic algorithms to curate its news feeds – a practice that has resulted in controversial outcomes. Twitter does not curate content but many of its users curate their own feeds and postings.
- 5 Computer code that applies rules based on predetermined criteria to select whether items should be included or not. These rules may be based on word occurrence, level of vocabulary, timeliness and many other factors.

Relevance may be judged against current popularity of terms and this can result in significant, although unintentional, censorship.

- 6 Students’ responses will vary.

Activity: Gig economy, page 34

- 1 Students’ answers may include but are not limited to the following:
 - Uber
 - Airbnb
 - Udemy
 - eBay
 - TpT
 - Postmates
 - Etsy
 - Freelancer
 - TaskRabbit
 - Foodora
 - Care.com
 - Deliveroo
 - Skillshare
- 2 Elance set up in 1999 as a job marketplace for programmers and designers. In 2015 it rebranded to UpWork. Freelancer is a similar Australian service set up in 2009.
- 3 Students’ responses will vary.

Web Probe: Creative Commons, page 40

Table 4.8

Usage	Explanation
Labelled for reuse with modification	Allows you to copy or redistribute its content and alter the content
Labelled for reuse	Allows you to copy or redistribute its content if the content remains unchanged.
Labelled for non-commercial reuse with modification	Allows you to copy or redistribute its content and alter the content if use is not for profit
Labelled for non-commercial reuse	Allows you to copy or redistribute its content if the content remains unchanged if use is not for profit

Review, page 42

Identify

- 1 Three of the following: employment, relationships, health (e.g. eyesight, obesity, RSI) and access to reliable information.
- 2 Privacy, equity and environment. (Many ethical issues may also overlap with legal issues.)
- 3 Copyright Act, equal employment opportunity (EEO) legislation and workplace health and safety (WHS) legislation.

Analyse

- 4 Students' responses will vary.
- 5 Students' responses will vary.

Research

- 6 Students' responses will vary.
- 7 After initially denying it was a problem, in 2017 Facebook stated it would implement ways to fight 'information operations', which is the term they used to describe the posting of false news stories, often using false Facebook accounts, with the intent to sway public opinion.

Facebook states it uses a combination of machine learning and intelligence-agency-level analysis. It then suspends or deletes these false accounts. Facebook suspended 30 000 accounts in France ahead of the 2017 French presidential election. It has been widely argued that the 2016 US presidential election outcome was influenced by false social media news.