Designing a model of ethics development of users in cyberspace

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Abstract: To build a model of user moral development in cyberspace, the ethics component in the individual level, middle and macro recognized that the development of ethics in cyberspace, need to observe the following points.A ;" In individual level, users are exposed to immoral actions and they must be exploited to reference groups, the family and education greatly inhibiting their immoral behavior. Planning grounds: The institutionalization of moral and religious principles, Continuous self-control user by using individual conscience and ethics, Promote ethical beliefs and values, improve feeling about others like myself, Increase the role of family and reference groups in teaching moral lessons, Enhance the role of peers in how to use cyberspace."B; "Cyberspace and culture should be mid-level managers with policies, laws and regulations, management and planning in the field of ethics in cyberspace, a major role in the development of morality, At the macro level, the task of international institutions such as UNESCO and the other international cultural organizations in addition to the convergence of international rules and regulations in cyberspace, the task of ensuring the implementation of development patterns morality play."

Key words: ethics, development model, ethics development, cyberspace, morality

Introduction and problematic of research

Amazing expansion of the Internet and cyberspace has brought great achievements for humanity, but in terms of moral values and ethical principles, small and large communities have been affected with moral anomalies. Therefore, ethical models should be designed and operated in cyberspace according to the conditions of the community.

Theoretical Framework

scholars have mentioned different characteristics for new media, including being interactive, social presence, media richness, independence and autonomy, entertainment, being personal and privacy (Mcquail, 2006) In this research using media theories related to cyberspace, including the theory of democratic participation of the media (Mcquail, 2006), theory of Use and Satisfaction (Windahl and others, 1992), theory of Social learning and socialization (Giddens, 2009), and new media theory (Mcquail, 2006), tried to identify indicators and characteristics of user behavior patterns in social media. Behavioral pattern social media is a cultural or behavioral element that can be transmitted from person to person in a non-genetic form (Shervington, 2014). Cultural and behavior patterns of Internet appear in the form of texts, images and videos.

Methodology

In this study combined exploratory with typology model has been used that in the first stage with inductive and qualitative approach, data gathered from interviews with real and legal experts, using MAXQDA and content analysis method, were analyzed, Which led to depict the model and content network of ethics development in cyberspace. In the second stage with a quantitative approach the aim was to structuring the experts' opinions, ISM interpretive structural modeling were used, Which is one of

the techniques of soft operations Research. As a result with ranking the themes of the first stage and also explore the relationships between them, the conceptual model outlined.

The findings and conclusions

14 subjects identified as factors affecting the development of ethics in cyberspace which at three levels of individual factors include personal morality, religion, intentions, values and attitudes, moral intelligence, family and reference groups, and at the mid-level include fundamental objectives, governing structure, culture of society, politics, management and planning, laws and regulations, cybersecurity and education, and in the macro level environmental (as economic, social, cultural, political), technological and international were recognized and separated.

In an examination of the institutional development of ethics in cyberspace, all variables against the development of ethics in cyberspace, plays the role of the independent variable.
But these variables have different effect and efficacies in cooperation with each other and synergies in process of development ethics in cyberspace, which it was necessary to categorize them.

The first batch are independent variables, which factors in of reference group, the international and technology has been in this category. The second category are the dependent variables. In this category, the variables of personal morality, intentions, values and attitudes are, that have little influence on other variables, but they largely depend on other factors.

 The third category are connection variables. These factors guide others and also depend on them, so their change will affect the entire system. Some factors such as culture of society, policy, management and planning, training and regulation are in this category.
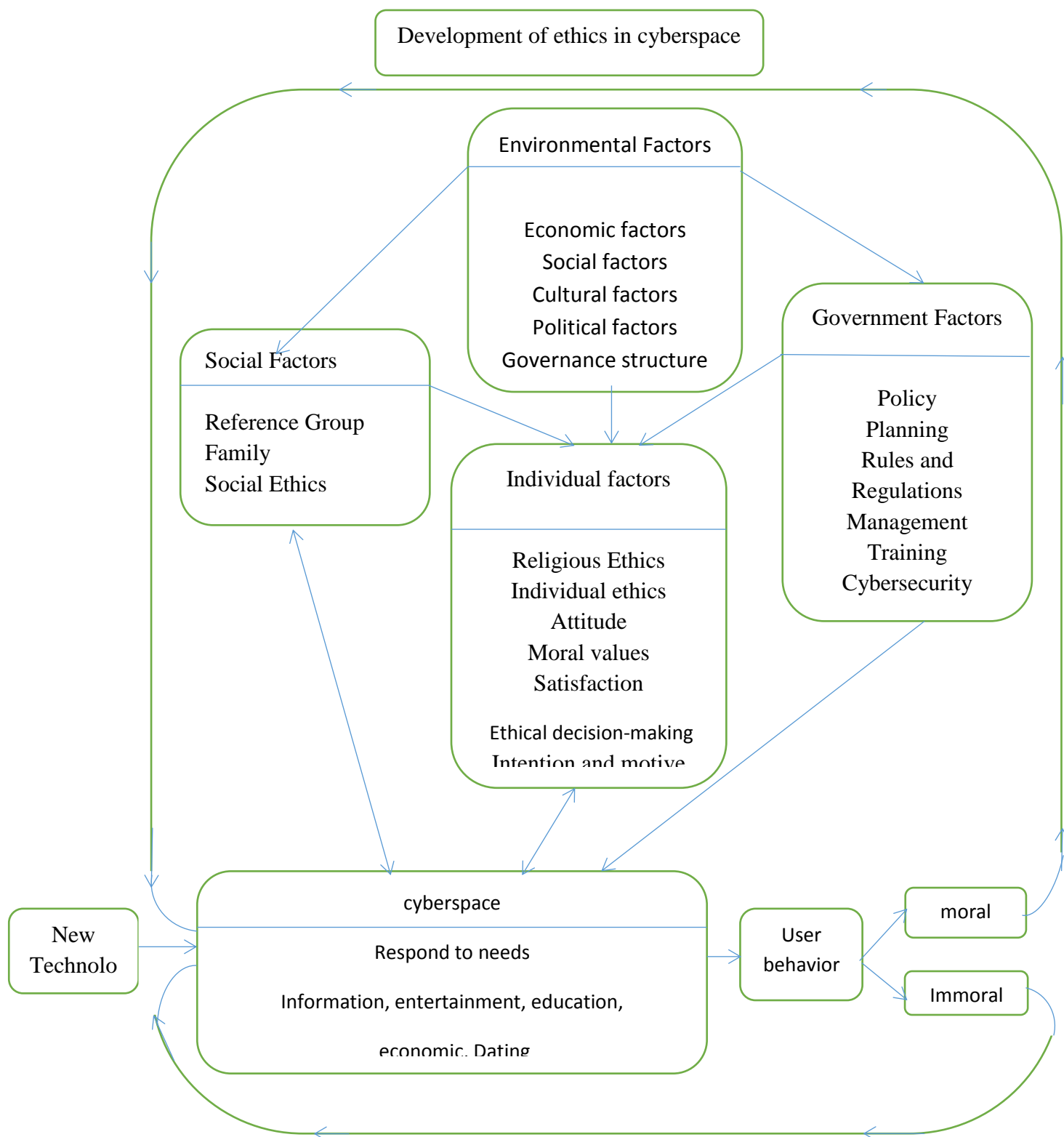
In this category, culture of society has the greatest power of guiding among all the factors, while in terms of dependency is average. Factor of policy is moderate in terms of leverage and dependency.

Factors of society culture, management, planning and regulation in this respect it is important that in terms of degree of dependence and penetration are high, and this reflects their impact on individual factors, especially on the variables of personal morality, intentions, values, attitudes and education that can be interpreted to feedback loops in the model.

The fourth category of independent variables includes religion, Fundamental objectives, Governance structure, and environmental factors which Religion has the most leverage and less dependence between all variables in this area and the whole plot, and reference groups is in the second place, but environmental factors have moderate leverage and dependence.
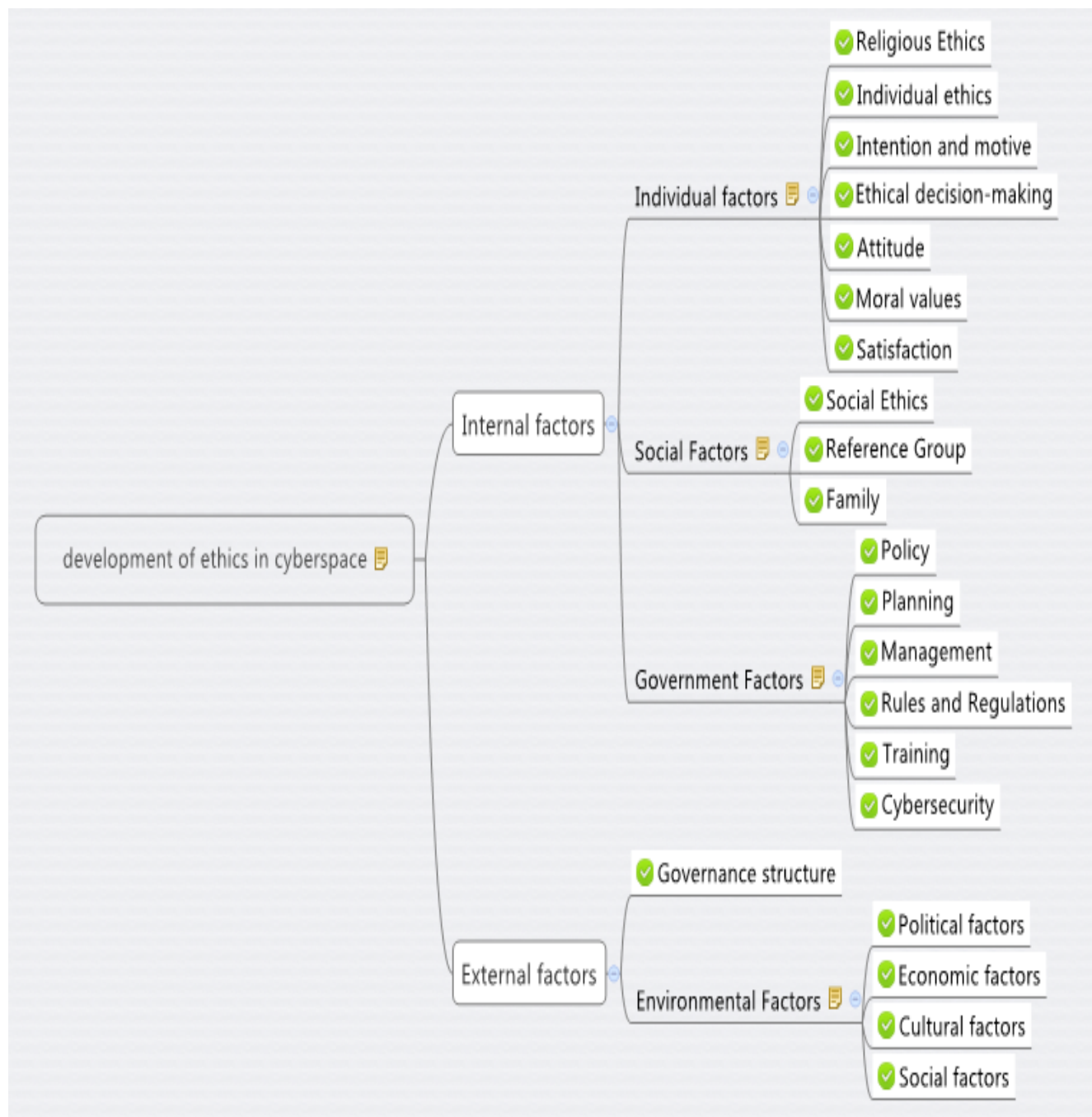
Based on the charts Placement, factors of Moral development in cyberspace has the following model:

Development of ethics in cyberspace

Environmental Factors

Economic factors
Social factors
Cultural factors
Political factors
Governance structure

Government Factors

Policy
Planning
Rules and
Regulations
Management
Training
Cybersecurity

Social Factors

Reference Group
Family
Social Ethics

Individual factors

Religious Ethics
Individual ethics
Attitude
Moral values
Satisfaction

Ethical decision-making
Intention and motive

cyberspace

Respond to needs

Information, entertainment, education,

economic, Dating

New
Technolo

User
behavior

moral

Immoral

English Resources

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