

THE ETHICS USING DB

- Different capacities of storage devices have given a new tool- the ability to manipulate images at the pixel levels such as **Morphing**: Transforming an image into another such as from an owl into a baby.
- Issues arise related to ethics:
 1. Manipulation of Sound
 2. Manipulation of Photos
 3. Manipulation of Video & TV
 4. Accuracy & Completeness
 5. Matters of privacy

1.1

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Manipulation of Sound

- Using technological tricks, two different singers at different locations in two different times can perform in the same tape/music. E.g.: The song 'Getaran Jiwa' between P. Ramlee & KRU. KRU, while listening to P. Ramlee's taped performance on earphones or any voice-output devices, dubbed in their own voice.
- The issue arises is the originality & the value of performance. If we can transport & combine with others not physically present - so what is performance & its originality?

1.2

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Manipulation of Photos

- The issue of 'super-impose' pictures - is it legal? (To put one's head with somebody's body).
- Nowadays, it is very hard to distinguish between photos used for commercialism versus journalism & also for feature stories versus news stories because the originality of the photos can be argued.

1.3

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Manipulation of Video & TV

- Videotapes supposed to represent actual events but today, it is very difficult to tell that the videotape we're watching is the real thing or not. E.g: Commercial airplanes do impossible stunts such as explosion.
- So, the possibility of digital alterations raises some real problems.

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Accuracy & Completeness

- 5 limitations when using DB for research:
 1. You cannot get the whole story: Sometimes, DB only a surface of a fact. We need to explore ourselves to get more data outside the DB.
 2. It's not the gospel: Anything we see on the monitor screen doesn't mean it's accurate, so we need to verify it.
 3. Know the boundaries: One DB service doesn't have it all. E.g: We can find full text articles from a magazine/newspaper but other magazines/newspapers might not have the same articles.
 4. Find the right words: We have to know which keywords (search words) to use when searching a DB for a topic. E.g: If we're searching for stories of guns, the keyword can be guns or handguns but not 'knife'.
 5. History is limited: Some problems will appear if we try to research something that already happened because it was written earlier & there is a possibility that our facts will contradict with the facts that have been written before.

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Matters of Privacy

- It is the right of people not to reveal info. about themselves. E.g: Our credit card numbers can be copied by other person - no privacy.
- This issue has led to the enactment of a number of laws to protect individuals from invasions of privacy.

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