



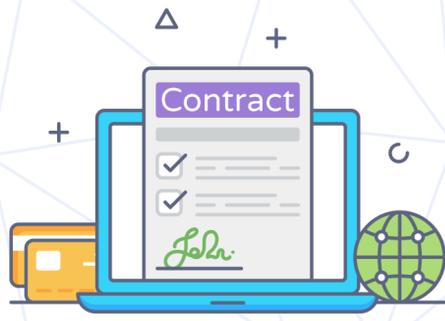
ETHICAL THEORIES AND SOCIAL MEDIA-II



SOCIAL CONTRACT THEORY

The social contract theory states that people in society live together according to an agreement that establishes moral and political rules of behaviour.

The social contract theory shares the core assumption of egoism that we are self-interested and rational agents.



Unlike egoism which cannot provide an impartial regulation of interpersonal conflicts of interest, social contract theory not only provides a way to handle conflicts of interest but also provides a justification for it.

SOCIAL CONTRACT THEORY IN ETHICS



The basic idea of social contract theory in ethics is that ethical rules are sets of conventionally established limits we impose on ourselves in keeping with our own longer-term interests.

This answers two fundamental questions about morality, namely, what is required and why we should obey.



People believe that their rights regarding their personal data "will be respected by the users of that data" and that "the use of that data will not exceed the purposes accepted by both parties".

Internet users expect a general protection of personal information when providing personal information online, because they feel that websites have the moral obligation to protect their personal data or because they feel protected by the government.



ETHICAL EGOISM



Ethical egoism is the normative theory that the promotion of one's own good is in accordance with morality; it is concerned with how people ought to behave.



In the strong version, it is held that it is always moral to promote one's own good, and it is never moral not to promote it.



In the weak version, it is said that although it is always moral to promote one's own good, it is not necessarily never moral to not



The biggest problem for ethical egoism is that it fails to be a moral theory because it cannot deal with interpersonal conflicts of interest.

ETHICS OF CARE

Ethics of care is a feminist philosophical perspective that uses a relational and context-bound approach toward morality and decision making.



The idea of theory is that individuals are not the isolated and abstract entities described in traditional liberal theory, but are fundamentally relational and interdependent.

The ethics of care perspective stands in stark contrast to ethical theories that rely on principles to highlight moral actions—such as Kantian deontology, utilitarianism, and justice theory—and is not meant to be absolute and incontrovertible.

