

# *Ethical Deviations in Online Media Live Streaming from the Perspective of "Alienation of Communication"*

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**Abstract:** With the rapid development of digital technology, the rise of online media live streaming has brought about significant changes in communication patterns and media consumption. However, alongside the growth and popularity of online media live streaming, various ethical issues and deviations have surfaced. This research aims to investigate the ethical deviations in online media live streaming from the perspective of "alienation of communication". By analyzing and evaluating the ethical implications of this phenomenon, this study seeks to provide a comprehensive understanding of the negative consequences and potential solutions for ethical problems associated with online media live streaming.

## **1. Introduction**

In recent years, online media live streaming has emerged as a powerful tool for communication, entertainment, and dissemination of information. This new form of media, however, has exhibited ethical deviations that have raised concerns about its impact on society. This paper examines the ethical deviations in online media live streaming, focusing specifically on the concept of "alienation of communication" as a theoretical framework for analysis.

## **2. The Concept of "Alienation of Communication"**

The concept of "alienation of communication" refers to a theory that explores the social and psychological effects of modern communication technologies on individuals and society. It highlights the idea that while these technologies connect people globally, they can also lead to a sense of disconnection and isolation. The concept originated from the works of thinkers like Karl Marx, who discussed alienation in the context of labor and social relations. Later, it was applied to the realm of communication to examine how modern technologies, such as smartphones, social media, and digital platforms, affect human interaction. Alienation of communication suggests that while these technologies offer convenient means of connecting people, they can also result in a loss of authentic and meaningful communication. It argues that excessive reliance on mediated communication can lead to a lack of genuine human connection and understanding. Factors contributing to the alienation of communication include the depersonalization of interactions, the prioritization of virtual relationships over face-to-face connections, the spread of disinformation,

and the erosion of privacy. This concept encourages critical analysis of how communication technologies shape our experiences and calls for finding a balance between the benefits and drawbacks of these technologies to foster healthy and meaningful communication in the digital age.

### **3. Ethical Deviations in Online Media Live Streaming**

#### **3.1. Exploitation of Content Creators**

Ethical deviations in online media live streaming include the exploitation of content creators. In the realm of online media, content creators, such as streamers, YouTubers, and influencers, produce and share content for their audiences. However, they can often face various forms of exploitation, which can have significant ethical implications. One aspect of exploitation is the unfair compensation or lack thereof for their work. Content creators invest their time, effort, and creativity into producing content that attracts viewers and generates revenue for the platforms they use. However, they often face challenges in receiving fair compensation for their labor. This is particularly evident when platforms have opaque monetization systems or do not provide clear guidelines for creators to monetize their content. Moreover, content creators may face pressure to produce excessive amounts of content to maintain their audience or meet the demands of their platform. This can lead to burnout and compromise the quality of their work. In some cases, platforms may even incentivize risky or harmful behavior to attract more viewers, which can put content creators in ethically compromising positions. Another form of exploitation is the lack of control over their content [1]. Content creators may find that platforms have broad and often arbitrary policies that govern the types of content allowed or the enforcement of these policies. This lack of control can have implications for their creative expression and can lead to censorship or the suppression of certain viewpoints. Additionally, content creators may also face harassment, threats, or online abuse from their audience or other users. This can have severe negative impacts on their mental health and well-being. Addressing these ethical deviations requires a multi-stakeholder approach. Platforms should strive to provide transparent and fair monetization systems, establish clear guidelines for content moderation, and prioritize the safety and well-being of content creators. Users can support content creators by engaging responsibly, respecting their boundaries, and advocating for fair treatment. Society as a whole should recognize the value of the work done by content creators and promote ethical standards in the online media industry.

#### **3.2. Invasion of Privacy**

Another ethical deviation in online media live streaming is the invasion of privacy. With the widespread availability of live streaming platforms, individuals can easily share their personal lives with a large audience. However, this also means that their privacy can be compromised in various ways. One aspect of invasion of privacy is the collection and misuse of personal data. Live streaming platforms often collect extensive data about their users, including their browsing habits, location, and interactions with other users. This information can be used for targeted advertising or even sold to third parties without the user's knowledge or consent. Such practices raise concerns about the protection of personal information and the potential for unauthorized access or misuse. Content creators may also inadvertently invade the privacy of others while live streaming. They may unknowingly capture and broadcast private conversations, personal information, or intimate moments of individuals who did not consent to being recorded. This can lead to detrimental consequences for those involved and can cause significant harm, particularly when it comes to sensitive matters or vulnerable individuals. Furthermore, viewers themselves can engage in invasive behavior by relentlessly monitoring and scrutinizing the personal lives of content creators. This can

include stalking, doxxing (sharing private information online), or spreading harmful rumors. Such actions not only violate the privacy of the content creators but can also have severe psychological and emotional effects. To address these ethical concerns, platforms should prioritize user privacy and implement robust data protection measures. They should provide clear guidelines and tools for content creators to ensure they respect the privacy of others while live streaming. Education and awareness campaigns can also help foster a culture of responsible and respectful behavior among viewers. Lastly, legislation and regulations can play a crucial role in safeguarding individual privacy in the online media live streaming ecosystem [2].

### **3.3. Sensationalism and Manipulation**

Sensationalism and manipulation are two intertwined ethical issues that can arise in the context of online media live streaming. Sensationalism refers to the practice of presenting information in a sensationalized or exaggerated manner to attract attention and maximize viewership. Manipulation, on the other hand, involves deliberately distorting or fabricating information to influence the audience's perception or behavior. In the quest for viewership and engagement, content creators may resort to sensationalism to grab attention and stand out from the competition. They may exaggerate or misrepresent events, emotions, or situations during their live streams to generate more excitement or shock value. While this can attract a larger audience, it can also lead to the spread of inaccurate information and the distortion of reality. Manipulation tactics can go beyond sensationalism and involve more malicious intent. Content creators may intentionally deceive their viewers by presenting false information or staging events for dramatic effect. This can include fake pranks, staged confrontations, or scripted performances. Such tactics erode trust between content creators and their audience and can cause harm by spreading misinformation or influencing viewers in detrimental ways. Moreover, there is also the issue of manipulating the emotions of viewers for personal gain. Content creators may exploit the emotions of their audience by invoking sympathy, outrage, or fear to generate more engagement, donations, or subscriptions. This emotional manipulation can have a profound impact on viewers' psychological well-being and decision-making processes. To address these ethical concerns, it is crucial for content creators and platforms to prioritize honesty, transparency, and integrity. Content creators should strive to provide accurate and balanced information, avoiding the temptation of sensationalizing events for the sake of increased viewership. Platforms should also set clear guidelines and enforce policies that discourage manipulation and the spread of misinformation. Additionally, viewers themselves play a role by being critical consumers of content and supporting creators who prioritize authenticity and ethical practices.

## **4. Ethical Misconduct Issues in Self-media Live Streaming Platforms**

### **4.1. False advertising and misinformation**

False advertising refers to the deliberate dissemination of false, exaggerated, or misleading promotional information by self-media broadcasters during live streaming, aiming to attract the attention and increase the viewership. This behavior may include exaggerating the effectiveness of products/services, fabricating positive user reviews, or concealing the flaws of products/services to obtain economic benefits or personal fame. Misinformation dissemination refers to the spread of unsubstantiated news or the dissemination of inaccurate, false information by self-media broadcasters during live streaming, aiming to attract the interest or incite the emotions of the audience. This behavior can lead to a misunderstanding of facts, create misinformation, or generate unnecessary panic, controversy, or conflicts. False advertising and misinformation not only damage

the accuracy and credibility of information but also harm the rights and interests of viewers and the public. They violate ethical principles and bring negative impacts on the business environment and social order. Therefore, proactive measures should be taken to prevent and combat these behaviors, in order to maintain a fair, transparent, and trustworthy self-media environment [3].

#### **4.2. Rumor Spreading and Malicious Disinformation**

Rumor dissemination refers to the spreading of unverified and untrue information or descriptions of events. These rumors often spread rapidly through unofficial channels, such as word-of-mouth, social media, internet forums, and more. People are often influenced by these rumors without verifying the information, leading to panic, anxiety, or misperceptions. Malicious rumor-mongering, on the other hand, refers to intentionally fabricating and spreading false information to achieve specific purposes. These purposes may include defamation, tarnishing someone's reputation, manipulating emotions, or causing social chaos. Such behavior is often driven by personal or group interests and goes against ethical principles and social fairness. Rumor dissemination and malicious rumor-mongering have negative impacts on society and individuals. They disrupt social order, erode trust among people, and may even lead to widespread negative consequences. To address these issues, it is necessary to enhance public media literacy and critical thinking abilities, as well as establish sound information verification mechanisms and legal regulations to protect the public from the harm of rumors and malicious rumor-mongering. Individuals should also consciously resist spreading rumors and engaging in malicious rumor-mongering, working together to create an information environment based on truth and fairness.

#### **4.3. Invasion of Privacy and Ethical Disputes**

Privacy infringement refers to the unauthorized access, use, disclosure, or harassment of someone's personal information without their consent. With the advancement of technology and the development of the digital society, privacy infringement issues have become increasingly prominent. Sensitive personal information can be illegally collected, abused, or leaked, causing significant distress and harm to individuals. Ethical disputes are related to individual behavior and values, often involving violations of ethical and moral standards towards others. Behind privacy infringement, there is often a lack of respect, trust, and fairness towards others. Ethical disputes may involve conflicts of interest, deceptive behavior, violations of commitments, and can seriously undermine personal and societal trust. Privacy infringement and ethical disputes not only have negative impacts on individuals but also on society as a whole. To address these issues, we need to establish sound privacy protection laws and ethical guidelines to regulate the collection, use, and sharing of personal information. At the same time, individuals should raise awareness about privacy protection and actively participate in privacy protection actions. Companies and organizations should establish transparent and responsible data processing mechanisms to protect the privacy rights of users. Only by fully respecting personal privacy and adhering to ethical principles can we create a safe and trustworthy digital society [4].

### **5. The Impact of Ethical Misconduct on Individuals and Society**

The ethical misconduct in the context of self-media live streaming can have various impacts on individuals and society. Here are some key effects:

## 5.1. Erosion of trust

The erosion of trust is one of the primary consequences of ethical misconduct in self-media live streaming. Here are some key points describing the impact of trust erosion on individuals and society: (1) Decreased credibility: When ethical misconduct occurs in self-media live streaming, viewers may question the credibility and reliability of the content creators. This can lead to a loss of trust in the information presented and a reluctance to believe or engage with the content in the future. (2) Skepticism and skepticism: As trust erodes, individuals become more skeptical of the motives and intentions behind self-media live streams. They may question the authenticity of the content and doubt the true agenda of the creators, leading to a general skepticism towards the industry and its practices. (3) Reduced engagement: When trust is compromised, viewers are less likely to actively engage with self-media live streams. They may refrain from sharing, commenting, or participating in discussions, as they lack confidence in the veracity and quality of the content. This can limit the reach and impact of self-media platforms. (4) Impact on decision-making: Trust plays a crucial role in influencing individuals' decision-making processes. When trust is eroded, individuals may find it challenging to make informed choices based on the information provided in self-media live streams. They may seek alternative sources or avoid relying on the content altogether, which can have implications for their actions and beliefs. (5) Diminished social cohesion: Trust is an essential element for fostering social cohesion and a sense of community. When trust erodes in the self-media live streaming realm, it can strain social relationships and create divisions among viewers. The lack of trust may lead to divided perspectives and hinder constructive dialogue, potentially polarizing society. (6) Negative impact on the industry: The erosion of trust in self-media live streaming affects not only individual content creators but also the industry as a whole. When viewers lose trust, they may become less inclined to support or invest in the industry, leading to financial and reputational repercussions for content creators and platforms. Addressing the erosion of trust requires a collective effort from content creators, platforms, and regulatory bodies to uphold ethical standards, ensure transparency, and rebuild trust with viewers.

## 5.2. Manipulation of public opinion

Manipulation of public opinion refers to the intentional efforts to influence and shape public perceptions, beliefs, and attitudes. It involves various tactics such as propaganda, misinformation campaigns, and psychological manipulation. This manipulation can occur through traditional media channels, social media platforms, or even interpersonal communication. The manipulation of public opinion raises concerns about the erosion of truth, the undermining of democratic processes, and the potential for social division. It is crucial to promote media literacy, critical thinking, and transparency to counteract these manipulative tactics and protect the integrity of public discourse.

## 5.3. Exploitation of content creators

The exploitation of content creators is a worrisome issue in today's digital landscape. With the rise of social media and online platforms, individuals who create and share content are often taken advantage of by larger entities or even their own audiences. Content creators invest significant time, effort, and resources in producing high-quality content, yet they may face challenges such as low compensation, unfair contracts, or even content theft. These exploitative practices can manifest in various ways. Brands and companies may approach content creators with low-paying or unpaid collaboration opportunities, taking advantage of their creativity and influence without providing fair compensation. Additionally, some platforms utilize algorithms and monetization systems that disproportionately benefit the platform itself, leaving content creators with limited earnings.

Moreover, content creators can become targets of online harassment, cyberbullying, or unauthorized use of their work. This not only undermines their creative contributions but also impacts their mental and emotional well-being. Addressing the exploitation of content creators requires a multifaceted approach. It involves establishing clear regulations and standards in the industry, fostering fair and transparent collaborations, and promoting ethical practices among brands and platforms. As consumers, we can also support content creators by respecting their rights, crediting their work, and advocating for fair compensation. By valuing and supporting content creators, we can create a more equitable and sustainable environment for creative expression in the digital realm [5].

#### **5.4. Invasion of privacy**

Invasion of privacy has become a prevalent concern in today's digital age. With the advancement of technology and the widespread use of the internet, personal information has become readily accessible and susceptible to unauthorized access or misuse. Invasion of privacy can occur through various means, such as data breaches, online tracking, surveillance, or even through the sharing of sensitive information without consent. The consequences of invasion of privacy can be far-reaching. It can lead to identity theft, financial fraud, reputational damage, and personal harm. Moreover, constant surveillance or intrusion into one's private life can erode trust, create psychological distress, and hinder personal freedom. Protecting privacy requires a comprehensive approach. Individuals should be cautious about the information they share online, employing strong passwords, using secure networks, and being mindful of privacy settings on social media platforms. Additionally, policymakers and technology companies have a responsibility to enact and enforce robust privacy regulations and practices. This includes transparent data collection and storage policies, clear consent mechanisms, and safeguards against unauthorized access. Safeguarding privacy is crucial for maintaining personal autonomy and trust in the digital realm. It is imperative that individuals, governments, and technology companies work together to establish a balance between the benefits of technological advancements and the protection of personal privacy rights.

#### **5.5. Impact on social values**

The impact of technology on social values has been profound. With the rise of social media and communication technologies, our modes of interaction and connectivity have transformed. While these advancements have fostered global connectivity and the exchange of ideas, they have also given rise to challenges such as increased polarization and the spread of misinformation. Technology has also reshaped societal norms, challenging traditional notions of privacy and boundaries. It has allowed for access to a vast array of information and perspectives, but it also requires critical thinking to discern reliable information. The instantaneous and constant nature of information sharing has influenced our values regarding time and immediacy. It is essential to be aware of these impacts and strive for responsible technology use to shape social values that promote empathy, inclusivity, and ethical behavior in the digital age.

#### **5.6. Legal and regulatory concerns**

Legal and regulatory concerns are critical in the realm of technology. As technology continues to advance rapidly, it brings about new challenges and ethical dilemmas that need to be addressed. One major concern is the protection of personal data and privacy. With the ever-increasing collection and utilization of personal information by companies, there is a growing need for stringent regulations to safeguard individuals' data from unauthorized access, misuse, and breaches.

Additionally, issues such as intellectual property rights, cybersecurity, and online content regulation pose complex legal and regulatory challenges. Governments around the world are actively working to establish laws and regulations to address these concerns and ensure the responsible and ethical use of technology. Striking a balance between innovation and societal well-being is crucial to creating a legal and regulatory framework that fosters a safe and inclusive digital environment.

## 6. Solutions and Recommendations

To address legal and regulatory concerns in the field of technology, several solutions and recommendations can be considered. Firstly, governments need to strengthen data protection laws by enacting comprehensive regulations that clearly outline the responsibilities of organizations in collecting, storing, and using personal data. These laws should include provisions for obtaining informed consent from individuals, implementing privacy-by-design principles, and establishing strict penalties for data breaches and misuse. By providing a legal framework for data protection, individuals can have more control over their personal information, and organizations can be held accountable for their actions. Secondly, enhancing cybersecurity measures is crucial in safeguarding technology users and their data. Organizations should invest in robust cybersecurity infrastructure, such as firewalls, encryption algorithms, and intrusion detection systems, to protect against cyber threats. Regular security audits and employee training programs can further improve cybersecurity awareness and practices within organizations. Additionally, collaboration between governments, industries, and cybersecurity experts can help share best practices and create a coordinated response to cyberattacks. Thirdly, promoting international cooperation is essential in addressing legal and regulatory concerns in a globalized technology landscape. Governments should establish partnerships and international agreements to combat cybercrime, exchange information on emerging threats, and harmonize legal frameworks across borders. This collaboration can facilitate the extradition of cybercriminals, improve cross-border data sharing mechanisms, and enable a coordinated response to transnational cyber incidents. Furthermore, promoting transparency and accountability is crucial in building trust between individuals, organizations, and governments. Companies should be transparent about their data collection practices, informing individuals about the purpose and scope of data usage. Governments can also create regulatory agencies or bodies responsible for overseeing data protection and privacy matters, ensuring compliance and taking appropriate actions against non-compliant organizations. Moreover, continuous monitoring and adaptation of legal and regulatory frameworks is necessary to keep pace with rapidly evolving technology. Governments should establish mechanisms to assess the effectiveness of existing regulations, conduct regular consultations with key stakeholders, and actively involve experts and industry representatives in policy-making processes. This iterative approach will enable the identification of emerging legal and regulatory challenges and the formulation of proactive solutions. Lastly, empowering users through digital literacy is crucial in mitigating legal and regulatory concerns. Governments, educational institutions, and organizations should invest in providing education and awareness programs to help individuals understand their rights and responsibilities in the digital era. Equipping users with the knowledge to make informed decisions regarding data sharing and online activities can contribute to a safer and more secure digital environment.

In summary, addressing legal and regulatory concerns in technology requires a multi-faceted approach. Strengthening data protection laws, enhancing cybersecurity measures, promoting international cooperation, ensuring transparency and accountability, continuous monitoring and adaptation of frameworks, and empowering users through digital literacy are all essential components of an effective strategy. By implementing these solutions and recommendations, we

can create a regulatory environment that fosters innovation, protects individuals' rights, and promotes responsible technology use.

## 7. Conclusion

With the popularity of online media live streaming, the issue of communication alienation has become increasingly prominent. This alienation manifests itself in two aspects. On one hand, it is driven by the commercialization of platforms, where the pursuit of clicks, excessive advertising, and manipulation of fans prevail. On the other hand, it is exacerbated by the detachment of audiences from the live streaming content and their increasing addiction to it. Firstly, the commercial pursuit has turned into a "topic manufacturing" strategy in media live streaming, disregarding the quality and value of the content. In order to attract more viewers and advertisers, hosts often resort to using vulgar, extreme rhetoric, or creating fake news, neglecting the need for authentic information dissemination and public understanding. This commercial chase, coupled with the media's compliant attitude, has resulted in a sense of detachment among audiences towards genuine information and has the potential to mislead the public's judgment and decision-making. Secondly, audiences often experience a sense of detachment from the real world as they become immersed in the pursuit of entertainment through live streaming. They use it as a tool to escape reality and seek personal gratification. This addiction leads to personal and societal isolation and may have negative impacts on individuals' mental and physical health. To address these ethical deviations and communication alienation, collective efforts from society are required. Media platforms should promote content quality and value, prioritizing public interests over pure commercial interests. Hosts and content creators should produce content in a truthful, responsible, and value-oriented manner, abiding by ethical and moral standards. Audiences should maintain rationality and discernment, focusing on authentic information and diverse voices, while avoiding blind worship and addiction.

In conclusion, through discussions on "alienation of communication," we can recognize the ethical deviations present in online media live streaming and propose directions for improvement. Only through collaborative efforts can we create a healthier, transparent, and socially progressive media environment.

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