This presentation will explore some of the less obvious ethical issues connected with Facebook. Touching briefly on issues such as privacy, employer scrutiny of employee profiles, fairness for all users, and so on, Dr. Beavers will focus on issues that concern the quality of life more broadly, particularly: 1) whether Facebook redefines friendship in ways that are potentially helpful or harmful; 2) how Facebook’s news feed functions to determine which relationships will develop and which will not; 3) whether Facebook plays a positive or negative role in helping users attain a meaningful sense of purpose and self-identity; 4) how Facebook contributes to remembrance and the coherence of one’s life for older users and how the need for such may not even arise for younger users; and, finally, 5) whether the openness of our private lives on Facebook will lead to restructuring the social and moral expectations placed on us as human beings, and, in turn, help us better understand and accept ourselves for what we are.

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