

# Communication Ethics in Distance Learning Method

(An understanding of ethical issues in the interaction of  
students and lecturers)



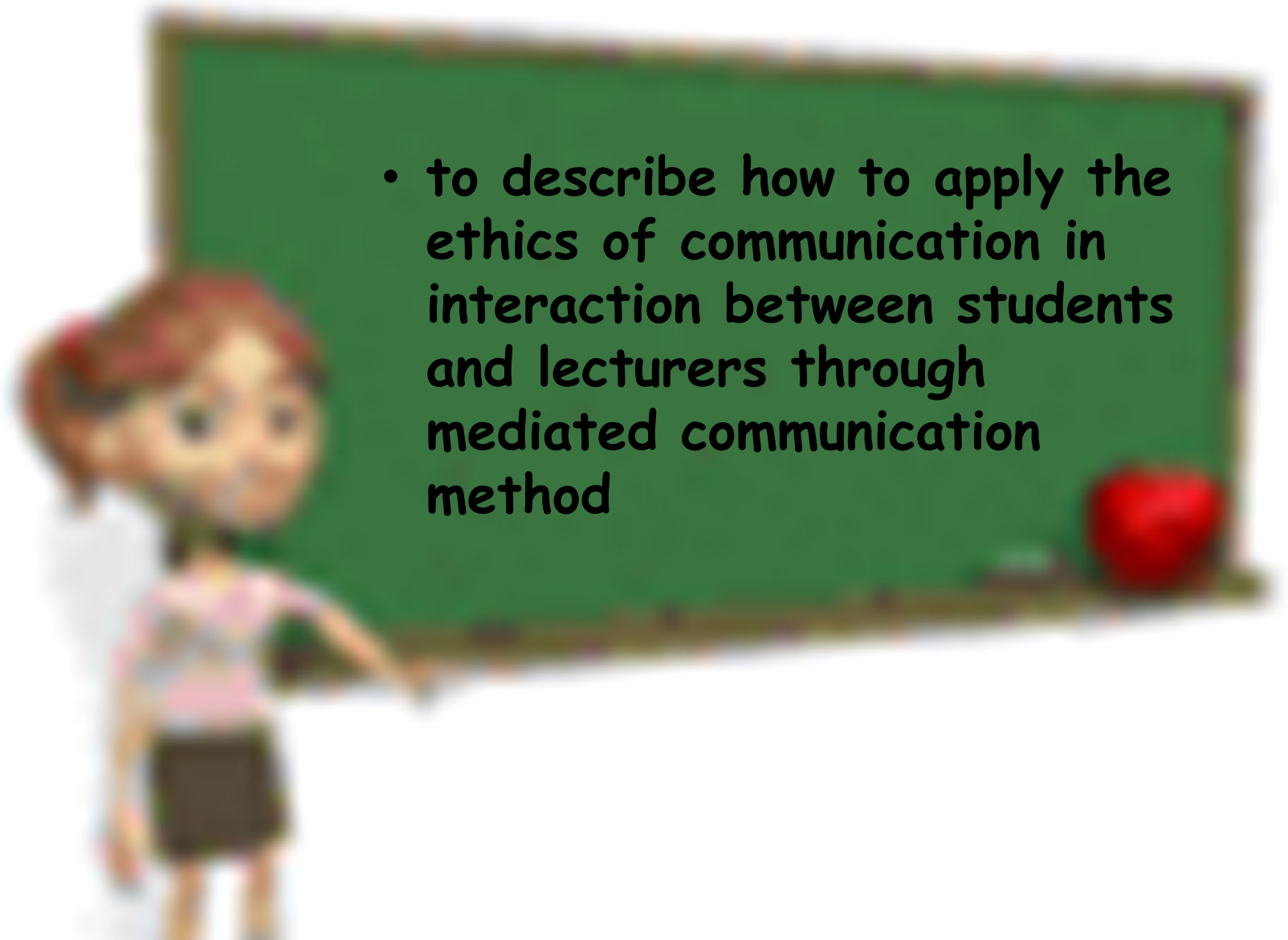
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# Reasoning

- Distance education process like Universitas Terbuka (UT) requires the use of optimal communication technology to support its learning program
- There are pros and cons about social behavior of distance learning counseling.
- This counseling method depends a lot on the long distance interaction by e-mail with a synchronous and asynchronous system
- Interaction between two people or more, need a capability to aware others, one of the important thing is social ethics from both of them.

# Objective

- to describe how to apply the ethics of communication in interaction between students and lecturers through mediated communication method





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# Social Cooperation Script

- e-learning,
- Online learning,
- distance education,
- blended learning
- flexible learning.

Broom, 2005

## Epistemic Script

New Zealand Council For Educational Research.2004



Convenient  
Flexible  
adaptable

**Adorable**

**Accessible**

**Flexible**

New Zealand Council For Educational Research.2004



# Theoretical Background

## ● Interpersonal Communication :

It could be argued that effective communication **when accompanied by the presence of the individual and the environment** because the communication there is the root of the world experience and experience with others, and this makes a lot of communication failures.

Context is everything around us or stick when we interact with others, and is characterized by three things, first **the relationship of text and context, both the person characteristics of a relationship** and a third context as a result of an explicit or implicit choice. ( Riva, 2006, p.9)



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The main factor that is always attached in the process of interpersonal communication is called **feelings**. Owen, 1987 says that **the expression of feelings is the main contribution of communication behavior in shaping, maintaining and making the quality of a relationship, often through an expression of feelings can make one's relationship to good or vice versa.**( Owen, 1987).





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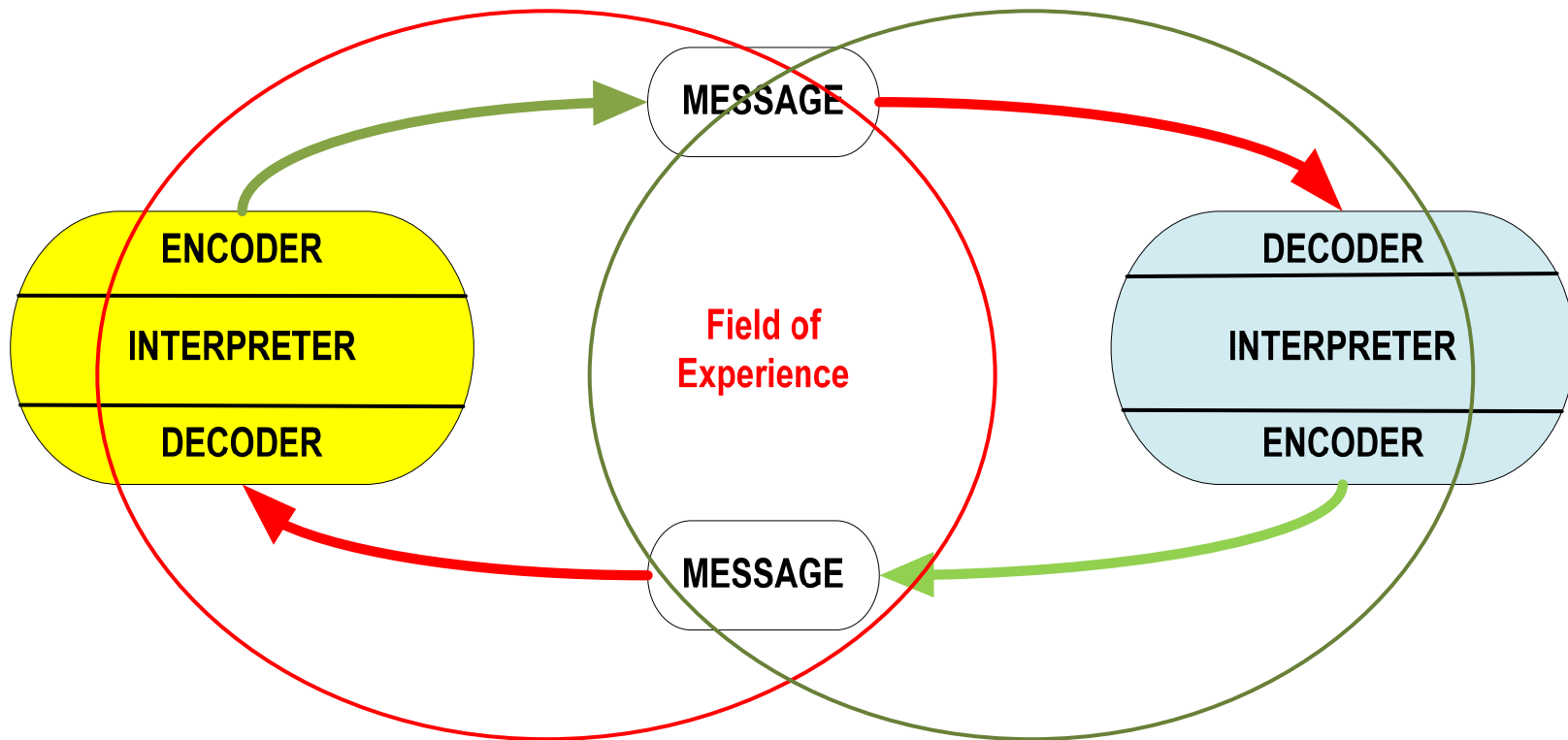
Two perspectives of Interpersonal Communication, namely **situational perspective** is the perspective of the view that communication is highly situational Secondly is **dialogical perspective** that saw that a person's attitude will lead to who is invited to communicate, which means every interaction will use ethics that applies to those who are interacting. (Berkman & Shumway, 2003),





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# Interpersonal Communication process



Osgood and Schramm Model, 1956 and Schramm, 1956



# Hyper-personal

- is an interpersonal communication effects from long distance interaction through the internet what Walther says as interpersonal mass medium.
- divided into two categorization of time with the main difference that is **asynchronous** or independent time and **synchronous** that puts time simultaneously
- it is still considered as media that **has limitation** in exchanging information such as participation of functions or existing social signs.



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- "hyper" because in the process of interaction occur the **supervisor authority**, as source that has the power to dominate the interaction.
- All communication take place **only by verbal**, without including non-verbal signs are usually embedded in every interaction. This is what is lost when interacting online.
- Characteristic of hyperpersonal are visually **Anonymity, lack of identifiability, asynchronous interaction, uncertainty reduction.**(Joinson 2004 dalam Usita 2010)



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# CMC

- Lack of non verbal signs
- not fully include the emotional or personal in their interaction
- Social presence theory states that the level of social presence in CMC is low and very influential on the message itself,
- Personal or impersonal.
- Synchronous and Asynchronous



- CMC lack of direct feedback, the weakness of the dramaturgy, the lack of signs of social and social existence of Anonymity.
- Interaction via CMC, is entirely verbal, or by using emotext or emoticons. (Rice, 1984, in Walther JB, 1992)
- CMC is one to one, one to many or many to many. (Littlejohn, 2008)
- Interaction through the media especially the internet as a social media can be said as a form of decontextual interaction, meaning does not include the overall context in the process of interaction. ( Sedyaningsih, 2010)



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# Social Information Processing Theory

This theory is actually an extension of interpersonal communication theory which says that the interpersonal relationships through online need a lot more time to achieve a relationship or common sense.

In this theory says that the problem of online relationships is in the absence of signs of non-verbal, and how to develop and maintain the real relationship (Walther, 2008).



# Social Interaction

- Social interaction is a sociological name given to an action done by us and others
- Social interaction means somebody takes part in others' activities, communication with others, and interpreting others' action.
- Social interaction is very important because it creates somebody's quality, it is what somebody does in a situation, it creates identity and society



# Meaning

Denotative  
+  
Connotative

Sentence +  
context  
=  
truth  
condition

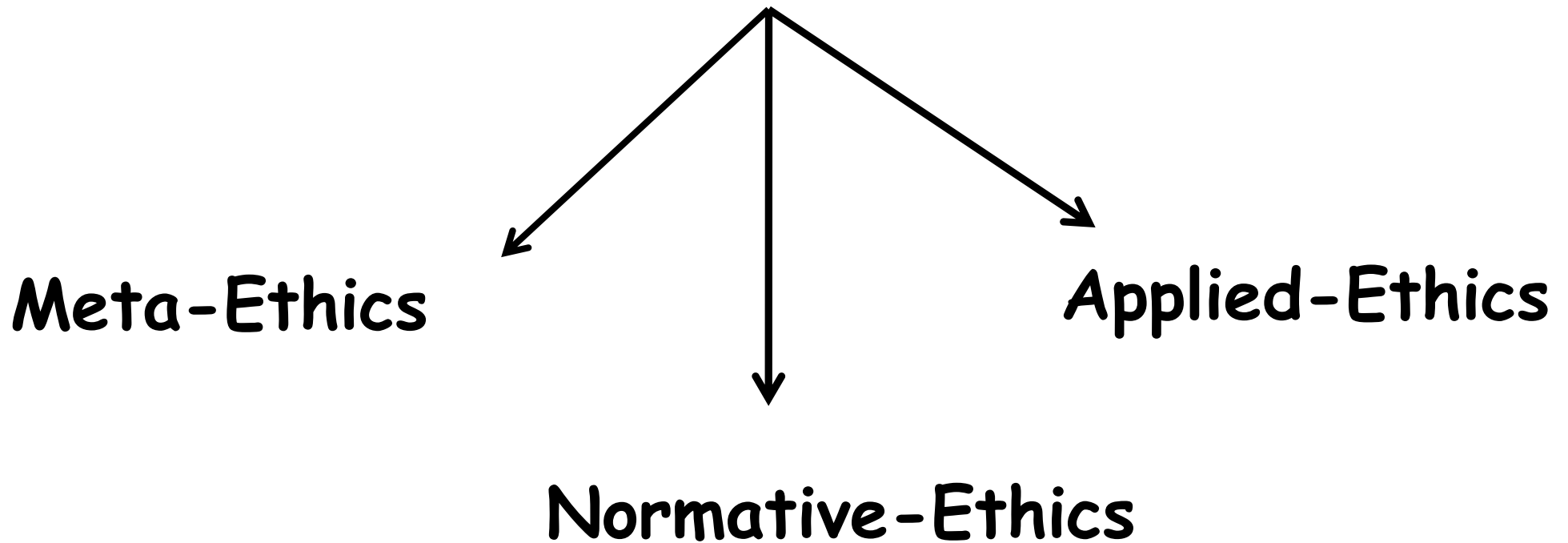


# Meaning

Soames, 2010

- **public cues,**
- **private cues**
- **behavioral cues**

# Ethic



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(Demiray & Sharma, 2009)



# Ethic Perspectives

.( Berkman & Shumway, 2003),.

- **Situational perspective**
- **Dialogical perspective**



# Online Communication Ethics

- knowledge of the rules in force, (know the rules)
- create the charm of a person (create a persona), with always mention the name with true.
- When to send a message we must have time to think for a moment before sending the messages (lurk before you leap).
- Should be clear and straightforward (be clear),



- use the procedure that is commonly used (use your manner)
- do not forget that still appreciate the grammar accepted, although the Internet is less formal in nature. (respect grammar).
- Do not use capital letters, this can mean if you're angry or yelling, and
- avoid excessive punctuation , and use emoticons and emotexts to express your feeling,  
(<http://www.ableaustralia.org.au/communication-etiquette.asp>)



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# Discussion

- During the process of interaction there is no significant obstacles, except misunderstanding that emerge caused by the absence of a physically presence. Any feedback given is always separated by time, so that the situation was already different.
- This often makes communication disrupted. Student also felt that the long distance supervision is much less freely in discussions, more dominance on the supervisor.
- Process guidance through the media, whatever has many limitations.





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- UT as a university with students who have diverse backgrounds are very heterogeneous still not able to implement this horizontal communication model. (Buku Materi Pokok (BMP) ,Tutorial tatap Muka (TTM), Tutorial Online(Tuton).
- The weaknesses of learning process in distance education in Indonesia are the vast coverage of students demographically and not supported by the provision of technology facility for learning.

# Conclusion



- Relationship between students and Tutors is **highly formal**, because the lack of face-to-face interaction that causes the lack of emotional bond
- The message interpretation **fully verbal** (denotative)
- The **presence** of someone who interacts will greatly affect the effectiveness of its communication.



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- virtual learning technology is **never value free** or neutral with respect to culture, this should be integrated into formal education
- **ICT is driving the changes** in the process of the best learning methods. (McWilliam, 2008)
- In addition, **the lack of understanding of media** come from the student itself



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- Communications model is top-down communication, that is mean students just accept what is given by the teacher
- Source has the strategic ability to develop and edit their presentations, they can choose and send them to whomever he wants. (Glue Usita, 2010 ).
- No the real Interpersonal relationship



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# What should we do ?

- In addition forms of interaction that occur between Tutors and students should be interpersonal.
- the interaction do not use formal languages, we have disclose personal side of each in the introduction. However the human side cannot be eliminated in the process of interaction everywhere, whenever and wherever.



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- UT challenge is how to bring the **banking concept** of education is moving towards **horizontal communication**,(William & Dawson, 2008)
- **Use the Social Cooperation Script**
- **Aware about online communication ethics**



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*Thank You*

Thank You







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- Hyper personal having a visual characteristic such as Anonymity, lack of identifiability, asynchronous interaction, uncertainty reduction.( Joinson,2004 in Lem usita,2010)
- Communication is dialogic in nature, with the authentic key, inclusion, affection, control, the spirit of mutual equality and supportive climate. (Berkman & Shumway, 2003)



# Ethical Communication

- Seek to “elicit the best” in communications and interactions with other group members.
- Listen when others speak.
- Speak non-judgmentally.
- Speak from your own experience and perspective, expressing your own thoughts, needs, and feelings.
- Seek to understand others (rather than to be “right” or “more ethical than thou”).



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- Avoid speaking for others, for example by characterizing what others have said without checking your understanding, or by universalizing your opinions, beliefs, values, and conclusions.
- Manage your own personal boundaries: share only what you are comfortable sharing.
- Respect the personal boundaries of others.
- Avoid interrupting and side conversations.
- Make sure that everyone has time to speak, that all members have relatively equal “air time” if they want it.



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- Bagaimana kita menginterpretasikan sebuah pesan menjadi bermakna ? Komunikasi adalah proses adanya enam postulat dari komunikasi yaitu evolusi meaning, berkesinambungan (continuous), dinamis (dynamic), berkaitan (circular), tidak bisa diulang (unrepeatable), dan tidak bisa dibalik (irreversible).