

Communication Ethics and Computer Mediated Communication

(Case Study in implementation of ethical communication through CMC, and Interpersonal Mediated Communication to improve smart education in the process of e-learning di Indonesia)

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Sub Theme : *Distance and smart education: narrowing or widening digital and cognitive gaps?*

Abstract

Starting from the experience of the author who has already five years to implement tutorials online and a desire to observe the process of communication that occurs during the process of interaction tutorial online through a computer on tutorials online. The process of communication in online tutorials consist of 8 (eight) initiation as subject matter, 3 (three) tasks as a means of knowing the ability of college students and the discussion as a means of exchanging thoughts or respond to problems of college students. The process of interaction often occurring at the time the discussion, because there is a discourse dialogue in it. After investigation, it turns out that a lot of us are especially students not putting themselves as a student to tutors. They discuss or inquiring as a fellow friend. Even the use of the word calls to friends or Tutors is not used as it should be. In the other hand, Smart people not only seen from value but rather the how, she/he has a good etiquette of interacting. These matters encourage writer to discuss problems ethic communication in a distance learning process, by the use of the very qualitative and descriptive analysis through the theory Computer-Mediated-Communication (CMC), Interpersonal Mediated Communication, Hyper-personal Communication dan Communication Ethics. And also shared with various parties, especially those engaged in the long distance learning, to understand ethics communication of interacting through CMC and other social media. And also for all of us as parents to be able to give the understanding of our children about the communication etiquette through the CMC in the virtual world.

Key words : CMC, Interpersonal Mediated Communication, and Hyper-personal Communication, Communication Ethics

Introduction

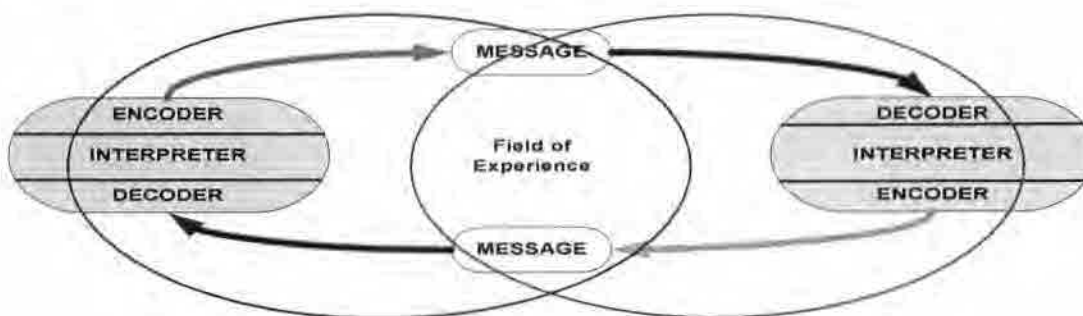
Advantage technology directly many influence on the learning that using methods long-distance as such as Indonesian open university (UT). Technological progress always giving two choice for the end user, namely giving benefit kindness and also to provide things which could negative. In higher education, utilization of technology become very instrumental especially like the UT which has 500 thousands of students scattered throughout the territory of the motherland, so that advances in technology are helping the process of study. The communications technology in the learning used by UT in terms of delivery of the learning material through online such as tutorials in it also as a means of communication between faculty and students and media in providing services to students.

The process of long distance communication through the internet, chat rooms, Web sites, and so forth make the source of the communication had not been confronted in phisic, therefore, many

of the factors contributing to its such as non verbal signs. Therefore, through this paper will be discussed about how ethics communication that occurs in the process of interaction of distance learning, through some interpersonal theory approach i.e. mediated communication, computer-mediated communication (CMC), a hyperpersonal communication and ethical communication.

Interpersonal Communication

The communication process converges and has always been a part of the culture, because communication must occur within a culture. Any sign, symbol and also codes that is used to provide restrictions or specific shows that there is a group of communicating in it. Communication process is a dynamic and a part of the culture. Meaning formed adjust by culture, and culture is transmitted over the process called socialization through the enculturation process. All process has occurred through communication can be interpersonal communication or other forms of communication including those communication through printed media and electronic. To initiate discussion about the communication process we look back on the Harold D Lasswell model who began used in 1948 to propaganda namely 4w + 1h (the who says what, in which channel, to whom and with what effect. Although formulations Lasswell is approach to mass communication but can used in the process interpersonal communication . Who are in fact that is considered who? What can affect? Thus a communicator can be used as role models, and the other considered significant in the processes of communication.(Hill Anne, James Watson, 2007). On the other Claude Shanon and Weaver posited linear model communication consisting of source, receiver, a message, transmitter and purpose, where ' s inside things that must be considered as any disturbance / noise, who may include disorder technical, semantic and effectiveness. In the Shannon Weaver model doesn't seem to display feedback, making it appear a more complete model put forth by Osgood and Schramm, 1954, where it is said that the communication process is a transaction of an interpretation, their sentences were against what is said was not merely his words but also of non verbalnya activity, which then responded by the recipient, so there was this process of internalization. In the Shannon Weaver model doesn't seem to display feedback, making it appear a more complete model put forth by Osgood and Schramm, 1954, where it is said that the communication process is a transaction of an interpretation, their sentences were against what is said was not merely his words but also of non verbal activity, which then responded by the recipient, so there was this process of internalization that is described as follows



Osgood and Schramm Model, 1956 and Schramm, 1956

That Model is an intersection between Osgood and Schramm model that explain about Encoder and Decoder, while the model that created by Schramm concern with the field of experiences. From both, the concern in this model in encoder and decoder process, because in the

communication process, the communicator always be faced with codes. Codes of expression, language, verbal and non verbal that embeded in the process of interaction .

How could someone said something as important things to interpreted because that ' s what actually. Communication is simple but complex, why, because we as a communicator have to encode the message based on the receiver. Therefore the personal experience of each person that interacts very important. Griffin (2003), said that communication between us began when there is a similarity between them and more effective depend on the similarity degree.

CMC THEORIES

CMC is a form of communication that is very popular in our daily lives, which is still based on a text. But still considered as a medium that has limitations in exchange of information, among them in terms of the participation of the existing social function or signs. Selection of media focus on the decision in choosing the most appropriate media in distance learning. For example, should be seen in terms of its capacity takes messages, feedback, its channels, source and language, in the form of face-to-face dialogue, video conference, telephone, voice mail, computer conference, telefax, email, letters, etc.

There are various theories about the CMC can be applied in education, such as how the selection of media, which can take media richness theory (Daft & Lengel, 1984) and social presence theory from Short,Williams & Christie,1976, then in terms of the characteristics of the media, can use the Cues-filtered-out theory from Culnan & Markus 1987 and reduce social cues theory from Sproull & Kiesler, 1988. While in communication behavior through media, communication can be seen from social theory of information processing from walther,1992.

Media characteristics theory describes the impact of the CMC in the communication process that is based on the text, so the properties of the message takes less non-verbal, this led to social or environmental conditions in which the communication takes place is not carried in the communication process via the CMC, and this according to Culnan & Markus, 1987 could increase the sense of free and increasing unusual behavior

Interpersonal Mediated Communication

Relationship communication happens through face-to-face and CMC is different, definitely different is the absence or lack of non-verbal signs that always accompanies every communication process through CMC. From some research suggests that CMC does not fully enclose the emotions or personal in interact.(Rice,1984 in Walther,1992) While the theory of the social presence stated that through CMC have different systems in terms of the ability to express the feelings, see other parties in phisic, signs of non-verbal and also vocal signs, emotion or personal of interacting. Therefore, the level of social presence in the CMC low and is very influential to the message itself, on the other hand, messages are sometimes confusing because it can be personal or impersonal. (Short,1976) When compared with face-to-face interaction, the CMC having four main difference is directly/undirectly, lack of feedback , weakneses the process of dramaturgy , minimum social signs and sometimes anonymity of sender.(Kiesler,1984). With the lack of a meeting in phisic make the environment, the eye contact, touch physically which there are usually in the process of face-to-face communication, almost gone through CMC, in interaction existing is all of verbal, whether it ' s applied in writing and using emotext or emoticon. This is said as decontextualisation communications.(Sediyaningsih,2010). CMC is media that can be categorized interpersonal and mass communication or so called by Walther as interpersonal mass medium. CMC can be

distinguished into two major groups with the time factor as its primary differentiator that is asynchronous or arguably independent of time, such as e-mail and synchronous who put time simultaneously, such as chatting. It can all be done on a one to one, one to many or many to many, depends on how we use it, so it can be used as interpersonal communication and mass communication. As currently used in the tutorial on line at the Open University (UT). And learning process through tutorial online is using the two functions simultaneously that is can be in interpersonal in the form of a message through e-mails and also simultaneously accessible or read by many people in the form of the discussion, so that two functions of communication fulfilled through the medium of this CMC. Sending text via CMC is not as face-to-face but mediated by computers that are indirectly sending experience and knowledge without the presence of non-verbal signs such as hand gestures or facial expressions and also signs like paralinguistic tone of voice and so on.

Hyper-Personal Communication

In interpersonal communication it is said that hyper-personal is the result of the process of interpersonal communication due to the resulting from the interaction of communication are progressing. So that a source of strategic have the ability to develop their presentations, edit and sent it to whomever he wanted to do (Usita,2010). A term used for those who interact hyper-personal online that has characteristics such visual anonymity, lack of identity, asynchronous interaction and uncertainty reduction.(Joinson,2004 in Usita,2010)

How could someone treats something depends on how big incentive he would make. All begins with motivation and volition. On technology development usually motivation and volition low, people typically know little of technology and been the motivation always connected with the personal interest (O'Keefe,2002) clarified by Scheufefe and Lawenstein that develop an understanding of information technology requires a significant effort in order that the people could understand it well, because if not, there will be new information disintegration.(Scheufefe & Lewenstein,, 2005)

In learning process, usually occurring is form of communication, its top-down communication it means a student received only what is given by a tutor or lecturers. A method that works like this was said to be fundamentally narrative character of traditional teacher-student relationships, that is analogous to the banking concept of education.(Paulo Freire,1972) Your students only received, store and telling back what is received by the teacher / his professor to. This method currently should not be applied longer in education, especially for higher education. Method should use is horizontal communication, where should communication with friends who shares attribute, access and power are more effective than banking education.(William & Dawson, 2008) Although discussion of horizontal communication had already been talked about, but the concept of banking education still dominate the existing education system.

Virtual Community E-learning

Communication technology can not be obstacles in the establishment of the innovation process of learning through technology, interactions can occur and will form a perception between students and tutors. And this is what must be paid attention that we can build a learning process. Communication technology has two roles, namely as a mediator and the constituent that is

representing the relationship of culture, politics and economics. keep in mind that virtual learning technologies never value-free or neutral to culture, this should be integrated in the formal education, so that ICT are driving changes in the process of learning is good.(McWilliam, 2008)

Broome (2005), have an experiment about a pattern of a long distance learning which he dubs interaction between a tutor and student or tutee. He separated the Social Cooperation Script that was more worried about the relationship or interaction between two people with Epistemic Script that prefer the material, apparently from the results of his research shows that social cooperation scripts more effective in distance learning. This is shown in the following model:

Social Cooperation Script :

	Tutor	Tutee
Step 1	Explaining the text material	Asking comprehension questions
Step 2	Supporting the learner's activities	Explaining and typing the information received in the shared text document
Step 3	Elaborating on text information individually	
Step 4	Discussing generated ideas with the partner	Discussing generated ideas and writing the results in the shared text document

Epistemic Script

Theory	Empirical Finding
What are the most important concepts of the Theory ? What are the main ideas of the theory?	How was the theory examined? What were the results of the empirical studies ?
<i>Consequences</i> Which pedagogical interventions can be concluded from the theory? Which limits of pedagogical interventions can be concluded from the theory?	<i>Individual Judgement</i> What do I like/dislike about the Theory ? Which of my own experiences support/do not support the theory?

The problem of interaction with students through the collaborative CMC nature should be between the construction of knowledge is facilitated with the media and learning tasks. So the

script and the media can never stand alone, they must collaborate. There are some things we can learn in make scripts for the CMC:

1. Collaborative between knowledge and the structure of media processes
2. Concerning the learning outcome
3. Use the social cooperation script to achieve the expected effects.

E-Learning

New Zealand Council For Educational Research revealed that learning long-distance can be seen from several sides that is, e-learning, online learning, distance education, blended learning and flexible learning. E-learning is learning that takes place within the context of that deals with the applications use the internet and the web as a medium for conveying learning experience.(E-learning Advisory Grup, 2002). In e-learning have always been associated with the use of technology, be it CD or other digital learning. While distance education or online when a student using the computer to access the lesson, so students don't have to meet by a lecturer or tutor physically, or even do not need to be present at the face-to-face tutorial. Online learning as distance education requires detailed specifications of the needs of the students, the lesson objective, material, activity, way of the distribution and the requested sources. There are three things that are considered by the student in selecting distance learning, namely convenience, flexibility and adaptable to the needs of the students. Blended or hybrid learning, is the combination of online and conventionally class face to face. While students learning more flexible see freedom to choose when, how, what, and how long they are learning it ' s all supported by a great variety of learning.(New Zealand Council For Educational Research, 2004).

Communication Ethics

Ethics in Greece interpreted as moral philosophy, which comes from the word *ethos* meaning custom, so talk about ethics and values and habits relating to a person within a group. Ethics is divided into three parts namely *meta-ethics* that focuses on the concept of ethics, *normative ethics*, which puts a focus on how to provide restrictions against ethics and *applied ethics*, the study of the use of ethics itself. (Demiray & Sharma, 2009). Brocket, said to be in view of ethics can be divided into three tiers namely the study of good and bad of human behavior, then meta-ethics concerning the study formal good bad or right-wrong rather than on reality of life and the third was normatif ethics. There are some perspective in seeing ethics communication, but on this discussion would be seen from two perspective, they are situational perspective whereas perspectives see that communication that its nature very situational. Ethics communication different to each other, because ethics communication very pertaining to where it communication occurs, and the other perspective is dialogical perspective. (Berkman & Shumway, 2003), And he saw that would lead to the attitude of someone who was invited to communicate, this means that every interaction will use of ethics which holds true for those who are interacting. As an example when we can communicate with parents, would be different when we interact with a friend. So that communication is dialogic, by its very nature with a key the authentic, inclusion, confirmation, presentences, spirit of mutual equality and supportive climate. In the study of internet there are two things always concern that is how the internet influence on other media and how the relation between internet users with their environment. The internet has become a source of the news. In 2008 survey in America tended to decrease the audience TV and newspaper in terms of search- the news. By increasing the use of the internet then there is the

other side concerning the relationship between human beings to be far, and internet users tending to lonely and isolated.(Dominic, 2011).

Interaction through computer or CMC requires more attention in analyzing our opponents talk. It is difficult to distinguish whether a person speak honestly or not. In the communication we should speak clearly and be honest, wherein it can all be seen from the way we communicate. In face-to-face communication, this process of interaction can be seen all of the verbal and non verbal from our gesture, expression and eye contact, but through CMC much loss of the signs. Ethics communications not just pay attention to what is said, but also what is not say. As what is mentioned by Mark S Putnam, 2010 "Try not to let what comes out of our mouths are always honest, then you will be trusted and respected"

Jones (2007) suggests there are 10 commonly used communication ethics on face-to-face communication, i.e. : 1) Seek to "elicit the best" in communications and interactions with other group members. 2) Listen when others speak. 3) Speak non-judgmentally. 4) Speak from your own experience and perspective, expressing your own thoughts, needs, and feelings. 5) Seek to understand others (rather than to be "right" or "more ethical than thou"). 6) 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. 7) Manage your own personal boundaries: share only what you are comfortable sharing. 8) Respect the personal boundaries of others. 9) Avoid interrupting and side conversations. 10) Make sure that everyone has time to speak, that all members have relatively equal "air time" if they want it. (Submitted by Jones Johnson Lewis on Mon, 05/14/2007)

What about the ethics of communication through the computer? From the records produced The Ultimate Communication Course Five Day London Based Training, said that ethics online communication should be based on knowledge, according to the rules , create charm (charm of a person) and always mention names correctly. And remember when will send a message, be read / thought back (lurk before you leap). Should be clear and to the point, use procedure / manner properly, don ' t forget fixed appreciate grammar existing do not use uppercase all, because it shows that you angry and avoid excessive punctuation, and use emoticons and emotexts to express your feeling, (<http://www.ableaustralia.org.au/communication-etiquette.asp>)

Conclusion

UT as a University with students who have various backgrounds are very heterogeneous is still not able to apply horizontal communication model. Why is this, it can be seen from a) the creation of a book subject matter (bmp), b) tutorials face-to-face (ttm), (c) tutorials online . The challenge UT is how bringing a conception banking education this communication toward horizontally where students feel speak with his/her peers group, or at least not make students feel comfortable with learning method of teaching. Based on the Jones,2007, we have to conclude that the smart people in the learning process especially through CMC, have to :

- 1) must begin the interaction with good intentions .
- 2) read well and do not give prior justifications.
- 3) write the appropriate experience and expertise,

- 4) Trying to understand the other side
- 5) avoid discussing other parties
- 6) an separate the public and personal information
- 7) respects the privacy of others.

Finally, the etiquette of communication can read our personality although through online interaction. With the good attitude / behavior will bring us into smart people.

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