



Social Media for College Students 大学学生的社交网络

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Key 要点

- **What is social media?**

什么是社交媒体？

- **Important things that you should know**

你需要知道的要点：

- **Contractual relationship** 合同关系
- **Cyberstalking** 网络跟踪
- **Cyberbullying** 网络霸凌
- **Employers and graduate school recruiters** 雇主与研究
院的招生人员
- **Defamation** 诽谤
- **Intellectual property** 知识产权



Contractual Relationship

合同关系

- Terms of service and breach of contracts
用户服务协议与违约



- Commitment asked by Facebook
Facebook对用户的要求:



- “You will not provide any false personal information on Facebook.” 不在脸书上使用虚假的个人信息
- “You will not tag users...without their consent.”
未经被圈注人同意不得圈注

Cyberstalking

网络跟踪

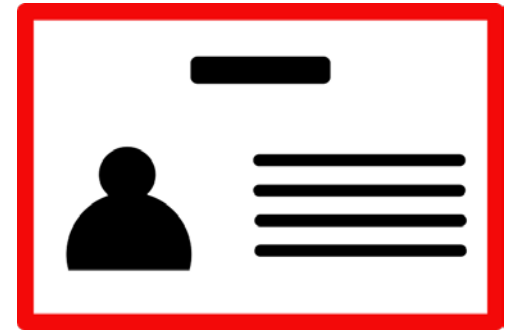
- “Cyberstalking is the use of the Internet or other electronic means to stalk or harass an individual, group, or organization.” (from Wikipedia)

“网络跟踪是使用网络或其他电子方式跟踪或骚扰个人、群体或组织。”（来自维基百科）



Cyberstalking

网络跟踪



- **Identifiable information** 身份信息:
 - Name, birthday, phone number, email address, social security number, passport numbers, driver's license numbers ...
 - 姓名、生日、电话号码、电子邮箱、社保号、护照号、驾驶证号。
- **Typical ways of cyberstalking** 网络跟踪的常见方式:
 - Impersonate someone else 伪装为他人
 - Locate and rob your home 定位并入室抢劫。



Cyberstalking

网络跟踪



- Attention please 请注意
 - Stalkers may be able to predict your social security number based on your birthday and place of birth if you are born before June 25, 2011 and use that to commit identity theft.
如果你在2011年6月25日前出生，跟踪者可能可以根据你的生日和出生地计算你的社保账号，并利用它进行身份盗窃。
 - Stalkers may use your work history that they gathered online to apply for a loan under your name.
跟踪者可能利用你在网上发布的工作经历，以你的名字申请贷款。

Cyberstalking

网络跟踪



- **Create a strong password and use information that others would not know for your security questions in the event you are hacked.**

设置安全性较高的密码并使用其他人不知道的安全问题以防止黑客入侵。

- **Be cautious to accept a friend request from a stranger.**

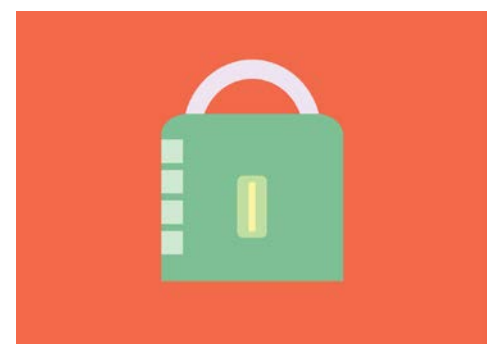
谨慎接受陌生人的好友请求。

- **Limit the amount of personal/identity information that you post.**

限制你所发布关于个人身份信息的资料数量。

Cyberstalking

网络跟踪



- **Check your privacy settings and make sure that your profile is completely private, which means that your profile can be seen by friends only so that social media sites will not appear in a search.**

检查隐私设置，确保你的信息是完全隐私的，也就是说，只有朋友可以看到，并且不能通过搜索发现你的信息。

- **Do not post information about your home location, contact information, or vacation plans.**

不要发布你的住址、联系方式 和假期计划。

Cyberbullying

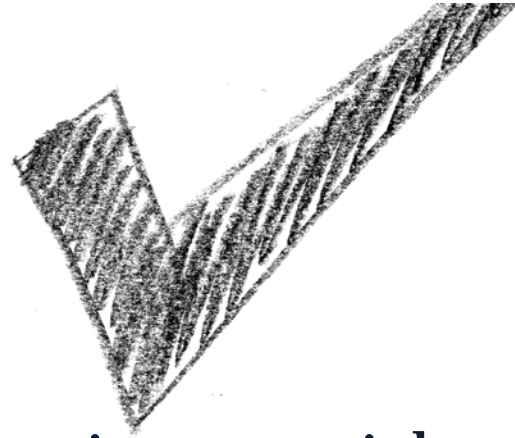
网络霸凌

- **Spreading rumors online.**
网络传播谣言
- **Posting hurtful or threatening messages on social networking sites.**
在社交网络上发布中伤或威胁的信息
- **Pretending to be someone else online to hurt another person.**
假装为其他人在网络上伤害他人
- **Taking unflattering pictures of a person and spreading them through the Internet.**
网络传播令他人不悦的照片



Cyberbullying

网络霸凌



- Checklist to evaluate your behavior on social media
- 检查你在社交网络上的言行：
 - **Is this going to hurt someone's feelings?**
这是否会伤害其他人的感情？
 - **How would I feel if this message came to me?**
如果我看到这样的信息我会有怎样的感受？
 - **Does this feel threatening in any way?**
这样的信息可能会被理解为威胁吗？



Cyberbullying

网络霸凌



- If you are a victim of cyberbullying, you can:

- 如果你遭遇了网络霸凌，你可以：

- Change the settings that can protect you, limiting who may contact you and blocking specific individuals.

更改设置，限制可以联系到你的人，并屏蔽特定人群。

- Report cyberbullying to social media sites and law enforcement, if the state law considers it to be a crime.

向社交网络平台报告，如果可能会被认定为犯罪，可以向有关法律部门报告。



Employers and Graduate School Recruiters

雇主与研究院的招生人员

- Prospective employers and universities may look at your social media pages when deciding on whether or not to accept you.

他们可能在决定是否录用或录取你的时候查看你的社交媒体信息。



Employers and Graduate School Recruiters

雇主与研究院的招生人员



- **59% of employers use social networking sites to research job candidates before making a hiring decision.**

59%的雇主在决定录用前会使用社交网络搜集应聘者的信息。

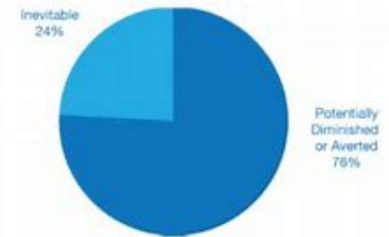
- **49% of employers decided not to hire the candidate because of some of the content they found on social networking sites.**

49%的雇主因为社交网络上的内容决定不录用。

Employers and Graduate School Recruiters

雇主与研究院的招生人员

Figure 5.6. Percentage of Social Media Crises That Were Inevitable vs. Potentially Diminished or Averted



More than three-fourths of social media crises may have been diminished or averted.

- Avoid:

- online fights or hostilities,
- dirty words,
- nude and compromising photographs,
- stories about sexual escapades,
- stories involving drug use or excessive drinking,
- stories involving violence and violent images.

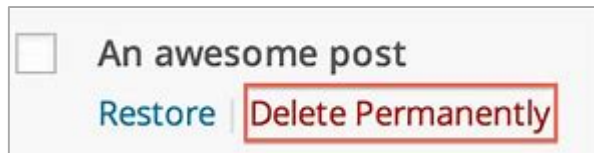
- 避免

- 网络攻击、
- 脏话、
- 裸露身体的照片、
- 出格的性信息、
- 包含毒品与过度饮酒的故事、
- 包含暴力的故事及图片

Employers and Graduate School Recruiters

雇主与研究院的招生人员

- Remove objectionable material from your social media sites before applying for a job or school, including negative comments and tags in photos made by others.
在申请工作或学校前，删除你的社交网络上不利的内容，包括不利的评论或其他人对你的圈注。



Employers and Graduate School Recruiters

雇主与研究院的招生人员

- Try to show some accomplishments you have achieved and positive attitudes you have for your study, work and life.

试着展示你的成就或对于学习、工作、生活积极的态度。



Employers and Graduate School Recruiters

雇主与研究院的招生人员

You can limit viewers of your site, but according to a survey, 41% of employers say they are less likely to interview job candidates if they are unable to find information about that person online.

你可以限制可以访问你的社交网络的人员，但调查显示，41%的雇主认为如果不能在网络上找到你的信息，他们可能会不愿意面试。

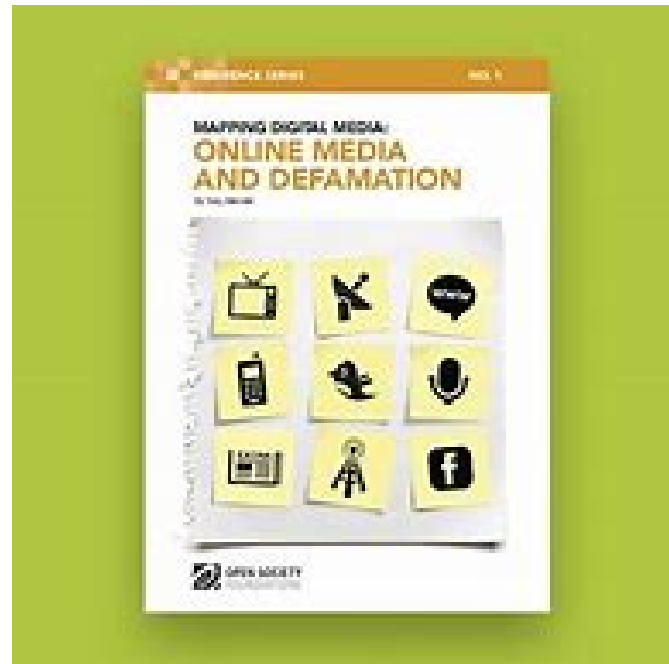


Defamation

诽谤

- False, published statements that are harmful to another's reputation.

虛假、公开的，对他人名誉有损的陈述。



Defamation

诽谤

Freedom of Speech ≠ Freedom to Slander

- Advice 建议
 - Always tell the truth. If the statement is true, no defamation occurs.
永远说真话。如果陈述的事实是真实的，不存在诽谤。
 - Express your opinions freely, but make sure your opinions are recognized as *opinions* and not *statements of fact* by a reasonable person.
你有自由表达的权利，但确保他们不会被合理认定为是有关事实的陈述，尤其是他们可能与事实相悖时。



Intellectual Property

知识产权



- ✓ Read the terms of service regarding the protection of intellectual property and make sure you understand the policy.



阅读用户服务协议中关于知识产权保护条款，理解相关的政策。

- ✓ When you post someone else' original work, it is best to ask for explicit permission from the owner or add a link to the source url if you found it online.



当你发布他人的原创性作品时，请获得他人明确的许可或增加来源的网络连接。



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