


Managing Professional-Ethical Negotiation for Cyber Conflict Prevention: Perspectives From Higher Institution Learners in the Pandemic Age

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ABSTRACT

This article aims to investigate the professional and ethical negotiation on managing cyber conflict prevention towards misuse and exploitation of massive social media adoption from the higher learners' perspective. The qualitative approach from forum discussion was made among sixty higher education learners with the selection criteria. The data gathered were analyzed using thematic basis and compared with the findings from literature analysis from relevant peer reviewed journals. All were investigated, analyzed, extracted, and proposed into the professional and ethical negotiation for cyber conflict prevention. The finding revealed the principal value of digital professional skills enhancement in online practice consisting of digital competence skills, digital practice adaptability and stability, and digital technical application skills. Moreover, the digital ethical responsibility in online practice consists of communication and information accuracy enhancement, digital manner adaptability and transparency, accountability and security. We propose a dynamic discussion that encompasses enhancing ethical commitment on information accuracy for cyber conflict management; considering ethical manner on digital manner adaptability for cyber conflict arrangement; strengthening professional skills on transparency and security information quality for cyber conflict arrangement; and empowering professional negotiation accountability for cyber conflict management.

KEYWORDS

Cyber Conflict Prevention, Ethical Negotiation, Higher Institution Learners, Online Interaction, Professional Enhancement, User Engagement and Ethical Continuity Process

INTRODUCTION

The attempts for preventive action from the beginning stage, where the youth could have a particular attention to manage an online conflict in a proper early stage, require to re-examine the strategic ethical manner and professional skills. The advancements of emerging technology to configure the way to

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convey information, knowledge sharing and even entertainment would make a valuable insight to the contemporary life trends (Abadi et al., 2018a; Maness & Valeriano, 2016). Most of the people enjoy their time to watching television, playing records, listening to radio, reading electronic newspapers and magazines. In particular, this is undoubtedly an emergence of Social network sites (SNS) spread throughout the world across a variety of digital devices like smartphone, computer and other portable tools (Moreno et al., 2013; Abadi et al., 2018c). As a result, considering the responsibility to use the digital devices needs to get involved along with professional enactment associated with academic disciplines in the certain discourse (Aminudin et al., 2018a; Perkovichc & Levite, 2017). In particular, the transition with its dynamics is configured to enable millions of users all over the world to connect with one another to exchange ideas, opinions, and information where every day they create huge online datasets (Abadi et al., 2018b; Boeke & Broeders, 2018). It is in fact that the number of digital users is growing sharply every year with a variety of purposes. Those include sharing rich content like videos or pictures, communicating with others by chatting to other users and posting and sending text messages and comments to larger audiences via friend's lists and other settings on their favorite online networks such as Facebook, Myspace, Twitter, and Instagram.

In addition, the increased new types of use would undoubtedly create the ethical issues referring to both positive and negative effects. The positive relationship between usability of digital platform and information nurtures an attempt to seeking behavior at community level and students in particular to support their classroom work (Aminudin et al., 2018b; Anshari et al, 2017). Apart from that, both potential misuse and abuse in digital platform as the platform of media information have serious consequences. The negative impact like cyber bullying in many cases with increasing the frequency has attracted serious attention to alert the alarm amongst SNS users (Kania, 2020). In addition, the issues of ethical risks on digital users fall into the categories of inappropriate content, content quality, and questionable truth of content such as cheating, scams (Aminudin et al., 2018c; Lindsay, 2020). It should be taken into consideration to address such major ethical issues related to digital practice, such as cyberbullying, information quality, and inappropriate or questionable content. In addition to the extent of information quality assessments complemented by descriptions of the way to use, the role of user behavior is to decide the credibility of information on digital online practice. As a result, the increased digital use can lead to the higher rates of the unintended consequences mentioned above and thus ethical issues surrounding digital need to conceive an entire deal of attention.

There are many works conducted in terms of ethical concern with a variety of approaches. Those are etiquette and netiquette (Kozík and Slivová, 2014) where both have been considered as behavioral guidelines for online networks. In particular, it covers both common behavior and proper manners for online users (Abadi et al., 2018d; Fasana, 2018). It also represents professional and social etiquette to be used for cyber conflict prevention, which requires Internet users to be courteous and precise in their social network interactions. However, this approach needs to be developed further to identify practical ways in which users are to arrange and manage digital practice to achieve their benefits by proposing the conceptual guidelines understood easily by the users (Karatzogianni, Miazhevich & Denisova, 2017).

Therefore, further exploration aims to develop models for resolving ethical issues with the professional negotiation in cyber conflict prevention. It is necessary to point out the concrete empowerment, which is urgent to be transmitted into digital features and usage patterns. In order to make a significant contribution to the society, the present article is an attempt to fill the gap on ethics and values for digital users with aiming to explore adaptive skills associated with ethical norms. Moreover, this study will demonstrate how the users should engage into digital interaction critically exploring ethical engagement of users in promoting personal and social awareness as the main foundation. This article aims to investigate the professional and ethical negotiation for cyber conflict prevention towards misuse and exploitation of massive social media adoption from the higher learners' perspective as addressed in the figure 1. Paying particular attention constructively into digital

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