



On the Analysis of Library Information Ethics and the Standard Construction in the Era of Big Data

ZENG Ying^{[a],*}

^[a]Library, China West Normal University, Nanchong, China.
 *Corresponding author.

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Abstract

With the advent of the Internet and the arrival of the era of big data, it brought the community convenience and also the problem of information ethics. Based on the analysis of the phenomenon of information ethics, this paper points out that the Problem of information ethics is mainly reflected in three aspects: equality and freedom of access to information, user privacy and information security, and information organization, moreover, put forward to develop the corresponding information ethics standards and guidelines, to carry out the library staff and users of information ethics education, and enhance the awareness of information ethics, and full use of technology protection measures.

Key words: Big data era; Library; Information ethics; Failure criterion; Standard; Standard construction

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INTRODUCTION

The network environment has brought about great changes and profound influence on the society, but also brought the unexpected information ethics problems. With the development of library information resources and information services network, especially in the era of big data, a series of information ethics problems in the process of library information construction and

information service are becoming more and more obvious. How to construct the library information ethics standard, to ensure the effective sharing and information security of the library information under the network environment, has become a realistic problem that the library must face. In this paper, we put forward measures to regulate the construction of library information ethics.

1. THE CONNOTATION OF INFORMATION ETHICS

Information ethics is the ethical requirements and ethical standards in the process of production, processing, storage, dissemination and utilization (Sha, 2004). In terms of the concept of information ethics, the academic community has not yet reached a consensus. Sha & Wang (1998) proposed information ethics is to adjust the relationship between people and between individuals and social behavior norms of behavior. Lü (2002) pointed out that information ethics is the main body of information activity awareness and self-discipline. Cong (2004) believes that information ethics is the ethical and moral in the social information phenomenon, and it is a complex of social morality and moral factors in the society. Xu (2009) believes that information ethics mainly refers to the information development, information dissemination, information management and information use and other aspects of ethical requirements, ethics, ethics, and the formation of ethical relations. The library is a special organization which collects, arranges, stores, delivers and provides information service for the society.

2. THE PHENOMENON OF LIBRARY INFORMATION ETHICS

2.1 Equal and Free Access to Information

Traditionally based on the extension of the books and

periodicals resources limited or the status hierarchy system, library for conditions such as the nature of the institution, the user level, the title of the user site on Library copies, borrowing period made some different rules, which is actually an expression of the inequality. In the network information service, electronic books, electronic journals, etc., can be used for a lot of people online at the same time, but the use of network information services relying on computer and network facilities. As of now, even in the developed countries, the population of computers and network facilities is still a minority group, the distribution of computers and networks with income, education, gender, race and other factors show great differences. Therefore, the network information service in the solution of some inequalities, but also triggered a new industry and regional inequality. This will further expand the existing digital divide between industries, between regions, between people and people. IFLA 2002 issued by the IFLA Internet declaration "pointed out:" Library and information services to the public to provide information on the Internet accessibility, support groups and individuals are free to knowledge acquisition, and the development of the cause of success. Barriers to the flow of information must be cleared to provide access to the Internet's basic approach to help people overcome barriers to resources and technology (Yu 2008). From the overall perspective, the network information service has brought the user freedom and liberation, but there are some obstacles in the specific use. For example, some network resource data format is not uniform. In the user access to network information services, some of the user interface design is not easy to use, and access to services is also more complicated. Some libraries restrict the user to access to certain information levels by setting up an account, and some libraries are charged with the use of network information service facilities, which affects the user's free use of information.

2.2 User Privacy and Information Security Issues

Privacy right is the basic right of citizens, which is protected by the Constitution and other relevant laws. No one can interfere with the personal life of citizens. The development of network information services, the privacy and security of personal information are faced with some new threats: firstly, in the network environment, the user's personal information, book lending, literature search, consulting, website access, etc., can be stored in the corresponding network database system. Technically speaking, there is no information on the Internet one hundred percent technical support. Any information, as long as the Internet, it is possible to get other people from the internet. Secondly, the library in the development of network services may not be conscious of personal information rights violations. In order to regulate the management of books, the library may neglect the protection of the privacy of the readers, for example, they

put the readers' information on the school's electronic bulletin board for those who haven't returned the book in time, or pass the students' information to school board because of their visits of unhealthy websites. The influence on the students of this approach could be easily imagined. IF the school library took a student's view and dealt with these cases flexibly, satisfiable results would be believed to be obtained.

2.3 Network Technology Has Been Abused

In the era of big data, data mining, sorting, collection and analysis are mainly based on the Internet. The development and application of Internet technology at the same time, also have some potential safety problems. Some lack of ethical and moral people in the use of the Internet, can not correctly and effectively use it, in the course of the application of some similarity to the phenomenon of network crime. These network crimes are mainly manifested in the network fraud, manufacturing computer viruses and other issues. This makes a number of network experts use the Internet technology to dig and collect other people's information online for fraud, violations of people's personal privacy, and do some other immoral things. These problems are derived from the current Internet technology development. At the same time, with the application of Internet technology, it is also a certain degree of indirect impact on the traditional ethics, making people's understanding of the Internet lack of reason, their thinking modes on the emergence of some changes, and making people desire to get more psychical earnings which may trigger more network crimes, and harm the society.

3. ANALYSIS OF LIBRARY INFORMATION ETHICS

Information ethics is caused by a variety of factors, including the problem of the library's own system, and the problem of the library staff, also the problem of readers. The library is in the process of management, and does not absorb the advanced management ideas, and information ethics is not included in the scope of management, therefore, the system is missing. Library staff is to follow the beaten track, because there is no system requirements, so in thought of information ethics problems very indifference, in the process of service, without regard to respect user privacy and other related issues, and school library in the management system has been a kind of paternalistic management, very willing to listen to the students' opinions, resulting information ethics anomie (Chen 2011). In addition, in the library of higher vocational college the main users are students, using this information, always from their own preferences, some students in a feisty attitude, intentionally break the library related management system. Because the network has a high degree of virtual nature and concealment, so the

students have the psychological minds of not being found which then cause the abuse of information to commonly happen, and would badly impact the library's working orderly.

In general, in the era of big data, there are several reasons for the loss of Library Information Ethics:

3.1 The Virtual of the Main Body of the Network Is the Main Source of the Library Information Ethics

The network subject is a person or an organization that has a certain moral ability in different levels and areas. The main body of the network is not determined reflecting the quality of the participants in the network behavior. In the era of big data, the large data based on the network need more and more complex, and also the continuous generation of these massive data is changing the production mode and life style of human society. In this complex network society, some people of the relatively low quality will be in real life, they may bring some bad habits to the network life. In this kind of network technology to build the virtual society, especially when social networks become a major way of interpersonal communication, the main body of the network would become a normal state. In real society, people tend to load the pressure from all sides, but no way to vent. Many people are in a long-term tension, depression, irritability, anxiety and even confusion of dissatisfaction with the social environment, but can not find more exchanges and channels to vent their inner anguish. Therefore, people usually use the virtual social network, through the microblogging, to paste it to find some and his like-minded people to publish information resources, in the network space to vent their emotions. In these social networks, they participating in an insult, abusive, threatening and attacking group behavior most deliberately hide their true identity. Therefore, in the virtual free and unconstrained network world, virtual network identity also changes. That the virtual space is so strongly ideal and discipline is hard to set, probably will result in the network ethics flaw phenomenon widely breeding and social humanistic spirit of the overall decay.

3.2 Network Technology Is the Objective Reason of the Absence of Library Information Ethics

The development of science and technology has promoted the development of the Internet, and also promoted the progress of science and technology and society, and made the society change rapidly. Based on the development of information freedom of the Internet today, a variety of technologies are emerging, not only for a number of technical experts to provide a convenient, but also to bring a certain regulatory difficulties. When people indulge in the network information of the ocean at the same time, also feel anxious about the problems caused by over-receiving massive information. Big data technology is also the case. With the data source of uninterrupted exponential growth, the amount of information, the

type and complexity all together got a rapid expansion. Therefore, the ability to extract information from the mass of data is rapidly improving the mandatory requirements for the strategies. While this technology is changing the mode of thinking, it is bound to affect people's personal lives. If it is used by some unscrupulous people, it will produce a series of problems such as hackers, viruses, etc..

3.3 The Lack of External Statute Is the Social Background of Library Information Ethics

Under the global network technology, human beings have entered a period of virtual and reality, in which society and an individual are integrated. Network world exists and is running under a certain social background. With the application of the Internet in society, more and more people are involved in some of the comments to explain their views and even to vent their dissatisfaction. People use the micro channel, blog, microblogging and other network tools to vent, then lead to some certain network group events. The network group events influence deeply on the society, and this type can be referred to as a mingle of the virtual reality and network events.

In the era of big data, data mining, sorting, collection and analysis of data is based on the Internet. The self discipline mechanism of the Internet industry has become an important part of maintaining the network information ethics. The use of big data technology is the use of some special methods to transform the data into a certain business value of information. Then from these data information, the privacy of the individual can be mined and extracted. Because in this network society, ethics and morality are often lagging behind, so part of the Internet operators in the face of the temptation of commercial interests intentional violation of user data authority, through illegal channels sell and resell the privacy of personal data to obtain benefits (Zhang, 2015). With the development of the network, surfing online has become a popular trend. While in this social virtual platform, at this time the formulation of the law obviously cannot meet the needs of the social development of the internet. Because the users of the network are uncertain, so the legal subjects can not be confirmed either. That made it difficult to formulate network regulations. No one can use the most real information for network communication because of that, so to a certain extent the main body could be shielded.

4. UNIVERSITY LIBRARY INFORMATION ETHICS CONSTRUCTION

4.1 To Develop the Appropriate Ethics and Standards of Information Ethics

To develop the relevant ethics and standards of information ethics is an important part of the construction of university library information ethics. From the actual

situation of the library, based on the full use of the existing results on the basis of continuous innovation, to develop the content and the actual needs of the library information ethics and standards can effectively ensure the implementation of the Specification and guidelines for the development of information services from the process of information collection, selection, processing, user communication, information push and other aspects of the link, to fully solicit the views of users, providing users with the network environment for the supervision of library information activities to provide the necessary means (Zhang 2015). Information ethics codes and standards can effectively regulate the behavior of librarians and users, adjust the conflicts of interest, and can help them to deal with the specific situation in time to determine the basic information ethics value orientation of Library under the network environment, to provide the library staff, users and the information activities to provide specific guidance, so as to improve the quality of library information service.

4.2 To Carry Out the Information Ethics Education of Librarians and Users, and Enhance the Consciousness of Information Ethics

The school library has advantages in education, so we should make full use of this advantage to carry out information ethics education for the students. The main contents of information ethics education are: Internet information use standard, Internet information intellectual property protection, Internet information privacy protection, etc.. Fully let the students realize that the information ethics is not only a kind of restriction, but also a kind of protection to the behavior itself. In the course of using the Internet, the students are to observe some etiquette, respect intellectual property rights, especially to strengthen the protection of their privacy. In addition, the library should strengthen the theoretical quality of librarians, and invite experts and scholars to give lectures, so that students and teachers are involved, so as to better understand and master the relevant content of information ethics.

4.3 Full Use of Technical Protection Measures

The information ethics of university library is accompanied by the development of information technology and the application of it. It is recognized that it is an important aspect of strengthening the construction of information ethics (Song & Huang, 2015). The technology of information ethics construction mainly refers to the use of information technology, especially the information

security technology, to prevent and control the loss of the normal behavior. By filtering software, grading system is to set up different levels of information access, the library information resources into the library of information filtering and classification, the illegal and harmful information filtering, and to ensure there's no immoral behavior of a specific user.

CONCLUSION

Information ethics is an important issue in the research field of university library management. The problem of information ethics in the university library is not an only case. In the era of big data, the establishment of scientific and effective network ethics for the network, ethics construction plays a very important role. University Library as the most important place for teachers and students to improve their management level and the service level is an issue that managers must think about, and the construction of information ethics is another one that can not be ignored at present.

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