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METHODS OF USING SOCIAL NETWORKS AND THEIR LIMITS

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Safoeva Sadokat Musoevna

Candidate Of Legal Sciences, Judge Of The Judicial Collegium For Civil Cases Of The Tashkent City Court, Uzbekistan

ABSTRACT

In this article the author discusses the various methods of using social networks and their limitations. The author highlights the importance of social networks in today's world and their ability to provide a platform for communication, networking, and marketing. These changes that social networks have brought to life require certain changes in legal systems as well. The author also gives suggestions on how to use social media without breaching any laws and current legal system, as well as analyses all the dangers social network users may face.

KEYWORDS

Cyber law, cybercriminals, privacy, intellectual property infringements, social network, defamation.

INTRODUCTION

Social networks have become an integral part of our daily lives, with more than 3.8 billion people using them worldwide. Social media platforms have revolutionized the way we communicate, share information, and conduct businesses. However, with the increasing use of social media platforms, several concerns have emerged about their impact on our personal and professional lives. In this context, it is essential to understand the methods of using social networks and their limits to mitigate any negative consequences that may arise from their use. Especially, after the introduction of social media to our life, in several

spheres of the law, new changes and challenges appeared, especially in the field of privacy, data protection, cyberbullying etc. At this moment, it is important to be aware of the dangers the social networks may bring and take necessary precautions while using them. Through analyzing various sources and articles written by different scholars, in this article, we will explore the various ways individuals and organizations use social networks as well as their limitations. It will also highlight some of the measures that can be taken to ensure responsible use of social media platforms.

METHODOLOGY

In this paper, the author used various sources to substantiate his views on the methods of using social media. The author mainly uses foreign books and articles written by people in the field of law. Also, several websites were used to familiarize the readers with the data indicated.

Also, various foreign legal books about the regulation of legal relations on social media were analyzed. The author divides the whole article into three main parts. In the first part, the reasons why we need to learn the methods of using social network are indicated. In the second part, the author deeply analyzes the potential legal consequences if social media users breach the law on social networks, and in the final part, the author tells the main tips to use social media and the suggestions to avoid the breach of law on social media.

RESULTS

On social media, it is much easier to commit law-breaking acts. Therefore, it is very crucial for people to know the methods of using social network. Every one of us do not want any legal action against us, breaking legal rules on social media can cause legal liability. Privacy, cyberbullying and copyright infringement are common on social media. People should learn and follow certain rules and take precautions when using social media. Specifically, they should follow the terms and conditions of social media, report any instances of harassment or bullying, and even in certain conditions seek legal advice before taking any action on social media.

DISCUSSION

First of all, we have to answer to one question. Why we need to know the methods of using social media? The

answer is not difficult. With the introduction of social media, there are several instances in which people's rights are breached. There are some potential dangers that social media may pose in the field of law:

Privacy concerns. Social media platforms collect vast amounts of personal data from their users, which can be exploited by cybercriminals or even the companies themselves. One of the most significant privacy breaches in recent years was the Cambridge Analytica scandal. In 2018, it was discovered that the political consulting firm had obtained personal data from millions of Facebook users without their consent. This information was used to create targeted political advertisements during the 2016 US presidential election, which some argue may have influenced its outcome. The Cambridge Analytica scandal highlighted how social media platforms can be manipulated to collect and exploit personal data for nefarious purposes. It also raised concerns about how much control users have over their own personal information on social media. Another major privacy breach occurred in 2019 when Twitter revealed that it had stored user passwords in plaintext, meaning they were easily accessible to anyone who knew where to look. This revelation raised serious questions about Twitter's security practices and sparked widespread concern among its users. Privacy breaches can have serious consequences for individuals and society as a whole. They can result in identity theft, financial fraud, and reputational damage. They can also undermine trust in institutions and erode confidence in democratic processes.

Cyberbullying. Cyberbullying has become one of the most significant problems in social media today. It is a type of harassment that takes place online through different digital platforms, such as social networks, blogs, and messaging applications. According to S.

Bauman, cyberbullying can take many forms, including spreading rumors or lies about someone, posting embarrassing pictures or videos, and sending threatening messages. The anonymity offered by the internet makes it easier for bullies to harass their victims without fear of being caught. One of the biggest challenges with cyberbullying is that it can be difficult to detect. Unlike traditional bullying that takes place in person or within a defined physical space like school or work, cyberbullying can happen anytime and anywhere. As a result, victims often suffer in silence, not knowing where to turn for help. Another challenge is that cyberbullies can hide behind anonymous profiles or fake identities. This makes it challenging for authorities to identify perpetrators and hold them accountable for their actions. The impact of cyberbullying on victims can be severe. It can lead to anxiety, depression, low self-esteem, and even suicide in extreme cases. Victims may also experience academic difficulties due to decreased concentration levels and attendance in school.

Intellectual property. As social media platforms continue to grow in popularity, they have also become a major source of intellectual property (IP) infringement. Intellectual property infringement is viewed as the unlawful use or theft of someone else's creative work without having permission or without concluding an agreement with the author. It includes copyright infringement, trademark infringement, and patent infringement. The proliferation of social media has made it easier for individuals to access and share content without proper attribution or authorization. Social media platforms such as Facebook, Twitter, Instagram, and YouTube allow users to upload and share content with their followers. However, many users are not aware that they may be infringing on someone else's intellectual property rights by sharing copyrighted material such as music, videos, images or

written content. One of the most common forms of intellectual property breach on social media is copyright infringement. Copyright laws protect original works such as books, music, films or images from unauthorized use or reproduction without permission from the copyright owner. Many social media users often repost copyrighted material without obtaining permission from the original creator or owner. For example, a user may upload a video clip from a popular TV show onto their Facebook page without obtaining permission from the production company that owns the copyright for that video clip. This is an act of copyright infringement which violates the rights of the owner of that video clip. Another form of intellectual property breach on social media is trademark infringement. Social media users who create fake profiles using a company's logo or name can cause significant harm to that company's reputation and goodwill. For example, if someone creates a fake Twitter account using Coca cola's logo and name to post derogatory comments about Coca cola's products then this could cause damage to Coca cola's reputation as well as its brand image. Patent infringement is another form of intellectual property breach in social media but it is less common than copyright and trademark infringements. Patents protect inventions such as new machines or processes from being copied by others without permission from the patent holder.

Defamation. Knowing that the people who use social media may face the so called "defamation" is also crucial. People must be aware that all the acts they do in the virtual world is monitored and they may face certain legal actions if they were to commit this act of crime. Defamation can take various forms in social media, such as posting false allegations, sharing libelous content and videos or spreading rumors with the intent of harming someone's reputation. It is

important to understand that defamatory statements made on social media can have serious legal consequences and may result in civil lawsuits or criminal charges against the perpetrator. Later in this article, certain suggestions about avoiding defamation will be analyzed.

Of course in such a time, each user of social network must be aware of all the dangers that social network may bring, or any legal responsibilities during the time of using social networks. It is advised to follow these tips in order to avoid any breach one's right and legal responsibilities for it.

People should always follow the terms and conditions of social media platforms. Social media platforms have their own terms and conditions that users must agree to before creating an account. They have to comply with various laws and regulations, and their terms and conditions reflect those requirements. By following the terms and conditions, users can avoid infringing on these laws and regulations. These terms and conditions outline what is allowed and what is prohibited on the platform. To avoid any breach of law, it is important to follow these guidelines.

It is also highly advised to respect others' privacy. This tip, especially, applies to bloggers or the owners of channels on social media platforms. Posting someone's personal information without their consent can lead to legal action. It is always better to ask for permission before posting any personal information about others. To protect people's privacy on social media, it's also important to be aware of data breaches, misinformation, cyberbullying and take steps to mitigate them.

All users of social media must be careful with regard to copyright infringement. It is important to avoid using

copyrighted content without permission from the owner. This includes images, videos, music, and other forms of intellectual property. The best way to avoid copyright infringement is by creating one's own content. Using one's own photos, videos, and graphics to make sure people not using someone else's work without permission. It is also very advisable to understand the laws surrounding copyright and fair use. Users should familiarize themselves with what constitutes as fair use and what doesn't.

Users of social network should seek legal advice when in doubt. If people are unsure whether something they want to post on social media could potentially breach the law, it is better for them to seek legal advice before posting it publicly. It is always recommended to seek legal advice before posting anything on social media that could potentially harm someone or violate laws. This is especially important if the post involves sensitive information or could lead to legal action being taken against the poster. It is crucial to be aware of the laws and regulations surrounding online communication to avoid any legal issues.

As mentioned above, Defamation laws should also be considered by social network users. Social media users could be liable for defamation, which means making false statements that damage someone's reputation. Users should avoid posting false or misleading information about individuals or organizations. Defamation law is a legal framework that aims to protect individuals from false and damaging statements about their character, reputation, or business. With the rise of social networks in recent years, defamation has become a significant issue as people can easily publish statements to millions of users across the world. Defamation on social networks occurs when an individual publishes statements that are untrue and damage another person's reputation.

These statements can take many forms, including comments, posts, photos, videos or tweets. The impact of these defamatory remarks can be catastrophic for individuals as they can cause financial loss and emotional distress. One significant challenge in addressing defamation on social networks is identifying the source of the defamatory statement. Social networks are designed to allow people to interact anonymously or under pseudonyms. This anonymity makes it difficult for victims to identify who posted the defamatory comment or statement. The defamation law in social networks has evolved over time with courts applying traditional principles in new contexts. For example, courts have held that online publishers such as bloggers and social media users can be held liable for defamatory or similar law-breaking content uploaded on their platforms. Furthermore, courts have also recognized that online statements made by individuals may be considered public statements if they are widely available to others. Social network providers have also taken steps towards addressing defamation on their platforms by introducing community standards which prohibit users from posting offensive material. These standards aim to maintain a respectful environment for all users while providing an avenue for reporting offensive content.

Advertising regulations. With millions of users worldwide, social networks provide a platform for businesses to advertise their products and services to a vast audience. However, advertising regulations are legal limitations that businesses must adhere to when using social networks to advertise. These regulations are in place to protect consumers from false or misleading advertising and prevent unfair competition among businesses. One of the most important advertising regulations is truth in advertising. This regulation requires that all advertisements be truthful and not misleading. Businesses must ensure that their

advertisements do not contain any false or exaggerated claims about their products or services. For instance, if a business advertises that its product can cure a particular ailment, it must provide scientific evidence to back up the claim. Another important advertising regulation is the requirement for advertisers to identify themselves clearly. Advertisements on social networks should clearly indicate the name of the business or individual responsible for the advertisement. This regulation helps consumers know who they are dealing with and enables them to make informed decisions about whether to engage with the advertised product or service.

Employment laws. Employment laws are an essential part of any country's legal framework that governs the employer-employee relationship. With the advent of social media and its increasing use in the workplace, employment laws have become even more critical in protecting employee rights and ensuring fair treatment by employers. One of the primary legal limitations when using social networks is privacy. Employees have a right to privacy, and employers must respect this right. Employers cannot use social networks to gather information about their employees without their knowledge or consent. The only exception is if the information is relevant to an investigation into misconduct or illegal activities on the part of the employee. Another legal limitation when using social networks is discrimination. Employers cannot discriminate against employees based on their race, gender, religion, sexual orientation, or any other protected characteristic on social networks. This includes discrimination in hiring, promotion, termination, or any other aspect of employment. If an employer uses social networks to discriminate against employees based on these characteristics, they can face severe legal consequences. In Uzbekistan there is

not a special norm for discriminating employees on social networks, however, for now, several norms in our constitution and other laws can be applicable if any employees are discriminated. Adopting specific norms to regulate these legal relations would ensure more that such law-breaking acts are not committed by employers. Employment laws of some countries also protect employees, freedom of speech and expression online. Employers cannot prohibit employees from expressing their opinions or criticizing the company online unless it causes harm to the company's reputation or disrupts business operations. Employers can monitor their employees' activities on social media but must do so within certain limits. They cannot monitor personal conversations between employees or their friends and family members outside of work hours. Finally, in some countries, employment laws also require employers to provide a safe working environment for their employees. This includes protecting them from online harassment and bullying by fellow employees or third parties.

In our view, to avoid all the limitations when using social media platforms, there are some methods that people should use to ensure that people's experience remains positive and safe. First of all, we should encourage ordinary people to carefully manage their privacy settings. They should only share information with people they trust and set their account settings so that only approved contacts can view their profile. Also, people should report any instances of harassment or bullying. If they experience any form of harassment online or see someone else being targeted with cyberbullying comments or messages, they should report the user immediately. There is also one thing to consider. Whenever they start using social media, in order to avoid any legal consequences, people must verify sources before sharing news.

Constant check of the authenticity of a news source before sharing it online is highly advisable.

CONCLUSION

In conclusion, social media has improved how we communicate with one another but comes with its own set of limitations. To make sure we enjoy its benefits without exposing ourselves to potential risks; we need to implement specific methods like carefully managing our privacy settings and verifying sources before sharing news online among others mentioned above. By following these guidelines, individuals can make the most out of their time spent online while minimizing any harmful effects associated with excessive use or irresponsible behavior on these platforms.

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