

WHO CONTROLS THE CONTROLLERS OF THE INTERNET?

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Abstract: People passing through various stages of development of human society reacted differently to the changes that have transformed their way of life. With the advent of computers and the Internet, a technological leap in the human community took place, laying the foundations of a new, parallel virtual world. The need for communication, as well as the challenge sets sail for the inexhaustible virtual landscapes and typing of the feelings on the keyboard, is opening a recently initiated odyssey quest for answers.

Modern technologies have significantly contributed to the redefinition of communication, and the transition to the techno sphere is carried out with the support of IT network which increases the risk of value systems conditioning. The benefits of the Internet are great, but only when it is understood as a tool, and not as an instant replacement of real life. Virtual world offers pleasure to a communicator, but a significant part of the online media space is still not covered by the legal regulations which lead to numerous violations of human rights, but also to serious criminal acts which remain beyond the reach of the law. The aim of the regulation of new media should be directed towards setting up a solid foundation on which they will be able to build methods for the defense of human dignity and privacy in the context of cyberspace.

Key words: human society, the Internet, virtual world, communication, online media, legal regulations, human rights

I. INTRODUCTION

Man is a social being with a potent desire to belong, both at the individual and larger social group levels. If satisfactory level of communication is not achieved in the real world, spiritual groups create online communities to promote their beliefs and the community becomes an informally bound group of people who share their expertise and passion. How successful is the modern man coping with a globalized, alienated world where there is less and less time for face-to-face contact? It is but a small group of people who can successfully cope with the unstoppable current of daily changes, who are able to build their own social capital. Such individuals or groups achieve an advantage over other players who

are struggling in the modern age. Alienation, increasing isolation and burden of searching for ways to meet basic human needs in times of transition, as well as the accumulated effects of the global crisis in poor societies is constant, resulting in restrictive human encounters and the communication deficit. Persons who have problems with social adaptation, who are burdened with a sense of low self-esteem and rejection by other members of the group, are looking for alternative methods that can help them fill these gaps.

The social interactions of millions of people around the world, along with the creation of their virtual identities, social relationships and communities, lead to the scenario in which the computer technology and virtual communication are actually forming the parallel society and the new virtual cultural space.

Mass communication has become the dominant mode of information exchange necessary for a contemporary man. In the system of general globalization, the mass distribution of information has become increasingly globalized, and omnipresent. Space without “boundaries” in the media sphere provides a media platform for creating the layout behavior of public opinion. Thus, contemporary media “outgrew” its basic informative role, consequently transforming into the creator of “reality” [1].

Social anxiety is for many the biggest real life obstacle for establishing relations and contacts with other people. In the online world, one is spared of such an obstacle: we can be anyone. Acceptance for socially isolated people, can mean a great deal, can invigorate their lives and bring personal satisfaction. Virtual communication gives the illusion of conversational easiness, and virtual friends can sometimes understand us, unburdened by our past, lifestyle and habits. The internet is undoubtedly one of the most provocative sociological and psychological phenomena.

In cyberspace, we often have the opportunity to meet the complete lives of others. As one has written a diary that is being exposed to the sight of the observer: there are photos of all events, often in chronological order placed on a daily basis.

A full life is exposed to the bare nakedness and available to everyone. The persons, who are doing this in a virtual community, are usually detached and unavailable for conversation and sharing of secrets in real life.

Visitors of the virtual space claim for the virtual communities that they are “more real than their real-life” and that real life is just one of the “windows” and not necessarily a place in which a person feels better [2].

Communication methods, as well as the position of man in a social setting, have been simultaneously changing with the development of human society and its technological advancement. In the absence of real time for meeting with people, the attraction of the Internet becomes new phenomena of the human community. Virtual world offers pleasure to a communicator positioned by his own choice in the computer world, as opposed to dissatisfaction or disorientation of the real world.

Internet allows individuals to be involved in these virtual creations. They are providing users with an opportunity to meet new people reacquaint with old friends and quench their communication needs. It does sound nice, but we need to ask ourselves whether such communications actually result in alienation.

Although the reasons why people join social networking are heterogeneous, one factor stands out as a particularly strong motivation: the desire to maintain contact with friends [3]. Researchers speculate about another factor - our need to publicly show social contact and closeness. Social networking has its other seemingly paradoxical way: contributing to feel lonely.

But on the Internet, in virtual space people are feeling free, and often cross into communication anarchy in the absence of censorship. In such behaviors the excess of their freedom, often leads to endangering other people's freedom [4].

II. THE ATTRACTIVENESS OF THE INTERNET

Internet broke communications tradition and formed the surrogate world with the attributes of authentic community in which people talk, trade and fall in love, looking for friends and play games [5]. Psychologists believe that a man as a social being is in constant need of other people because their individual “I” is best achieved in the company of other people and constant mutual communication [6].

The attractiveness of the Internet has intensified the ability to satisfy the hunger for communication, but also to deliver information and form different discussion groups for the exchange of

thought, conscience, and to report on events that important for the audience. The Internet also provides a wide variety of information sources, and it affects the attraction and retention of the audience [7].

The Internet is particularly attractive because of the sense of freedom offered by the cyber communicators: wakes up when you want, how you want to introduce yourself and stay online as much as you want. No sanctions and no restrictions. You can be on the network, and wait for your friends!

Is it really so? The Internet has enabled human interaction in space, which is not space, in time, that is stuck somewhere between computer programs and meetings with people who are not people but “borrowed fictional characters”. The Internet is networking with virtual friends. The information contained on the portals is often unsubstantiated, but also enables the anonymity of the participants, which may be a front for a different criminogenic behavior. A significant part of the online media space is still not covered by the legal regulations which lead to numerous violations of human rights, but also to serious criminal acts which remain beyond the reach of the law.

Using the Internet means an interactive process in which users with distinctive characteristics are on the one side and virtual space with its specificities is on the other side. Relationships impressions about the other person, over the Internet, are based on the information given by this person alone. Online communicator, thanks to the control of information, which dependent on him, feels more comfortable and more relaxed because he is what he said he did. So the charm of surfing in the online space, which creates the illusion of freedom without restraint and without pressure, is opposed to the real world. But, the real world and virtual communities are inhabited by the same individuals whose primary interests, needs and motivations common to both worlds. The Internet is the only medium that is free of censorship. But on the Internet, in virtual space, people are feeling free; rarely cross into communication anarchy in the absence of censorship. In such behaviors when they excess of their liberty, there is a threat to the freedom of others.

We now return to the question: whether the Internet a Free Medium? Only deluded idealists can give an affirmative answer. If freedom is identified with ignoring the rules that govern the real world, we get the opposite: anarchy and violation of others' rights. Internet is often a “battlefield for different interests, views and ideas” [8]. If we want the Internet to be free it must be protected from all

deviant behavior. The Internet is a network that is constantly changing and eludes definition. Its significance for people will only increase, but given the speed of its development, it seems that we do not have much time to decide on what basis and will be based on the values [9].

However, we must not forget that the Internet is not fully protected and secure. Google is trying to find a solution to cat online identities that are often used for threatening and aggressive behavior. Troubleshooting avatars and pseudonyms under false names is one of the possibilities for setting up security on the Internet. On the other hand more control of the Internet, for security reasons, collides with the right to anonymity. Thus, these two aspects of using the Internet, ranging from complete freedom to total control.

New media have a number of security problems. It is therefore a strong need of regulation and establishing mechanisms to ensure the confidentiality, integrity and availability of data. The Internet is mostly used for social interaction. However, for the amazing amount of content as a rule, there is no control release, and a substantial part of the contents on the Internet are false or with propaganda characteristics, accidentally or deliberately distorted, while for the access to valuable content owners often requires payment [10].

Security on the Internet is still without a complete real protection. The information that people leave during everyday use of the Internet pose a threat to security. The data stored on a network remain and survive even if the Internet user forgets them. In addition to the frequent theft of data, were opened and many other questions about security on the Internet for different types of traps that await visitors.

III. VIOLENCE OVER THE INTERNET

Violence over the internet (cyber bullying, online harassment, Internet violence) is a deliberate attempt to harm through manipulation or distortion of relationships with others [11], continued hostile behavior by an individual or group to another person through communication technologies such as email, mobile phone, SMS messaging, instant messaging, personal web sites, blogs. Cyber violence includes all forms of psychological harassment, which is transmitted from the real world to the online world. The Internet has enabled communicator's anonymity in order to achieve "ease" of communication. However, anonymity is both a "trigger" for the loss of self control in an unstable personality. The absence

of social responsibility makes it easier for violence. Forms of violence on the Internet have a wide range of aggressive and hostile behavior. It can be threatening or offensive messages, compromising photos, spreading rumors, abuse mailed the affected individual and the like. The results of numerous studies on the topic of violence on the Internet show that those who are involved in violence over the Internet usually have two roles simultaneously: the victim and the abuser. The prevailing opinion is that the violence is the result of under-developed social skills and conflict resolution skills, according to which those who experience violence to solve a way to retaliate with violence [12].

Cyber abuse is primarily concentrated in the younger population that is born and grows up with new technologies. It is difficult to ascertain how widespread this type of abuse among youth as it is reported, according to estimates, less than half of the incidents. Victims do not speak about the abuse because they feel humiliated, helpless and often do not want to "show" in such a light. Often it comes to the fear of the abuser. Victims of abuse often become socially isolated and in fear that they will be rejected peers [13]. The consequences of the continued abuse rapidly changing character of the victim and lead to behavioral disorders. A completely changed personality becomes aggressive and aggression is directed not only to others but also to itself. There is a tendency to self-harm, even to suicide. From an aggressive situation, the victim goes into a state of complete passivity and isolation. Until then balanced personality begins to reach for substitutes such as tobacco, alcohol or tranquilizers. It often shows the tendency to bulimia and anorexia, and is subject to the sexual disorders [14].

The Internet is a very positive addition to all the features, unfortunately assumed the function of "cyber battlefield". Why violence over the Internet? Searching for answers is moving in the direction that facilitates anonymity rude behavior, the violence done to avenge the one who has abused them and the like. This is not the right answer. Violence on the Internet should be seen in a much broader context. We cannot carry segmentation violence in the online world and the real world. If there is violence on the Internet, not just the variations in the methods used by abusers, depending on whether the abuse carried out in online or offline space. "Cyber law is global and we still are not very good in this area" [15].

Digital data forwarded through the Internet has long surpassed the flow only web texts. Through the Internet is increasingly distributed large amounts of user data, perform financial transactions and mobile communications. In order to protect this kind

of business is required by national regulations. So far they have identified three different models of regulation which are defined by the existing regulatory approaches. So, we have command and control or state model, in which the state determines the rules, monitor their implementation and punish those who violate these rules; self-regulatory model, which is primarily the private sector alone shall determine the rules and implement them collectively without public intervention; the third model is a cooperative model which is characterized by the fact that the definition of rules, implementation and monitoring of implementation, is working in co-operation between public and private actors, but the initiative and control in the hands of the state [16].

IV. REGULATORY DILEMMAS

A number of countries in the last decade started to impose control over the technology adoption of national laws to regulate individual segments of the Internet within their national borders, believing that this area belongs to their legal jurisdiction. National governments often work in coordination with the private IT companies to protect the information and exercising control in cyberspace, thus denying that the Internet outside the regulations adopted in the “real” world [17]. National regulation of the Internet generally works well when the regulated activity is well defined in existing laws and all those who have been identified as violators of specific regulations on the territory of a particular country. Inappropriate content on the Internet, for example, can be prosecuted under the provisions of the Criminal Code, relating to libel, fraud and the like. A Court proceeding in which it is proved the existence of a crime entails civil or criminal liability. However, national regulation of the Internet is ineffective when the content in question occurred outside the state border [18].

Regulation of the Internet at the international level indicates a complicated and problematic application of different national regulations due to the inclusion of a large number of different countries, different levels of economic and technological development and the different assessment of whether the content is such that it jeopardizes the public interest and whether, therefore, deserves attention from the state. International regulation of the Internet primarily includes electronic commerce and electronic signatures, intellectual property and the area of child pornography [19].

Global regulatory bodies, including the World Summit on the Information Society (VSIS)

and the Working Group on Internet Governance (VGIG), are also included in the functional internet issues, but their role is marginalized. Control of the Internet has a dual nature. It may be desirable and positive when you enable the prevention of criminal behavior (monitoring the trafficking chain) or negative (intercepting messages between opposition activists). National regulation of the Internet varies from country to country and is the result of divergent political objectives and regimes. There are areas where almost all countries have equal access regulation. Such an example is the prohibition of child pornography and interception of communications between terrorist groups. However, some countries use the control to block the Internet sites for the protection of human rights and civilian control of the communications sector.

Any legal regulation of such orientation can lead to fear of government repression and the excessive censorship online communicators. State authorities commonly used content filtering as the first generation of technical controls when the content is considered undesirable from a social, political and security reasons. Filtering is often applied when physical control over certain site is beyond the reach of the authorities. This method used by authoritarian regimes to control in order to monitor and control dissidents, spying on journalists and their sources. [20].

Present thinking is that the Internet cannot be regulated because the right of individual states has no ability to regulate global network. The national law of individual countries as well as less formalized control mechanisms linked to national governments and is a basic form of control the Internet access, activity and functionality.

For a global approach to the regulation of the Internet particular problem is that some content on the Internet can be seen in some countries as illegitimate, and that control is considered justified, while in other countries such facilities are acceptable behavior and control inexcusable. In 2011, a coalition of authoritarian regimes proposed UN General Assembly resolution on the implementation of the global information security entitled “Code of Conduct” in an effort to ensure that the resolution has jurisdiction over control of the Internet in order to protect public interests sovereign right of States. The resolution was not passed, but this initiative has alarmed the world public, which in this attempt to recognize an attempt to allow censorship and unjustified control the Internet.

V. CONCLUSION

Modern technologies have significantly contributed to the redefinition of communication, and the transition to the techno sphere is carried out with the support of IT network which increases the risk of value systems conditioning. Virtual world offers pleasure to a communicator, but a significant part of the online media space is still not covered by the legal regulations. Regulation of the Internet has undoubtedly a good side because it can prevent cybercrime, especially when it comes to fraud, child pornography, human trafficking, drug trafficking. But who controls the controllers of the Internet? Each type of control online content is an invasion of privacy and violation of violent anonymity of users. Engaging in this raises two issues, not so easily manageable dilemma. One is in front of internet users and is contained in the question: how to connect to the Internet a pleasure and fear, that the defense of the deteriorated security? Another dilemma is the challenge of the modern state: how to solve the crime on the Internet and not endanger the privacy sphere of Internet users? If you go looking for some virtual identity, for which there is reasonable suspicion that a threat to endangering the safety of Internet users, the investigation is not possible without monitoring of physical entities. That is, the search moves from the virtual to the real world. In addition, the country is faced with the problem of jurisdiction: Cyber criminals may be a group formed by various nations and the territory itself of the crime problem is open to legislation applicable to the offline world [21].

The aim of the regulation of new media should be directed towards setting up a solid foundation on which they will be able to build methods for the defense of human dignity and privacy in the context of cyberspace. However, any restriction of the freedom of expression and information on the Internet must have a legitimate justification in democratic terms, otherwise behind the attempt to regulate in the interests of users can be hidden censorship. The amount of content, and the number of Internet users is constantly growing. At the same time constantly create new methods suitable for the misuse of the Internet. Therefore, freedom on the Internet cannot be unlimited and effective mechanisms are necessary to protect the rights of individuals in cyberspace, and at the same time do not threaten freedom of expression. States are trying various regulatory documents to enable control of social networks. Defending against excessive regulation of the Internet should be moving in the direction of a broad set of self-regulation, with the

participation of civil society, companies and other stakeholders.

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