



**Center *for***  
**Digital Ethics**  
**& Policy**

Third Annual International Symposium

*on*

Digital Ethics

**Friday, October 4, 2013**

**Loyola University Chicago**

# K

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12:30 p.m – 1:45 p.m

**DOUGLAS RUSHKOFF**



Douglas Rushkoff is the author of *Present Shock*, *When Everything Happens Now*, as well as a dozen other bestselling books on media, technology, and culture, including *Program or Be Programmed*, *Media Virus*, *Life Inc* and the novel *Ecstasy Club*. He wrote the graphic novels *Testament* and *A.D.D.*, and made the television documentaries *Merchants of Cool*, *The Persuaders*, and *Digital Nation*. He lives in New York, and lectures about media, society, and economics around the world.

# *Schedule*

## **BREAKFAST & REGISTRATION**

**8:00 AM – 8:45 AM**

## **WELCOME**

**8:45 AM**

**Dr. Don Heider**, Founder, Center for Digital Ethics & Policy  
Dean, School of Communication, Loyola University Chicago

**Dr. Bastiaan Vanacker**, Director, Center for Digital Ethics & Policy  
Associate Professor, School of Communication, Loyola University Chicago

## **SESSION 1**

**9:00 AM – 10:00 AM**

### **Ethics in the Age of Big Data**

*Jeroen van den Hoven*, Delft University of Technology

### **Addressing the Struggle between Liberties and Authorities in the Information Age**

*Mariarosaria Taddeo*, University of Warwick

**Moderator:** *Bastiaan Vanacker*, Loyola University Chicago

**BREAK:** 10:00 – 10:10 AM

## **SESSION 2**

**10:10 AM – 11:10 AM**

### **The Ethical Challenges of Multiplatform Journalism in the Digital Age**

*Bernhard Debatin*, Ohio University

### **Constrained Independence:**

#### **Branded Content in Sports Through the Lens of Journalism Ethics**

*Kathleen Bartzen Culver & Michael Mirer*, University of Wisconsin-Madison

### **Ethics, Political Perspective Taking, and Digital Games**

*Colin Fitzpatrick*, Northwestern University

**Moderator:** *Meghan Dougherty*, Loyola University Chicago

**BREAK:** 11:10 AM – 11:20 AM

**SESSION 3**  
**11:20 AM – 12:20 PM**

**The New Cheating Landscape in Digital Games**  
*Mia Consalvo, Concordia University*

**Forbidden Planet? The Internet and our Monsters from the Id**  
*Robert Cavalier, Carnegie Mellon University*

**Moderator:** *Florence Chee, Loyola University Chicago*

**KEYNOTE SPEAKER & LUNCH**  
**12:30 PM – 1:45 PM**

**Douglas Rushkoff**  
Author, "Present Shock"

**SESSION 4**  
**2:00 PM – 3:15 PM**

**Digital Ethics in Communication Industries**

**Panelists:**

**Jim Brady**, Editor-in-Chief, Digital First Media

**Phil Gomes**, Senior V.P., Edelman Digital

**Kirk LaPointe**, Executive Director of the Organization of News Ombudsmen

**Marty Stock**, CEO, Cavalry Agency

**Moderator:** *David Kamerer, Loyola University Chicago*

**BREAK:** 3:15 PM – 3:30 PM

**SESSION 5**  
**3:30 PM – 4:45 PM**

**Corporate Responsibility 2.0: Online Social Networks as Virtual States**  
*Thorsten Busch, University of St. Gallen*

**Responsible Machines: A Transformation in the Subject of Digital Ethics**  
*David J. Gunkel, Northern Illinois University*

**Moderator:** *Seung-Chul Yoo, Loyola University Chicago*

**COCKTAILS & NETWORKING**  
**4:45 PM**

# *Speaker Biographies*

## **SESSION ONE**

### **Jeroen van den Hoven | Delft University of Technology**

Jeroen van den Hoven is a professor of ethics and technology at Delft University of Technology and editor-in-chief of the journal *Ethics and Information Technology*. He edited *Information Technology and Moral Philosophy* (Cambridge University Press, 2009) and advised the European Commission on Responsible Innovation. *His Evil On Line* (with Dean Cocking) is forthcoming with Wiley Blackwell in 2014.

### **Mariarosaria Taddeo | University of Warwick**

Dr. Taddeo is a research fellow in cyber security and ethics at the Politics and International Studies Department (PAIS), University of Warwick, and research associate at the Uehiro Centre for Practical Ethics, University of Oxford. Her work focuses mainly on information and computer ethics. She is co-editor of *Ethics of Information Warfare* (Springer, forthcoming) and guest-editor of *Online Security and Civil Rights* (special issue for *Philosophy & Technology*, Springer). Dr. Taddeo is also president elect of the International Association of Computing and Philosophy – IACAP.

### **Moderator: Bastiaan Vanacker | Director, Center for Digital Ethics & Policy**

Bastiaan Vanacker, Associate Professor in the School of Communication at Loyola University Chicago, is the director of the Center for Digital Ethics & Policy. His academic work focuses on media ethics and law, and international communication.

## SESSION TWO

### **Bernhard Debatin | Ohio University | @debatin57**

Dr. Bernhard Debatin is a professor for multimedia policy at Ohio University's E.W. Scripps School of Journalism and director of the honors tutorial program in journalism. His research and teaching interests include media ethics, multimedia and online journalism, environmental and science journalism, media theory and diversity, and qualitative research methods.

### **Kathleen Bartzen Culver | University of Wisconsin – Madison | @kbculver**

Kathleen Bartzen Culver is an assistant professor in the University of Wisconsin-Madison School of Journalism & Mass Communication and associate director of the Center for Journalism Ethics. Long interested in the implications of digital media on journalism and public interest communication, Culver focuses on the ethical dimensions of social tools, technological advances and networked information. She combines these interests with a background in law and the effects of boundary-free communication on free expression. She also serves as visiting faculty for the Poynter Institute for Media Studies.

### **Michael Mirer | University of Wisconsin – Madison | @michaelmirer**

Michael Mirer is a doctoral student at the UW-Madison School of Journalism and Mass Communication. His work focuses on the intersection of sport, media and society. His dissertation will focus on the rise of team- and league-owned media outlets and their use of journalistic conventions. Before starting graduate school, he spent six years as a sportswriter in New Mexico and California.

### **Colin Fitzpatrick | Northwestern University | @fitzcn**

Colin Fitzpatrick is a second year PhD student in technology and social behavior, a joint program of communication studies and computer science at Northwestern University. This project is part of his research interest in civic participation and the role of the citizen in changing landscapes of technology and social life.

### **Moderator: Meghan Dougherty | Loyola University Chicago | @mdocx1**

Meghan Dougherty is an assistant professor of digital communication at Loyola University Chicago's School of Communication, and studies the preservation of Web cultural heritage, collaboration tools for research, and Web archiving as an emerging cyberinfrastructure for e-research. She has a Ph.D. in communication from the University of Washington, Seattle.

## SESSION THREE

**Mia Consalvo | Concordia University | @miaC**

Mia Consalvo, Canada Research Chair in Game Studies and Design at Concordia University in Montreal, is the author of *Cheating: Gaining Advantage of Videogames*. She is currently writing a book about Japan's influence on the videogame industry and game culture. She is the president of the Digital Games Research Association, and has held positions at MIT, Ohio University, Chubu University in Japan and the University of Wisconsin-Milwaukee.

**Robert Cavalier | Carnegie Mellon University**

Robert Cavalier is editor of *The Impact of the Internet on Our Moral Lives* (SUNY, 2005) and author of *Democracy for Beginners* (For Beginners LLC, 2009). He is a member of Carnegie Mellon's Center for Ethics and Policy and director of the Program for Deliberative Democracy, which won a 2008 Good Government Award from the Pittsburgh League of Women Voters. In 2010 he was winner of the prestigious World Technology Network Award in Ethics. His latest book is *Approaching Deliberative Democracy: Theory and Practice* (Carnegie Mellon University Press, 2011).

**Moderator: Florence Chee | Loyola University Chicago | @cheeflo**

Dr. Florence Chee, Assistant Professor of Digital Communication at Loyola University Chicago, investigates the sociocultural contexts of technology engagement and experience. Her research examines the social and ethical dimensions of our emergent digital lifestyles including games, social media, mobile platforms, and changing global labor dynamics across industrial, governmental, and academic sectors.

## KEYNOTE SPEAKER

**Douglas Rushkoff | Author, Present Shock | @rushkoff**

Douglas Rushkoff is the author of *Present Shock: When Everything Happens Now*, as well as a dozen other bestselling books on media, technology, and culture, including *Program or Be Programmed*, *Media Virus*, *Life Inc* and the novel *Ecstasy Club*. He wrote the graphic novels *Testament* and *A.D.D.*, and made the television documentaries *Merchants of Cool*, *The Persuaders*, and *Digital Nation*. He lives in New York, and lectures about media, society, and economics around the world.



## SESSION FOUR

### **Jim Brady | Editor-in-Chief, Digital First Media**

Jim Brady is the editor-in-chief of Digital First Media, which operates the Journal Register Company and MediaNews Group, and oversees the editorial strategy of its 75 daily newspapers and its hundreds of non-daily publications and digital sites. Brady is also overseeing the launch of Project Thunderdome, which will redefine how DFM produces journalism for the digital age by creating a centralized team that produces high-quality non-local journalism for all DFM properties on all platforms.

Before joining DFM, Brady served as general manager of TBD, a new local news operation dedicated to comprehensive coverage of the Washington, D.C. region that combines the values of traditional journalism and the power of citizen journalism. Brady joined TBD after more than four years as executive editor of washingtonpost.com, where he led the site to numerous awards and accolades.

### **Phil Gomes | Senior Vice President, Edelman Digital**

Phil Gomes is a senior vice president with Edelman. His global focus at the firm concentrates on the intersection of online communities, reputation, risk, ethics, citizenship, and regulatory. Prior to Edelman, he spent a decade in Silicon Valley working with startups and enterprise companies.

### **Kirk LaPointe | Executive Director, Organization of News Ombudsmen**

Kirk LaPointe is the executive director of the Organization of News Ombudsmen, the worldwide body for media ombudsmen, public editors, standards editors, reader representatives and academics who work in the field of media standards. He also serves as Special Advisor to the Office of the Ombudsman at the Canadian Broadcasting Corporation and as its former Ombudsman. In addition, he teaches ethics and leadership at the Graduate School of Journalism at University of British Columbia. LaPointe has also held the senior editorial positions at the CTV television network, the Southam News agency and The Hamilton Spectator newspaper. In these positions, he helped launch National Post as its founding executive editor, was a host on the all-news CBC Newsworld channel, and was a senior manager at The Canadian Press news agency in his career. Check out his daily blog on media change at [themediamanager.com](http://themediamanager.com).

## **Martin Stock | CEO, CAVALRY Agency**

Marty Stock is CEO of CAVALRY, a Chicago-based ad agency whose clients include the #2 beer in America, Coors Light. His big agency career began at Young & Rubicam/Chicago, then D'Arcy Masius Benton & Bowles/St. Louis where he worked on Anheuser-Busch. Next, Marty joined Foote, Cone & Belding/Chicago and spent 23 years working on the Coors and subsequently MillerCoors business. Marty was also the Agency's Director of Account Management responsible for hiring and training a staff of 240. Marty has a B.A. from Loyola University. He and his wife Susan have five children which means he'll be working another five decades at CAVALRY.

## **Moderator: David Kamerer | Loyola University Chicago | @davidkamerer**

David Kamerer serves as an assistant professor in the School of Communication at Loyola University Chicago, where he teaches courses in digital media and public relations. He earned his Ph.D. in Telecommunications from Indiana University as well as accreditation in public relations (APR) and Google Analytics (GAIC). Kamerer previously served as a corporate director of communications, a journalist and a consultant.

## SESSION FIVE

### **Thorsten Busch | University of St. Gallen | @DigitalEthics**

Thorsten Busch is a postdoctoral fellow at the Research Centre in Technoculture, Art & Games at Concordia University in Montreal. He is also a senior research fellow at the Institute for Business Ethics at the University of St. Gallen. Follow him online at [www.iwe.unisg.ch/Jeber+uns/Team/Busch.aspx](http://www.iwe.unisg.ch/Jeber+uns/Team/Busch.aspx).

### **David Gunkel | Northern Illinois University**

David J. Gunkel is presidential teaching professor in the Department of Communication at Northern Illinois University. He is the author of *Hacking Cyberspace* (Westview, 2001); *Thinking Otherwise: Philosophy, Communication, Technology* (Purdue University Press, 2007); and *The Machine Question: Critical Perspectives on AI, Robots and Ethics* (MIT Press, 2012). More information available at <http://gunkelweb.com/gunkel>.

### **Moderator: Seung-Chul Yoo | Loyola University Chicago**

Seung (Seung-Chul) Yoo is an assistant professor of digital advertising in the School of Communication at Loyola University Chicago. Dr. Yoo is an expert on new media advertising and a consultant on digital media technologies and interactive advertising. His research explores marketing communication through new technologies with a focus on persuasion design. In his many years as an advertising professional, he worked as a sales promotion media planner at Cheil Worldwide and a senior account manager at WPP Communication Group. He holds a Ph.D. and M.A. in Advertising from The University of Texas at Austin and a B.B.A. from Sungkyunkwan University.

## CENTER FOR DIGITAL ETHICS & POLICY

The Center for Digital Ethics and Policy was founded through the School of Communication at Loyola University Chicago in an effort to foster more dialogue, research, and guidelines regarding ethical behavior in online and digital environments. The center publishes essays, develops sets of best practices and hosts an annual International Symposium on Digital Ethics. Essays from the first symposium have been published in a book: *Digital Ethics: Research & Practice*.

**Don Heider | Loyola University Chicago | @donheider**

Dr. Heider, Founding Dean of the School of Communication at Loyola University Chicago, is the founder of the center. Heider's recently released edited volume *Living Virtually* explores politics, social behavior, journalism, and ethics in virtual worlds. He spent over three years gathering data for his research on Second Life. Heider is a multiple Emmy-award winning producer and reporter who spent ten years in news before beginning a career in teaching.



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