

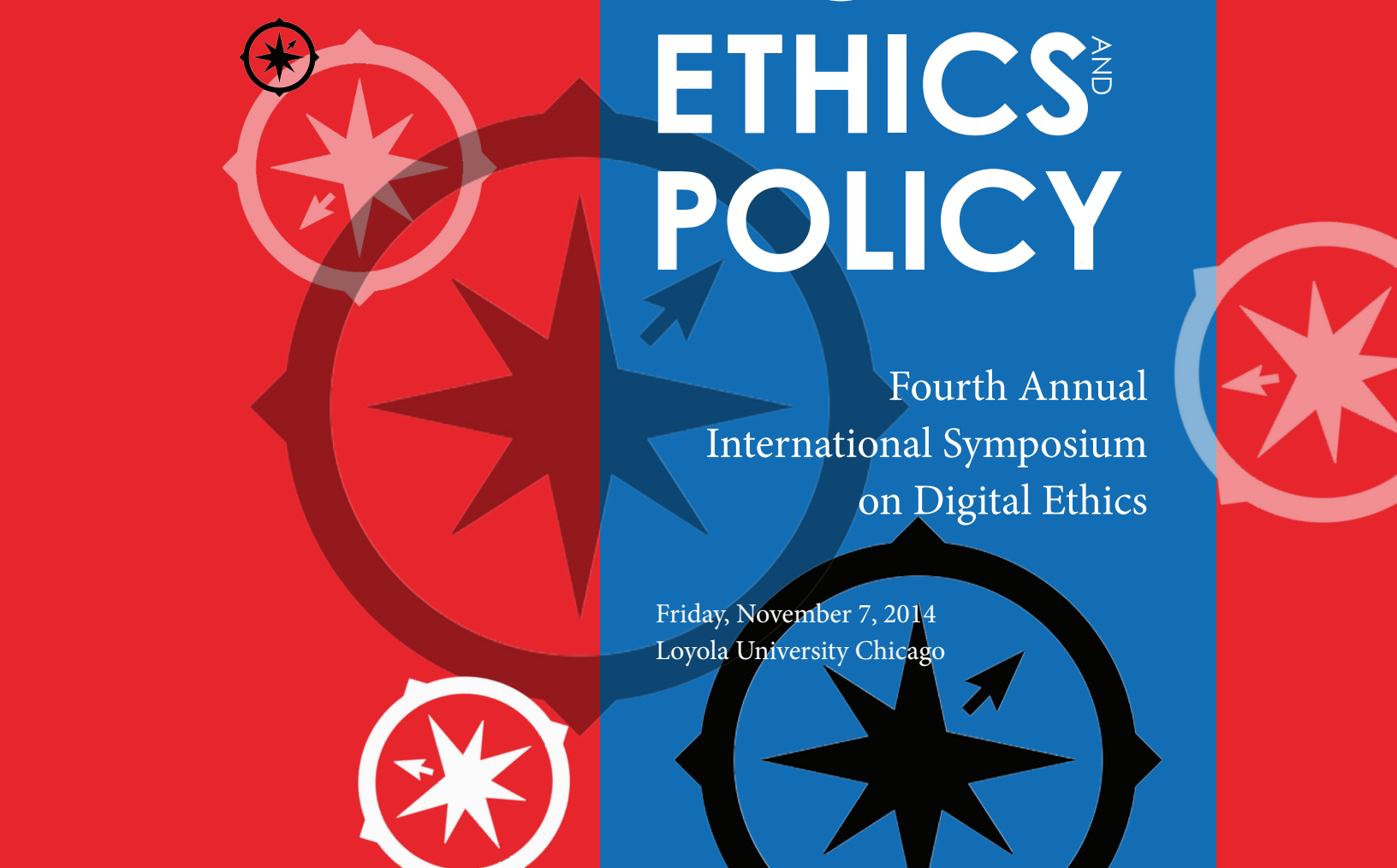


FOR  
CENTER

# DIGITAL ETHICS<sup>AND</sup> POLICY

Fourth Annual  
International Symposium  
on Digital Ethics

Friday, November 7, 2014  
Loyola University Chicago



# BREAKFAST AND REGISTRATION

8:00 AM - 8:30 AM  
Regents Hall, 16th floor



## SYMPOSIUM WELCOME 8:45 AM

**DR. DON HEIDER:** Founder, Center for Digital Ethics & Policy; Dean, School of Communication, Loyola University Chicago @donheider



Don Heider is the Founding Dean and Professor at the School of Communication at Loyola University Chicago. He is the Founder of the Center for Digital Ethics & Policy. He is editor of *A Practical Guide to Digital Journalism Ethics*, *Digital Ethics: Research & Practice* and *Living Virtually*. Heider is a multiple Emmy-award winning producer and reporter who spent ten years in news before entering the academy.

## INTRODUCTION

**BASTIAAN VANACKER:** Program Director, Center for Digital Ethics & Policy

Dr. Bastiaan Vanacker is the program director of the Center for Digital Ethics and Policy. His research focuses on media ethics and law. He has previously served as the Division Head of the Media Ethics Division of the Association for Education in Journalism and Mass Communication (AEJMC).

## OPENING KEYNOTE 8:50 AM - 9:45 AM

**LUCIANO FLORIDI:** Ethics & The Fourth Revolution  
@floridi



Luciano Floridi is professor of philosophy and ethics of information and Director of research at Oxford Internet Institute at the University of Oxford. His most recent book is *The Fourth Revolution - How the infosphere is reshaping human reality* (OUP, 2014). He is currently a member of Google's Advisory Board on "the right to be forgotten".

## BREAK 9:45 AM - 10:00 AM

### FOLLOW THE SYMPOSIUM #digethics4

Make the most of your experience and follow us on Twitter at @digethics. We are also live-streaming the event on [digitaletics.org](http://digitaletics.org). And keep up with the latest work by The Center for digital ethics at: [digitaletics.org](http://digitaletics.org).

We would like to thank our speakers, attendees, vendors, for helping us put on this event, and thanks to Jessica Brown for the program design.



Center for Digital  
Ethics & Policy



# REGENTS HALL

10:00 AM - 11:15 AM  
Concurrent Sessions , 16th floor

## THE ETHICS OF ENGAGEMENT: CONSIDERING DIGITAL ETHICS & INTERSECTIONALITY IN A COMMUNITY ENGAGED DIGITAL MEDIA PROJECT

**LYNN SCHOFIELD CLARK:** University of Denver

Lynn Schofield Clark is professor and chair of the Department of Media, Film and Journalism Studies at the University of Denver. She is also director of the University's Edward W. and Charlotte A. Estlow International Center for Journalism and New Media.

## HACKING SCIENCE: NEW MODES OF ETHICAL ENGAGEMENT

**ASHLEY ROSE KELLY:** Purdue University  
[@Ashleyrkelly](#)

Dr. Ashley Rose Kelly's research examines how science communication is changing with new—especially networked—technologies and also with different communities becoming involved in scientific research and policy-making. Her research is focused on public participation in scientific research (citizen science), expertise and ethos in grassroots scientific research, expertise and expert networks, and biohacking and hacker participation in scientific research.

## DIGITALLY OUTSOURCED: LIMITATIONS OF COMPUTER MEDIATED TRANSPARENCY

**MICHAEL KOLISKA:** University of Maryland  
[@mkoliska](#)

Michael Koliska is a doctoral candidate in the Philip Merrill College of Journalism at the University of Maryland. His research explores the implementation and effects of transparency in journalism. His work has been published in journals such as *Journalism*, *Journalism Studies*, and *Journalism Practice*.

*\*Top student paper.*

## PRODUSING ETHICS FOR THE DIGITAL NEARFUTURE

**ANNETTE MARKHAM:** Aarhus University  
[@annettemarkham](#)

Annette Markham studies digital culture, specifically looking at the impact and everyday use of social media. She has been an award-winning professor at the University of Illinois at Chicago, Virginia Tech, the University of the Virgin Islands, Loyola University Chicago and Aarhus University in Denmark.

## 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.

# BEANE HALL

10:00 AM - 11:15 AM

Concurrent Sessions, 13th floor



## PRIVACY, DATA BROKERS, AND THE FOURTH AMENDMENT: THE ETHICS OF A TARGETED SURVEILLANCE REGIME

**JAN FERNBACK:** Temple University

Jan Fernback is an associate professor in the School of Media and Communication at Temple University. Her current work examines the impact of information/communication technologies in urban revitalization efforts; issues of privacy and surveillance online and in mobile technologies; institutional uses of ICTs; and the meaning of virtual community in contemporary culture.

## THE INTERNET, FREE SPEECH CHOKEPOINTS, AND GOVERNMENT REGULATION

**JONATHAN PETERS:** University of Kansas  
[@jonathanwpeters](#)

Jonathan Peters is an assistant professor of journalism, who specializes in media law and policy, with an affiliate research position exploring Internet governance in the KU Information & Telecommunication Technology Center. An attorney and the press freedom correspondent for the Columbia Journalism Review, Peters has blogged about free speech for the *Harvard Law & Policy Review*, and he has written on legal issues for *Esquire*, *The Atlantic*, *The Nation*, *Wired*, and PBS.

## HASHTAGS AND HATE SPEECH: THE LEGAL AND ETHICAL RESPONSIBILITIES OF SOCIAL MEDIA COMPANIES TO MANAGE CONTENT ONLINE

**CAITLIN RING:** Seattle University  
[@caitlinring](#)

Dr. Caitlin Ring is an assistant professor of strategic communication at Seattle University. Her scholarship focuses on injustice in media law and policy, with an emphasis on issues surrounding hateful or threatening speech in social media. Professionally, Dr. Ring comes to academia with a background in public relations.

## OPENING THE MARKETPLACE: A CASE FOR THE PROTECTION OF ANONYMOUS ONLINE COMMENTS

**DAVID WOLFGANG:** University of Missouri

David Wolfgang is a doctoral candidate at the Missouri School of Journalism. He holds a Master's in Journalism and a law degree from MU as well. Wolfgang's research interests include First Amendment issues, anonymous speech, and public discourse.

## MODERATOR


**GEORGE K. THIRUVATHUKAL:**  
Loyola University Chicago

George K. Thiruvathukal is a professor of computer science at Loyola University Chicago. He serves as the department's computer director, as well as the co-director of the Center for Textual Studies and Digital Humanities. He currently serves as the editor-in-chief of *Computing in Science and Engineering* and was on the founding editorial board of *Computing Now*.



# KEYNOTE SPEAKER AND LUNCH

11:30 AM - 1:00 PM  
Regents Hall, 16th floor



Anita Sarkeesian is a media critic and the creator of Feminist Frequency, a video webseries that explores the representations of women in pop culture narratives. Her work focuses on deconstructing the stereotypes, patterns and tropes associated with women in popular culture as well as highlighting issues surrounding the targeted harassment of women in online and gaming spaces. Her videos are freely available via the Feminist Frequency YouTube channel and widely serve as educational tools in high school and university classrooms.

## ANITA SARKEESIAN

Founder, Feminist Frequency  
[@femfreq](#)

## MODERATOR

**FLORENCE CHEE:**  
Loyola University Chicago  
[@cheeflo](#)

Dr. Florence Chee is an assistant professor of digital communication and co-founder of the Social & Interactive Media Lab (SIMLab) at Loyola University Chicago. Her research examines the social and ethical dimensions of our emergent digital lifestyles with a particular focus on games, social media, mobile platforms, and their effects on global labor dynamics across industrial, governmental, and academic sectors.

# REGENTS HALL

1:00 PM - 2:15 PM

Concurrent Sessions, 16th floor



## GENDER & DIGITAL CULTURE

**SARA PERRY:** University of York  
[@archaeologistsp](#)

Sara Perry is director of studies of digital heritage and lecturer in cultural heritage management at the University of York (UK). Her research centres on the relationship between media and knowledge-making, particularly the capacity for different forms of presentation to create, elaborate and disrupt professional practices.

## APPROACHES TO AMISH TECHNOLOGY USE: THE BODY AS AN OPTIONAL, IDEAL COMMUNICATION MEDIUM

**LINDSAY EMS:** Indiana University  
[@lindsay\\_ems](#)

Lindsay Ems, a doctoral candidate at Indiana University, studies how marginalized communities use social media, cell phones and the internet to bring about grassroots social change. She has published research examining protesters' use of Twitter and social media use in public health organizations. Her dissertation explores ICT use among the Amish.

## ETHICS OF UNETHICAL PLAY: CURIOUS CASE OF HOW THE BAD BOYS OF SECOND LIFE TRANSFORMED INTO DIGITAL ACTIVISTS

**BURCU S. BAKIOĞLU:** Lawrence University  
[@PaleFire](#)

Burcu Bakioglu received her PhD from Indiana University in 2009 and is currently a postdoctoral fellow in new media at Lawrence University where she is working on a book on disruptive gameplay inside of virtual worlds. Her other areas of interest include convergence culture, social media, and online activism. She is also a member of the Internet Rights and Principles Coalition at the UN-IGF.

## DIGILANTE ETHICS

**DARA N. BYRNE:** John Jay College of Criminal Justice

Dara N. Byrne is an associate professor at John Jay College of Criminal Justice of the City University of New York in the Department of Communication and Theater Arts. She is also the director of the William E. Macaulay Honors College at John Jay, the John Jay College Honors Program, and the Siegel Fellowship in Strategic and Non-profit Communication. Her latest publications explore the growth of vigilante justice on the Internet, what she describes as 'digilante culture.'

## MODERATOR

**LAUREN LABRECQUE:**  
Loyola University Chicago

Lauren Labrecque is an assistant professor of Digital Marketing at Loyola University Chicago. She completed her PhD in Marketing at the University of Massachusetts Amherst (2010) and holds a master's degree in Digital Media Studies from the University of Denver. Her research interests include interactive / digital marketing, social media, consumer information management, sensory marketing, and branding.



# BEANE HALL

1:00 PM - 2:15 PM  
Concurrent Sessions, 13th floor

## DIGITAL BUSINESS ETHICS AND THE VIDEOGAMES INDUSTRY

**THORSTEN BUSCH:** Concordia University  
[@DigitalEthics](#)

Thorsten Busch is a postdoctoral fellow with Mia Consalvo at Concordia University, Montreal, Canada, and a senior research fellow at the Institute for Business Ethics, University of St. Gallen, Switzerland.

## EVALUATING THE POSSIBLE BENEFITS AND ETHICAL PROBLEMS OF THE COLLABORATIVE CROWDSOURCE RESEARCH PROCESS TO FILL THE POLICY VACUUM IN INTELLECTUAL PROPERTY LAW FOR COLLABORATIVE INNOVATION

**HAEWON CHUNG:** University of Ottawa

Haewon Chung is a Ph.D. Candidate of Law at the University of Ottawa. Haewon's areas of research include intellectual property law, law & ethics, and law & technology. Haewon's background is in computer science and Haewon has researched and written peer-reviewed articles about implementing decision support systems and the legal issues arising from patenting software.

## MODERATOR

**SEUNG-CHUL YOO:** Loyola University Chicago  
[@btladvertising](#)

## ABOUT THE CENTER

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 in addition to hosting the symposium. Essays from the first symposium have been published in a book: *Digital Ethics; Research & Practice*.

A compilation of some of our best essays, *A Practical Guide to Digital Journalism Ethics*, can be obtained for \$9.99 on Amazon.

## THE ETHICS OF AI

**JAMES H. MOOR:** Dartmouth College

James Moor is the Daniel P. Stone Professor of Intellectual and Moral Philosophy at Dartmouth College. He publishes on various aspects of computing and philosophy including computer ethics, philosophy of artificial intelligence and the ethics of artificial intelligence. For more details please check: <http://www.dartmouth.edu/~jmoor/>

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. He worked as a sales promotion media planner at Cheil Worldwide and a senior account manager at W Brand Connection.

# TECHNOLOGY AND ETHICS

2:30 pm - 4:15 pm

Talks in Regents Hall, 16th floor



**BREAK** 2:15 PM - 2:30 PM

**SUSAN ETLINGER:** Altimeter Group  
[@setlinger](#)

Susan Etlinger is an industry analyst with Altimeter Group, where she specializes in data and analytics. She conducts independent research and advises global organizations and technology innovators on strategic data initiatives. Susan is on the board of The Big Boulder Initiative, an industry organization dedicated to promoting the successful and ethical use of social data. She is regularly interviewed and asked to speak on data strategy and best practices, and has been quoted in media outlets including *The Wall Street Journal*, *BusinessWeek*, *The New York Times*, and the BBC. Susan holds a B.A in Rhetoric from the University of California at Berkeley.

**BRIAN FITZPATRICK:** Google  
[@therealfitz](#)

Brian Fitzpatrick started Google's Chicago engineering office in 2005. An open source contributor for over 13 years, Brian leads the engineering teams for Google's Transparency Report and Data Liberation initiatives. Brian is a member of both the Apache Software Foundation and the Open Web Foundation, a former engineer at Apple, the author of several books, and a resident of Chicago.

**JOHN THOMAS:** Groupon

John Thomas is the director of editorial content at Groupon. Prior to that, he was editor of *Playboy.com* and a contributing editor at *Playboy* magazine for almost a decade. He has also contributed frequently to the *New York Times*, *Village Voice*, *Chicago Tribune* and *Playboy Magazine*.

**SANDEE KASTRUL:** President and Co-founder, i.c.stars  
[@SandeeKastrul](#)

Sandee Kastrul is the president and co-founder of i.c.stars, an organization that provides inner-city youth with training in technology, leadership and business skills. Working in education for more than two decades, Kastrul's career highlights include implementing a professional development program with Harold Washington College Career Center, designing a comprehensive science and civics interactive program for Jobs for Youth, developing diversity trainings and curriculum strategies for the Illinois Resource Center, the Merrillville School Corporation as well as creating artist-in-residency programs for several performing arts organizations in Chicago.

4:30 PM, Regents Hall

**COCKTAILS  
& NETWORKING**