

DIGITAL MEDIA ETHICS

DGM 723

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Introduction





Intro

OUTLINES:

- * COURSE DESCRIPTION
 - * LEARNING OUTCOMES
 - * TOPICS
 - * INTRODUCTION TO DIGITAL MEDIA ETHICS
- “WHAT DO WE MEAN WITH DIGITAL MEDIA ETHICS?”**

Intro

COURSE DESCRIPTION

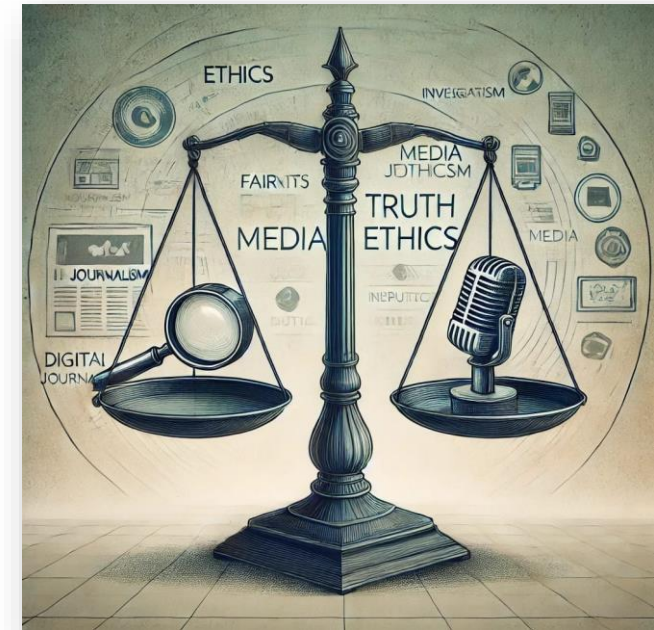


Intro

COURSE DESCRIPTION

Exploring the active process of **moral decision-making**—that is, doing ethics—is an inescapable part of life.

We routinely make **ethical judgments**, assess our ideological values, and interrogate our moral outlooks.



While you may unquestioningly embrace the beliefs and values you inherited from your culture, society, and/or family, critically examining your **decision-making process** through **ethical deliberation** is the only way to make your ethical framework truly yours.

Intro

COURSE DESCRIPTION

Thus, this **course** raises **questions** with no ready answers, spurring you to reflect on your moral approaches.

The goal is to help you reason through ethical issues using various theoretical frameworks to reach logically defensible answers, instead of reacting with your gut or anecdotal evidence.



The process of doing ethics is nothing if not devoted to serious, careful reflection and application.

As such, this course emphasizes both the **theoretical underpinnings** of how we come to a given moral philosophy and case studies specific to digital media.

Intro

COURSE DESCRIPTION

We will consider how **different moral philosophies** apply across cultures and across **different contemporary media practices** and platforms in areas such as advertising, promotional marketing, big data, software and interface design, and fake news.



Intro

LEARNING OUTCOMES



Intro

LEARNING OUTCOMES

After Learning this course, We have to ASK...

WHAT WILL THIS COURSE ADD TO ME?



Having successfully completed this course, student should be able to:

- Identify and explain key ethical theories.
- Articulate current codes of behavior for media professionals working in digital media environments.

Intro

LEARNING OUTCOMES

- Apply **ethical models** across communications professions.
- Discuss and deliberate **on moral dilemmas** involving digital media practices and forms, using various ethical frameworks.



- Logically justify your **ethical decision-making process** in a given scenario.
- Retroactively apply theories of ethics to **better understand your decision-making processes** in past real-life dilemmas.

Intro

TOPICS



TOPICS

1. Central Issues in the Ethics of Digital Media.

The chapter addresses the seriousness and importance of ethical problems that digital technologies place in the media arena. Noting that penetrating the use of technology has been a major reason for the emergence of many ethical problems associated with digital media, for example, privacy, intellectual property, digital authoritarianism, cyberbullying and other ethical issues that have created a new arena for which the Internet is growing, deepening and spreading, and becoming increasingly dangerous.

2. Privacy in the (Post-) Digital Era:

The chapter addresses the concept of privacy in the digital age, and how this can help us explore the nature of privacy in different cultures. It also identifies "digital security, which is the protection of data, software and devices from unauthorized access, control or damage", and how digital security is more comprehensive than the definition of privacy, therefore contains and maintains privacy within it. It includes all forms of cybersecurity for our devices and digital life.

TOPICS

3. Copying and Distributing via Digital Media: Copyright, Copyleft, Global Perspectives.

Through this chapter we address copyright, distribution and intellectual property rights, and try to answer important questions associated with this type of rights, which are constantly raised around us and exposed to them in frequent daily situations.

4. Friendship, Slow/Fair Technology, and Democracy.

Through this chapter we address a range of ethical issues and problems that have emerged in the digital media environment which has evolved over time and increased their seriousness as technical developments have increased, For example, through this chapter Human Relations on Social Networks And fake news and digital democracy, and we touch on the impact of artificial intelligence on all these problems and its role in amplifying them on one side or trying to find solutions to them on the other.

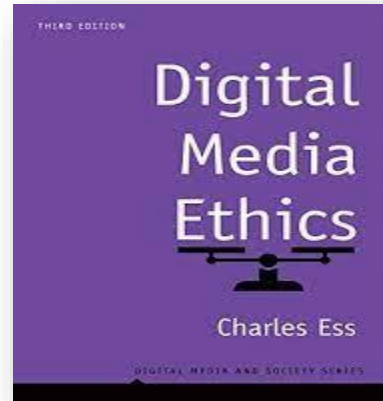
TOPICS

5. Digital Media Ethics: Overview, Frameworks, Resources

This chapter provides especially those new to ethics with an overview of the most commonly used theoretical frameworks for ethical analysis and decision-making.

Through this chapter we also review the most important ethics of using AI in media, and we present the different perceptions associated with it and the future expectations of growing interaction in the media field.

Digital Media
Ethics (Digital
Media and
Society Series),
3rd Edition, by
Charles Ess



Intro

Recommended Reference



Intro

Introduction



**WHAT DO WE MEAN WITH
DIGITAL MEDIA ETHICS?**



Intro

Digital media ethics deals with the distinct ethical problems, practices and norms of digital news media. Digital news media includes online journalism, blogging, digital photojournalism, citizen journalism and social media.

It includes questions about how professional journalism should use this 'new media' to research and publish stories, as well as how to use text or images provided by citizens.

A central question is to what extent existing media ethics is suitable for today's and tomorrow's news media that is immediate, interactive and "always on" – a journalism of amateurs and professionals?

Most of the principles were developed over the past century, originating in the construction of professional, objective ethics for mass commercial newspapers in the late 19th century.

Intro

A related problem, created by new media, is..

- * How to handle errors and corrections when reports and commentary are constantly being updated.
- * Should news organizations go back and correct all of these mistakes which populate mountains of material?
- * Should they correct errors later and not leave a trace of the original mistake —what is called “unpublishing?”



Thank You

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