

DIGITAL MEDIA ETHICS

Prepared by Dr. Sherihan Mohamed
Intro Lecture

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

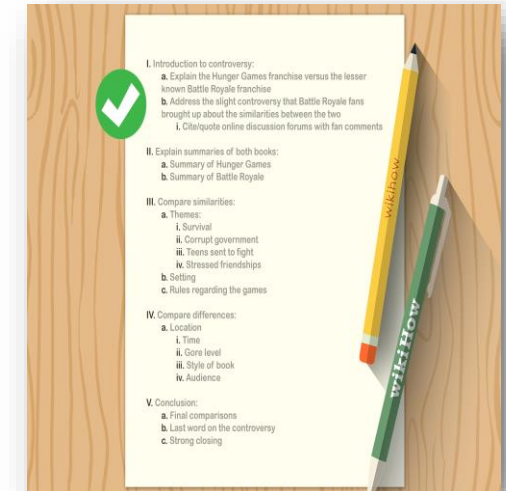
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DIGITAL MEDIA ETHICS



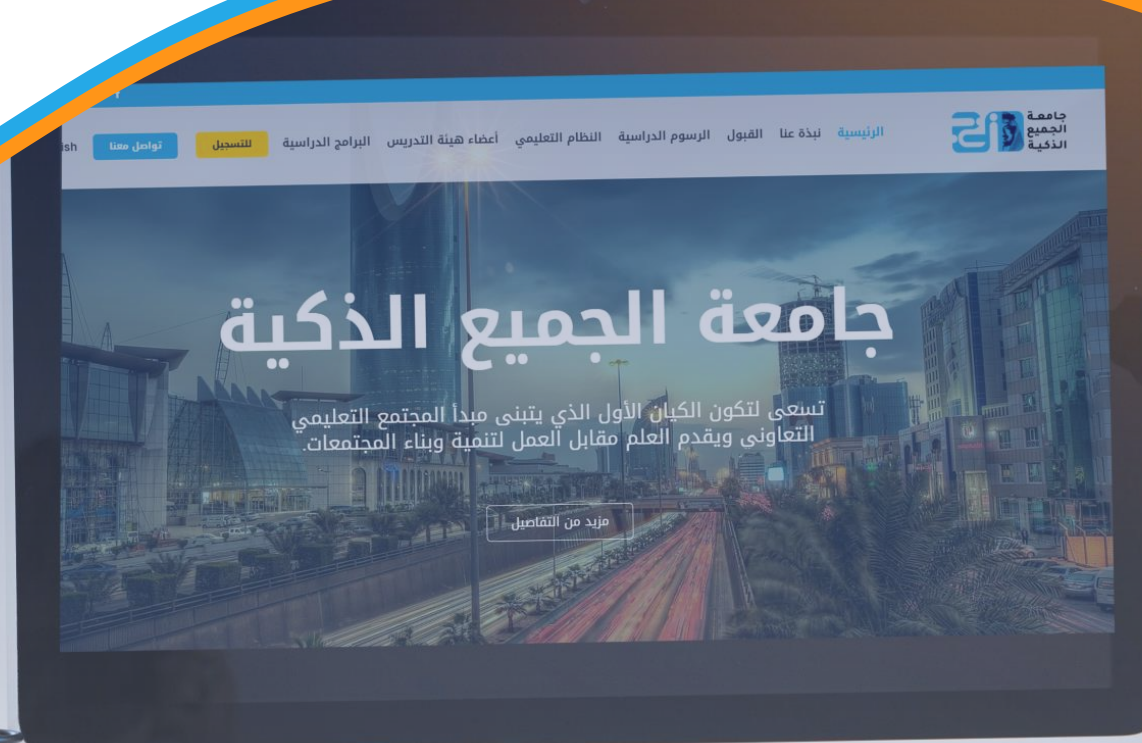
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- * **COURSE DESCRIPTION**
 - * **LEARNING OUTCOMES**
 - * **TOPICS**
 - * **INTRODUCTION TO DIGITAL MEDIA ETHICS**
- “WHAT DO WE MEAN WITH DIGITAL MEDIA ETHICS?”**





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COURSE DESCRIPTION

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مزيد من التفاصيل



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WHY DO WE LEARN DIGITAL MEDIA ETHICS?

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.

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.

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.



DIGITAL MEDIA ETHICS LEARNING OUTCOMES



LEARNING OUTCOMES



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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.

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

MEDIA ETHICS

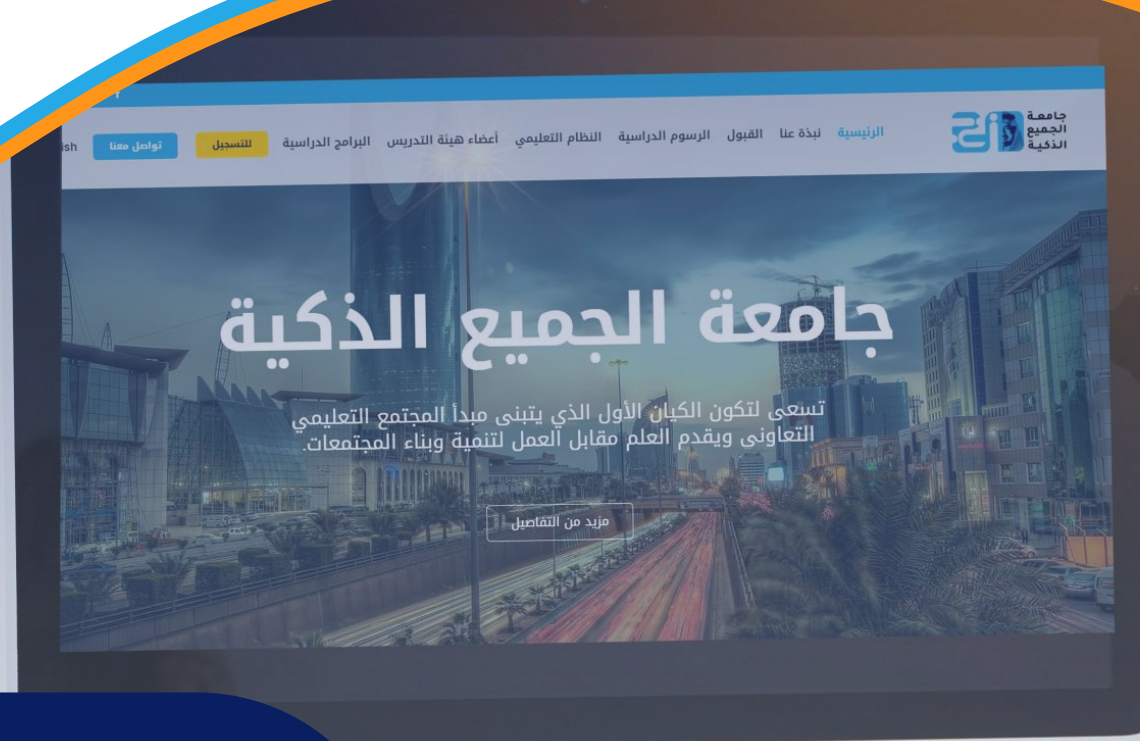


- Logically justify your ethical decision-making process in a given scenario.
- Retroactively apply theories of ethics to better understand your decision-making processes in past real-life dilemmas.





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DIGITAL MEDIA ETHICS
TOPICS

TOPICS

1. Central Issues in the Ethics of Digital Media:

Trough this chapter we will take a look on a classic case-study of cyberbullying that introduces representative ethical issues evoked by digital media. This case study is accompanied by one of the primary pedagogical/teaching elements of the book – questions designed to foster initial reflection and discussion (for individuals, small groups, or a class at large).

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

- * We explore how different people in different cultures understand and value “privacy” and private life in different ways.

- * We then examine the important meta-ethical positions of ethical absolutism, ethical relativism, and ethical pluralism.





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

We explore four aspects of life online that offer remarkable new possibilities in our personal and shared lives while also confronting us with new ethical questions and challenges.

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

We explore some aspects of life online that offer remarkable new possibilities in our personal and shared lives while also confronting us with new ethical questions and challenges. We examine first how friendship is both amplified and threatened by social networking sites (SNSs) such as Facebook.

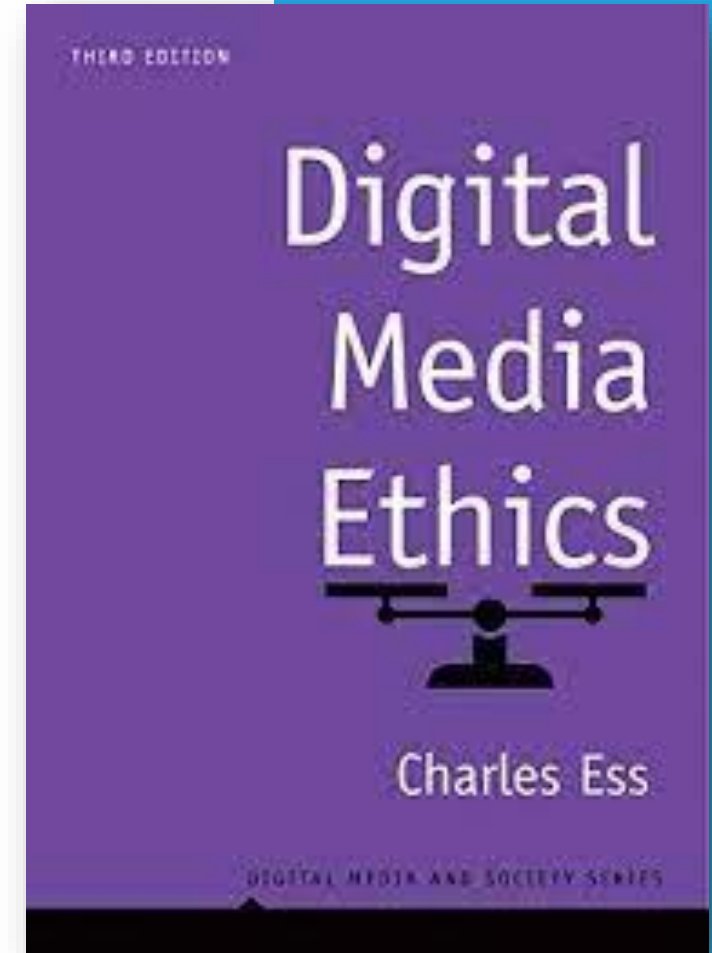


5. Digital Media Ethics: Overview, Frameworks, Resources



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

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



DIGITAL
MEDIA ETHICS

An Introduction to Digital Media Ethics



What do we mean with digital media ethics?

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.

What do we mean with digital media ethics?

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.

What do we mean with digital media ethics?

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?”



Thanks for
listening



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