Ethics

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Why care about ethics?

Why care about ethics?

- fear-based reasons

Why care about ethics?

- fear-based reasons
- hope-based reasons

Why care about ethics?

- fear-based reasons
- hope-based reasons
- we have no choice

In the past, what we **could** do has been the limitation, increasingly what we **should** do will be the limitation.
Research ethics will become increasingly central; it will become harder and harder to avoid.

I want you to be able to:

- design ethically thoughtful research
- explain your decisions to others

A note on lectures and readings:
For today, I'm going to repeat some of what is in my book, but going forward, I will assume that you've read the chapter.

Three approaches:

- ▶ Rules-based approach
- ▶ Ad-hoc approach
- ▶ Principles-based approach

- Emotional contagion
- Tastes, Ties, and Time
- Encore

- Emotional contagion
- Tastes, Ties, and Time
- Encore
- Think-pair-share other examples?

How should we handle these challenges?

- Respect for persons

Respect for persons:
Participants decide not you

- Respect for persons
- Beneficence

Beneficence:
Minimize risk, maximize benefits, then decide

- Respect for persons
- Beneficence
- Justice

Justice:
distribution of burdens and benefits of research

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- ▶ poorly education and disenfranchised citizens
- ▶ prisoners
- ▶ institutionalized and mentally disabled children
- ▶ old and debilitated hospital patients

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distribution of burdens and benefits of research

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Also includes access to benefits of research

- Respect for persons
- Beneficence
- Justice
- Respect for Law and Public Interest

Respect for Law and Public Interest:

- compliance
- transparency-based accountability

Terms-of-service agreements

MapWatch: Detecting and Monitoring International Border Personalization on Online Maps

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Abstract:
"Maps have long played a crucial role in enabling people to conceptualize and navigate the world around them. However, maps also encode the world-views of their creators. Disputed international borders are one example of this: governments may mandate that cartographers produce maps that conform to their view of a territorial dispute. Today, online maps maintained by private corporations have become the norm. However, these new maps are still subject to old debates. Companies like Google and Bing resolve these disputes by localizing their maps to meet government requirements and user preferences, i.e., users in different locations are shown maps with different international boundaries. We argue that this non-transparent personalization of maps may exacerbate nationalistic disputes by promoting divergent views of geopolitical realities."

Abstract, part 2:
"To address this problem, we present MapWatch, our system for detecting and cataloging personalization of international borders in online maps. Our system continuously crawls all map tiles from Google and Bing maps, and leverages crowdworkers to identify border personalization. In this paper, we present the architecture of MapWatch, and analyze the instances of border personalization on Google and Bing, including one border change that MapWatch identified live, as Google was rolling out the update."
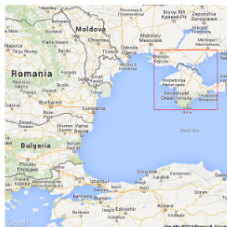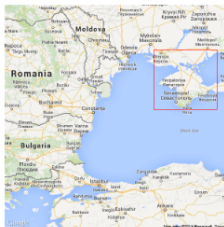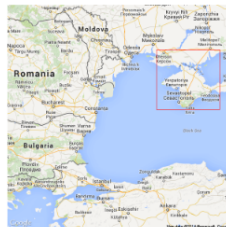
(a) Russia   (b) Ukraine   (c) All countries except Russia and Ukraine

Figure 5: Border changes separating the Crimean Peninsula from Ukraine on Google Maps. Map Data ©2014 AutoNavi Google.

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Ethics. Many Web platforms discourage all automated crawling outside the API, and even within the API a platform may prohibit "research" in its online Terms of Service document (usually for competitive reasons). We agree with [57] that non-commercial research for the public good that deals with issues of societal importance must be able to access public Web resources for research purposes as long as automated processes do not produce an unreasonable load. This was our guiding philosophy in this research design.

Researchers (with the support of the ACLU) have filed a case challenging the CFAA, Sandivg v Lynch:

- Respect for persons
- Beneficence
- Justice
- Respect for Law and Public Interest

How do you balance these four principles?

- Consequentialism
- Deontology

Quick question

In arguing against the Emotional Contagion experiment (Kleinsman and Buckley, 2015) wrote:

> "Even if it is true that the risks for the Facebook experiment were low and even if, in hindsight, the results are judged to be useful, there is an important principle at stake here that must be upheld. In the same way that stealing is stealing no matter what amounts are involved, so we all have a right not to be experimented on without our knowledge and consent, whatever the nature of the research."

This argument is rooted in which ethical framework?

1. Consequentialism
2. Deontology

Applying these ideas can be tricky, and there are 4 areas of particular difficulty