# Ethics Part 1, Part 2, Additions and extensions

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- 1) Introduction
- 2) Observing behavior
- 3) Asking questions
- 4) Running experiments
- 5) Mass collaboration
- 6) Ethics

Part 1, Part 2, Additions and extensions

7) The future

fear-based reasons

- fear-based reasons
- ► hope-based reasons

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

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design ethically thoughtful research

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- design ethically thoughtful research
- explain your decisions to others

### Two existing approaches:

► Rules-based approach

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- ► Rules-based approach
- ► Ad hoc approach

### My preferred approach:

Principles-based approach

### Three examples

### Examples:

► Emotional contagion

### Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer<sup>a,1</sup>, Jamie E. Guillory<sup>b,2</sup>, and Jeffrey T. Hancock<sup>b,c</sup>

<sup>a</sup>Core Data Science Team, Facebook, Inc., Menlo Park, CA 94025; and Departments of <sup>b</sup>Communication and <sup>c</sup>Information Science, Cornell University, Ithaca, NY 14853

https://doi.org/10.1073/pnas.1320040111

### Examples:

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

Tastes, ties, and time: A new social network dataset using Facebook.com Kevin Lewis <sup>a,\*</sup>, Jason Kaufman <sup>a</sup>, Marco Gonzalez <sup>a</sup>, Andreas Wimmer <sup>b</sup>, Nicholas Christakis <sup>a</sup>

a Department of Sociology, Harvard University, United States

https://doi.org/10.1016/j.socnet.2008.07.002

b Department of Sociology, University of California, Los Angeles, United States

### Examples:

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

## **Encore: Lightweight Measurement of Web Censorship with Cross-Origin Requests**

Sam Burnett
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Nick Feamster
Department of Computer Science, Princeton feamster@cs.princeton.edu

http://dx.doi.org/10.1145/2785956.2787485

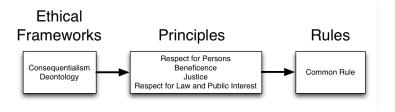
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  - ► Rules are slow to change
  - Little agreement about key concepts (e.g., privacy)
  - Blending of contexts



► 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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- prisoners
- institutionalized and mentally disabled children
- old and debilitated hospital patients

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Also includes access to benefits of research

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- Justice
- Respect for Law and Public Interest

### Respect for Law and Public Interest:

- compliance
- transparency-based accountability

- Respect for persons
- Beneficence
- Justice
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How do you balance these four principles?

- ► Consequentialism (focus on ends)
- ► Deontology (focus on means)

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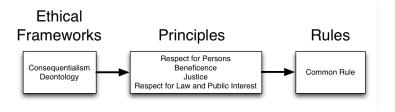
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▶ Both of these approaches can be taken to extremes

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- ► Deontology (focus on means)

### A few things to keep in mind:

- ▶ Both of these approaches can be taken to extremes
- Most disagreements are between people taking different approaches



Applying these ideas can be tricky, in part 2 I will:

- discuss 4 areas of difficulty
- offer 3 practical suggestions

### Thank you