

UNIVERSITY OF TWENTE.

DIGITAL ETHICS

MAY 23– DIGITAL FINANCE, MSCA

DR. ROBIN EFFING



YouTube Zoeken

WIRTH

ALGORITHMS +

DATA STRUCTURES =

PROGRAMS

NIKLAUS WIRTH

3:25 / 6:47

Microlecture 02 Effing Information services The Algorithm

Verborgen

R Robin Effing 10 abonnees

Analytics Video bewerken

0 Delen Downloaden Fragment ...



dr. R. Effing (Robin)

Assistant Professor

Overview

Research

Education

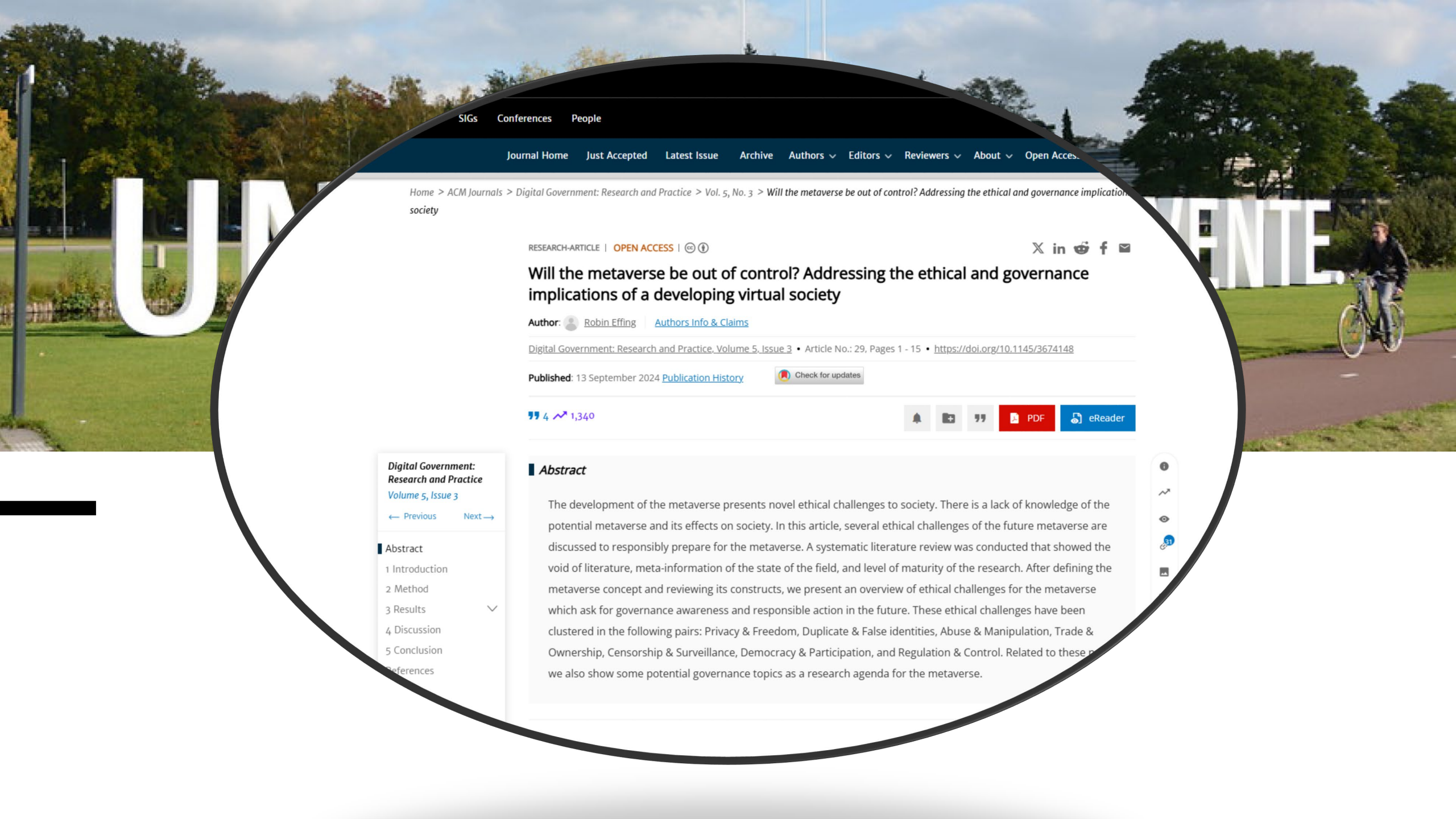
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Will the metaverse be out of control? Addressing the ethical and governance implications of a developing virtual society

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Abstract

1 Introduction

2 Method

3 Results

4 Discussion

5 Conclusion

References

Abstract

The development of the metaverse presents novel ethical challenges to society. There is a lack of knowledge of the potential metaverse and its effects on society. In this article, several ethical challenges of the future metaverse are discussed to responsibly prepare for the metaverse. A systematic literature review was conducted that showed the void of literature, meta-information of the state of the field, and level of maturity of the research. After defining the metaverse concept and reviewing its constructs, we present an overview of ethical challenges for the metaverse which ask for governance awareness and responsible action in the future. These ethical challenges have been clustered in the following pairs: Privacy & Freedom, Duplicate & False identities, Abuse & Manipulation, Trade & Ownership, Censorship & Surveillance, Democracy & Participation, and Regulation & Control. Related to these pairs we also show some potential governance topics as a research agenda for the metaverse.



Van links af: Robin Effing (voorzitter), Robert Helder, Annelien Schulding, Gary Antonius, Saar van der Spek en Michiel van Willigen. Eigen foto

Ethische Commissie denkt met gemeente mee over digitale technologie en dataverwerking

25 maart 2022, 10:00 - leestijd 1 minuut Algemeen

ZWOLLE - Een groep onafhankelijke professionals gaat met de gemeente Zwolle meedenken over ethische vragen bij digitale technologieën en dataverwerking. Hiervoor is een Ethische Commissie aangesteld door wethouder Michiel van Willigen.



Chair of ethics board at the municipality (city) of Zwolle

ETHICS

- What is the field of ethics?

ETHICS

- What is the difference with morality?

ETHICS

- Ethics is something else than an ethically right decision
- What is good?
- What is right?
- Different perspectives?
- Multiple views?
- Ethical values
- Ethical dilemmas
- No typical right answer

QUIZ

WHAT IS THE ULTIMATE END OF A BUSINESS?

A CARE FOR SOCIETY

B PROFIT

C LABOUR PROVISION

D SURVIVAL



HABERMAS DISCOURSE ETHICS (NOLAND & PHILLIPS, 2010)

- Recent practices in industry and society showed lack of ethical consideration of stakeholders
 - International banking schemes
 - Health violations by companies
- ‘Financial, physical and environmental effects that businesses can have on individuals and communities
- Identify and communicate with those persons who are affected



STAKEHOLDER ENGAGEMENT (NOLAND & PHILLIPS, 2010)

- “Engagement type of interaction that involves, at minimum, recognition and respect of common humanity”
- “Engagement of stakeholders must be largely or entirely free of any strategic motivation in order to ensure its moral legitimacy”
- Power disbalance (e.g. Amazon, Uber)
- Moral engagement: “ensure that the communication is uncorrupted by power differences and strategic motivations”
- Stakeholder engagement: “practices the organization undertakes to involve stakeholders in organizational activities” (positive nor negative)



DENOISING THE WAR IN A PARIS CAFE.
PARIS 1914.

The challenge of having a public debate (Habermas)

Image source: Wikipedia



HABERMAS DISCOURSE ETHICS (NOLAND & PHILLIPS, 2010)

- Foundational thoughts of the **Habermasians**:
 - “Any stakeholder engagement that a firm undertakes as part of their overall strategy is, by definition, amoral”
 - “Morality of engagement, or any kind of communication for that matter, is a function of proper procedures which attempt to ensure that the communication is **pure** – **free** of any imbalances of power and undertaken for its own sake rather than for any further purpose that might corrupt the proceedings”
 - Understand each others’ views and ideas (not one universal truth)
 - Intersubjective understanding (various interests)
 - Postmodern truth concept (subjective)
 - Company bias



How to foster equality in voice?



HABERMAS DISCOURSE ETHICS (NOLAND & PHILLIPS, 2010)

- Validity:
 - “In order for the outcomes of a firm’s engagement with its stakeholders to be **morally valid**, this engagement must be conducted according to strictly observed guidelines”
 - True answers can be acquired invalidly
 - “All parties who will be part of, or affected by, the future interaction must participate in the conversation”
- Habermasian view:
 - Democratic in nature: avoid imbalance or inequality in voice
 - Problems: costly, organization of resistance, power loss, (too) idealistic



HABERMAS DISCOURSE ETHICS (NOLAND & PHILLIPS, 2010)

- Instrumental reason (goal based)
- Communicative reason (an end in itself) -> Preference of Habermasians



ETHICAL STRATEGISTS (NOLAND & PHILLIPS, 2010)

- Foundational thoughts of the **ethical strategists**:
 - Ethical engagement of stakeholders not only may be part of a firm's larger strategy, but that it **ought to be part** of this larger **strategy**
 - Business, indeed any business, is creating value for stakeholders
 - The purpose of any business truly is and ought to be:
 - the creation of value for all those groups and individuals who have a stake in the business.
 - Ethically honest, open and fair engagement of these stakeholders is necessary for a business to function properly



ETHICAL STRATEGISTS (NOLAND & PHILLIPS, 2010)

- Stakeholder engagement is not the same as Corporate Social Responsibility or philanthropy
- Still **value something other** (and over) shareholder wealth or profit
- **Aristotle** view (live up to full potential)
- Business value and stakeholder value cannot be clearly separated (**separation thesis**)
- “**Capitalism** itself only exists within a larger society which recognizes, shapes and aims to provide for, the values and goals of its members”



ETHICAL STRATEGISTS (NOLAND & PHILLIPS, 2010)

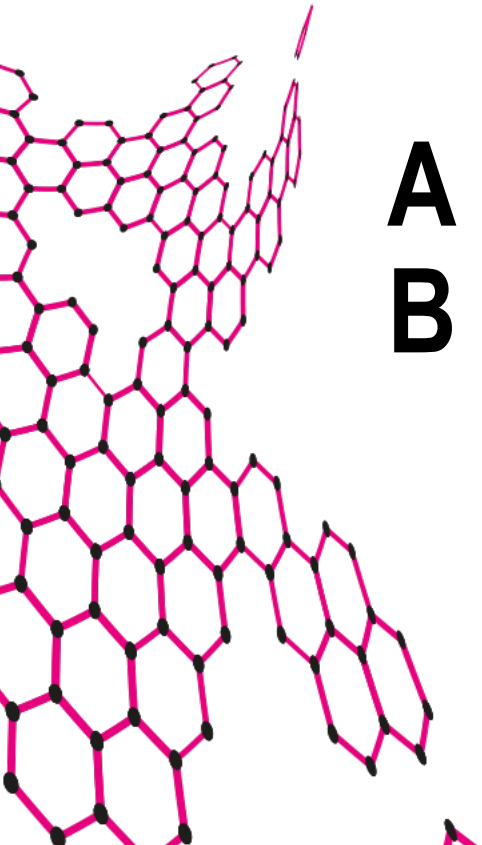
- Conceive of business as an essential part of the good life
- Engaging stakeholders is a necessary part of strategy (utilitarian)
- Firm is not an individual actor, but ultimately represents a **people community** as well (**firm with people and faces**)
- Not entirely egoistic
- “Each and every one of its own employees is a ‘**social self**’ with vast webs of relationships that shape their identities and provide purposes over, above and **beyond** those of **the firm**” (e.g. family, clubs, church, networks)



Image source: [socialeurope.eu](https://www.socialeurope.eu)

QUIZ: IN WHAT CAMP OF ETHICS DO YOU BELIEVE AS THE BEST WAY TO DRIVE BUSINESS?

A : HABERMAS DISCOURSE ETHICS
B : ETHICAL STRATEGISTS



A decorative graphic on the left side of the slide, consisting of a pink molecular structure with black dots representing atoms. It includes several interconnected rings and a wavy line extending from the top.

Step 1 Orientation

- Who are stakeholders?
- Are there clear dilemmas?
- Is technology the answer?

A decorative pink hexagonal pattern, resembling a honeycomb or molecular structure, is located on the left side of the slide, extending from the top to the bottom.

Step 2 Ethical assessment

- Why should we want this?
- Are there any boundaries to consider?
- Any moral preconditions?
- In which form would this technology be undesirable?
- What values are clearly affected?

A decorative pink hexagonal pattern, resembling a honeycomb or molecular structure, is positioned on the left side of the slide, extending from the top to the bottom.

Step 3 Preliminary verdict

- Is this development ethically challenging?
- What values are at stake?
- Is there anything to further investigate?
- Involve certain stakeholders in before further development?