1. Advocating Ethical Design: The “proliferation of visual lies”
   1. Visual lies are deadly
      1. Naked women selling cars is apparently deadly
      2. Designers are apparently culpable for tricking people, Google, and everyone else for these deadly sins
   2. Spam and the seductive advertisements
      1. The utilization of the QR code for interactive, quick advertising
      2. The social and environmental impacts of certain technologies proliferating
         1. Also the proliferation of certain products
      3. Choices of designers impacting society as a whole
2. The ethics of information transparency
   1. Introduction
      1. Transparency’s irreconcilable meanings
         1. Information visibility to access information, intentions, and behaviors revealed by advertising and disclosures
         2. Information invisibility through the process of communicating information from one party to another
      2. Ethical vs unethical information transparency
         1. The factors of those who gain access to information vs those who do not in society
         2. Ethical implications of limited visibility of information
      3. The public perception of information as useful for companies and advertising
   2. The ethical nature of information transparency
      1. Examples of transparency
         1. Confirmation after independent investigation by someone
         2. Economic sustainability of information release
      2. The enabling of information transparency
         1. Dependence
            1. Ethical principles necessitate information
            2. Accountability, safety, welfare, informed consent
         2. Regulation
            1. Ethical principles regulate information
            2. Privacy, anonymity, freedom of expression, copyright
         3. The impairing of typical interpersonal relationships due to business
   3. Information and the ethical nature of information transparency
      1. Semantic information vs data
         1. Making a difference and physicality
         2. Interactive data vs generated data
         3. The flow chart
            1. Data into operations (interpretation, correlation, deduction, inference)
            2. Endorsed ethical principles (accuracy, fairness, impartiality, respect)
            3. Enabled or impaired ethical principles (privacy, accountability, copyright, welfare)
         4. Schematic generalization through the information creation process
            1. The agent vs the activity
   4. Implementing information transparency in heterogeneous organizations
      1. Heterogeny of information distribution through technology
         1. The transmission of major digital information loads through advertising
         2. Evaluating design based on propositions a subjects ethical values