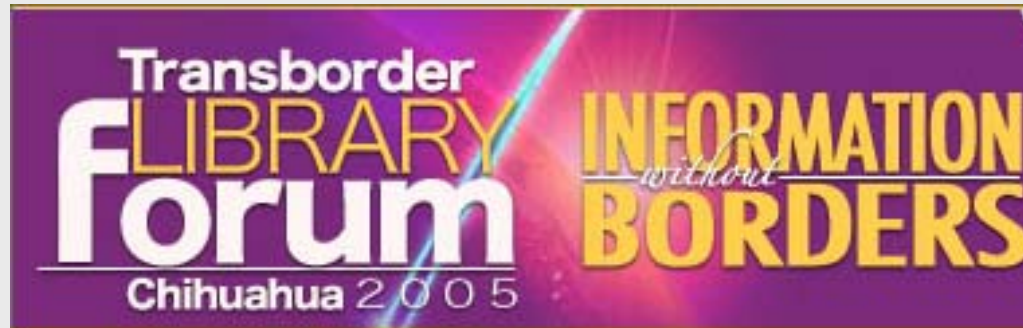


# The information ethics matrix

## Values and rights in electronic environments



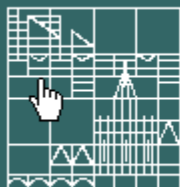
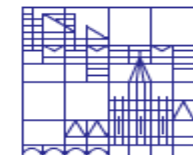
Rainer Kuhlen



University of Konstanz

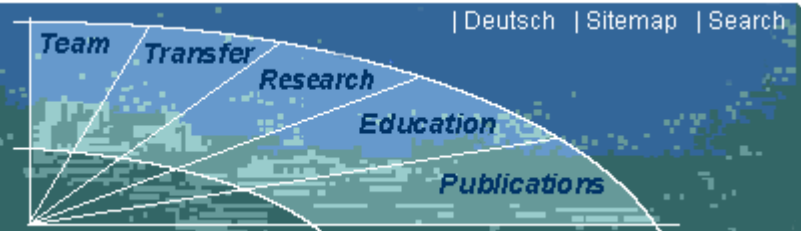
faculty of sciences

computer &  
information science



University of Konstanz: Computer & Information Science

Information Science





## Photo-realistic Representation of Plants



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# Visualization of Communication Structures



**Au:** Nicole Farner  
*erfasst:* 2004-11-16 10:15  
*update:* 2004-11-16 10:15  
*Beitragstyp:* Kommentar  
*Tid:* Col2243/7.041  
**Ti:** Medienwahl

Welches Medium wird in konkreter Situation eingesetzt?  
 (beeinflussende Faktoren)

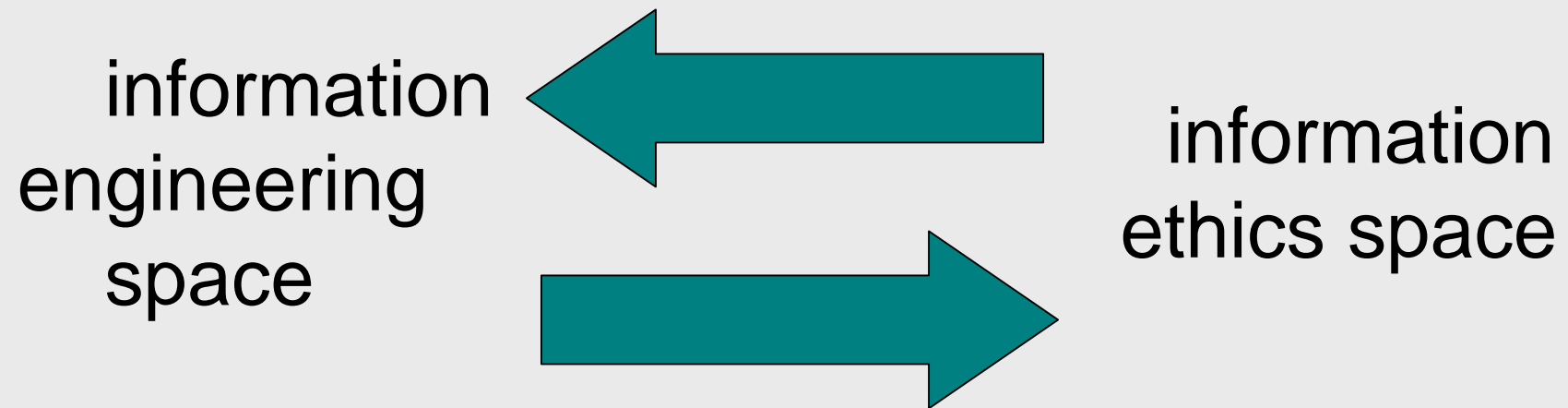
Medienbezogene Faktoren  
 Verfügbarkeit  
 Kosten

Personenbezogene Faktoren  
 Eigene Einstellung  
 Kompetenzen  
 Verfügbarkeit

Interpersonale Faktoren  
 Erreichbarkeit  
 Soziale Normen

K3-Sucheingabe anzeigen	Yes
Suchergebnisse anzeigen	Yes <input type="checkbox"/> No <input type="checkbox"/>
Empfohlener Pfad anzeigen	Yes <input type="checkbox"/> No <input type="checkbox"/>
Empfohlener Pfad animieren	Yes <input type="checkbox"/> No <input type="checkbox"/>
Alle meine Beiträge anzeigen	Yes <input type="checkbox"/> No <input type="checkbox"/>
Alle Beiträge dieses Autors anzeigen	Yes <input type="checkbox"/> No <input type="checkbox"/>
Zeige Beiträge der letzten n Tage	n=1 n=3 No n=7 n=15

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# information ethics space

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## *Topics*

information  
ethics

rights and values  
in electronic  
environments

information  
matrix

sustainability  
information  
ecology

right to  
communicate  
r2c

conclusion



world summit  
on the information society  
Geneva 2003 - Tunis 2005

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information  
ethics

## Information ethics is ethics in electronic environments –we call them spaces

An old (Aristotelian) concept of ethics

the space(s) – **the „ethos“** – in which we  
live, work, and communicate with other people  
influences our (moral) behaviour

spaces are highly **structured** if not  
**determined** by **media and technology devices**  
and services

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information  
ethics

## Information ethics is ethics in electronic environments/spaces

It is an **information space** when the  
dominant media or technology devices and  
services are **information-oriented**

It is an **communication space** when the  
dominant media or technology devices and  
services are **communication-oriented**

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information  
ethics

## Information ethics is ethics in electronic **environments/spaces**

Information ethics  
not **cyber ethics** or  
**computer ethics** in general

Information ethics  
often considered a **business  
ethics** with the objective to help  
employees **to adjust** to new  
electronic work environments

Information ethics can also be  
considered a **professional ethics**  
for information specialists such as  
librarians, information brokers or  
information managers, who need  
**codes of ethics** for a professional  
approach towards knowledge and  
information.

information  
ethics

Information ethics is ethics in  
electronic **environments/spaces**

the **Internet** can be called  
the **dominant**  
**knowledge and**  
**information space**

**Information ethics**  
reflects behavior and attitudes in  
**knowledge and information**  
**spaces**

Therefore: **information ethics can be called**  
**ethics of the Internet**

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information  
ethics

It is within the information and communication spaces where **we – the people** who live, work and communicate in these spaces - develop **new** (environmentally appropriate) **normative behaviour, moral attitudes, values ethical concepts** (may be a new **information ethics**)

It is therefore in **civil society environments** where **new values** etc. will develop

information  
ethics  
conflicts

These **new values**, this new normative behaviour, these new ethical concepts are often in **conflict with traditional values** etc. which had been developed in different media and technology environments.

This is also the **objective of information ethics** to contribute to a (fair) **balance** between new and traditional values, normative behaviour, moral judgements and ethical concepts.

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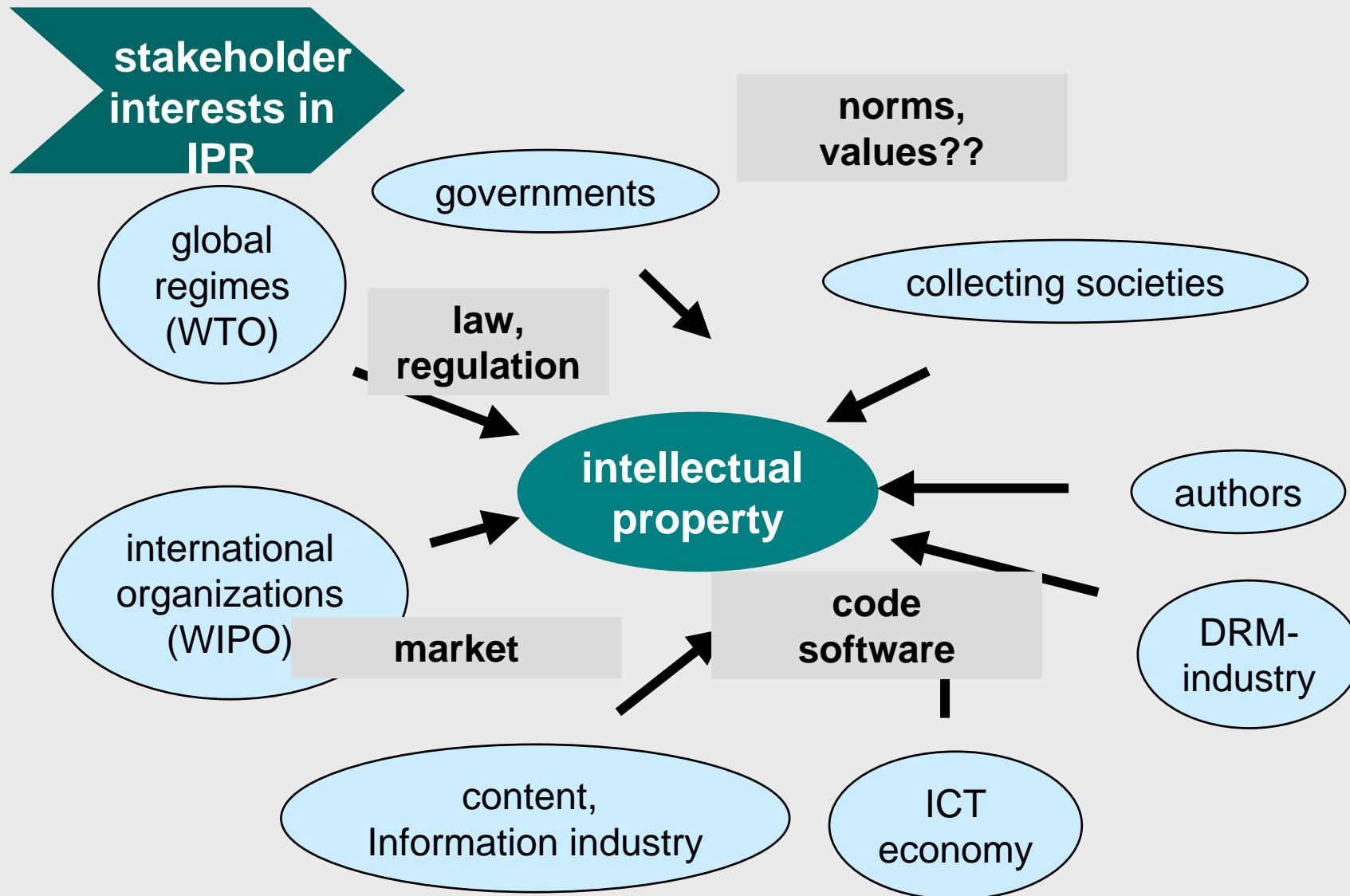
information  
ethics  
discourse

**classic example**

to find a balance between the **interests of copyright owners** on a commercial exploitation of intellectual works and the interests of the **end-users for open access** - if not for free, then under fair conditions

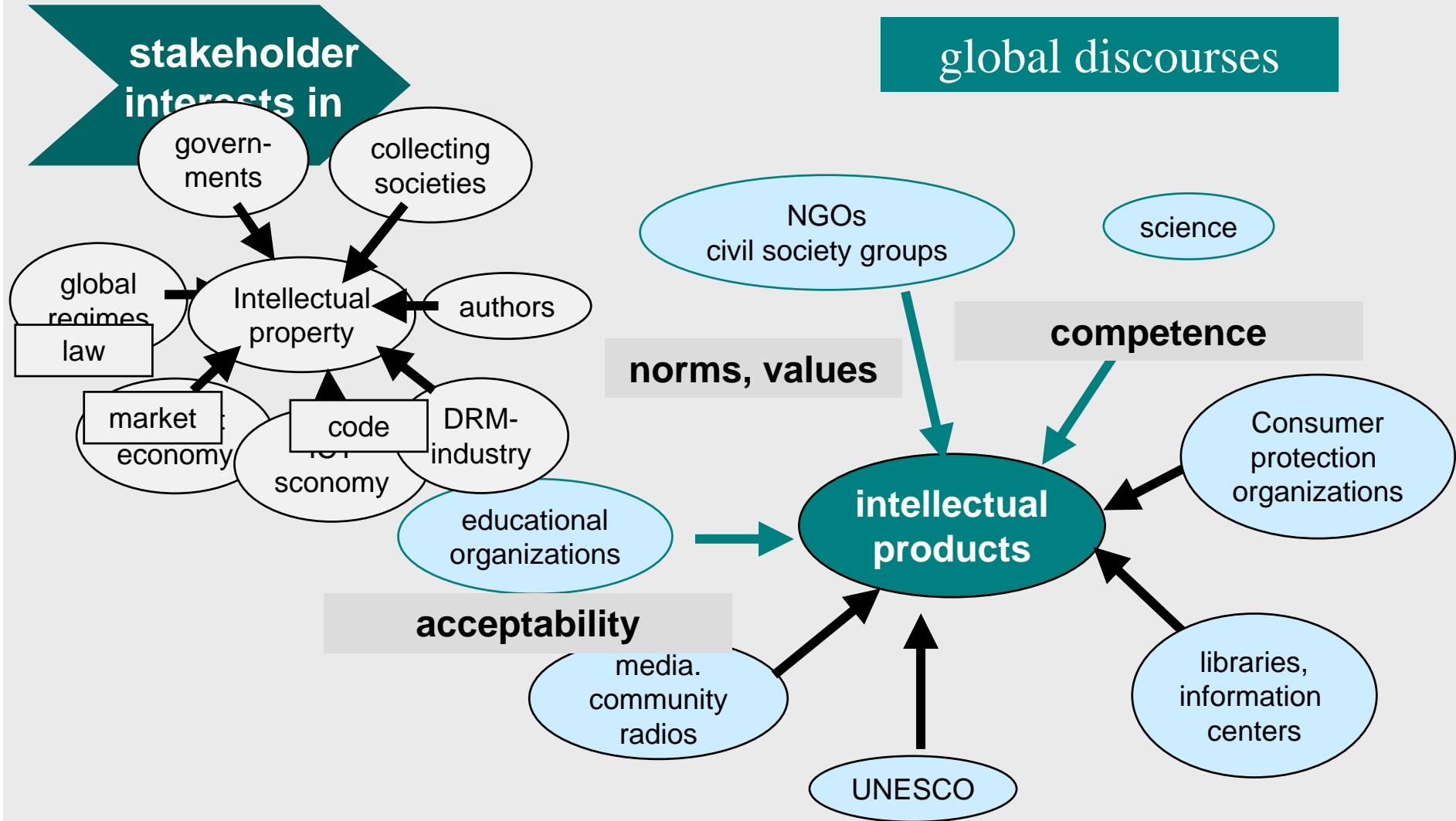
The instrument of information ethics is the **ethical discourse**, in order to ground and, hopefully, to solve the conflicting interests on ethical arguments.

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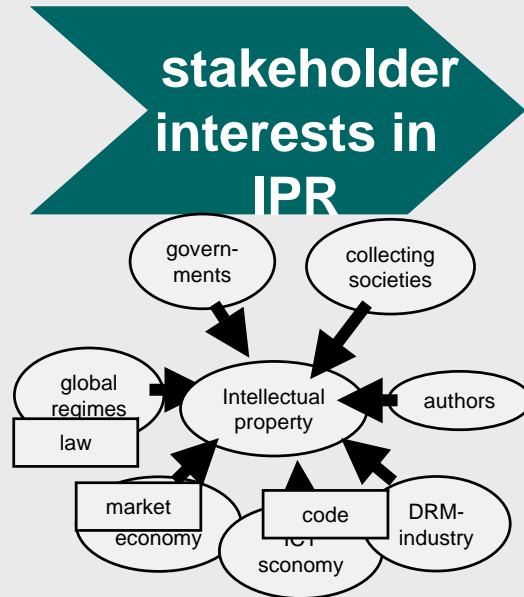
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# The information ethics matrix - values and rights in electronic environments



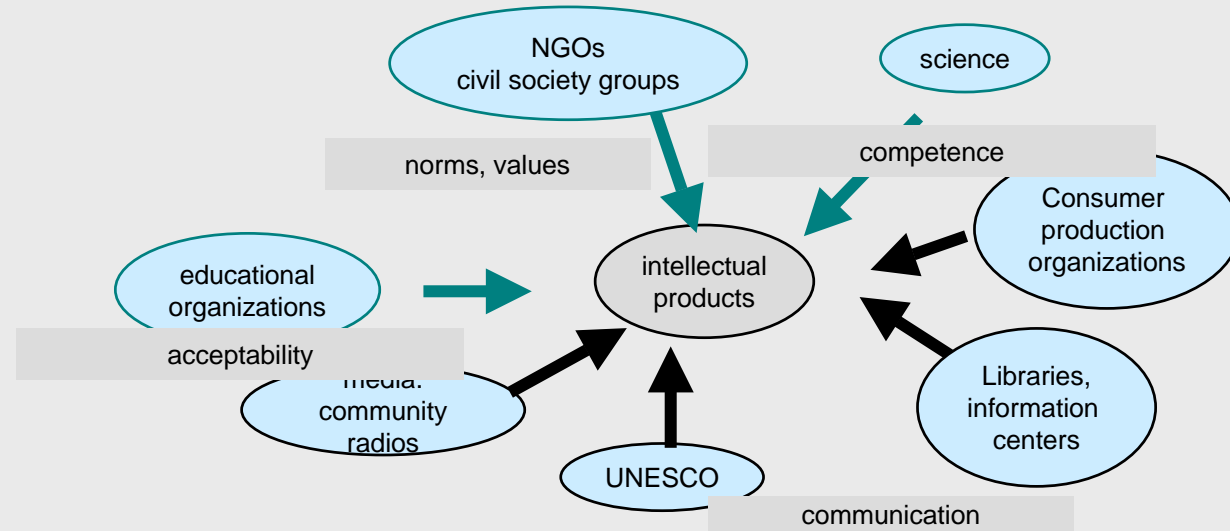
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## The information ethics matrix - values and rights in electronic environments



(likely) results  
of disourse

**reformulation of  
international IPR**



- new ways of **deliberative democracy**
- new ways of media production and **interactive usage**
- new attitudes toward knowledge and information (**sharing, open access**)
- new ways of **collaborative work** in science and economy

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information  
ethics

## First summary: two views on information ethics

1. the **reflection on moral attitudes**, behaviour, and values in electronic information spaces in order to ground them either in existing ethical theories or to elaborate on new ethical principles which are appropriate to electronic environments
2. to contribute **to a balance between the different interests** which unavoidably occur among the different stakeholders in the field of knowledge and information, among others, authors/creators, intellectual property rights holders (mainly publishing companies or producers of audiovisual materials) and end-users of information products

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# information matrix

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## The information ethics matrix - values and rights in electronic environments

inform-  
ation  
matrix

rights values	<i>right to read</i>	<i>right to write</i>	<i>right to learn/ literacy</i>	<i>right to com- municate</i>	<i>right to filter</i>
<b><i>autonomy</i></b>	development, self-determination	participation, open access	development, information competence	deliberative democracy	privacy, data protection
<b><i>inclusiveness</i></b>	information for all	participation	education for all	collaboration knowledge sharing	self-determination
<b><i>justice</i></b>	free access	no censorship	education for all	inter-generation	no censorship
<b><i>sustainability</i></b>	open access	responsibility	life-long learning	information ecology	information control

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The information ethics matrix - values and rights in electronic environments

<b>inform- ation matrix</b>	rights	<i>right to read</i>	<i>right to write</i>	<i>right to learn literacy</i>	<i>right to commu- nicate</i>	<i>right to filter</i>
	values					
	<b><i>autonomy</i></b>	development, self-determ- ination	participation, open access	development, information competence	deliberative democracy	privacy, data protection
	<b><i>inclusive- ness</i></b>	information for all	participation	education for all	collaboration knowledge sharing	self-determi- nation
	<b><i>justice</i></b>	free access	knowledge sharing	education for all	inter- generation	no censorship
	<b><i>sustain- ability</i></b>	open access	responsibility	life-long learning	information ecology	information control

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sustainability  
information or  
knowledge  
ecology

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sustainability  
information  
ecology

The information society needs to become  
a **sustainable knowledge society**

A knowledge society calls for the unhampered and  
non-discriminatory use of knowledge and information  
based on the principle of **sustainability**.

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sustainability  
information  
ecology

The information society needs to become  
a **sustainable knowledge society**

**Information** is  
knowledge in action

**knowledge** is a  
personal cognitive  
structure

information can be forgotten  
(thrown away) after having  
been used

knowledge needs to be  
learned and is thus  
permanently at one's  
disposal

sustainability  
information  
ecology

## Main Characteristics of a Sustainable Knowledge Society

A knowledge society is sustainable when **access to knowledge and information provides all peoples** of the world with the opportunity for **self-determined development** in their private, professional and public lives.

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sustainability  
information  
ecology

## Main Characteristics of a Sustainable Knowledge Society

A knowledge society is sustainable when its knowledge forms the basis for effective means of **preserving our natural environment.**

The increasing consumption of natural resources currently threatening our environment is in part a result of the **mass propagation of information technologies.**

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sustainability  
information  
ecology

## Main Characteristics of a Sustainable Knowledge Society

As we have built our knowledge on the basis of previous knowledge we are obliged to keep our knowledge, the diverse media and information resources, **open to access for future generations.**

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sustainability  
information  
ecology

## Main Characteristics of a Sustainable Knowledge Society

A knowledge society is sustainable when development in the **North** is no longer carried out at the expense of the **South** and when the potential of men is no longer realised **at the expense of women.**

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right to  
communicate  
r2c



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United Nations World  
Conference



"leading managerial role"  
„Executive Secretariat“ in  
Geneva

<http://www.itu.int/ws/>

**WSIS I 12/03**  
**Geneva**

**WSIS II 2005**  
**Tunis**

The screenshot shows the website for the World Summit on the Information Society (WSIS). The header includes the logo and the text "world summit on the information society Geneva 2003 - Tunis 2005". There are navigation links for "home | français | español" and "site map | contact | text on". A sidebar menu lists categories like "basic information", "preparatory process", "first phase: Geneva", "documents", "how to participate", "newsroom", "background material", "links", "funding of WSIS", "host country secretariat", and "WSIS related websites". The main content area is titled "WSIS: THE WORLD SUMMIT ON THE INFORMATION SOCIETY FIRST PHASE, GENEVA, 10-12 DECEMBER 2003". It features a list of links including "timetable for WSIS events", "PrepComs and intersessional periods...", "WSIS regional conferences...", "other events...", "information society events calendar", "Declaration of Principles and Arrangements for the Tunis Phase of the Summit", "Documents and Contributions", "Coverage and Statements", "High Level Roundtables", "Summit Events: Events held in conjunction with the Summit", "Civil Society Declaration: handed out to the President of the Summit at the last Plenary meeting on 12 December 2003", "Call for partnerships", and "Newsroom: News, daily highlights, press releases, photo library...". A search box is located at the bottom left of the main content area.

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The information ethics matrix - values and rights in electronic environments

inform-  
ation  
matrix

rights	<i>right to read</i>	<i>right to write</i>	<i>right to learn</i>	right to communicate	<i>right to filter</i>
<b>values</b> <i>autonomy</i>	development, self-determination	participation, open access	development, information competence	deliberative democracy	privacy, data protection
<i>inclusiveness</i>	information for all	participation	education for all	collaboration knowledge sharing	self-determination
<i>justice</i>	free access	knowledge sharing	education for all	inter-generational access	no censorship
<i>sustainability</i>	open access	responsibility	life-long learning	information ecology	information control

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Millions of people in the poorest countries are still excluded from the **right to communicate**, increasingly seen as a fundamental human right.

Kofi Annan, UN Secretary General, May 17, 2003.



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Part of the Universal Declaration of Human Rights?

**Article 19** Everyone has the right to **freedom of opinion and expression**: this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

**Article 27** Everyone has the right freely to **participate in the cultural life of the community**, to enjoy the arts and to share in scientific advancement and its benefits.

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Early version of the WSIS Declaration **PrepCom2**  
WSIS I - 2003

"The **right to communicate** and the right to access information for citizens should be considered a basic human right".

Reminds us of the UNESCO-battle about the **New World Information and Communication Order** in the 80ies where the right to communicate (r2c) was in the center of the controversy (developing countries asked, in vain, for a stronger participation in the **new media world** – today in the **electronic information spaces**)

**History does not repeat itself** - but the arguments today against and in favour of r2c are similar.

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

supported by "The right to communicate ... should be  
considered a basic human right".

- Tansania
- ITU: „The mission of the Telecommunication Development Sector ... is to achieve its objectives based on the **right to communicate** of all the inhabitants of the world”
- supported by [SchoolNetAfrica](#) and many other accredited NGOs
- Southern Africa Communications for Development ([SACOD](#))
- [Computer Professionals](#) for Social Responsibility
- [Africa Civil Society Caucus](#)
- [Brazil](#)



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Submission by **Brazil** on the Declaration of  
Principles at the Paris intersessional 9/03

We recognize the **right** to communicate and the **right** to access  
information and knowledge as fundamental human rights.  
Everyone, everywhere should have the opportunity to **participate** in  
the information society and no one should be excluded from the  
benefits it offers.



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Submission by Brazil on the Declaration of  
Principles at the Paris intersessional 9/03

In a world based on knowledge and information, the **right to communicate and the right to access** information and knowledge are essential requirements to the attainment of others internationally recognized human rights,

including the right to freedom of expression, universal access to the information and communications infrastructure and to the internet is essential to the information society

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

criticized by

- **Canada/USA**: „The right of everyone to freedom of expression“ is sufficient – no extension of art. 19 UDHR
- *International Association of Broadcasting* and *World Press Freedom Committee* : **r2c** or **communications rights** must be avoided
- Global Unions und International **Federation of Journalists**: “The right to communicate should not be added to the list of Fundamental Human Rights”
- **EU**: *communication freedoms* rather than *communication rights*

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Communication rights Civil Society contribution –  
Paris 17 Intersessional WSIS meeting July 2003  
Plenary session

Article 19 of the Universal Declaration of Human Rights (UDHR) forcefully makes the point that freedom of expression is the basis for individual and societal development. We are suggesting **to introduce the concept of communication rights** that can be used as a generic term and reference point to already existing rights which are enshrined in international declarations and conventions

**communication rights** as a concession of not using the term **right to communicate**

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world summit  
on the information society  
Geneva 2003 - Tunis 2005

right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Communication rights controversy Civil Society in the  
WSIS process

The intent of declaring the need for Communication Rights is decidedly **not to undermine existing human rights**. Communication rights can be seen in relation to the enforcement of a collection of existing human rights. These include, but are not limited to, the following articles of the Universal Declaration of Humans Rights [or better the Covenants]:



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Communication rights controversy Civil Society in the  
WSIS process

- Ø Article 12 -- Privacy;
- Ø Article 18 -- Freedom of thought, conscience, and religion;
- Ø Article 19 -- Freedom of expression and the right to seek, receive,  
and impart information through any media;
- Ø Article 20 -- Freedom of peaceful assembly;
- Ø Article 26 -- The right to education; and,
- Ø Article 27 -- The right to participate in the cultural life of the  
community as well as intellectual property rights.

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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Communication rights controversy Civil Society in the  
WSIS process

Communication rights do not challenge **press freedom** but make possible **new platforms for real community-based and people-centered and collaborative communication** devices such as communication forums, chats, wikis, blogs, community radio and all other forms of electronic communication.



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Communication rights controversy Civil Society in the  
WSIS process

### A new dimension of communication in network environments

Electronic communication no longer be confined to the media elite and  
to a mass media mentality of distributing information.

With the new media and with new electronic services a shift is taking  
place – gradually, slowly, but inexorably – from the distribution  
paradigm to an interaction paradigm and finally to a communication  
paradigm.



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Civil Society Declaration WSIS I, December 2003  
*"Shaping Information Societies  
for Human Needs"*

We reaffirm that **communication is a fundamental social process**, a basic human need and a foundation of all social organisation. Everyone, everywhere, at any time should have the opportunity to participate in communication processes and no one should be excluded from their benefits. This implies that every person must have access to the means of communication and must be able to exercise their right to freedom of opinion and expression, .....



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right to  
communicate -  
communication  
rights

## Why are Communication Rights so Controversial?

Declaration of Principles, Building the **Information  
Society**: a global challenge in the new Millennium **WSIS I**,  
December 2003

Communication is a fundamental **social process**, a basic human need and the foundation of all social organisation. It is central to the information society.

Everyone, everywhere should have the opportunity to participate and no one should be excluded from the benefits the information society offers.



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right to  
communicate -  
communication  
rights

## Right to communicate – a debate about human rights?

In reality it is a debate about

- who **owns** and **controls** the **media and information spaces (markets)**,
- who has the right and the power to manage the **structure of the Internet**, and
- **Internet governance**
- **security and information control**

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right to  
communicate -  
communication  
rights

## Summary: Communication Rights

- Societies with open communication structures for everyone can challenge media concentration and media monopolies
- Communication rights can enable access to information by those who often face exclusion from knowledge and information
- Communication rights if guaranteed for everyone can contribute to censorship-free societies
- Communication rights and collaborative knowledge production are the basis for scientific development, new ideas and for economic innovation and growth

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# Conclusion

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information  
ethics  
conclusion

## Two views on information ethics

1. the **reflection on moral attitudes**, behaviour, and values in electronic information spaces in order to ground them either in existing ethical theories or to elaborate on new ethical principles which are appropriate to electronic environments
2. to contribute **to a balance between the different interests** which unavoidably occur among the different stakeholders in the field of knowledge and information, among others, authors/creators, intellectual property rights holders (mainly publishing companies or producers of audiovisual materials) and end-users of information products

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ethics  
conclusion

Changes in information and communication spaces

- **reformulation of international IPR – more a means of development than one of control**
- new ways of **deliberative democracy**
- new ways of **media production** and **interactive usage**
- new ways of **collaborative work** in science and economy
- new attitudes towards knowledge and information (**sharing, open access**)

information  
ethics  
conclusion

vision ... and more

The **vision** is there – a **sustainable, inclusive, just and fair knowledge society** where **human rights** can become reality for everyone now and for everyone in future times.

This is **not a mere ethical, moral dream** – there are good arguments that under such a vision knowledge can grow, **economy** and **science** can flourish, **civic welfare** can develop and **democratic structure** can be expanded.

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attention*

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