

# SOCIAL MEDIA DATA ETHICS

Autumn Mayes, Western University

# AGENDA

- Private versus Public
- Informed Consent
- Anonymity
- Risk of Harm
- Final Considerations

# PUBLIC

# VERSUS

# PRIVATE

- TCPS 2 (2014): Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans
- “Research that relies exclusively on publicly available information does not require REB review when:
  - a) the information is legally accessible to the public and appropriately protected by law; or
  - b) the information is publicly accessible and there is no reasonable expectation of privacy.” (Chapter 2, Article 2.2)

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Other Considerations:

- Closed Groups (i.e. Password protected 'private' Facebook group)
  - (Townsend, L. & Wallace, C., 2015)
- Personal or Sensitive Data
- Knowledge of Terms and Service

# INFORMED CONSENT

- Private versus Public and Consent
- Expectation of the User
- Expectation of the Researcher
- Sensitive/Personal Data and Vulnerable Persons

# ANONYMITY

- When do you anonymize the data?
- User Expectations
- Problems with Anonymity
  - Verbatim Quotes
  - Sharing Data

# DO NO HARM

- The Hippocratic Oath
- The Golden Rule
- Do Unto Others as You Would Do Yourself
- Etc.



# FINAL CONSIDERATIONS

- Just because you *can* do something, doesn't mean you should.
- Users might have different expectations of how their data is being used.
- There are no black or white answers to ethically questions.
- Ethical considerations should be situational.
- Technology, and ethical guidelines are constantly in flux.

# RESOURCES

- Copyright Support at UG  
<https://www.lib.uoguelph.ca/about/policies/copyright>
- Ethical Decision-Making and Internet Research. (Article)  
[www.aoir.org/reports/ethics2.pdf](http://www.aoir.org/reports/ethics2.pdf)
- Ethics of Online Research: (Series – Advances in Research ethics and integrity) (E-Book)  
<https://ebookcentral.proquest.com/lib/uoguelph/detail.action?docID=4947194>
- Social Media Data Stewardship  
<http://socialmediadata.org/>
- Documenting the now  
<http://www.docnow.io/>
- Social media platforms – terms of use  
<http://socialmediadata.org/ToS/platforms/>
- Social Media Research: A Guide to Ethics (Article)  
[https://www.gla.ac.uk/media/media\\_487729\\_en.pdf](https://www.gla.ac.uk/media/media_487729_en.pdf)
- Towards an Ethical Framework for Publishing Twitter Data in Social Research (Article)  
<http://journals.sagepub.com/doi/pdf/10.1177/0038038517708140>
- Beyond the Belmont Principle (Article)  
<https://terpconnect.umd.edu/~kshilton/pdf/VitaketalCSCWpreprint.pdf>

# THANK YOU!

Any questions about this presentation?

Feel free to contact me:

Autumn Mayes—[amayes4@uwo.ca](mailto:amayes4@uwo.ca)