

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
THE AGIDE PROJECT – INTRODUCTION	7
ON DIGITAL ETHICS	8
ON THIS REPORT	9
PART A: DIGITAL ETHICS – WITH A FOCUS ON DIFFERENCES	10
UNIVERSALIST APPROACHES TO DIGITAL ETHICS	10
Existing Sets of Principles	10
DIFFERENCES BENEATH THE SURFACE	12
Local Contexts and Applications of Digital Ethics Principles	13
Why Situatedness Matters	14
PART B: THE AGIDE PROJECT – EMPIRICAL FINDINGS	16
THE EMPIRICAL ANALYSES – INTRODUCTION	16
THE AGIDE PROJECT – GENERAL METHODOLOGY	16
THE AGIDE PROJECT – LIMITATIONS	17
THE AGIDE INTERVIEWS: ANALYSIS	18
The AGIDE Interviews – Introduction	18
Meaningful Differences in Digital Ethics	18
Relevant Technologies: Which Current Developments Impact Digital Ethics?	20
Digital Ethics: Mediated by Ownership, Governance and Power?	21
Digital Exclusion and Marginalisation	24
Technological Solutions for Digital Ethics Problems	27
Key Areas of Applied Digital Ethics	27
Digital Ethics and Digital Futures: Current Realities, Future Imaginaries	29
THE AGIDE WORKSHOPS: ANALYSIS	30
Introduction	30
Exploring A Good Digital Future For All	30
The AGIDE Workshops I, II & III: Visions For A Good Digital Future	31
What the Global North Has Been Overlooking	31
Interconnectedness, Ecology and Harmony	32
The Future of Work, Youth Empowerment and Finding a Balance	32
Democracy, Human Rights and the Welfare State	33
Move Fast and Break Things: The “First To Market” Approach to Innovation	34
A Brief Word of Conclusion	34
THE AGIDE USE CASE SCENARIOS: ANALYSIS	34
The “Use Case” Scenarios – Introduction	34
Public Space	35
Social Media	36
AI Literacy	36
Non-human Agency	37
Data Communities	37
Climate	38
PART C: MAPPING DIGITAL ETHICS – THE NARRATIVES	39
SYNTHESISING THE EMPIRICAL FINDINGS	39
MAPPING DIGITAL ETHICS – THE NARRATIVES	39
AN INITIAL MATRIX FOR ETHICAL NARRATIVES	40

EIGHT KEY DIMENSIONS OF DIGITAL ETHICS NARRATIVES	41
Fundamental Ethical Assumptions	41
The “Protagonist” and Its Role	41
The “Conflict” and the “Antagonist”	42
The Wider “Plot” (What Should Happen)	42
CHARACTERISTIC NARRATIVES OF DIGITAL ETHICS – THE MACROPERSPECTIVE	43
“Coloniality”-Type Narrative Patterns	43
“Beneficiary”-Type Narrative Patterns	44
“Harmony-Opportunity”-Type Narrative Patterns	45
“Silicon Valley”-Type Narrative Patterns	46
“GDPR”-Type Narrative Patterns	48
CHARACTERISTIC NARRATIVE PATTERNS – MOVING TO THE MICROPERSPECTIVE	49
Differences within a Region – the Example of the European Union	49
Differences within a Population – the Example of India	53
PART D: IMPLICATIONS AND OUTLOOK	56
THE POWER OF ETHICAL NARRATIVES	56
IMPLICATIONS FOR FURTHER RESEARCH AND POLICY-MAKING	58
CLOSING REMARKS	59
REFERENCES	60
LIST OF FIGURES	65
ANNEX: MEMBERS OF THE AGIDE WORKING PARTY	66