

*Virtual Reality and Communication Ethics: International Conference
Applied Ethics Colloquium 2002,
University of Illinois, 31 Oct. – 2 Nov., 2002*



Chinese Ethics in Communication, Collaboration, and Digitalization in the Digital Age

**Ying-chun Hsieh, professor
Department of Journalism
National Chengchi University
Taipei, Taiwan, R.O.C.**

**Ching-chun Hsieh, research fellow
Institute of Information Science
Academia Sinica
Taipei, Taiwan, R.O.C.**



Outline-1

- Introduction
- The Definition of Ethics in Chinese
- The Concept of Chinese Ethics
- The Practice of Chinese Ethics
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Outline-2

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Introduction-1

- National Digital Archives Program (NDAP)
- National Digital Museum Project
- A study of “Communication, Collaboration, and Digitalization”



Introduction-2

- The major difference of ethics in western society and Chinese society is the definition of 'ethics.'
- Chinese people define 'ethics' as the relationship of people which is according to the distance of people's relations.
- The term of ethics focuses on the relationship of 'people' instead of 'work' (or matter).



The Definition of Ethics in Chinese

- The term of 'ethics' in Chinese has two highly related but not exactly equivalent definitions
 - **moral codes**
 - 'lun li': normal relationships among people, comparison, classification, and order
- Ethics is always translated as 'lun li' in Chinese with the context of '**moral codes.**'



The Concept of Chinese Ethics-1

- Developed and elaborated by Confucius
- Confucius cared much about '*jen*'
 - benevolence, humanity, mercy, charity, magnanimity, and kindness
 - to be philanthropic, love, love and justice, and benevolence and generous
- In the context of Chinese ethics, *Five Superiors* and *Five Ethics* are the basic concepts, also as the guidance for people to live in society.



The Concept of Chinese Ethics-2

- ***Five Superiors***

- the heaven, the earth, the king, the parents, and the mentor/teacher

- ***Five Ethics***

- between sovereign and subjects
- between parents and children
- between husband and wife
- among brothers and sisters
- among friends



The Concept of Chinese Ethics-3

- The relationship between people and people is the core of ethics.
- The relationship starts from the very beginning, an individual, who always obeys the social rules, requirements inherited from ancestors.



The Practice of Chinese Ethics-1

- Confucius: *to educate oneself well, to take good care of families, to manage the people in harmony, and then to conquer the world.*
- Chinese ethics starts from the ‘**self**,’ with the *individual’s morality first*, then goes to the relationship with others.
- You can help people unless you can help yourself first, and you will be able to get to people only after you get to yourself.



The Practice of Chinese Ethics-2

- Three aspects
 - ‘relational or affection,’ ‘rational,’ and ‘legal’
- Priority of ***Five Ethics***:
 - Great loyalty, great ‘*hsiao*’
- Classical example: father’s crime
- The ***Five Ethics*** in Chinese culture is the ‘gradient relationships.’ (Fe, 1948, p.22)



Information Ethics-1

- Privacy:
 - free speech, free expressing in public sphere and the anonymity
- Accuracy (information integrity)
 - accuracy, precision, timing and appropriation (in form and quantity)



Information Ethics-2

- Property
 - Intellectual property right, ownership, control and information sharing
- Access
 - Fair use, equal distribution, equal access to everyone



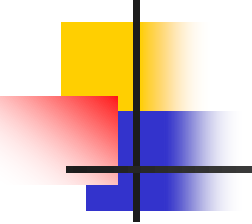
Cyber World with Chinese Ethics-1

- ‘**Virtual**’ means “with the same function, the same utility,” came from the same root of words as ‘**virtue**.’
- ‘**Virtual reality**’ has the meaning of “the object or objects, or settings have the same function and utility as the real one has.”
- In cyber world, a real person can become ‘virtual’ and vice versa.



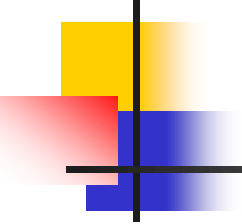
Cyber World with Chinese Ethics-2

- ***Free thought*** is allowed in all kinds of communication, but ***actions*** and ***behaviors*** need to pay the price with its' consequences.
- To communicate with a ***real person*** will be different from the way to communicate with a ***virtual character.***
- Chinese ethics emphasizes on the ***social justice, fairness*** to everyone, with the ***harmony*** of human relationships in the society.
 - Cyber crime, as an example



Communication, collaboration, and digitalization-1

- The greatest enterprise of the mind has always been and always will be the attempt linkage of the **science** and **humanities**. (*Wilson, 1998, p.8*)
- Innovation theory (*Rogers, 1971*)
- Science communication theory (*Snow, 1980*)
- Three cases
 - University of California at Berkeley,
 - Institute for Research in Humanities at Kyoto University
 - Digital Museum Project of Academia Sinica (1998-1999).



Communication, collaboration, and digitalization-2

- Communication and collaboration happen in all settings
 - interdisciplinary
 - Multidisciplinary
- ***Consilience but remaining diversity*** will be a shared common ground while reconstructing humanities in the rapid developing technological society.... We must live together ***in peace***, with ***collaboration*** to fulfill the work of reconstruction of humanities in using technology. (*Fe, 2001*)



Ethical Issues in Collaboration, and Digitalization

- Intellectual property right
- Copyright
- loyalties
- money matters
- courtesy



Typical Examples of Information Ethics in the Digital Age

- Example One (within the same culture)
 - pp.14-15
- Example Two_ (within the same culture)
 - pp.16-18
- Example Three (with multi-culture settings)
 - pp.18-19



Conclusion-1

- new world, with new knowledge, new experience and new behavioral pattern
- new culture, new ethical practice
- Mason's assertion of information ethics:
 - Privacy, Accuracy, Property, Access



Conclusion-2

- International collaboration
 - content holders
 - Internet developers
 - distributors
- Chinese ethics
 - consilience of the real world
 - fairness and justice in a society

Are the supreme concerns in human society

An answer to ethical problems in virtual world



The End

Thank you!

Please contact

Professor Y.C. Hsieh at: ychsieh@nccu.edu.tw

Dr. C.C. Hsieh at: hsieh@sinica.edu.tw

NDAP website: <http://www.ndao.sinica.edu.tw>



