Funded PhD position:
Ethics of Digital Content Technologies

[Institute of Ethics](#), [Dublin City University](#), Ireland

Deadline for applications: 31 January 2015
(will remain open until position filled)

Supervisor: [Professor Bert Gordijn](#)
Co-supervisor: [Professor Declan O'Sullivan](#)

The PhD is funded by the [ADAPT Centre for Digital Content Platform Research](#). Funding is available for a PhD student for 4 years, to cover university fees and an annual tax-free stipend of €16,000.

Digital Content Technologies
The ADAPT Centre tackles the fundamental challenge of Global Digital Content: how can enterprises, institutions and individuals easily assimilate, reuse and interact with the global torrent of digital content, flowing on a myriad of different subjects, across languages, media and context? ADAPT will develop breakthroughs to turn this torrent of content into meaningful global conversations between organisations and users via innovative combinations of world-leading research. ADAPT will enable: deeper understanding of multilingual content by significant advances in multilingual natural language processing; dynamic transformation of content to break down language and cultural barriers; personalisation of the user experience to ensure rapid assimilation and reuse of content; and multimodal/multimedia interaction with global content for contextualised discovery, communication and interaction. ADAPT research will revolutionise how users and enterprises engage with each other using Global Digital Content.

Ethical Issues
From an ethical point of view Digital Content Technologies (DCTs) may offer attractive opportunities, e.g. benefits to social interaction, improved intercultural understanding, citizen empowerment, personalized services and enhanced autonomy. Hence DCTs could enable people to make better-informed decisions and have lives that are socially and culturally more interesting. However, DCTs may also pose ethical challenges associated with privacy infringements, mistrust, lack of security, reliability issues, manipulation, filter bubble, social injustice as well as threats to cultural diversity and identity, amongst others.

Tasks to be Performed
The focus of the PhD is on the ethics of one or more DCTs under development in the ADAPT centre. Through interviews and a systematic literature review the PhD maps out the ethical challenges and opportunities. In addition, it subjects these to a thorough ethical analysis. Based on the latter the PhD advances recommendations on how the challenges can be met and the opportunities reaped. The aim is to contribute to the ethically responsible development and use of DCTs. The successful candidate will be expected to work in a multidisciplinary environment. He/she will be based in the [Institute of Ethics in DCU](#). The Institute focuses on applied ethics and does systematic research on ethical questions and issues in government,

business, and media as well as in science, technology and health care. However, this position may involve spending time at the various ADAPT labs as well.

Expertise Required

Graduates with an excellent academic record (honours 1st or 2.1 degree) in Philosophy, Ethics, Applied Ethics, Computer Ethics or related areas and a strong interest and/or expertise in ICT are invited to apply.

Apply

Please send a cover letter, a CV, a writing sample and contact details of two referees to: Professor Bert Gordijn, Institute of Ethics, Henry Grattan Building, Dublin City University, Glasnevin, Dublin 9 (Ireland) at bert.gordijn@dcu.ie. For all further informal enquires, please contact Professor Bert Gordijn, Director of the DCU Institute of Ethics.