



# Digital Dilemmas: Ethical Issues for Online Media Professionals

*Robert I. Berkman, Christopher A. Shumway*

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Journalism and mass communications professionals entering the innovative world of new media technology face a wave of challenging and often unanticipated ethical quandaries. "Digital Dilemmas: Ethical Issues for Online Media Professionals" is the first title in Blackwell Publishing's "Media and Technology" series (Alan B. Albarran, series editor). This important new text establishes a framework for discussing, understanding, and ultimately making sound decisions on meeting these ethical challenges. In addition, the book provides guidelines for approaching and making decisions from an ethical standpoint. Part one of the text gives background and overview information to examine existing professional ethical codes and their applicability in the new media. Part two delves into the ethical dilemmas faced by all online communications professionals - privacy, speech and intellectual property. Part three warns the reader about three specific types of ethical hazards - speed vs. accuracy and quality; validating Internet sources; and blurring editorial with commercial information. Through the use of historical summaries, discussion of specific problems, case study illustrations, critical thinking exercises, chapter summaries, key points, and recommended readings, each chapter comprehensively explores ethical issues. Aimed at students as well as practicing journalists and media professionals, "Digital Dilemmas" serves as the essential text and user's guide to the emerging ethical challenges facing those who work or plan to work in the online media.

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