Title: The Pervasive Data Ethics Festivus!

Organizers: Michael Zimmer (University of Wisconsin-Milwaukee)
Matthew Bietz (University of California-Irvine)
Jacob Metcalf (Data & Society Research Institute)
Katie Shilton (University of Maryland)
Jessica Vitak (University of Maryland)

Duration:
Ideally, we would like to have two non-consecutive 90-minute sessions to maximize participation (one early in the conference, one later in the conference). However, if this is not possible due to scheduling constraints, we'd prefer having a single session later in the conference, to allow us to incorporate comments from the "confession booth" into our discussions.

Abstract:
The growing prevalence of data-rich networked information technologies—such as the internet of things, wearable devices, ubiquitous sensing, and social sharing platforms—brings a similar increase in the flow of rich, deep, and often identifiable personal information available to computational and data science researchers. Increases in the scale, scope, speed, and depth of data-intensive computational research activities, however, require that we continuously confront the ethics of our data collection and research design processes. This playful session for interaction and engagement, organized by the PERVADE: Pervasive Data Ethics for Computational Research project (http://pervade.umd.edu/), will foster open dialogue, criticisms, and debate among the iConference community about research ethics, including challenges when using data gleaned from social media platforms, network traffic, wearables devices, internet of things, and related pervasive platforms.

Description:

Purpose and Intended Audience:
The growing prevalence of data-rich networked information technologies—such as the internet of things, wearable devices, ubiquitous sensing, and social sharing platforms—brings a similar increase in the flow of rich, deep, and often identifiable personal information. These data flows across devices, platforms, and between users, are increasingly available to computational and data science researchers to capture and process. Increases in the scale, scope, speed, and depth of data-intensive computational activities, however, require that we continuously confront the ethical frameworks that guide research agendas across diverse disciplines.

To help the iConference community of researchers address the ethical challenges when using pervasive data, the PERVADE: Pervasive Data Ethics for Computational Research project (http://pervade.umd.edu/) proposes a playful "Pervasive Data Ethics Festivus!" to provide a forum for open and frank discussions of these emerging practices. Open to all iConference attendees, we expect this session to be of most value to those researchers who

use data gleaned from social media services, network traffic, wearables devices, internet of things, and related pervasive platforms.

Proposed Activities:
Borrowing from the parody celebration in the television comedy *Seinfeld* (https://en.wikipedia.org/wiki/Festivus), the Pervasive Data Ethics Festivus! will facilitate the "airing of grievances" from the iConference community. Conference attendees will be encouraged to challenge, debate, refute, complain, and otherwise argue with ethical positions (e.g., requiring consent for social media data, not violating Terms of Service) and infrastructures (e.g., conference committees, IRBs) that they believe are misaligned with the conditions of doing empirically- and ethically-sound novel research. Further, the Pervasive Data Ethics Festivus! will include "feats of strength" where researchers can share, educate, and brag about their successes in resolving ethical challenges and roadblocks faced in the pursuit of their research agendas.

In addition, we intend to staff a "confessional booth" in the common area throughout the conference where we can interview individuals or small groups to gather research data about ethical challenges, roadblocks, and debates within the AoIR community of researchers (either on-the-record with IRB-approved consent or *incognito*). PERVADE will also launch an online form in advance of the iConference to solicit research ethics "gripes" that will utilize anonymous and asynchronous data collection, providing additional fodder for our discussions.

Relevance to the Conference/Significance to the Field:
The Pervasive Data Ethics Festivus! will foster open dialogue, criticisms, and debate among the iConference community about research ethics. We hope it will present the opportunity for somewhat playful engagement with thorny issues that emerge within novel research contexts, and we hope that through open and frank dialogue we can collaboratively empower innovative research supported by principles of research ethics.

Special Requirements: Access to a table in commons/vendor space for the PERVADE research ethics "confessional booth" throughout the iConference.