

Waltraut RITTER

***Mad Cow Disease and Social Networking
Information Ethics in the Internet Society***

Information Ethics has become a field within information science and knowledge management to address problems which arise with the development and application of digital technology and the internet in organizations and society.

Information and communication in social networks and discussions rooms on the internet is a field where problematic practices (from misleading and false information to defamation) increase.

Ethical implications of mediated relationships, gossip and social cohesion in virtual collaboration and communities, understanding online and offline identities of people in organisations and networks, privacy, fraud and secrecy issues in online networks, blurred borders between blogs and conversational marketing – all these issues have ethical dimensions that affect the work of knowledge managers.

The presentation will discuss aspects of information ethics drawing on developments in one of the most advanced internet societies in the world, South Korea, where the online protests against beef imports from the US have triggered a unexpected dynamic with social and political implications.

Waltraut RITTER is research director of Knowledge Enterprises, which she founded in Hong Kong in 1997, specializing in research and advisory services relating to innovation, knowledge, and intellectual capital. Ritter has worked in information and knowledge management since 1989, when she served as information management consultant for the UNDP (United Nations Development Programme) in Geneva and New York. In the past years, she has been focusing on knowledge management initiatives supporting the development of R&D and innovation clusters and the assessment of emerging center of excellence in India and China. She also teaches knowledge management and economy at the Chinese University of Hong Kong, the Singapore Management University, and was professor for Knowledge Management at the Nanyang Technological University in Singapore. Since 2007, she is visiting faculty at the International School of Information Management at the University of Mysore, India. Ritter is the founder of the Hong Kong Knowledge Management Forum and Society, as well as an active member in the international professional KM community. She is member of the Academy of International Business, the Euro-Asia Management Studies Association, a fellow of the 21st Century Trust, and a founding member of the New Club of Paris. She holds an M.A. in information science and sociology from the Free University of Berlin (Germany), and an M.B.A. from Anglia Ruskin University, Cambridge, UK. E-mail: ritter@netvigator.com.

