

Toward an Ethical Framework for the Outcomes of Web-based Collective Intelligence

Abstract

Collective intelligence intends to become a full discipline with its formal frameworks, tools, measuring instruments, practical applications, and ethical field. The increasing capabilities of collaborative IT and Web-based applications are playing a vital role in providing the support and facilities to harvest, share, and apply collective intelligence. This study aims to develop an ethical framework for the outcomes of Web-based collective intelligence in business organizations. The framework is derived from a combination of traditional ethical theories, moral intelligence theories, and ethical frameworks of collaboration and decision-making in the context of IT. The framework considered five expected ethical outcomes that have to be evaluated and monitored. These outcomes include justice, satisfaction, trust, commitment, and pleasure.