Literature reviewed 599 papers 2003 - 2012

Privacy	Dominant ethical concern - right to privacy, not having your details shared or your personal space intruded upon
Professionalism	key ingredient: formalised set of expectations often expressed in the form of codes of ethics or codes of conduct
Autonomy	Often synonymous with having control over your own data
Agency	Ability to make decisions about self, data etc.
Trust	Are you confident you know what people are doing with your data?
Consent	Must be informed consent and not coerced or tricked from user in any way
Research Ethics	Internet increase ability for non-consented research (scraped data, historical digital imprint, etc.)
Identity	 "identifi-able information" concerning issues of data protection and anonymization person's sense of self, constrained in technologically mediated relationships, for example, by constructing new informational representations of the user
Inclusion, Digital Divides	Lack of access to certain activities, perhaps due to existing economic/age divides

Key Ethical Issues