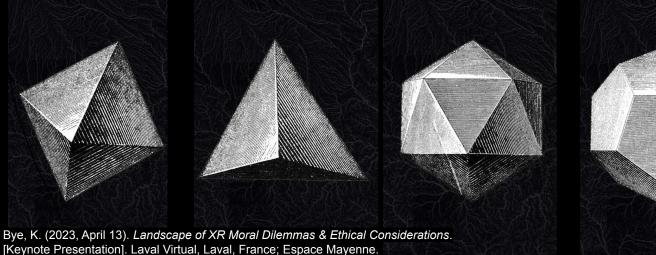
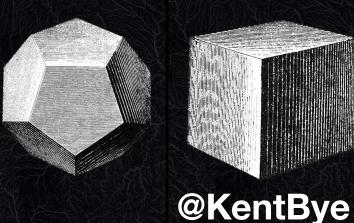
# Landscape of XR Moral Dilemmas & Ethical Considerations





## Landscape of XR Ethical Contexts





## Landscape of XR Ethical Contexts



## **Laval Virtual Visionaries Think Tank 2019**

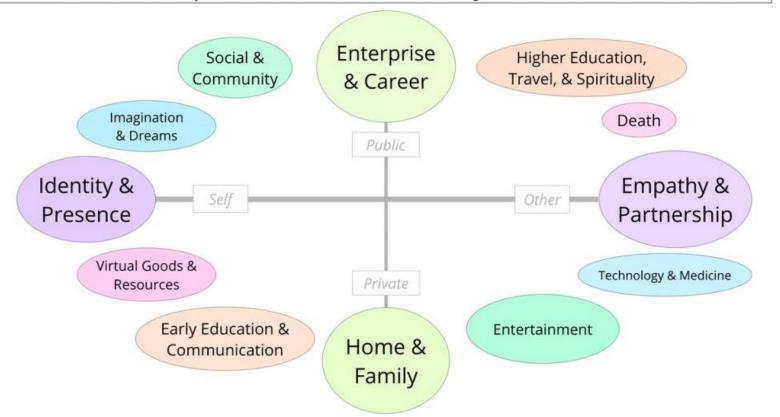


Bye, K. (2019, March 19). The @LavalVirtual Think Tank was [from Left-to-Right] Savannah Niles (@sannabh), Skip Rizzo (@SkipRizzoVR), Lara Ashmore (@laraashmorephd), Alexandre Bouchet (@Alex\_BOUCH3T), Simon Richir (@simonrichir), Victor Luo (@victorocks), Marie LeBlanc, Kent Bye (@kentbye), & Marc Pallot. Twitter. Retrieved April 2, 2023, from https://twitter.com/kentbye/status/1108221948289581061

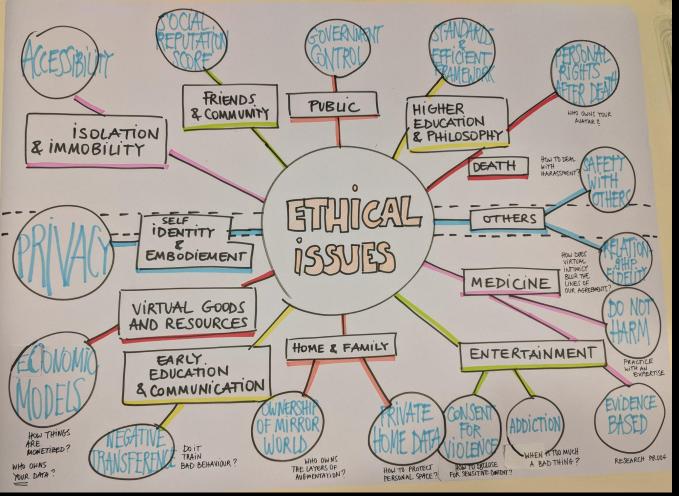


Bye, K. (2019, March 19). Ethics in XR is a BIG & complicated topic. Here are our original brainstorming notes attempting to map as many of the different moral dilemmas that come up in designing for XR that we did during the @lavalvirtual think tank. pic.twitter.com/k7okhwy0hi. Twitter. Retrieved January 5, 2023, from https://twitter.com/kentbye/status/1108118748857278464

#### The Human Experience of Virtual Reality - Voices of VR Podcast

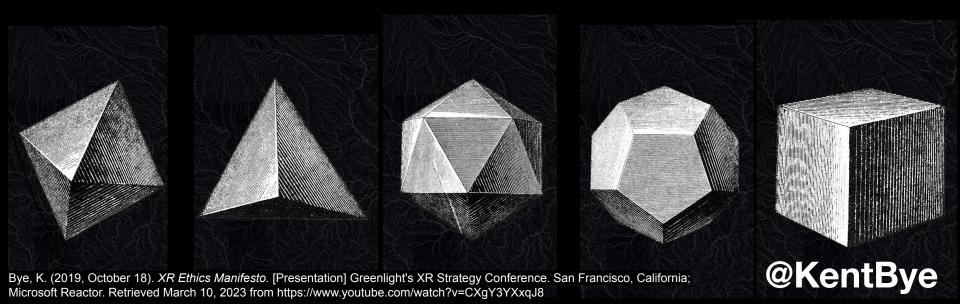


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Bye, K. (2019, March 19). Here's the Ethical Framework we came up at the @lavalvirtual think tank themed "Future dreaming: Designing for New Realities." Great two days with @sannabh @laraashmorephd @skiprizzovr @victorocks @simonrichir, Marie Leblanc, & marc pallot.raw brainstorming notes to follow. PIC.TWITTER.COM/KSYYGM8M5L. Twitter. Retrieved January 5, 2023, from https://twitter.com/kentbye/status/1108116834186919937

# XR Ethics Manifesto



#### Automation & job displacement Governmental loyalty tests Religious manipulation Right to be forgotten Data during humanitarian systems & drones Algorithmic oversight • Trust & safety social scores Conflicts of interest between Governmental nudging o Account/data erasure · XR ethics & design Virtual suicide Institutional Review Boards academia & industry Harms to society Governmental propaganda Extremist indoctrination Violence & killing in VR Philosophy of privacy bombing International Law · Changing social norms • Japanese "hikikomori" & • Future of online public space Humanoid vs Neuroethics Virtually-mediated Social hallucinations Human Rights Law · Right to augment public space acute social withdrawal Ethics of human non-humanoid NPCs · Longitudinal studies extrajudicial killings Weaken implicit racism · Sharing biometric data as augmentation Filtering violent or Sustainable communities Beneficence vs autonomy Life-threatening part of identity expression · Workforce skills training terrorist content · Reducing inequalities · Informed consent security vulnerabilities VII. Other / Partnerships XII. Hidden / Exiled / Accessibility Career Philosophy Friends • Harassment Prevention • Virtual Beings Government Higher Education Death o Personal Space Bubble Accessibility Temporary & permanent Community Anthropomorphic AI Assault Institutions exile of user suspensions Render content Collective Resources · Hostile Conflict Zone Dangers of Synthetic • Prisoner rehabilitation depending on ability Collective Culture Phenomenology Information Warfare · Inclusive design · Addictive escapism o Relationships with AI • Disinformation Truly anonymized avatars Dark spatial web Super Intelligence Deep Fakes Closing technology gap Re-identifying Hidden • Empathy Machine & · Identity Theft de-identified PII data for older generations Other R m Technological Determinism Nudging Behaviors Exiled · Combating social isolation • Ethics Washing Deception **Partnerships** Accessibility Domains of I. Self / Biometric Data / Identity VI. Medicine / Healing **Human Experience** • Psychological Impacts • Cybersickness · Autonomy of Healing Do Not Harm Self Embodiment · Biometrically-Inferred Data (Contexts) Public health · Detecting Medical Conditions Medical · Recovered memories of abuse Avatar Representation Agency • Triggering Seizures Biometric Data Suggested Memories · XR as a medical device Body Perception • Harm to Mental Health Heath False hope of XR's promise Identity Proteus Effect Depersonalization, Identity Mandatory treatments Planting Memories **Derealization Disorder** Self-Model Changes · Body dysmorphic disorder • Modulating Memories Out-of-Body Disassociation Sensory Experience · Virtual therapeutics Resources Entertainment PTSD Treatment/triggering • Affective Computing • Long-Term Impacts Well-being applications Biometrically-inferred info Virtual Body Ownership Body Swap VR rehabilitation Money · Telemedicine privacy Hobbies • Self-Determination · Mind Plasticity VR exercise Early Education Health Insurance Portability Home & Family · Physiological reactions to • Epigenetic Traits Context Sensitivity **Values** & Accountability Act Sex Sexual Assault Communication Private Property V. Entertainment / Content Creation / Sex II. Resources / Money / Values III. Early Education / Communication / Local Travel IV. Home & Family / Private Property / Earth • Virtual Violence Media Ethics • Anti-Money Laundering • Addictive Entertainment • Psychographic profiling Virtual Commerce · Minimum Age for VR • Broadcasting Biometrics · Privacy of volumetric · Who can augment? Cryptocurrency Hijacking Attention • Virtual Goods of entertainment Negative Transference • Non-verbal comm norms scans of your home Property rights Blockchain • The Dopamine Economy • Personalized Education • Recording Conversations Virtual Economy preferences Collective privacy of · Context of places Digital Divide Escapism Undermine User Agency · Business Models Automatic Audio family in your home · Family Educational (e.g. Pokémon at • Economic Disparities Game Ratings XR Porn Implications Surveillance Capitalism **Transcripts** Spatial doxxing Rights & Privacy Act Holocaust Museum) • Content Warnings Neuromarketing Subscription Models Dystopia Narratives BCI Reading Thoughts Fourth Amendment • Advertising as Behavioral • Ability to Mute Others Control & modulate Content Moderation Who owns data? · New forms of immersive Mitigating & Moderating • End-to-End Encryption defines public vs private perception of environment • Children's Online Privacy Modification Exporting data storytelling Hate/Dangerous Speech • Geolocation Tracking Data security Protection Rule (COPPA) Attention Economy • Pay for Privacy? All of cyberspace is "public" Ecological Impact · Undermining User Agency • Homomorphic encryption • Telepresence Fidelity Navigation Distractions · Closed vs Open Ecosystem Third-Party Doctrine Lobbyist Influence of Policy Bye, K. (2019, October 18). XR Ethics Manifesto. [Presentation] Greenlight's XR Strategy Conference. San Francisco, California; Microsoft Reactor.

X. Career / Government / Institutions

Governmental surveillance

Third-Party Doctrine

Fourth Amendment

· Enterprise XR Ethics

· Using XR for hiring decisions

Remote work

IX. Philosophy / Higher Education / Law

· XR as judicial evidence

· What content is illegal?

Future risks of XR tech

· Terms of conditions

• Philosophical implications • XR's impact on law

What is reality?

Filter bubbles of reality

o The virtual vs the real

What is truth?

VIII. Death

• Experiential Warfare

Autonomous weapons

Virtual resurrections
 Military dual use

Account blocks &

permanent bans

• Image rights after death • Using VR for torture

XI. Friends / Community / Culture

Social anxiety

· Augmenting other people

Stakeholder deliberations

Sharing public sphere

Context-blind tech

Diversity & inclusion

· Cultural differences

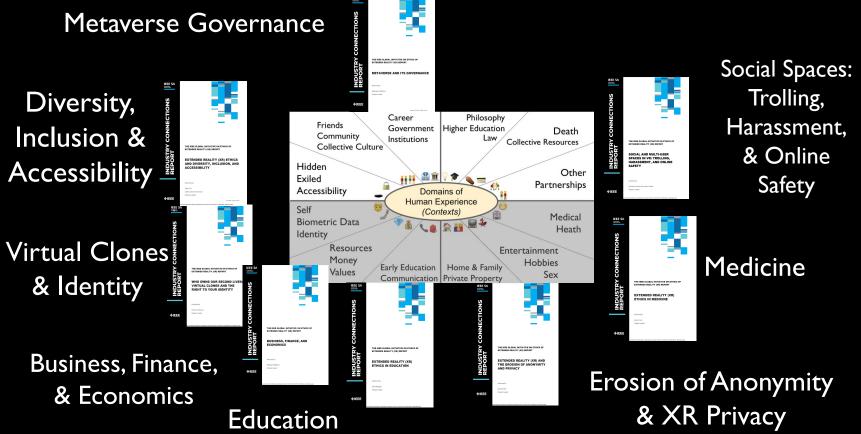
· Elements of culture

Algorithmic bias

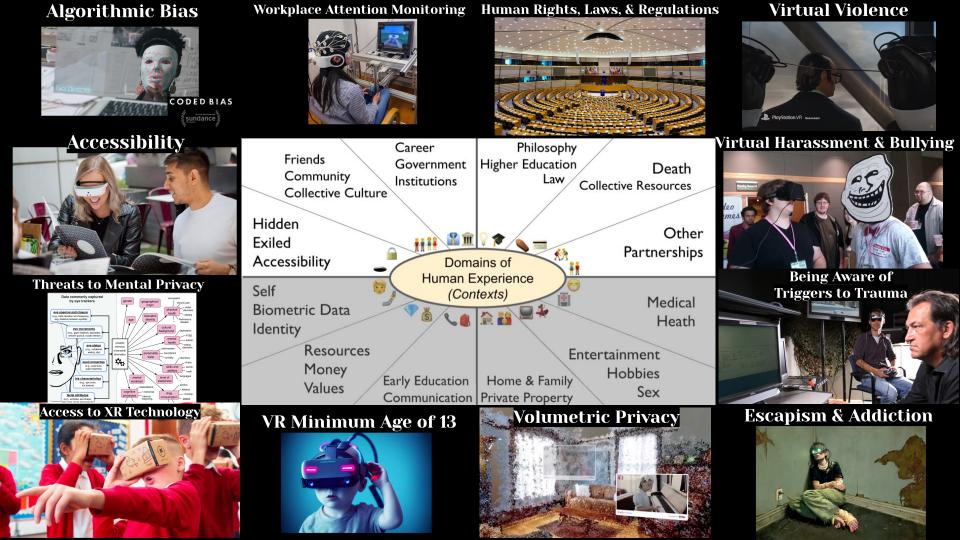
Code of Conduct

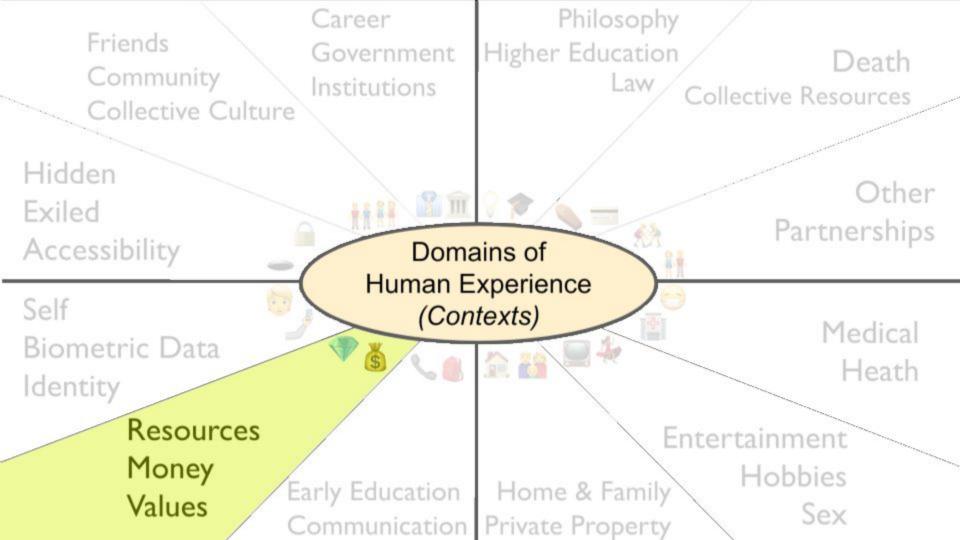
Cultural norm conflicts

### IEEE Global Initiative on the Ethics of Extended Reality



- IEEE Standards Association (2022, June 6). *IEEE Global Initiative on the Ethics of Extended Reality*, Institute of Electrical and Electronics Engineers Standards Association. Retrieved on July 6, 2022 from https://standards.ieee.org/industry-connections/ethics-extended-reality/.
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# Access to XR Technology



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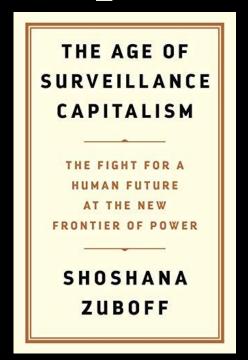
# 30% Cut on App Stores



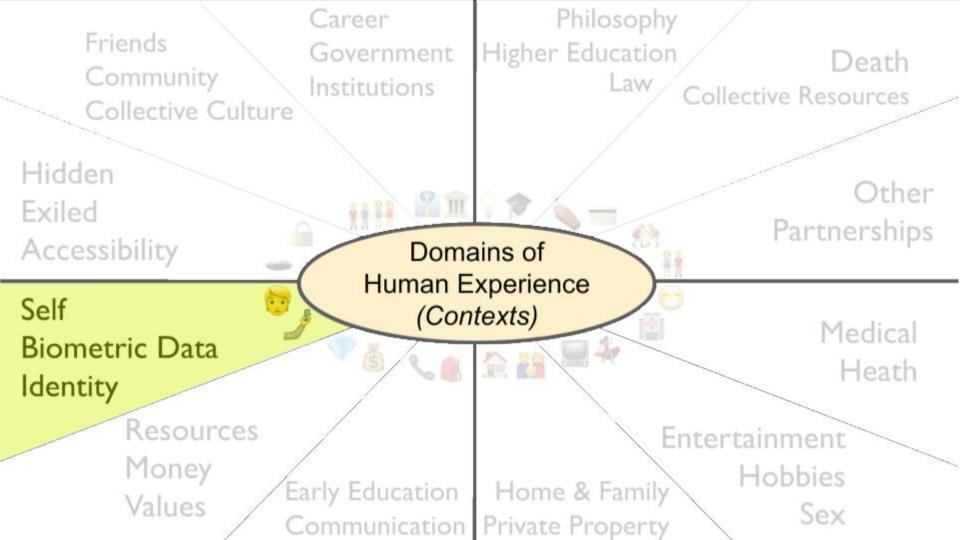
Bye, K., & Middleton, M. (2022, June 8) #1093: IEEE XR Ethics: Business, Economics, & Finance. Voices of VR Podcast. Retrieved on April 2, 2023 from https://voicesofvr.com/1093-ieee-xr-ethics-business-economics-finance/.

# Meta's Hybrid Model of 30% Cut and Surveillance Capitalism





- Hector, H. (2022, June 29). Meta's Quest 2 game store fees are turning it into the Metaverse's first villain: Developers don't like paying Meta 30% of every purchase. TechRadar. https://www.techradar.com/news/metas-quest-2-game-store-fees-are-turning-it-into-the-metaverses-first-villain
- Zuboff, S. (2019). The age of surveillance capitalism: The fight for the future at the New Frontier of Power. Profile Books.



## Combining NeuroTech with VR



Bye, K., Russomanno, C., & Artuso, J. (2022, July 7). #1112: OpenBCl's project galea hands-on & fusion of biometric & physiological data in VR. Voices of VR. Retrieved March 10, 2023, from https://voicesofvr.com/1112-openbcis-project-galea-hands-on-fusion-of-biometric-physiological-data-in-vr/

Bernal, G. (2021, April 15). Developing Galea: An open source tool at the intersection of VR and neuroscience. MIT Media Lab. https://www.media.mit.edu/posts/galea/.

## XR Presents an Existential Threat to Privacy



- Image via https://www.istockphoto.com/photo/biometric-facial-recognition-on-a-smartphone-gm855246344-140671755
- Bye, K, & McGill, M. (2022, June 7). #1091: IEEE XR Ethics: The Erosion of Privacy & Anonymity. Voices of VR Podcast. Retrieved on April 2, 2023 from https://voicesofvr.com/1091-ieee-xr-ethics-the-erosion-of-privacy-anonymity/.
- Bye, K. & Jerome, J. (2020, October 7). #951: Privacy Primer: A History of U.S. Consumer Privacy, U.S. Federal Privacy Debates, & XR Privacy Implications with Joseph Jerome. Voices of VR Podcast. Retrieved on May 31, 2021 from https://voicesofvr.com/951-privacy-primer-a-history-of-u-s-consumer-privacy-u-s-federal-privacy-debates-xr-privacy-implications-with-joseph-jerome

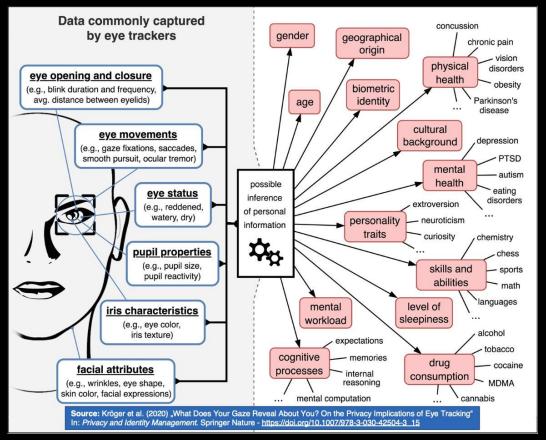
## Heller's "Biometric Psychography" Goes Beyond Defining Privacy as Identifiable Info

#### A. Introducing "Biometric Psychography"

Biometric psychography is a new concept for a novel type of bodily-centered information that can reveal intimate details about users' likes, dislikes, preferences, and interests. Immersive technology must capture this data to function, meaning that while biometric psychography may be relevant beyond immersive tech, it will become increasingly inescapable as immersive tech spreads. This is important because current thinking around biometrics is focused primarily on identity, but biometric psychography is the practice of using biometric data to instead identify a person's interests. <sup>169</sup>

- Heller, B. (2020) Watching Androids Dream of Electric Sheep: Immersive Technology, Biometric Psychography, and the Law, 23 Vanderbilt Journal of Entertainment and Technology Law 1. Available at: https://scholarship.law.vanderbilt.edu/jetlaw/vol23/iss1/1
- Bye, K. & Heller, B. (2021, April 8). #988: Defining "Biometric Psychography" to Fill Gaps in Privacy Law to Cover XR Data: Brittan Heller's Human Rights Perspectives. Voices of VR Podcast. Retrieved on May 31, 2021 from https://voicesofvr.com/988-defining-biometric-psychography-to-fill-gaps-in-privacy-law-to-cover-xr-data-brittan-hellers-human-rights-perspectives

## Psychographic Inferences from Eye Gaze Data



Kröger, J.L., Lutz, O.HM., Müller, F. (2020). What Does Your Gaze Reveal About You? On the Privacy Implications of Eye Tracking. In: Friedewald, M., Önen, M., Lievens, E., Krenn, S., Fricker, S. (eds) Privacy and Identity Management. Data for Better Living: Al and Privacy. Privacy and Identity 2019. IFIP Advances in Information and Communication Technology, vol 576. Springer, Cham. https://doi.org/10.1007/978-3-030-42504-3\_15

Active Presence
Behaviors
Intention
Actions
Movement

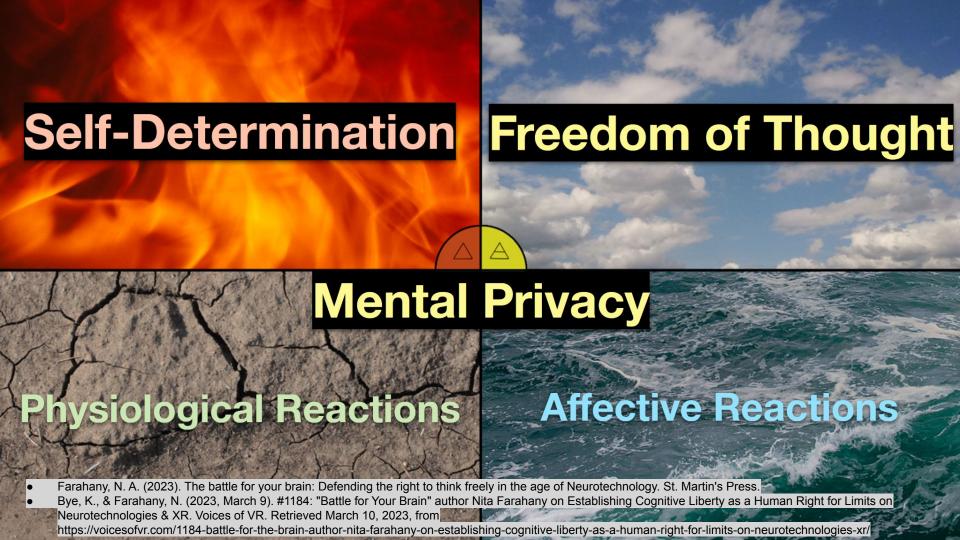
Mental & Social Presence

Mental Thoughts
Cognitive Processes
Cognitive Load
Social Presence

Stress / Arousal
Physiological Reactions
Eye Gaze / Attention
Body Language
Muscle Fatigue

Emotional Presence
Affective State
Emotional Sentiment
Facial Expression
Microexpressions

Bye, K. (2021, June 2) "State of Privacy in XR & Neuro-Tech: Conceptual Frames" Presentation at the VRARA Global Summit (Online). Recording available at https://www.youtube.com/watch?v=plpD4-gYlmU



- Farahany, N. A. (2023). The battle for your brain: Defending the right to think freely in the age of Neurotechnology. St. Martin's Press.
- Bye, K., & Farahany, N. (2023, March 9). #1184: "Battle for Your Brain" author Nita Farahany on Establishing Cognitive Liberty as a Human Right for Limits on Neurotechnologies & XR. Voices of VR. Retrieved March 10, 2023, from
- https://voicesofvr.com/1184-battle-for-the-brain-author-nita-farahany-on-establishing-cognitive-liberty-as-a-human-right-for-limits-on-neurotechnologies-xr/
- Bye, K. & Reardon, Thomas. (2021, March 30). #987: The Neuroscience of Neuromotor Interfaces +
   Privacy Implications with Facebook Reality Labs' Thomas Reardon. Voices of VR Podcast. Retrieved
   on April 2, 2023 from

https://voicesofvr.com/987-the-neuroscience-of-neuromotor-interfaces-privacy-implications-with-face book-reality-labs-thomas-reardon-2

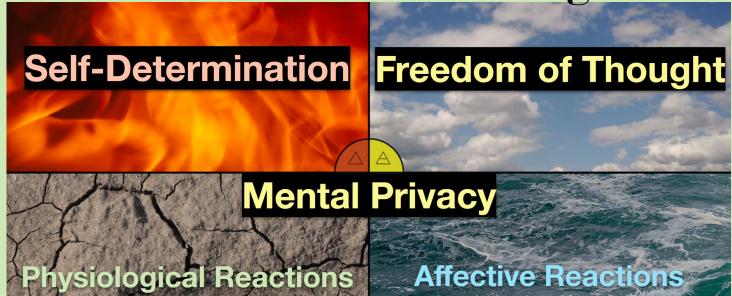
The Battle for Your

brain

DEFENDING THE RIGHT TO
THINK FREELY IN THE
AGE OF NEUROTECHNOLOGY

Nita A. Farahany

Farahany's Proposed
"Cognitive Liberty"
As A Novel Human Right



- Farahany, N. A. (2023). The battle for your brain: Defending the right to think freely in the age of Neurotechnology. St. Martin's Press.
- Bye, K., & Farahany, N. (2023, March 9). #1184: "Battle for Your Brain" author Nita Farahany on Establishing Cognitive Liberty as a Human Right for Limits on Neurotechnologies & XR. Voices of VR. Retrieved March 10, 2023, from https://voicesofvr.com/1184-battle-for-the-brain-author-nita-farahany-on-establishing-cognitive-liberty-as-a-human-right-for-limits-on-neurotechnologies-xr/

## **Proposed Neuro-Rights**

- (1) The right to **mental privacy**
- (2) The right to **identity**
- (3) The right to **agency**
- (4) The right to **fair access to** mental augmentation
- (5) The right to **protection from** algorithmic bias

HORIZONS

# IT'S TIME FOR NEURO-RIGHTS

New Human Rights for the Age of Neurotechnology

Rafael Yuste, Jared Genser, and Stephanie Herrmann

- Yuste, R., Genser, J. & Herrmann, S. "It's Time for Neuro-Rights." Horizons: Journal of International Relations and Sustainable Development, no. 18, 2021. pp 154-164. JSTOR, https://www.cirsd.org/en/horizons/horizons-winter-2021-issue-no-18/its-time-for-neuro--rights. Accessed 31 Mar. 2021.
- Bye, K., & Yuste, R (2021, June 4). #994: Neuro-Rights Initiative: A Human Rights Approach to Preserving Mental Privacy with Rafael Yuste. Voices of VR Podcast. Retrieved April 2, 2023 from https://voicesofvr.com/994-neuro-rights-initiative-a-human-rights-approach-to-preserving-mental-privacy-with-rafael-yuste/

## Human Rights, Laws, & Regulations



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- Bye, K. & G'sell, F. (2023, March 7). #1178: How the EU's Metaverse Initiative May Bring XR Privacy Amendments for the AI Act, GDPR, or Digital Markets Act. Voices of VR Podcast. Retrieved April 2, 2023 from https://voicesofvr.com/1178-how-the-eus-metaverse-initiative-may-bring-xr-privacy-amendments-for-the-ai-act-gdpr-or-digital-markets-act/.

# Diverse Selection of Avatars





## Deep Fakes & AI Voice to Spoof Identity



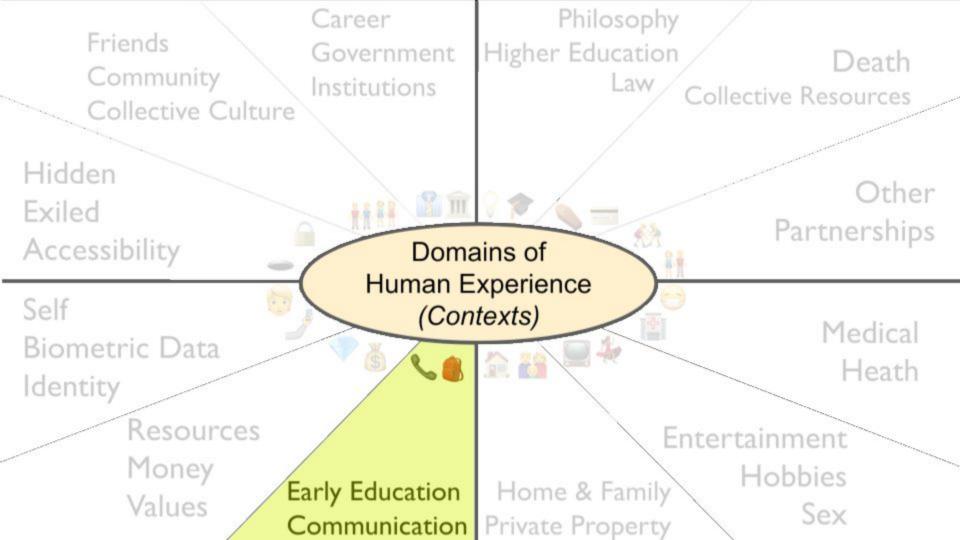


Bye, K., Eriksson, T, & Mathana. (2022, June 7). #1092: IEEE XR Ethics: Virtual Clones & the Right to Your Identity. Voices of VR Podcast. Retrieved April 2, 2023 from https://voicesofvr.com/1092-ieee-xr-ethics-virtual-clones-the-right-to-your-identity/.

## Snapchat Dysmorphia from Facial Filters



Migala, J. (2018, October 16). What is 'snapchat dysmorphia'? A detailed look at the trend. EverydayHealth.com. Retrieved March 10, 2023, from https://www.everydayhealth.com/wellness/united-states-of-stress/what-snapchat-dysmorphia-detailed-look-trend/



**Early Education** 

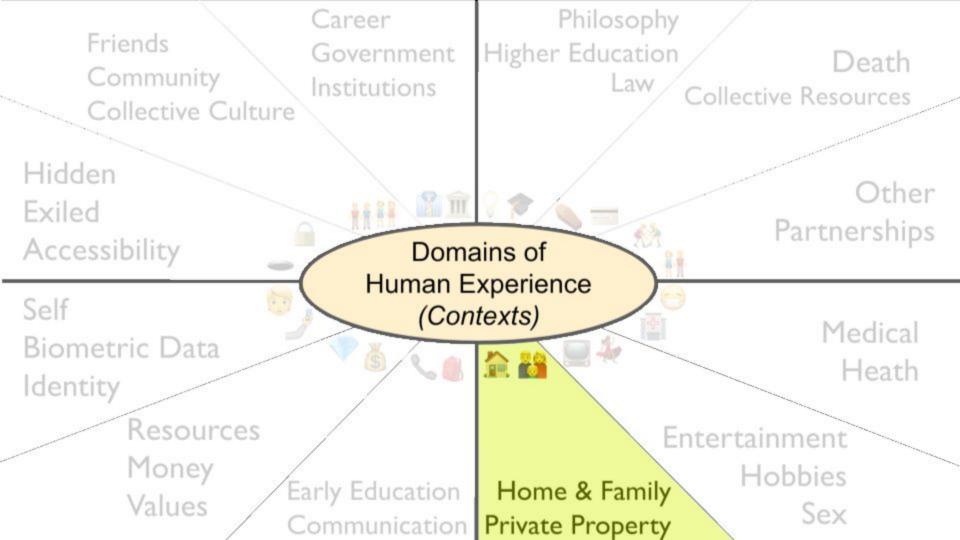


- Bye, K., & Frazier, K. (2020, January 24). #882 VR for good: Kai XR's inclusive & Accessible Education Kits. Voices of VR. Retrieved March 10, 2023, from https://voicesofvr.com/882-vr-for-good-kai-xrs-inclusive-accessible-education-kits/
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# VR Minimum Age of 13



- Image via https://pixexid.com/image/a-child-wearing-a-virtual-reality-headset-co8tjkoa
- Bye, K., Pearlman, K, & Podnar, K. (2022, January 7). #1030: XR Safety Initiative on Children in VR, Privacy, Tech Policy, & Recap of XR Safety Week. Voices of VR Podcast. Retrieved April 2, 2023 from https://voicesofvr.com/1030-xr-safety-initiative-on-children-in-vr-privacy-tech-policy-recap-of-xr-safety-week/.
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# Volumetric Privacy



- Yadin, G., (February 15, 2017). Virtual Reality Surveillance. Cardozo Arts & Entertainment Law Journal, Vol. 35, No. 3, 2017, Available at SSRN: https://ssrn.com/abstract=3043922
- Bye, K., & McGill, M. (2022, June 7). #1091: IEEE XR Ethics: The Erosion of Privacy & Anonymity. Voices of VR Podcast. Retrieved on April 2, 2023 from https://voicesofvr.com/1091-ieee-xr-ethics-the-erosion-of-privacy-anonymity/.

## Meta is Working Towards "Contextually-Aware AI" in AR



Meta Al. (2021, October 14). *Teaching Al to perceive the World Through Your Eyes*. Meta Al. Retrieved January 4, 2023, from https://ai.facebook.com/blog/teaching-ai-to-perceive-the-world-through-your-eyes/



- Privacy = appropriate flow of information
- Appropriateness = informational norms in a given context
- Information Norms = 5 key parameters





- Image via Yan Shvartzshnaider (April 15, 2020) https://twitter.com/ynotez/status/1250578500588879873
- Nissenbaum, H. (2010). Privacy in Context: Technology, Policy, and the Integrity of Social Life. Stanford University Press.
- Bye, K. & Nissenbaum, Helen. (2021, June 24). #998: Primer on the Contextual Integrity Theory of Privacy with Philosopher Helen Nissenbaum. Voices of VR Podcast. Retrieved on April 2, 2023 from https://voicesofvr.com/998-primer-on-the-contextual-integrity-theory-of-privacy-with-philosopher-helen-nissenbaum

#### "Where did I put grandma's watch?" Meta's Speculative Example of AR + Episodic Memory AI



Meta Al. (2021, October 14). *Teaching Al to perceive the World Through Your Eyes*. Meta Al. Retrieved January 4, 2023, from https://ai.facebook.com/blog/teaching-ai-to-perceive-the-world-through-your-eyes/

### Meta's Ego4D Challenges Push the Limits of What Egocentric POV, Contextually-Aware AI Might Be Able to Do







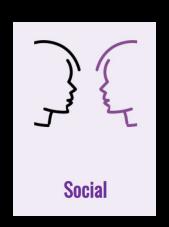
What will I do next?



What am I doing & how?

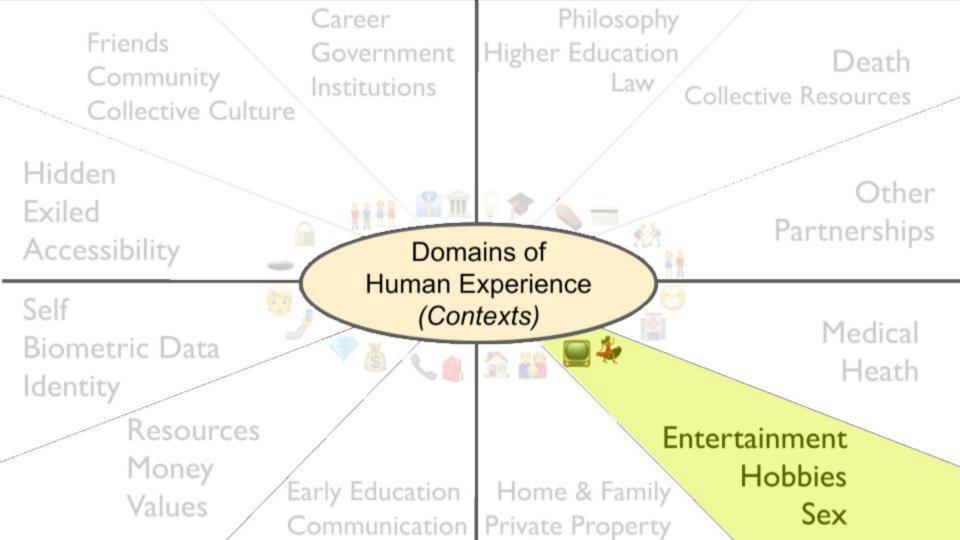


Who said what when?



How are we interacting?

- Egocentric 4D perception (EGO4D). (2021, October 14). Retrieved January 5, 2023, from https://ego4d-data.org/#challenges
- Meta Al. (2021, October 14). Teaching Al to perceive the World Through Your Eyes. Meta Al. Retrieved January 4, 2023, from https://ai.facebook.com/blog/teaching-ai-to-perceive-the-world-through-your-eyes/



#### Escapism & Addiction



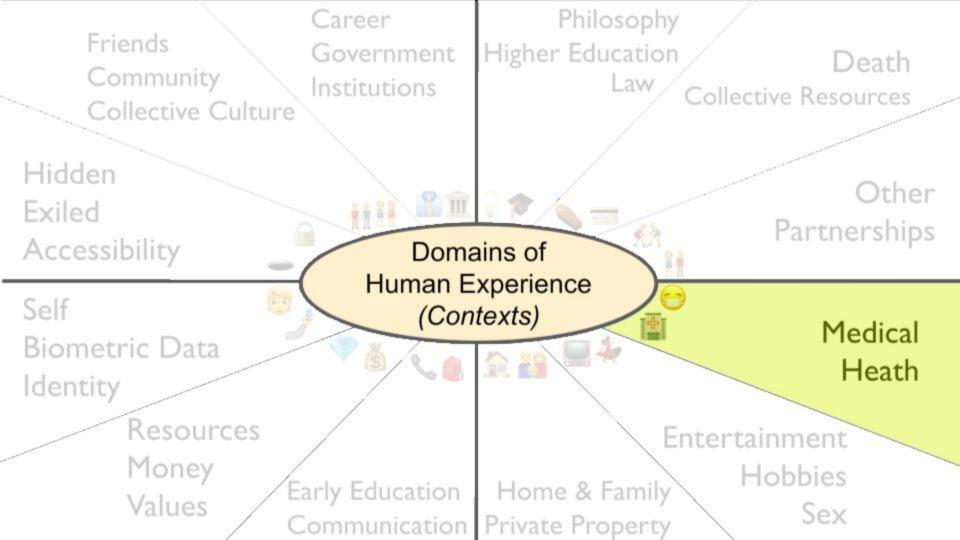
- Fowler, E. (2005, November 28). *Reality 1024x768 by EranFowler on DeviantArt*. DeviantArt. Retrieved March 10, 2023, from https://www.deviantart.com/eranfowler/art/Reality-1024x768-25788560
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### Adult Content & No Age Verification



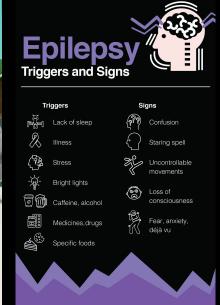


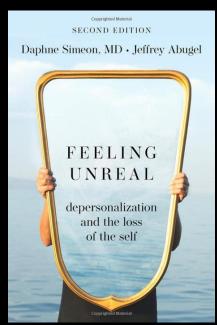
YTMINI. (2021, March 2). Going to the strip club in VRChat. YouTube. Retrieved March 10, 2023, from https://www.youtube.com/watch?v=il2hSbECokU Bye, K., & Darling, E. (2018, March 19). #634: VR Porn Livestreaming & emotional intimacy with CAM4VR. Voices of VR. Retrieved March 10, 2023, from https://voicesofvr.com/634-vr-porn-livestreaming-emotional-intimacy-with-cam4vr/



# Triggers for VR Motion Sickness, Epilepsy, Derealization & Depersonalization



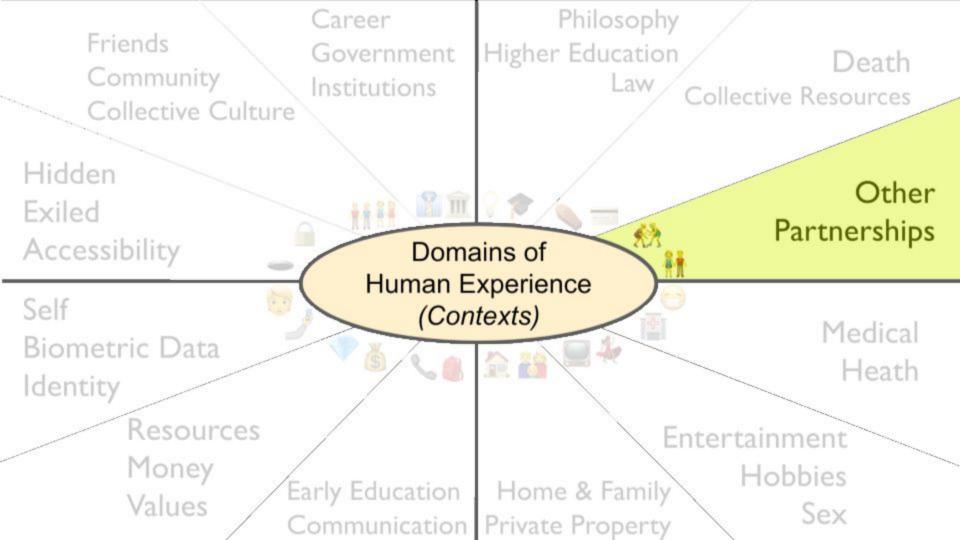




- Image via https://technabob.com/blog/2014/10/31/halloween-awesome-pumpkins/
- Bye, K., & Jerald, J. (2016, July 19). #402: Five Theories of Motion Sickness Triggers in Virtual Reality. Voices of VR Podcast. Retrieved on April, 2, 2023 from https://voicesofvr.com/402-five-theories-of-motion-sickness-triggers-in-virtual-reality/.
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## VR as Empathy Machine?





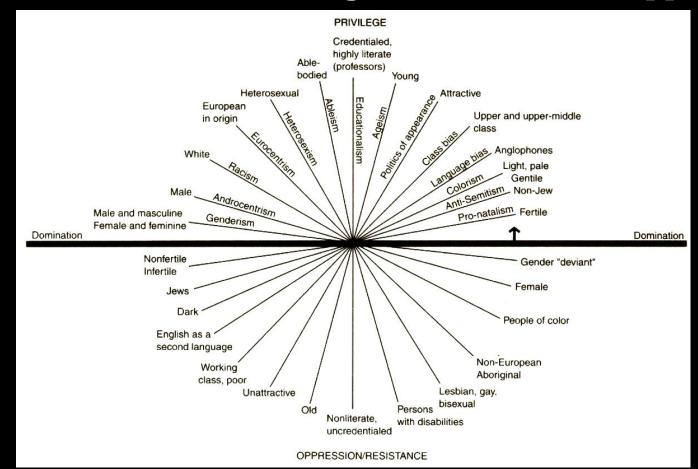
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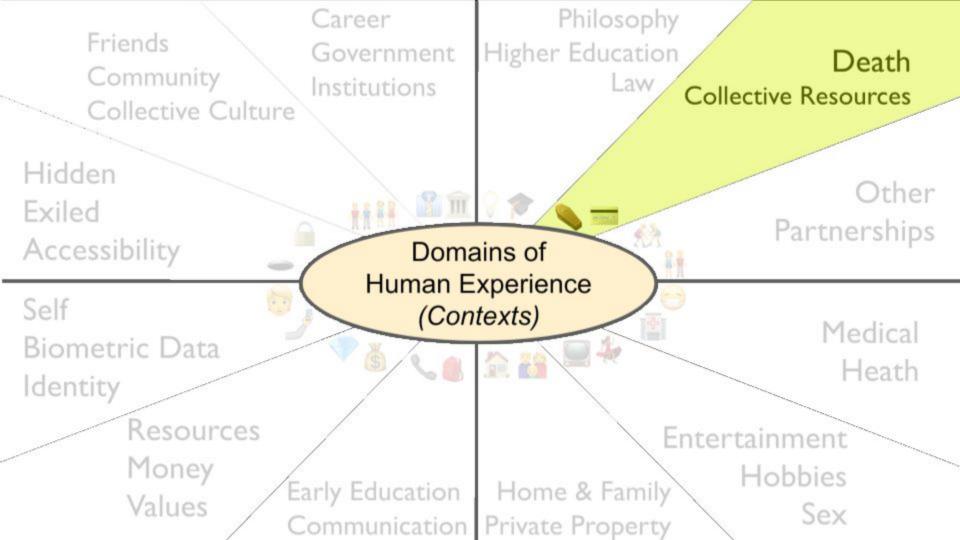
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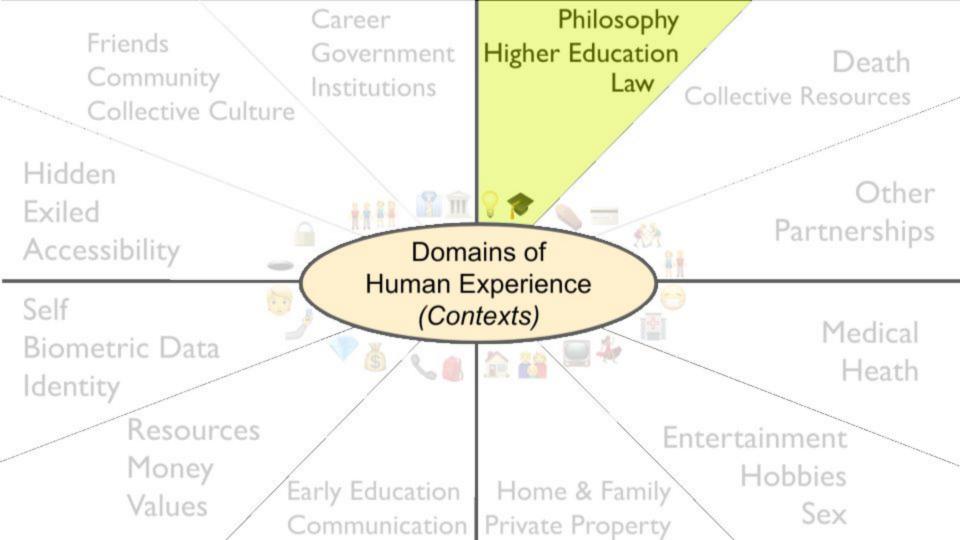




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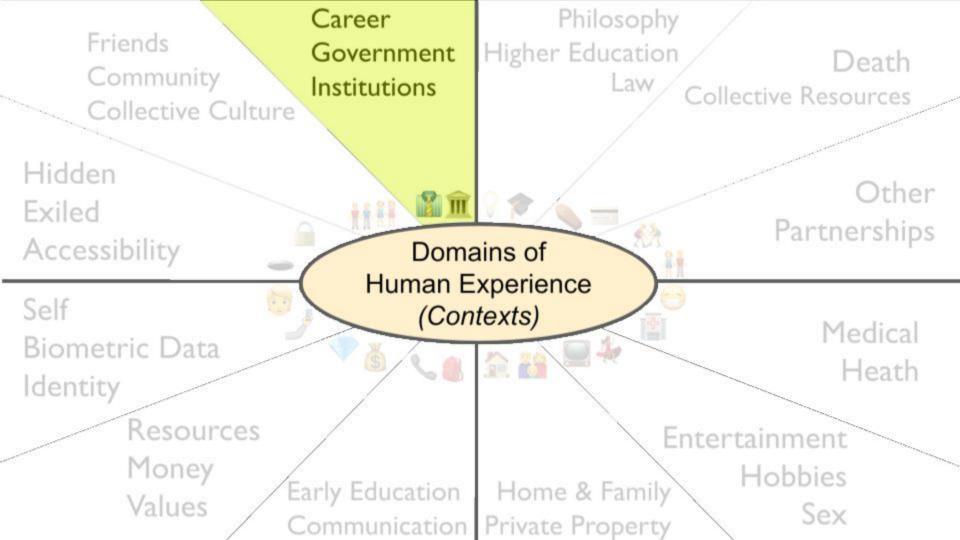
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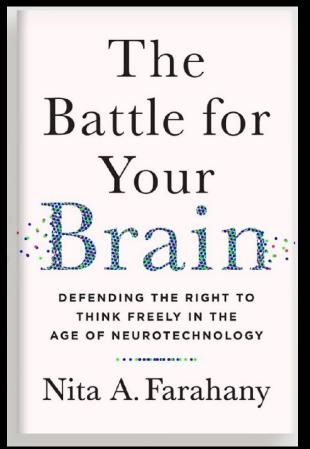


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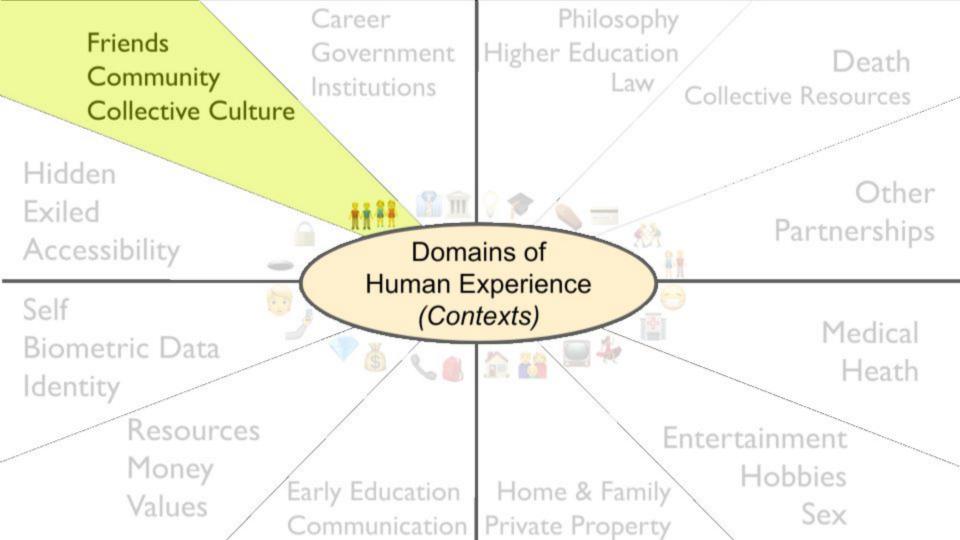
### Workplace Attention Monitoring





#### Governmental Mass Surveillance





### Diversity, Equity, & Inclusion

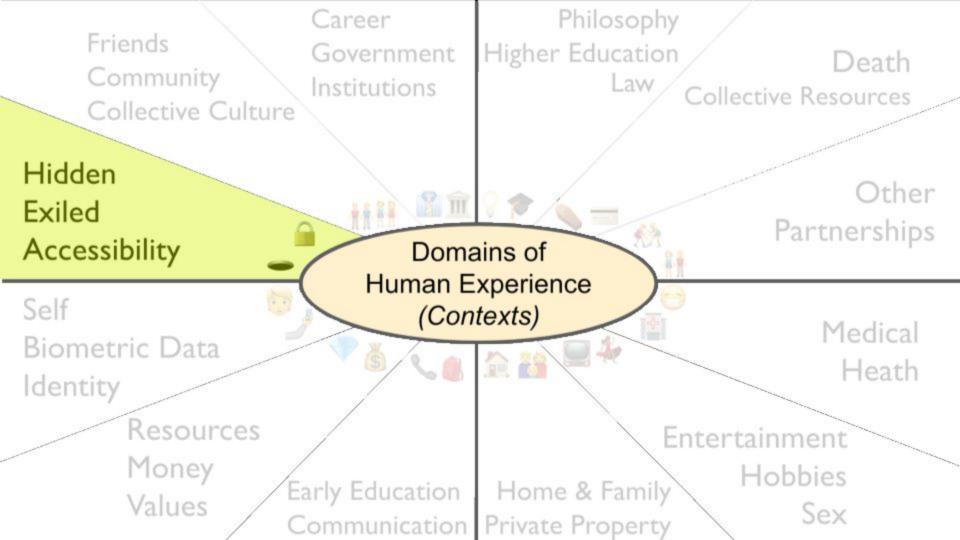


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