

## **Toward an Ethical Framework for Web-Based Collective Intelligence**

### **Abstract**

Web-based collective intelligence deserves and intends to become a full discipline with its formal framework, tools, measuring instruments, practical applications, and ethical field. As of yet, little attention has been paid to study the ethical dimension of harvesting the collective intelligence via Web-based collaborative systems. The present study aims to develop an ethical framework for the Web-based collective intelligence in business organizations. Based on a combination of previous ethical frameworks that regulate the ethical behavior in the age of information societies, moral intelligent theories, and ethical theories of collaborative business environments, five layers of ethical principles were identified. These include the morality of collective decisions, compliance with laws and regulations, the collective truthfulness, the collective transparency and responsibility, and the greatest benefits for the greatest number of stakeholders.