

The Effect of the Internet on the Role of Information in Ethical Decision Making

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In a nutshell:

- Ethical Consumerism (Making purchasing decisions for reasons other than cost and product quality) is on the rise in the UK and has been for a while
- Access to information is becoming easier by the day
- Hypothetically, as one realises information is easy to obtain, they're likely to want more
- This causes an increase in information seeking, revealing more ethically dubious business practices and increasing Moral Sensitivity.

This research will involve interviewing ethical consumers, creating a means of measuring Ethical Consumer tendencies, validating said scale using real consumer data, and devising ways to promote Ethical Consumer behaviours via information.

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The benefits of this project:

- Creating a real-world valid scale that can be used by academia and industry to test for trends in existing *and potential* ethical consumers
- Shaping how we approach the information overload we all experience to encourage benefits to society
- (With Ipsos) Discovering how to leverage the role of brands to increase ethical awareness in consumers to help mitigate the more harmful effects of capitalism
- Hopefully creating a framework by which we can attempt to encourage 'global ethics' (i.e. how to care about people you'll never meet)