

Disclose
as little as
possible about
yourself.

1

Be aware, and do not
accept, that you are being
observed and that your
data is being collected.

2

Do not believe everything
you see or read online and
keep yourself informed
utilizing alternative sources.

3

4 Do not condone
bullying or
hateful
behavior.

5

Respect the dignity of
others and remember,
even in the world wide
web rules are applicable.

6

Do not trust ever-
yone with whom
you only have
contact online.

Protect yourself
and others
from extreme
content.

7

Do not value
your own
worth by likes
and posts.

8

Do not judge
yourself and your
body by numbers
and statistics.

9

Once in a while
turn off your
digital devices
and treat yourself
to a timeout.

10

...

10 Golden Rules of Digital Ethics

How can we proficiently live together in the web?



Hello together,

We live in a digitized world in which we have more freedom but also more responsibility. The way we behave and how we deal with conflicts is a reflection of our ethical attitude.

It is time to agree on how a good and successful life in a digital society should look like.

The 10 Golden Rules of Digital Ethics can be understood as guidelines. These 10 Golden Rules should help to appreciate the dignity of everyone, his/her self-determination as well as his/her freedom of action.

Let us respect them.

Supported by:



Authors: Bachelorstudents at the Stuttgart Media University, Germany: Fabienne Engel & Julia Fink, as well as research assistants of the Institute for Digital Ethics: Nadine Hammele & Clarissa Henning under the guidance of Prof. Dr. Petra Grimm, Director of the Institute for Digital Ethics, in cooperation with JUUUPORT – a consulting platform by and for teenagers dealing with issues in the web; **Layout:** Sophie Hartmann