

THE DIGITAL GLOBAL CITIZEN

Using Technology To Create
More Sustainable Societies

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TODAY

- INTRO MY RESEARCH
- GOAL 1.0 *ETHICAL CONSUMERS*
- GOAL 2.0 *DIGITAL GLOBAL CITIZENS*
- GOAL 3.0 *DEMOCRACY DEEP & WIDE*



MY RESEARCH



ETHICAL CONSUMERISM

The *collective behavior* of consumers who choose producers and products based on ethical considerations including sustainability, justice, and fairness *as a way to participate in the solutions to global problems.*

Byrant & Goodman (2004), Micheletti (2003)

GREENWASHING



a specific type of media distortion that institutions (corporations) use to inflate the perception of their pro-environmental (and pro-social) behavior

Deegan (2002), Lydenberg (2002), Owen & Swift (2001),
Beder (1997), Bruno (1997)



PROBLEM & SOLUTION

HOW DO CONSUMERS
NAVIGATE GREENWASHING?

SUSTAINABILITY RATING SYSTEMS
FOR CONSUMERS



RESEARCH GOAL 1.0
ETHICAL CONSUMERS



Five Common Values



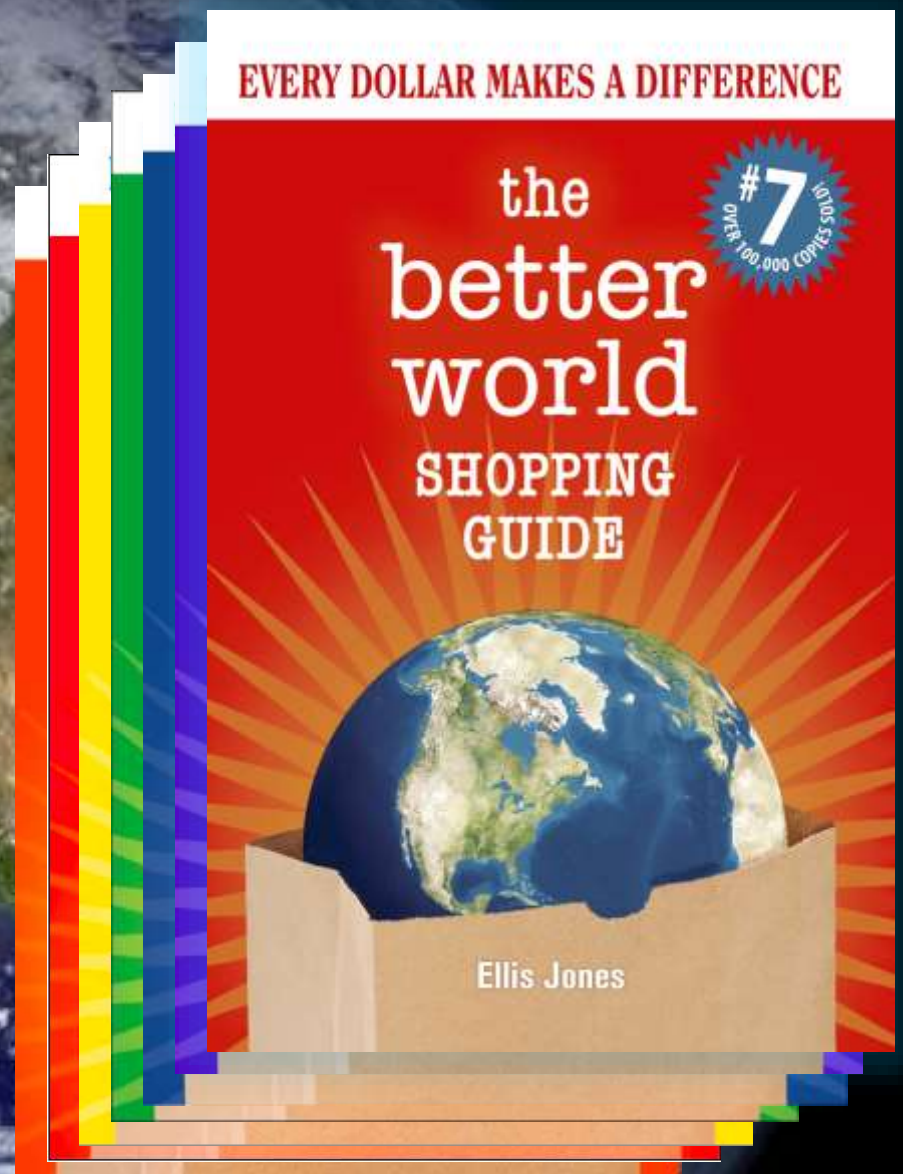
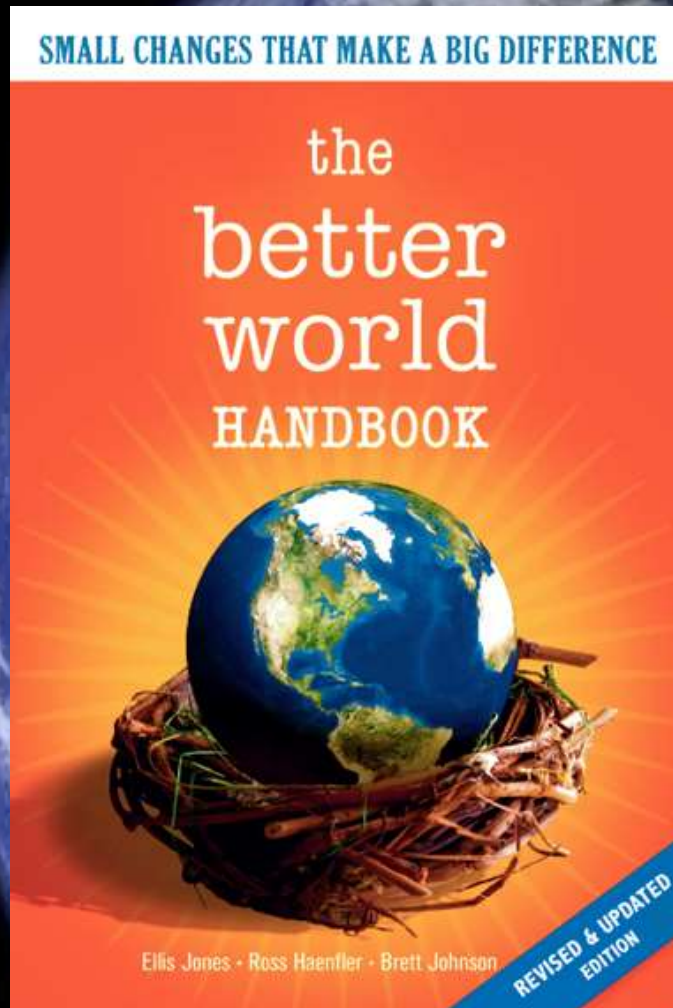
- **Human Rights**
 - e.g. child labor, worker fatalities, sweatshops
- **The Environment**
 - e.g. renewable energy, greenhouse gas emissions
- **Animal Protection**
 - e.g. animal testing, factory farming, habitat destruction
- **Community Involvement**
 - e.g. philanthropic activities, money in politics
- **Social Justice**
 - e.g. fair wages, health & safety, discrimination



Translated
Into
A to F
Rankings
For 75
Consumer
Categories

CLOTHING	
A+	Patagonia, Lost Arrow
A	Two Star Dog, Maggle's Organics, Ecolution,
A-	American Apparel, Deva Lifewear
B+	Levi's, Timberland, Liz Claiborne, Cutter & Buck
B	LL Bean, Nordstrom, Nike
B-	Van Heusen, Bass, DKNY, FUBU, Nicole Miller, Izod, Geoffery Beene
C+	Target, Old Navy, Mervyn's, Eddie Bauer, Spiegel, Banana Republic, Gap
C	J. Crew, Abercrombie & Fitch
C-	JC Penney's, Macy's, Foley's, Marshall Fields, Lord & Taylor, Federated, Bloomingdales
D+	Fruit of the Loom, Land's End, Limited, Jones Apparel, Kmart, Guess, Perry Ellis, Esprit
D	Ralph Lauren, Polo, Calvin Klein, Bill Blass, LA Gear, Kenneth Cole, Candle's, Chaps, Mercantile
D-	Vanity Fair, TJ Maxx, Kohl's, Marshall's, Consolidated, Jansport, Lee, Wrangler, Britannia, Winners
F	Wal-Mart, Sam's Club, Dillard's

ETHICAL CONSUMER BOOKS





RESEARCH GOAL 2.0





DIGITAL GLOBAL CITIZENS

economic, social, political, ecological

DIGITAL TRANSLATION



GREATER TRANSPARENCY

EXTENDING DEMOCRACIES

INCREASED ENGAGEMENT

TRUSTED, PRACTICAL DATA



ECONOMIC CITIZEN APP



Better World Shopper 4+

Ellis Jones

Designed for iPhone

★★★★☆ 4.2 • 23 Ratings

Free

[View in Mac App Store ↗](#)

iPhone Screenshots

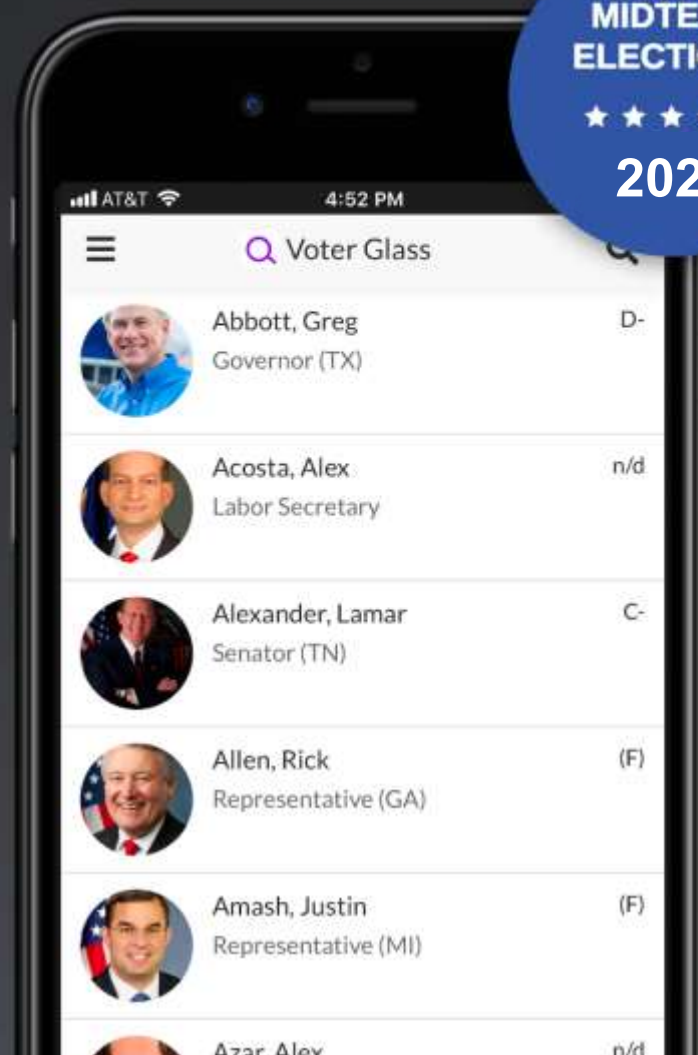
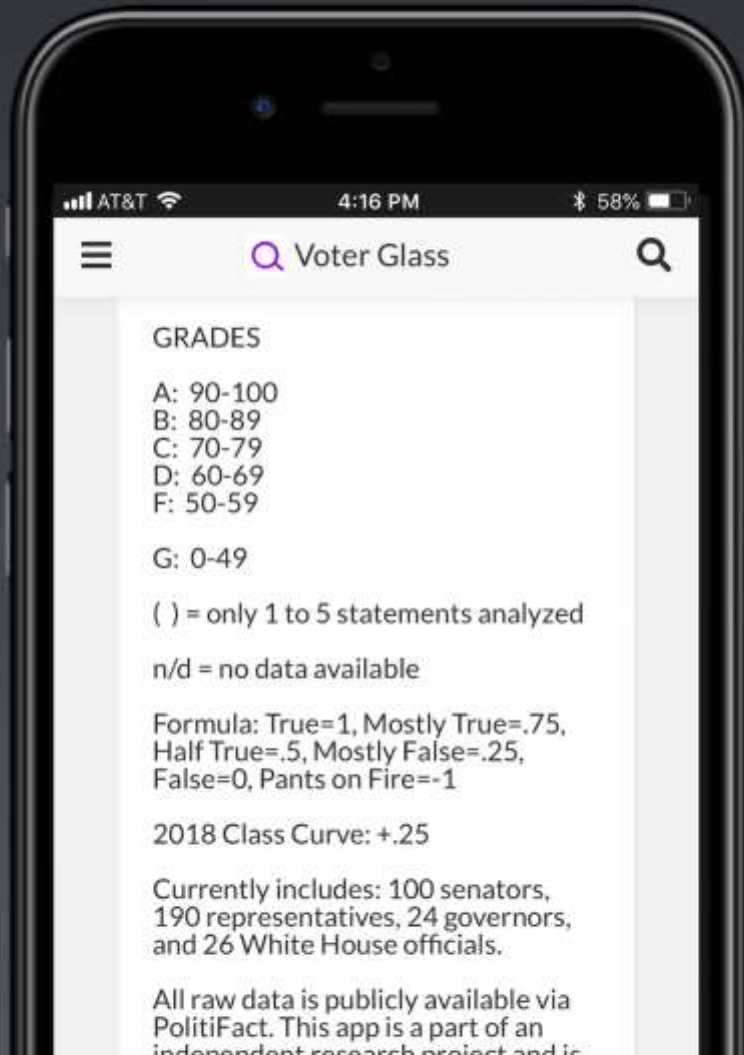




POLITICAL CITIZEN APP



Voter Glass



The image features two satellite-style photographs of Earth from space, one positioned above and one below a central text banner. The top photograph shows a view of the Earth's surface with a prominent white cloud formation over a landmass. The bottom photograph shows a different view of the Earth, highlighting a large body of water and surrounding landmasses. The text is centered between these two images.

SOCIAL-MEDIA CITIZEN APP

Media Glass Brings An Independent Analysis Of News Sources



Media Integrity Report Cards

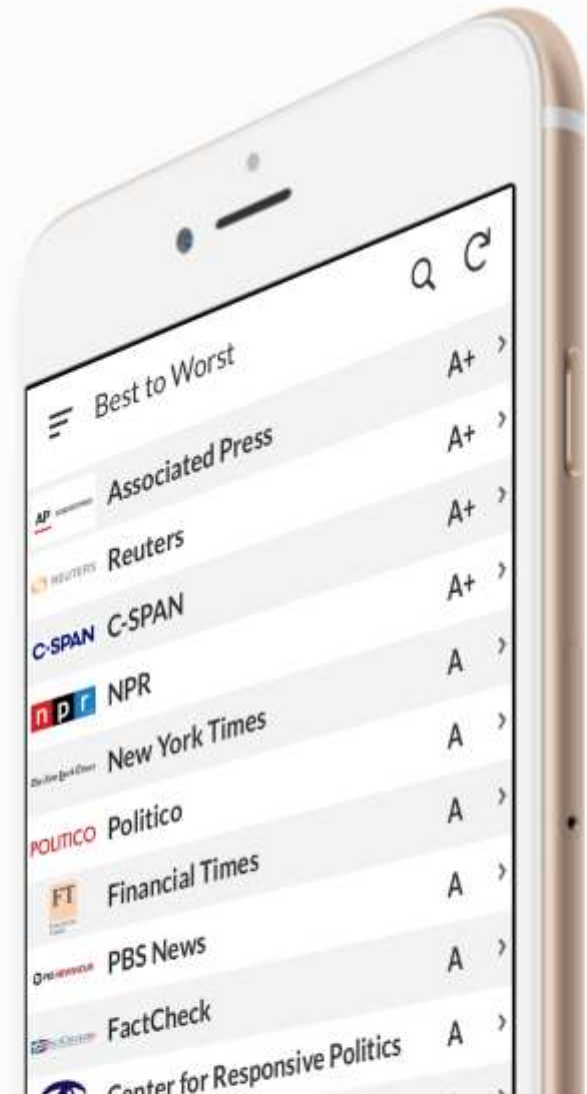
Truth Above Politics

100+ Integrity Report Cards for News Media

A to F grades for overall reliability, integrity, neutrality, independent, fact-based reporting

based on detailed, impartial, transparent

Over 100+ News Sources Analyzed



DIGITAL GLOBAL CITIZENS

- ECONOMIC *ETHICAL SHOPPERS*
- SOCIAL-MEDIA *RESPONSIBLE NEWS CONSUMERS*
- POLITICAL *WELL-INFORMED VOTERS*
- ECOLOGICAL* *SUSTAINABLE LIFE CHOICES*

The image consists of two satellite photographs of Earth from space, one positioned above and one below a central text banner. The top photograph shows a view of the Earth's surface with a prominent white weather system over the North Atlantic. The bottom photograph shows a view of the Earth's surface with a focus on the Gulf of Mexico and the Caribbean Sea. The text "RESEARCH GOAL 3.0" is centered between the two images in a bold, yellow, sans-serif font.

RESEARCH GOAL 3.0



**DEMOCRACY
BROADER & DEEPER**

BROADENING ECONOMIC DEMOCRACY

= SUSTAINABILITY RATING SYSTEMS =

- GLOBAL COOPERATIVE RATING SYSTEM
- NATIONAL *TAILORED TO EACH COUNTRY*
- STATE/CITY *ETHICAL CONSUMER MAPS*

DEEPENING ECONOMIC DEMOCRACY

= SUSTAINABILITY RATING SYSTEMS =

- INDIVIDUALS TRACK ETHICAL SPENDING RATINGS WEEK/MONTH/YEAR
- *INSTITUTIONS MEASURE OVERALL SPENDING & IMPROVEMENT ANNUALLY*
- NATIONS *INDEX TO COUNT PERCENTAGE OF (UN)ETHICAL COMPANIES*

DEEPENING MORE DEMOCRACIES

= CREATIVE MODELS OF ENGAGEMENT =

- SOCIAL-MEDIA *RESPONSIBLE NEWS CONSUMERS*
- POLITICAL *WELL-INFORMED VOTERS*
- ECOLOGICAL* *SUSTAINABLE LIFE CHOICES*

SUMMARY



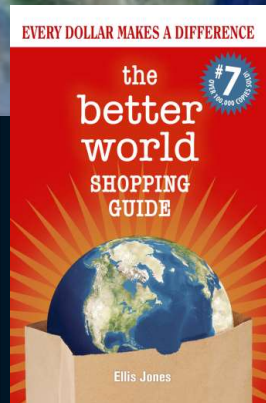
- RESEARCH 1.0 *ETHICAL CONSUMERS*
- RESEARCH 2.0 *DIGITAL GLOBAL CITIZENS*
- NEXT STEP 3.0 *DEMOCRACY DEEP & WIDE*

MORE RESOURCES

- Book *The Better World Shopping Guide*
- Email *ejones@holycross.edu*
- Website *betterworldshopper.org*
- YouTube *Better World Man*
- Google Scholar *Ellis Jones*
 - *Rethinking Greenwashing*
 - *Bridging The Gap Between Ethical Consumers*
 - *Can We Quantify Ethical Consumption?*
- App Store *Better World Shopper, Media Glass, Voter Glass*

Thank you.

WEBSITE
betterworldshopper.org



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