

Cambridge Quarterly of Healthcare Ethics

A Quarterly Journal Devoted to Engaging a World Community of Bioethicists

CAMBRIDGE UNIVERSITY PRESS





Cambridge

Quarterly of

Healthcare

Ethics

A Quarterly Journal Devoted to Engaging a World Community of Bioethicists

EDITORS

Thomasine Kushner, PhD, University of California, Berkeley Steve Heilig, MPH, San Francisco Medical Society

ASSOCIATE EDITORS

Matti Häyry, School of Law, University of Manchester, England Tuija Takala, University of Helsinki, Finland

David C. Thomasma, PhD, Co-Editor, 1992-2002

The International Bioethics Retreat

http://www.cpmc.org/services/ethics/retreat.html

Cambridge Consortium for Bioethics Education http://cambridgebioethics.com/

EDITORIAL BOARD

Akira Akabayashi, Kyoto University, Japan

William Andereck, Medicine and Human Values, California Pacific Medical Center, San Francisco

Daniel Callahan, The Hastings Center, Garrison, New York

Arthur Caplan, Division of Medical Ethics, NYU Lagone Medical Center, New York

John Coggon, School of Law, University of Southampton, England

Andrew Dobson, Keele University, England

Denise Dudzinki, Department of Bioethics and Humanities, University of Washington School of Medicine

Joseph J. Fins, Division of Medical Ethics, Weill Medical College of Cornell University, New York

Leonard M. Fleck, Center for Ethics and Humanities, Michigan State University

Paul J. Ford, Department of Bioethics, Cleveland Clinic

Veronique Fournier, Center for Clinical Ethics, Cochin Hospital, Paris, France

Amnon Goldworth, Stanford University School of Medicine

John Harris, University of Manchester, England

Albert Jonsen, Medicine and Human Values, California Pacific Medical Center, San Francisco

Gerrit K. Kimsma, Vrije Universiteit Amsterdam

Eric M. Meslin, Indiana University Center for Bioethics, Indianapolis

Jonathan D. Moreno, Center for Bioethics, University of Pennsylvania School of Medicine, Philadelphia

Edmund D. Pellegrino, Georgetown Center for the Advanced Study of Ethics, Georgetown University

Rosamond Rhodes, Mount Sinai School of Medicine, New York

Gerd Richter, Philipps University, Marburg, Germany

Pablo Rodriguez del Pozo, Weill Medical College of Cornell University in Qatar

Doris Schroeder, Centre for Professional Ethics, University of Central Lancashire, England

Robyn Shapiro, Center for the Study of Bioethics, Medical College of Wisconsin

Pavel Tichtchenko, Institute of Philosophy, Academy of Science, Moscow, Russia

Griffin Trotter, Center for Health Care Ethics, Saint Louis University

Evert van Leeuwen, Vrije Universiteit Amsterdam

Baroness Mary Warnock, Girton College, Cambridge University, England

Mark R. Wicclair, West Virginia University & University of Pittsburgh

EDITORIAL OFFICE: Editorial correspondence, including manuscript submission, should be addressed to Thomasine Kushner, PhD. To facilitate review, please submit manuscripts as electronic copy, preferably in MS Word, to kushnertk@gmail.com. Books for review should be sent to Greg Loeben, Midwestern University, Glendale Campus, Bioethics Program, 19555 N. 59th Ave., Glendale, AZ 85308.

SUBSCRIPTION INFORMATION: Cambridge Quarterly of Healthcare Ethics (ISSN 0963-1801) is published quarterly, in January, April, July, and October by Cambridge University Press, 32 Avenue of the Americas, New York, NY 10013-2473/Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK. Annual subscription rates for volume 24 (2015) USA, Canada, and Mexico/Elsewhere: Institutional rates, print and online: \$462/E288; online only: \$366/£229; print only: \$458/£286. Individual rates, print only: \$113/£69. Single part: \$126/£79. Students and retirees: \$93/£58. American Society for Bioethics and Humanities members: \$78/£47. Prices include postage. Subscription offices: Cambridge University Press, 100 Brook Hill Drive, West Nyack, NY 10994-2133, USA; outside the USA, Canada, and Mexico: Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK. Claims for missing issues should be made immediately after receipt of the next issue. Cambridge Quarterly of Healthcare Ethics and other Cambridge journals can be found at http://journals.cambridge.org.

Cambridge Quarterly of Healthcare Ethics is a partner journal of the American Society for Bioethics and Humanities.

Periodicals postage paid at New York, NY and additional mailing offices. POSTMASTER: Send address changes in the USA, Canada, and Mexico to Cambridge Quarterly of Healthcare Ethics, Cambridge University Press, 100 Brook Hill Drive, West Nyack, NY 10994-2133, USA. Send address changes elsewhere to Cambridge Quarterly of Healthcare Ethics, Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK.

© Cambridge University Press 2015. All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms, and contacts are available at: http://www.cambridge.org/rights/permissions/permission.htm

Cambridge Quarterly of Healthcare Ethics is indexed in Index Medicus and in the ASSIA, ISI, MEDLINE, Philosopher's Index, and Proquest databases.

Permission to copy (for users in the USA) is available from Copyright Clearance Center, http://www.copyright.com, email: info@copyright.com.

Cambridge Quarterly of Healthcare Ethics

Volume 24, Number 3, July 2015 CONTENTS

Contributors	243
The Road Less Taken	
How I Lost—or Found?—My Way in Bioethics Daniel Callahan	246
Special Section: Bioethics and Information Technology	
Guest Editorial: Addressing Ethical Issues in Health Information Technology Kenneth W. Goodman	252
Selling Health Data: De-Identification, Privacy, and Speech BONNIE KAPLAN	256
Epistocracy for Online Deliberative Bioethics Giuseppe Schiavone, Matteo Mameli, and Giovanni Boniolo	272
The Use of Data Mining by Private Health Insurance Companies and Customers' Privacy: An Ethical Analysis YESLAM AL-SAGGAF	281
Developing a Research Agenda on Ethical Issues Related to Using Social Media in Healthcare: Lessons from the First Dutch Twitter Heart Operation SAMANTHA A. ADAMS, DENNIS VAN VEGHEL,	
AND LUKAS DEKKER	293
Ethics Issues in Social Media–Based HIV Prevention in Low- and Middle-Income Countries ChingChe J. Chiu, Luis Menacho, Celia Fisher, and Sean D. Young	303
Emerging Ethical Issues in Digital Health Information: ICANN, Health Information, and the Dot-Health Top-Level Domain	
Anthony E. Solomonides and Tim Ken Mackey	311

Contents continued

AND MICHAEL KEKEWICH

Departments and Columns	
Neuroethics Now The Medicalization of Love Brian D. Earp, Anders Sandberg, and Julian Savulescu	323
The Medicalization of Love and Narrow and Broad Conceptions of Human Well-Being SVEN NYHOLM	337
Normality, Therapy, and Enhancement: What Should Bioconservatives Say about the Medicalization of Love? Alberto Giubilini	347
Unrequited: Neurochemical Enhancement of Love REBECCA BAMFORD	355
Clipping the Angel's Wings: Why the Medicalization of Love May Still Be Worrying MICHAEL HAUSKELLER	361
Perspectives Reconsidering the Ethical Permissibility of the Use of Unregistered Interventions against Ebola Virus Disease JOSHUA T. J. ANDRY, THOMAS FOREMAN	

Best Practice Guidelines for Publishing in the Bioethics Literature

366