

## Abstract Annette Markham

Studying the complexity of digital transformations in educational environments involves moving through networked flows rather than focusing on single objects or individuals. It also involves nuanced understanding of the role of the researcher, the multiplicity of possible inquiry trajectories, and the power of generating findings that impact communities, policymaking, and the future. This talk presents core challenges and opportunities for ethical research design, following the longstanding principles of digital research communities such as the Association of Internet Researchers (AoIR). The latest impact model for ethics is introduced as a starting point to guide reflexive research design.