

Mahon McCann

Philosophy Lecturer & Researcher

Early career lecturer and researcher specialising in the unique intersection of ethics, human psychology and emerging technology.



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📍 Dublin

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RELEVANT SKILLS

Ethics Virtue Ethics Business ethics Digital ethics Digital Technology Attention Economy Social Media Cognitive science Cognitive psychology Applied ethics AI ethics Philosophy of mind

EMPLOYMENT

Research Assistant

Dublin City University

01/2025 - 08/2026

Achievements/Tasks

- Research Assistant on the project “Exploring student motivations in an age of GenAI: an internal faculty analysis” project (2025).
- Conducting student focus groups across seven DCU schools.
- Writing up a report and presenting to the DCU executive board.
- Co-author on paper published on the project (writing literature review, results and discussion sections).

Part-time Lecturer

Dublin City University

09/2024 - 2024

Achievements/Tasks

- Adjunct lecturing in the School of Theology, Philosophy and Music.
- Teaching courses on the Arts BA program.
- Full course-creation, teaching and assessment on multiple modules.

Part-time Tutor

Dublin City University

01/2024 - 04/2025

Achievements/Tasks

- Tutor on the research project "Promoting students' awareness of ethical considerations surrounding the use of ChatGPT and other large language models"
- Developing a workshop to teaching students about the workings of LLMs and their ethical issues.
- Organising and facilitating dialogues in workshops around the ethical issues of LLMs with students.

Communications Executive

Tech Circus

10/2021 - 09/2022

London

The largest Tech Networking events company in the UK: bridging the gap between Web 2 and Web 3

Responsibilities/Achievements

- Email and social media marketing (audience over 20k), content and copy creation. Creation of blogs, interviews, website copy, press releases and white papers on emerging technologies such as Cryptocurrency, NFTs, Metaverse, Blockchain Gaming and Web 3.
- Building media partnerships with large brands in the emerging tech space.
- Hosting talks, panels and QnA's at events with up to 10 k attendees.

EDUCATION

PhD in Ethics & New Technologies

Dublin City University

09/2022 - 09/2026

Dublin

Courses

- Awarded the DCU School of Theology, Philosophy & Music Scholarship 2022 for the project.
- PhD by research thesis on the ethical issues of social media companies' commodification of users' attention.
- Interdisciplinary research at the intersection of ethics, cognitive science and digital technology.

MA Hons English

Queens University Belfast

09/2018 - 12/2019

Commendation

Courses/achievements

- **Thesis Title:** 'The Millennial', a novel, Supervisor, Dr Garrett Carr.
- Development of high-level research, writing and communication skills.
- **Key Achievement:** Completed with Commendation.

BA Hons Philosophy and Economics

University College Dublin

09/2013 - 09/2016

2.1

Courses/achievements

- Completed 180 credits in the bachelor of arts degree with UCD and majored in Philosophy and Economics with additional electives in Psychology.
- **Final grade:** second-class honours degree with distinction and a final grade of 2.1. Final year GPA: 3.43.
- **Areas of competence:** normative ethics, moral philosophy, philosophy of language and mind, rigorous critical thinking, research skills, essay writing, and the high-level argumentation.

PUBLICATIONS

Journal Article

Re-framing Attention For The Ethical Critique of The Attention Economy

Author(s)

Mahon McCann, Fiachra O'Brolchain, Ben White and Bert Gordijn

Under Peer Review

Ethics and Information Technologies (Springer)

Journal Article

The Ethical Issues of Social Media Companies and the Attention Economy Business Model. A Systematic Literature Review.

Author(s)

Mahon McCann, Fiachra O'Brolchain, Joss Moorkens and Bert Gordijn

8/07/26

Science and Engineering Ethics (Springer Nature)

DOI: 10.1007/s11948-026-00611-1

Book Chapter

Regulating the Attention Economy: Meta's Non-Compliance with the EU

Author

Mahon McCann

26/5/2026

Emerging Challenges in Social Media Regulation: Resurgent States? (pp 181-193)

Fênix Foundation Publishing House: <http://dx.doi.org/10.36592/9786554603065>

Book Chapter

What is the attention economy - and why is it such a problem?

Author

Mahon McCann

2025

Business Alive: Leaving Certificate Business for the New Senior Cycle (pp 186 -187).

Gill Education (M.H Gill & Co)

AWARDS

DCU School of Theology, Philosophy & Music Scholarship for 4-year Doctoral Degree (09/2022 - 09/2026)

DCU school of Theology, Philosophy & Music Scholarship for the year of 2022 to pursue PhD by research

- Total Research funding over 40 k

Lyric Theatre's Live-to-Digital award 2021 (05/2021 - 08/2021)

Name of the institution that issued/awarded it

- 10k funding for a creative mixed media project examining young people's social media use during the pandemic

Fringe Lab Fifty 2020 (12/2020 - 12/2021)

Dublin Fringe Festival

- Debut Stageplay 'Waiting For The Offo' was selected for the Fringe Lab Fifty in 2020 and recieved additional funding, mentorship and production assistance.

Black Belt in Bujinkan Ninjutsu (01/2021 - 2024)

Shinden Fudo Ryu Dojo Dublin

CONFERENCES/PRESENTATIONS

"Re-framing Attention For The Ethical Critique of The Attention Economy" (09/2025 - 09/2025)

DCU Fujo Conference 2025

Promoting students' awareness of ethical considerations surrounding the use of ChatGPT and other large language models (preliminary study). (06/2025)

European Conference on Ethics and Integrity in Academia 2025

"The Attention Economy and Youth Mental Health" (04/2025 - 04/2025)

A seminar at Turning Point Institute Dublin

- A seminar with Psychology MA students in Turning point Institute on the effect of Social Media on Youth Mental Health

"Introduction to the attention economy" (11/2024 - 11/2024)

Irish Philosophical society Autumn Seminar series presentation

"The Ethical Issues of the Attention Economy" (02/2024 - 02/2024)

DCU Ethics and Privacy Week 2024

- Presentation on Data and the attention economy to academic and public audience

The Ethical Issues of Social Media Companies and the Attention Economy Business Model. A Systematic Literature Review. (10/2023 - 10/2023)

30th Annual Vincentian Business Ethics Conference

TEACHING EXPERIENCE

Introduction To Plato's Republic
Dublin City University

01/2026 - 05/2026

Tasks/Achievements

- Creation of course material for first year undergrads
- Delivery of 12 weeks of lectures
- Assigning and grading essays

"Introduction to Ethics and Technology" on the Ethics and Digital Culture course
DCU School of Communications

03/2025 - 03/2025

Introduction to Plato's Republic
Dublin City University

09/2024 - 12/2024

Tasks/Achievements

- Course creation for Third year undergraduates
- Delivery of lectures
- Assigning and grading of essays

"Introduction to The Attention Economy" on Understanding Media course
DCU School of Communications

09/2024 - 09/2024

TEACHING EXPERIENCE

Instructor

Center For Talented Youth Ireland

01/2023 - 01/2024

Tasks/Achievements

- Building course curriculum, content and materials
- Running classes for twenty plus students ages 9-12

Creative Writing Workshops

Fighting Words Belfast

01/2019 - 11/2023

Responsibilities

- Teaching creative writing workshops to primary school children of groups up to 30.
- Practising leadership, organisation and communication skills.
- Organising and running a weekly write club for creative teens after school.

Belfast

ADDITIONAL TRAINING

Emerging Challenges in Social Media Regulation: Resurgent States? (01/2025 - 06/2025)

PUCRS and IDP module in partnership with DCU "Emerging Challenges in Social Media Regulation: Resurgent States?"

Tutoring Principles and Practises (01/2024 - 06/2024)

DCU accredited Post-graduate module on teaching, tutoring and learning design

Advanced Academic Writing (01/2024 - 06/2024)

DCU post-graduate module on advanced academic writing in the humanities

The Center For Humane Technology: Technologists course. (09/2021 - 10/2021)

Membership of the center since April 18th, 2020 - present.

'The Unconscious of Social Media' - Stillpoint Spaces Berlin. (02/2017 - 02/2017)

Workshop by Dr. Aaron Balick on the psychology of social media.

Speak out! A Verbal Communication course. Crescent Arts Centre Belfast. (01/2020 - 03/2020)

Sight Reading for actors and non-actors - Crescent Arts Centre Belfast. (10/2019 - 10/2019)

Movement for actors and non-actors, Crescent Arts Centre Belfast. (12/2018 - 01/2019)

REFERENCES

Bert Gordijn, Director of the DCU Institute of Ethics

Contact : Bert.Gordijn@dcu.ie

Ian Leask, Head of School of Philosophy DCU

Contact : ian.leask@dcu.ie

Dr Michael J Daly, Professor of Cardiology RCSI

Contact : michaeljdaly@hotmail.com