Part 1
Theoretical Underpinnings of Ethics

Part 2
Moral Reasoning & Professional Ethics

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Ethics
Consequences, Outcomes
Rules
More?
What else?

e.g.,
• professional code,
• law,
• loyalty to employer,
• confidentiality,
• requirements of one’s role in an organisation
Obligation (right)
Duty (right?)
Social responsibility
Minimally decent Samaritanism
Good Samaritanism
Heroism self-sacrifice

Ethical judgment
responsibility & responsible behaviour

Rules
accountability

Regulations
accountability
Ford Pinto
Compete with sub-compacts
“2000, 2000”
no more than $2000
no more than 2000 pounds
Get it ready in no more than 25 months – rather than the standard 43 months
Product objectives: size, weight, price, fuel consumption, reliability, appearance, comfort, features, ride and handling
“Safety doesn’t sell”
Lee Iaococca, President, Ford Motor Company
“this company is run by salesmen, not engineers; so the priority is styling, not safety” (Ford engineer – anonymous)
“safety = acceptable risk”
“Every crash test made at over 25mph resulted in a ruptured fuel tank.”

Benefits of making the change:

Savings: 180 burn deaths, 180 serious burn injuries, 2100 burned vehicles

180 burn deaths @ $200,000
180 serious burn injuries @ $67,000
2100 burned vehicles @ $700

180 x ($200,000)  
+ 180 x ($67,000)  
+ 2100 x ($700)  
= $49.53 million benefit

Costs of making the change:

Sales: 11 million cars, 1.5 million light trucks @ $11 per vehicle

Total cost: 11,000,000 x ($11)  
+ 1,500,000 x ($11)  
= $137.5 million cost
1. Avoid **moral negligence**.  
   i.e., ask, "is there a moral dimension to the problem here?"

2. Avoid **moral recklessness**.  
   i.e., ask, "have I adequately addressed the moral concerns?"

3. Avoid **moral blindness**.  
   i.e., ask, "have I identified all the moral areas of concern, and the moral values involved?"

4. Exhibit **moral competence**.  
   i.e., deal with the issue, displaying an awareness of its elements and facility with ethical concepts and tools, if there are any.
Thinking here is focussed on answering the question,

**What should I do?**

List the four or five most important ethical characteristics possessed by someone you greatly admire.
Thinking here is focussed on answering the question,

What kind of person should I be?

<table>
<thead>
<tr>
<th>Code of Ethics</th>
<th>Code of Conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td>general</td>
<td>specific</td>
</tr>
<tr>
<td>values / principles</td>
<td>prescriptions / directives</td>
</tr>
<tr>
<td>judgment</td>
<td>uniformity</td>
</tr>
<tr>
<td>“empowering”</td>
<td>enforceable statement of something specific</td>
</tr>
</tbody>
</table>
organisation – principles
code of ethics
“What does it want to be?”
= organisational culture

individuals within
organisation
indicators re:
“What should they do?”
code of conduct

organisational
culture

diagram

individual
behaviours

Whistleblowing
### Business or Profession

**Profession**
- member of a profession
- specialised body of knowledge
- credentialing body
  - public interest is paramount
  - client’s interest
  - exercise of judgment
  - code of ethics
    - including, “don’t bring the profession into disrepute”
  - public trust
- self-regulation (mainly)
- limited external regulation

**Business**
- “professional”
- specialised body of knowledge (maybe)
- credentialing body (maybe)

- code of ethics (maybe)
- limited self-regulation
- external regulation (mainly)

### Requirements of (for example) –

**Engineers Australia**  
Formerly IEAust  
The Institution of Engineers, Australia

**Association for Computing Machinery**

**British Computer Society**

**Australian Computer Society**

**IEEE**  
Institute of Electrical and Electronics Engineers  
Software engineering code of ethics & professional practice

**ABET**  
Accreditation Board for Engineering & Technology
The Fundamental Principles of Professional Conduct (ICAA)

- The Public Interest
- Integrity
- Objectivity
- Independence
- Confidentiality
- Technical & Professional Standards
- Competence and Due Care
- Ethical Behaviour

The Tenets of the Code of Ethics
Institution of Engineers, Australia (IEAust)

- Public Interest
- Public Trust (integrity & dignity)
- Competence & Due Care
- Ethical Behaviour (honesty, good faith, & equity)
- Client’s Interest
- Social Responsibility
- Expert Opinion
- Technical Standards
- Promotion of Code
Public Trust / Public Interest / Ethical Behaviour / Expert Opinion

Conflict of interest  \neq \text{being adversely affected by a conflict}

A person’s \textit{having} a conflict of interest is not the same thing as a person’s \textit{being affected by} a conflict of interest.