

## Chapter 4: Managing Ethical Challenges

### *What are Ethics?*

- Systems of moral, social, or cultural values that govern conduct
- Why do people act unethically?
  - Fear of failure
  - Desire to survive
  - Pressure from others
- Ethical Systems:
  - Personal Ethics: family, culture and faith
  - Social Ethics: constitutional, legal, utilitarian, caring
    - Most relevant to technical workplaces
    - Manuel Velasquez social ethic categories:
      - Rights- fundamental freedoms innate to humans or granted by nations
      - Justice- fairness among equals, laws and policies
      - Utility- the well-being of the majority outweighs the interests of the few
      - Care- compassion takes precedence over rules
  - Conservation Ethics: protect and preserve the ecosystem

### *Resolving Ethical Dilemmas*

- Analyze the ethical dilemma
  - Personal: How does my upbringing in a family, culture, and faith guide my decision?
  - Social: What rights and laws are involved? How can I demonstrate tolerance and compassion?
  - Conservation: How will my choice affect the ecosystem?
- Identify the ethical tension
  - Where are two or more ethical stances incompatible
  - Example: Emergency room doctor who is anti-gun is treating a gunshot victim. His personal ethics regarding gun ownership conflict with the social ethics of the victim's constitutional right to own a gun.
- Make a Decision
  - Do any laws or rules govern my decision?
  - Do any corporate codes of ethics offer guidance?
  - Are there historical records to learn from?
  - What do my colleagues think?
  - What would moral leaders do?

### *Reaction to Disagreement*

- Persuasion through cost and benefits- unethical practices tend to be costly in the long term, demonstrate through facts how ethical choices could be more beneficial over time
- Seek legal counsel- utilize your company or organizations legal team for guidance
- Mediation- mediators can assist in identifying issues and work towards solutions
- Memo to file- if you think an ethical mistake has been made, you can express your concerns to be filed if an issue arises as a result
- Whistle-blowing- go to a legal authority, regulatory agency or news media to expose the unethical decision
- Resign- leave your position

### *Ethics in the Entrepreneurial Workplace*

- When creating a new product or service you must understand patents and copyright law to protect your ideas
  - Patents- A legal protection of an inventor's ideas from others' use of his or her ideas to create new products
    - Difficult to obtain
    - Must be demonstrably unique
  - Copyright Law- books, songs and software are owned by the people who wrote or produced them
    - Complicated by the electronic sharing of information
  - Trademarks- the claim of a symbol, word or phrase as a company's property
- Avoiding problems with Copyright Law
  - Ask Permission- ask to duplicate or take something from someone else's work
    - Fair-use clause- allows people to copy works for purposes of criticism, comment, news reporting, teaching, scholarship, or research
  - Copyrighting Your Work- a work is copyrighted as soon as it exists in written form
    - You should register your copyright with the U.S. copyright office to make settling who owns it easier if problems arise
  - Plagiarism- the use of someone's text or ideas without giving proper credit
    - To avoid this use proper citations and ask permission to use someone else's work

### *Cyberbullying and Cyberharassment*

- Cyberbullying- the use of a computer or mobile device to harm or threaten others psychologically, economically, or in a way that damages their career or personal life

- Cyberharassment- using a computer or mobile device to disturb or threaten others because of race, gender, sexual orientation, disability, ancestry, religion or other inherent characteristics
- Prevention
  - Never give out personal information online
  - Don't post compromising content online
  - Refuse to pass along messages from cyberharassers
  - Know who you are talking to
- Stopping it
  - Step 1: Tell the person to stop
  - Step 2: Block their messages
  - Step 3: Save and print harassing messages
  - Step 4: File a complaint