Forms of Ethics

Contents

* Decision theory

* Why three main forms of ethics?

* Rule ethics

* Utility ethics

* Virtue ethics

* Other forms of ethics

* The ethics of Immanuel Kant

* Elementary jurisprudence

* Relation to standards and guidelines

Decisions

Choosing between two or more options, based on:

1. Information

2. Processing (thinking, reflection, computer program, evaluation scheme)

3. Perception of outcome (utility, time frame, appropriateness, sustainability...)

Information for decision

1. Getting information (sources, quality, appropriateness...)

2. Evaluating and processing information (selecting, transforming, comparing...)

3. Presenting evaluation (to colleagues, to organisation, to customers....)
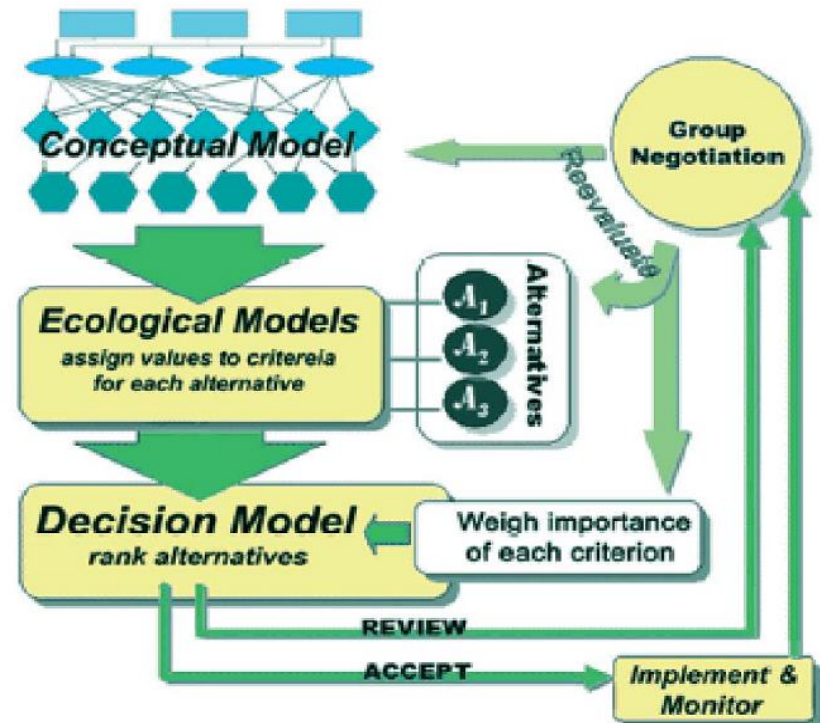
Decision support system

«interactive software-based system intended to help decision makers compile useful information from a combination of raw data, documents, personal knowledge, or business models to identify and solve problems and make decisions» (Wikipedia January 2010).

Normally missing:

* Forecasts (perhaps personal knowledge´
* Political environment, the ethos
* Questions

Often missing:

* Probabilities
* Risks
* Evaluations
* Long term consequences

Conceptual Model

Ecological Models
assign values to critereia
for each alternative

Alternatives

Decision Model
rank alternatives

Weigh importance
of each criterion

Group
Negotiation

Reevaluate

REVIEW

ACCEPT

Implement &
Monitor

Results from Decision Support System, ideally

*   Alternatives, with risks, probabilities, assumptions

*   Missing data, or how the model could be improved with better data

*   Quantitative or qualitative conclusion, preferably both

General challenges

1. To integrate and perhaps compare data and concepts that are different in nature.

2. Forecasting methodology

3. Model validity

For instance:

•Care for the environment vs low cost transport

•Trains vs highways

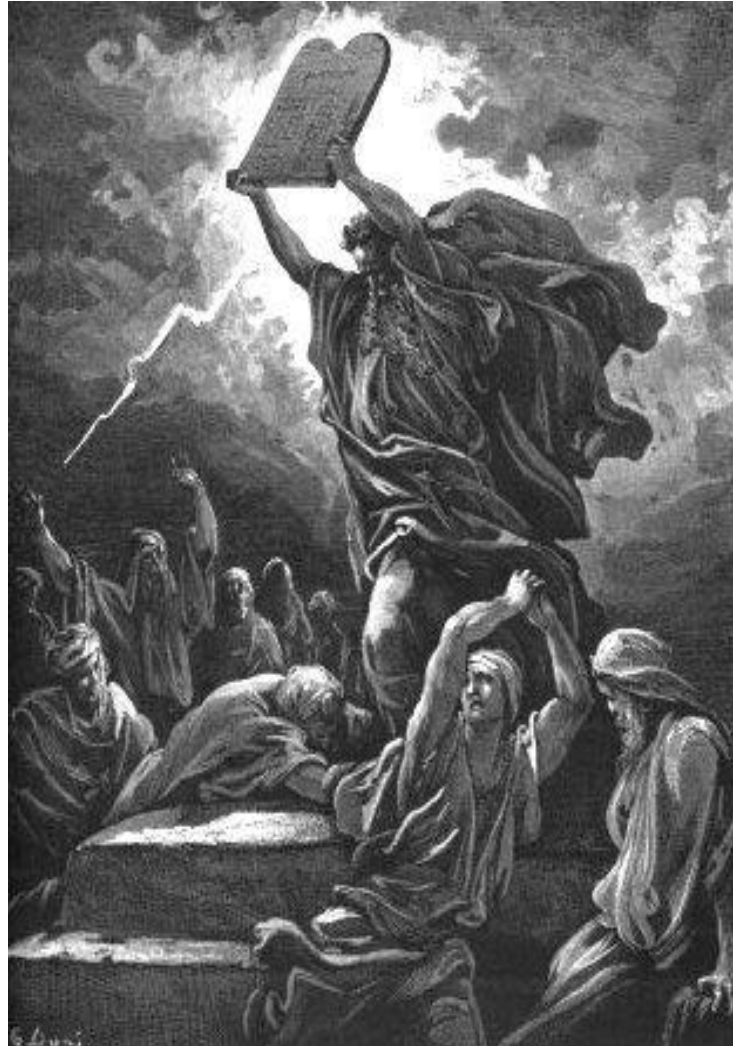•Priorities in the Health Service

The three main forms of ethics

*   Rule ethics (duty ethics, deontological)

*   Consequence ethics (utilitarianism, utility ethics, teleological)

*   Virtue ethics

Why are the three separate?

1. History

2. Power struggle (?)

3. Three different natures

Rule ethics

Types of rules

* Religious commandments (42 in Old Egypt)

* Laws (jurisprudence will be introduced later)

* Public regulations of different kinds (aircraft, parks, police...)

* Accounting systems (GAAP, IFRS)

* Interorganisation rules (contracts, Service Level Agreements, insurance policies...)

* Organisation rules (data security, customer handling...)

* Standards

Rules should (ideally) be

*   **Few**

*   **Comprehensive, cover all important areas**

*   **Updated to reflect the modern/real world**

*   **Authorative (derive their authority from acknowledged source)**

*   **Fair (treat people or organisations in the same manner)**

*   **Useful, serve some purpose**

*   **Proactive**

*   **Universal, within its area of applicability**

*   **Sustainable, for a long time, and updateable, when the time is up**

Advantages of rule ethics

* «Absolute». Example traffic rules

* «All» will follow, coordination and communication easier

* Normally easy to understand

* Normally the same for all

* Predictability

* Avoid unwanted incidents (accidents, crimes, breakdowns...)

Rule ethics problems

*   Universality - difficult!

*   Size (example GAAP 25000 pages)

*   Updatedness

*   Perhaps ignoring some issues, or people

*   «Loophole management»

*   Interpretation

*   May target minimums

Utility ethics

Ethical goals determined by outcome

* «Greater good for the greater number»

* «Maximising utility or minimising negative utility» (or suffering)

* Considers questions close to democracy, like distribution of goods and services

* Including animals and nature?

* Relationship to needs not clear

Problems with utility ethics

*   **Little consideration of means («ends justify means»)**

*   **Some consideration of minority views, but unclear how much**

*   **Nature included in some versions, excluded from others**

*   **Some utilities are difficult to forecast and measure (e.g. environmental)**

*   **Money seems excluded in some cases**

Democracy challenges

* Rule of the many, have to consider the few

* The few may be right

* People sometimes treated as groups, but they are individuals

* Democracy depends on laws being followed, even in the practice of democracy

* Democracy slow, some people get impatient

* Good and correct communication essential (but some governments resist)

* Motivation needed for democracy itself, and for implementing its results

Virtue ethics

Aristotle

«a good man is someone who performs well at the tasks that men perform typically»

or

A good man does good work, over time

Aristotle's virtues

*   **Courage**

*   **Temperance**

*   **Liberality**

*   **Magnificence (Magnanimity?)**

*   **Proper ambition**

*   **Patience**

*   **Truthfulness**

*   **Wittiness**

*   **Friendliness**

*   **Modesty**

*   **Righteous indignation**

Aristotle Ethics, Penguin 1976

Virtues now (?)

* **Quality**

* **Service**

* **Planning, perhaps long term and holistic**

* **Cooperation, openness, relationships**

* **Consideration, especially of customer/user, own good less important**

* **Safety, avoiding risk**

* **Fairness, justice, protection of the weak**

* **Legitimacy, genuineness**

* **Critical (and constructive) attitude**

* **Pride tempered with humility (know your limits!)**

* **Creativity**

* **Aestetics**

Quality and service

* Meeting customer needs

* Within standards and expectations (or exceeding)

* No hidden defects or shortcuts

* Produced well (non-polluting, stingy on resources, good materials, good workers)

* Interactive, when appropriate

' Timely, when appropriate

* Safe, accomodating safety, possibly helping safety

Virtue ethics summing up

* You are what you do (Aristotle)

* Doing good work makes you happy (Aristotle)

* The compulsion to virtue ethics is subjective (nursing, teaching, engineering...)

* The compulsion can be strong (artists, crafters...)

* Linked to professionalism

* People may have different sets of virtues

* Virtues may be «hidden» in an evaluation

Virtue ethics – challenges

* Depends on individuals, can have many sets of virtues

* Can conflict with other values, e.g. money

* Can conflict with other goals, perhaps overall (health system)

* Can lead to hubris or overoptimism

* Can lead to overwork, or a breakdown

' Can be in opposition to others (whistleblowing)

Summing up

*   Three different ethical views

*   Each has advantages, and drawbacks

*   Can be used together, finding the resultant

Hypothesis: Resultant found using direction of each view, plus magnitude, like vector sum in engineering.

The resultant cannot be used directly, but is a decision aid.

Must be applied within existing framework of politics and laws, the design limitations.

Consider ethical principles as additional considerations, especially sustainability

The result should be presented together with the arguments for and against.

Other ethical forms

* Care ethics

* Wisdom

Many others, but can be argued that they are variants of the ones presented.

Care ethics

*   **Built on relationships**

*   **Addresses a feminine view (but could be masculine)**

*   **Assymetric ethics**

*   **May involve sacrifices (care for relatives etc.)**

*   **Close to virtue ethics**

Wisdom

Aristotle:

   Phronesis (practical wisdom) Knowing nature, science
   Sophia   Choosing appropriate action

General:

   Selecting actions that are beneficial long term

   Attempting to find deep principles

   Moderating selfish interest

Akin to Statesmanship

Immanuel Kant (1724-1804)

Categorical Imperative:

«Always act in such a way that you can also will that the maxim of your action should become universal law».

Grounding for the Metaphysics of Morals, Hackett 1981

(Formulated in five different ways)

Corrolary: Some acts are universally forbidden

In sum: Always consider that your acts should be universally valid (and an example to others).

A hypothesis: «logic cannot have an empirical part»
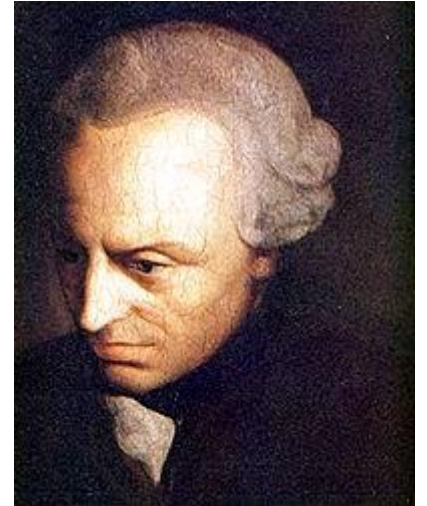
Jurisprudence

In this context, the philosophy of law

Kant: **Laws should be universal, and include the law-giver.**

Aristotle: **Laws are partly natural, partly society related**

Locke: **Laws must address common good**

Hume: **Problem going from IS to OUGHT**

(from descriptive to normative)

Some Law principles(?):

* Law equal for all

* Law not retroactive

* Habeas Corpus

* Law understandable, perhaps understood

* Laws not contradictory, covers all important areas

* Law as part of infrastructure, a system

* Law as an expression of society

* Law depends on implementation, e.g. international law

* Based on constitutions, principles, case law, seldom ethics...

Law problems

* **Timeliness (validity of constitution?)**

* **Updatedness (low energy housing...)**

* **Different jurisdictions (EU and Sweden)**

* **Consistency (Russia)**

* **Lawgivers not a majority (UK)**

* **Less influencial ignored (USA poors)**

More general:

* **Laws are often reactive, i.e. after, not before, incident(s)**

* **Formulation not always expert**

* **Interpretation (e.g. in computer programs)**

Standards

Management related

ISO 9000   Quality Management
ISO 14000 Environment management
ISO 20000 IT service management
ISO 22000 Provenance
ISO 27000 Computer security
ISO 31000 Risk Management
ISO 38500 IT Governance

More are on their way!

Standards advantages

*   **Repository of competence**

*   **Quality assurance**

*   **Updated «automatically»**

*   **Authority**

*   **Legitimacy**

*   **Easier cooperation**

*   **Easier communication**

*   **Avoid some disasters, and waste**

Standards disadvantages

*   **Often reactive**

*   **Time and effort**

*   **Competence (unpaid?)**

*   **Can lead to rigidity**

*   **Many don't know what a standard is**

*   **May not be fully integrated (office systems...)**

Models of humans

*   **Aristotle (a good person does good work)**

*   **Economic Man (omniscient, limited and money based)**

*   **Administrative Man (limited rationality)**

*   **Muddling Man (fumbling, uncertain)**
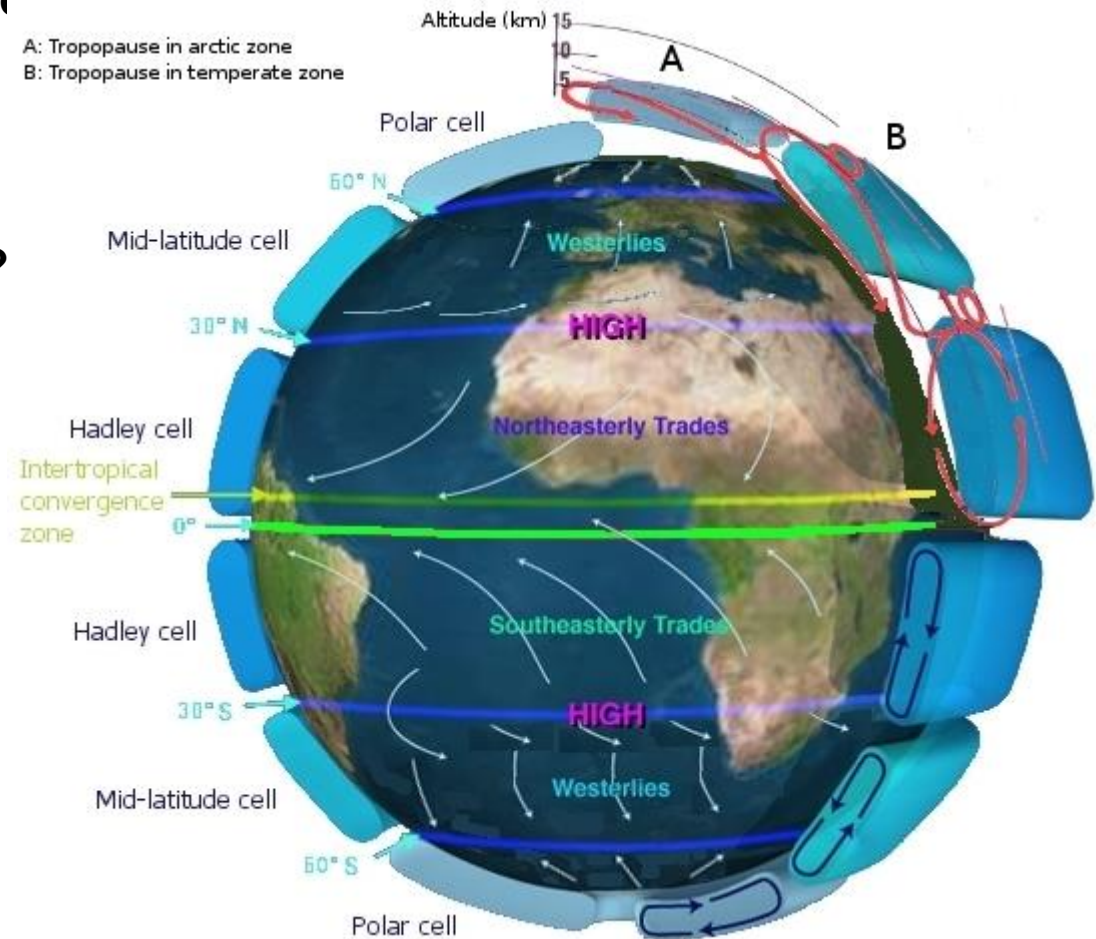
*   **Wise Man (principles and consequences)**

    Perhaps Ordinary Man?

Homework for lesson 5

How do you measure and forecast the weather?

Look at weather.org or similar.   What is involved in making a forecast?

Why are long term forecasts inaccurate?

A: Tropopause in arctic zone
B: Tropopause in temperate zone

Altitude (km) 15

10

5

A

B

Polar cell

60° N

Mid-latitude cell

Westerlies

30° N

HIGH

Hadley cell

Northeasterly Trades

Intertropical
convergence
zone

0°

Hadley cell

Southeasterly Trades

30° S

HIGH

Mid-latitude cell

Westerlies

60° S

Polar cell

Lecture 4 Discussion

Suggested themes:

1. Wikileaks

2. Food provenance

3. Toyota

4. Open

Wikileaks

1. **What ethical terms apply?**

2. **Are some of concepts involved contradictions or controversial?**

3. **How can we reconcile the concepts?**

4. **What conclusion do you suggest?**

5. **How should governments (and companies) prepare for future leaks, perhaps from other sources?**

Food provenance (ISO 22000)

What is provenance in general, and what is it used for?

Does it have ethical implications?

What can be the role of ICT?

What purposes can food provenance serve?

What has Swedish hamburger chain Max done to be seen as environmental?

Does fish date marking make an impact on selling?

What elements can be followed up in food provenance?

What future do you see for provenance in general?

Diana and Actaeon by Titian. Provenance since 1550s

Toyota

What is the role of quality in the Toyota method?

What main groups of quality incidents have Toyota had?

Where and how did the quality problems originate?

Are the quality problems the fault of Toyota, or things that could happen anyway?

What was the role of the trade union(s)?
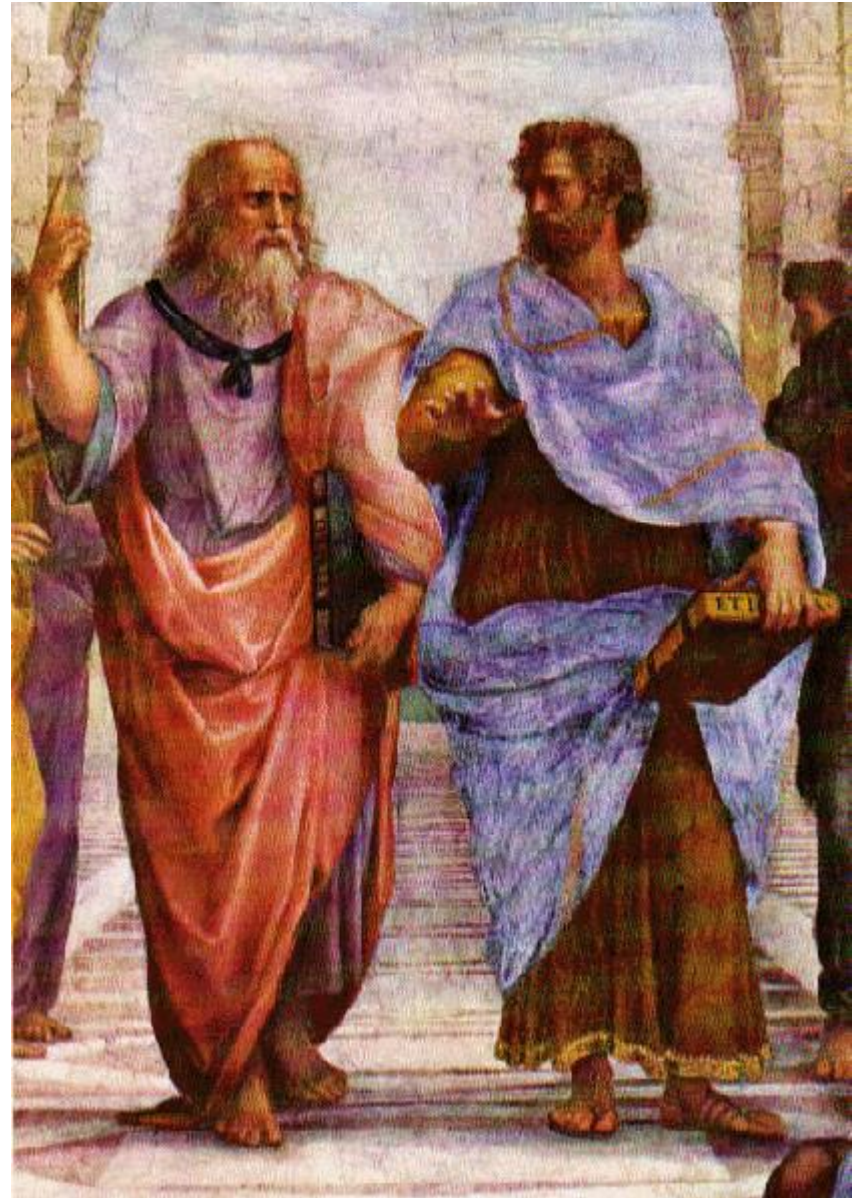
What was the reaction of Toyota management?

What is the situation now, for Toyota and its customers?

Toyota Camry 2011, with a break override system

Lecture 5
Philosophical Methods

Goal

To know philosophical and related methods that are useful for ethics and the organisation.

Contents

- Asking questions
- Analysis   - atomic philosophies
- Synthesis - holistic philosophies
- Philosophy of science
    - Paradigms
    - Truth
    - Scientific methods
    - Research quality
- Theory of Knowledge
    - Data – Information –knowledge – wisdom
    - Quality of information
    - Complexity
    - Impossibility
    - Unsolved problems
* Metaconsiderations

Asking questions

*   The «Socratic» method

*   Asking questions to get to the core of an issue

*   Today: japanese quality management, getting to the «why» of problems:

    -   Two main groups of problem reasons:

        1. Standards were not followed
        2. Standards were faulty

Reasons why standards were not followed could be:

    a. Lack of training
    b. Insufficient experience
    c. Standards not understood
   d. Time pressure
    e. Management failure, including economics
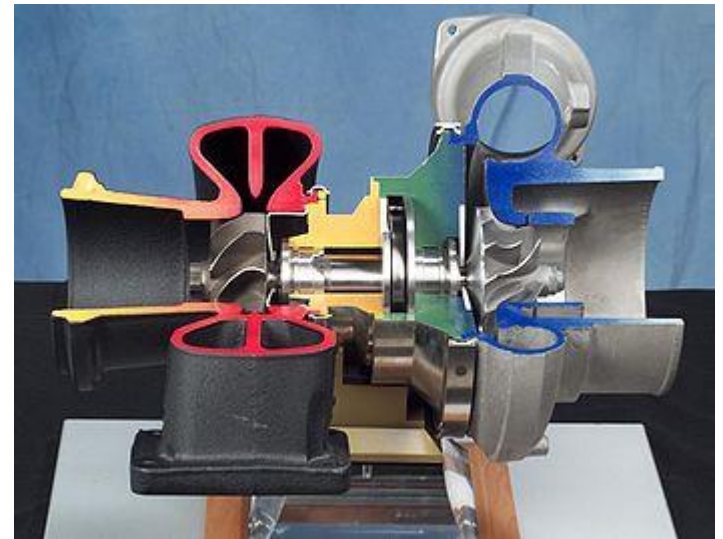
Cut away view of turbocharger made by Mohawk Interactive
Technology

Analysis Greek ἀνάλυσις, «throughout loosening»

* **Breaking up complex problems into components**

* **Investigating the components selected**

* **Assuming that this investigation is relevant for the overall problem**

Finite element method for car crash
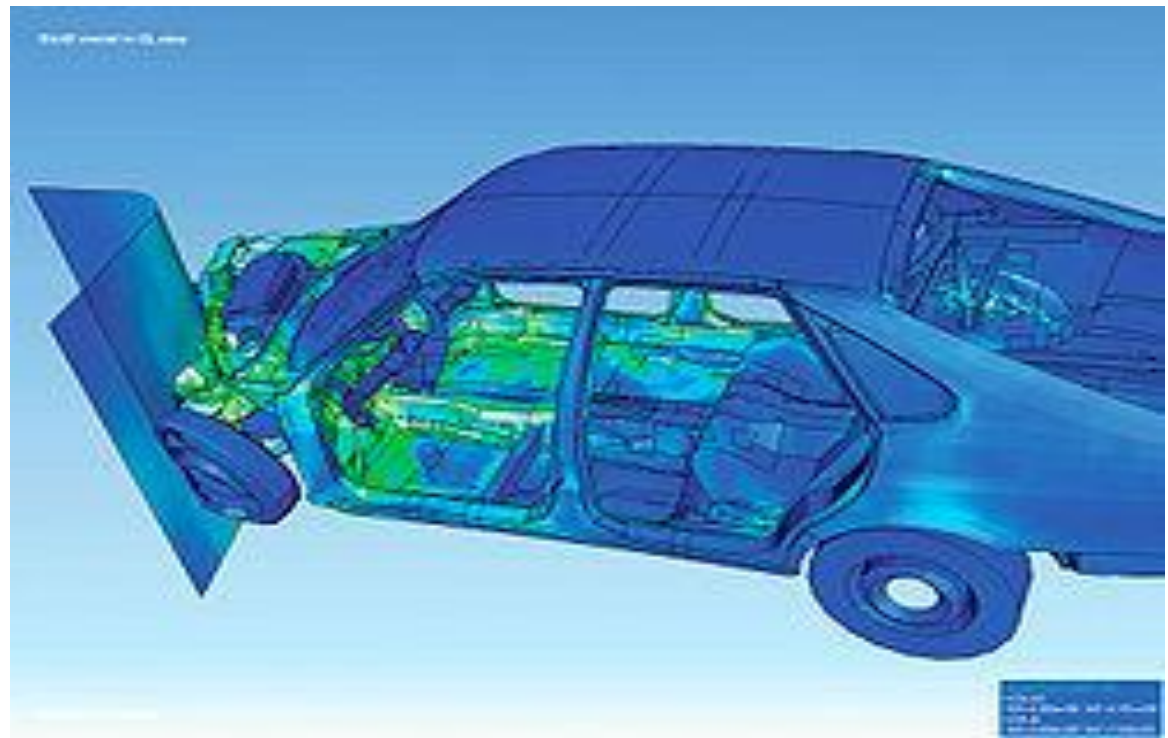
Synthesis

Combining two or more components to form something new.
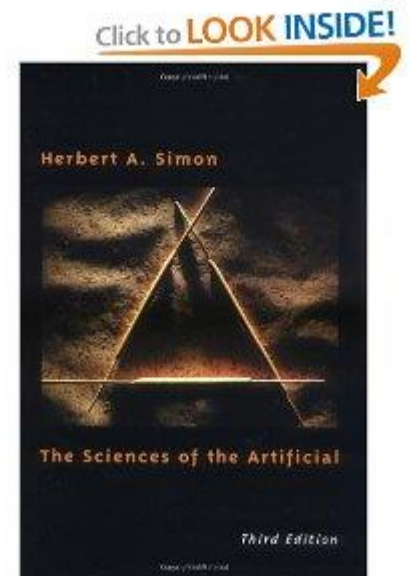
Basis for engineering.

Bridge, Strømmen Norway

Design - Herbert A. Simon

«The Artificial», making things, a major human task

Combining creativity, rationality and empathy to create something new

Not to find the truth, but utility, to improve human lives

Click to LOOK INSIDE!

Herbert A. Simon

The Sciences of the Artificial

Third Edition

Design theory

* **User oriented, meeting needs**
* **Sensible use of technology**
* **Seldom optimal**
* **Perhaps aestetic**
* **Within design limitations («degrees of freedom»)**

Can be:

* **Technology**
* **Service**
* **Organisation**

Philosophy of science

How to quality check science, or improve it.

What constitutes truth?

What is good and bad science?

When is a proof a proof?

When is a method acceptable?

The role of doubt (and criticism)

The social role of science

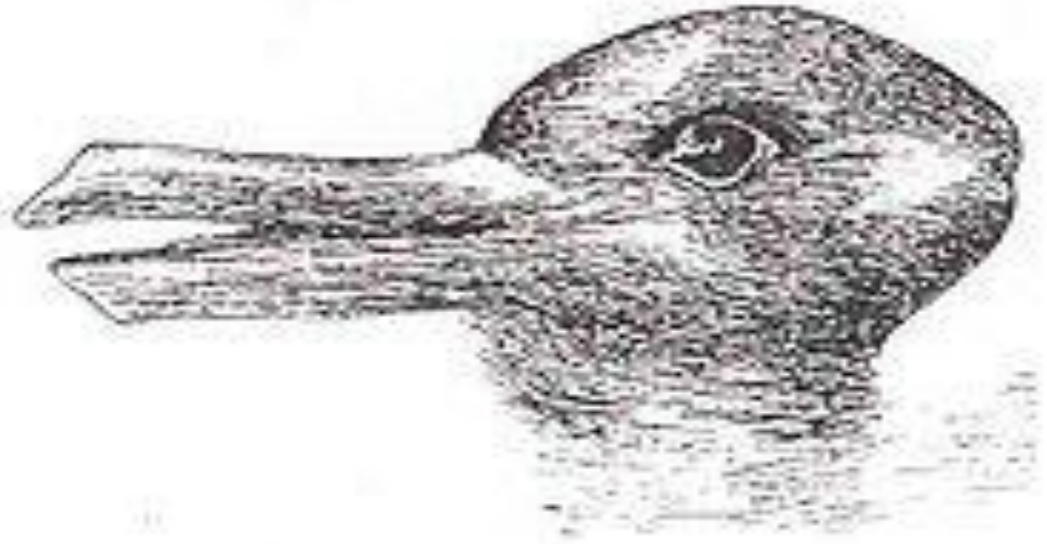Analytical vs holistic science

The role of hypotheses

Paradigms   Greek παράδειγμα

Thomas Kuhn (1922-1996)

Originally, what (part of the) scientific community believes, and only they.

Later, a more general belief system (Efficient Market Hypothesis in Economics)

The duck-rabbit illusion (Kuhn)

«Science progresses funeral by funeral» Max Planck

Kuhn's general rules for scientific theory

- *Accurate* - empirically adequate with experimentation and observation

- *Consistent* - internally consistent, but also externally consistent with other theories

- *Broad Scope* - a theory's consequences should extend beyond that which it was initially designed to explain

- *Simple* - the simplest explanation, principally similar to Occam's razor

- *Fruitful* - a theory should disclose new phenomena or new relationships among phenomena
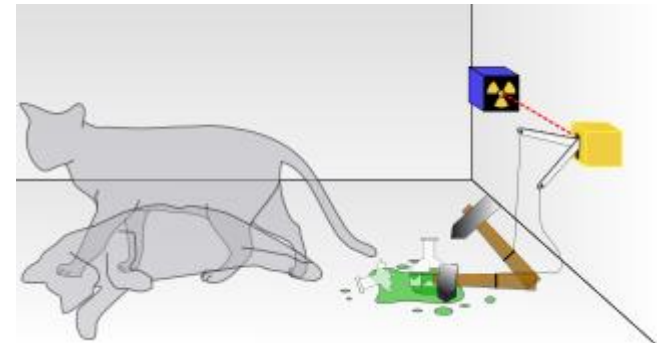
Karl Popper (1902-1994)

A hypothesis cannot be found true, only supported by other studies

One single counterexample can disprove a hypothesis (later partially abandoned)

A hypothesis should be falsifiable, it should be possible to show it is false

-   Criticized psychoanalysis and the Copenhagen interpretation in physics

Schrødinger's cat experiment

Katherine Miller («Communications Theories» 2005)

Different scientific methods:

* **Objective science**

* **Subjective science**

* **Grounded theory**

* **Narrative**

Roman senate, Cicero accusing Catalina

* **Rhetorics**

--- Plus normative science (standards, guidelines)

«reality cannot be understood except through a consideration of the mental and social processes that are continually constructing that reality»

Computer security (example)

«...many believed **scientific methodology should be applied to experimental computer security research...**

...requires clear statements of hypotheses (which is easy), and then collecting data and performing data analysis in a way that can be reproduced (which is hard)

...problems often arise when one does an experiment using a small sample size and tries to generalise to a large population

...lack of an argued methodology for phenomena we wish to investigate»

«**Why is there no science in cyber science?**»
Panel discussion at New Security Paradigms Workshop 2010 (Concord MA, USA)

;login December 2010

Quality in philosophy, views

* **Quality is an attribute**

* **Quality is what distinguishes**

* **Part of the concept «good»**

* **Aristotle: Quality can vary in degree**

* **Locke: Primary quality intrinsic, secondary open to interpretation.**

* **Interpretation needed of useful, beautiful, it exists (a path for school children)**

* **Often ignored:**

    * **Timeliness, robustness**
    * **Completeness (documentation, training...)**
    * **Closeness, availability**
    * **Friendliness (including user friendliness)**
    * **Security**
    * **Cost (implying a tradeoff)**

Jonathan Dancy (1946-)

«Introduction to Contemporary Epistemology. 1985»

«... holism forces us to abandon the hope of a first philosophy»

«... ethics ignores the ability [of] further properties... to defeat what were sufficient reasons for a moral judgement in the first place.»

«...a belief is justified to the extent to which it contributes to the coherence of the belief-set of which it is a member.»

This idea is called **closure** (but not commonly accepted)

Thus (probably)

*   A belief-set is the best we have now
*   On what philosophical basis do we reject the belief-set, when we think we have something better?

Closure

In meteorogical modelling, adding measurements from areas with few sensors, adjusting for this fact.

In philosophy, attempting to make theories whole or consistent by adding items that are not sufficiently analysed.

Economic theory needs to add elements of ecology, quality etc to make it more consistent with its purpose.

Coherence

Hypothesis.   Assuming that parts of a theory form a pattern, or a set of connected or related assumptions.

Examples: Quality and service.   Both address user needs, are measurable, and can be assessed objectively.

More work, and thinking, needed in this area!

Closure and coherence

Criticism: Assumes more than one set of truths.

Countercriticizm: No proof that there is only one set of truths for a complex issue.
Difficult to determine what is «truth».

Example economics:

Economic theories form a reasonably coherent set, BUT:

Some people see a need for a different set of economic theories

Optimising

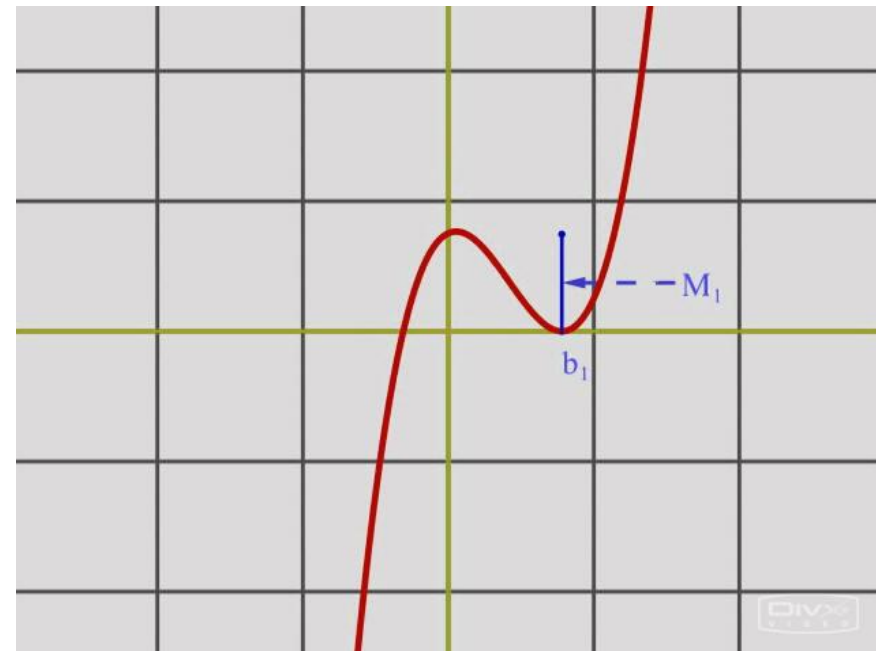**Maxima or minima found by derivation (math)**

May have local optimums

Derivation difficult if complex function

Optimum may not be lasting over time

Local minimum

Satisficing – Herb Simon

Meet different criterions

In service, should attempt to meet levels in the following:

* **Availability**

* **Uptime, dependability**

* **Response time**

* **Security**

* **Friendliness, usability**

* **Cost**

Class discussion

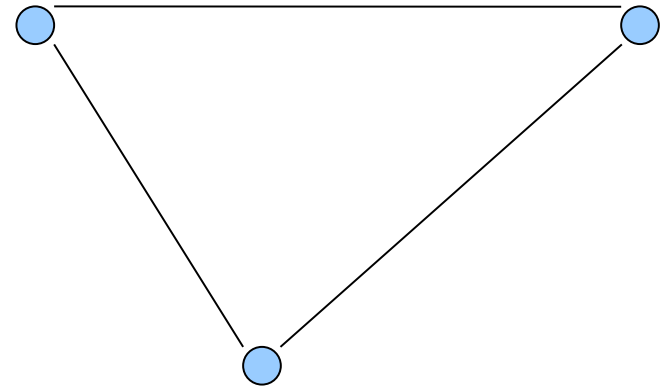**Is 99.5% uptime good enough for an Internet based service?**

Connectivity

Number of connections in
network with N nodes = (N*2 -N)/2

Very large for large N

Applicability:

* Technology
* Management

Large and small organisations

Large organisation   Small organisation

Advantages: Size   Flexibility
                Power   Stakeholder nearness
                Visibility   Internal communication
                External communication   Coordination
                                                  Creativity

Disadvantages: Complexity   External communication
                Flexibility   Ability to take on large tasks
                Internal communication

Fractals

Benoit Mandelbrot (1924-2010)

Recurring patterns at different levels

Outlines in nature depend on measurement instrument

Example: Britain's coastline infinite, with infinitesimally small instrument

Dimensions depend on observer and can be fractional

In nature:

Botany
Lava flow
Snowflake
Cotton prices
Lung system
Geography

Barnsley's fern computed using
an Iterated function system.
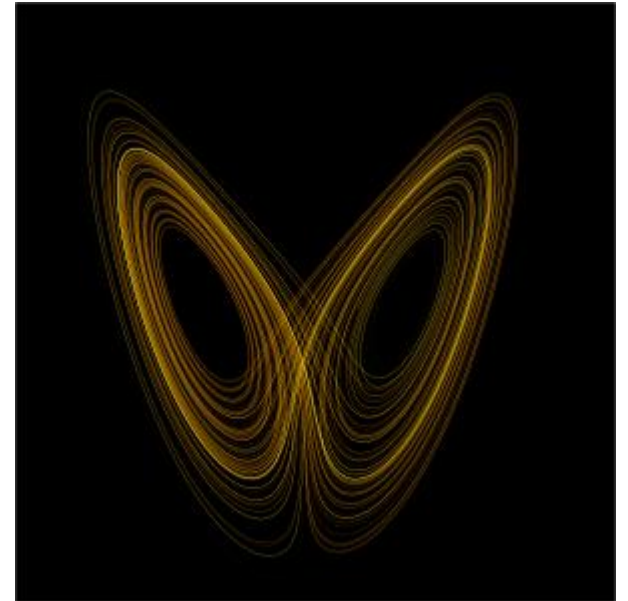Wikipedia, January 2011

Chaos

Highly dependent on initial conditions

First observed in meteorology, «the butterfly effect»

Strange attractor distinguishes some chaos types

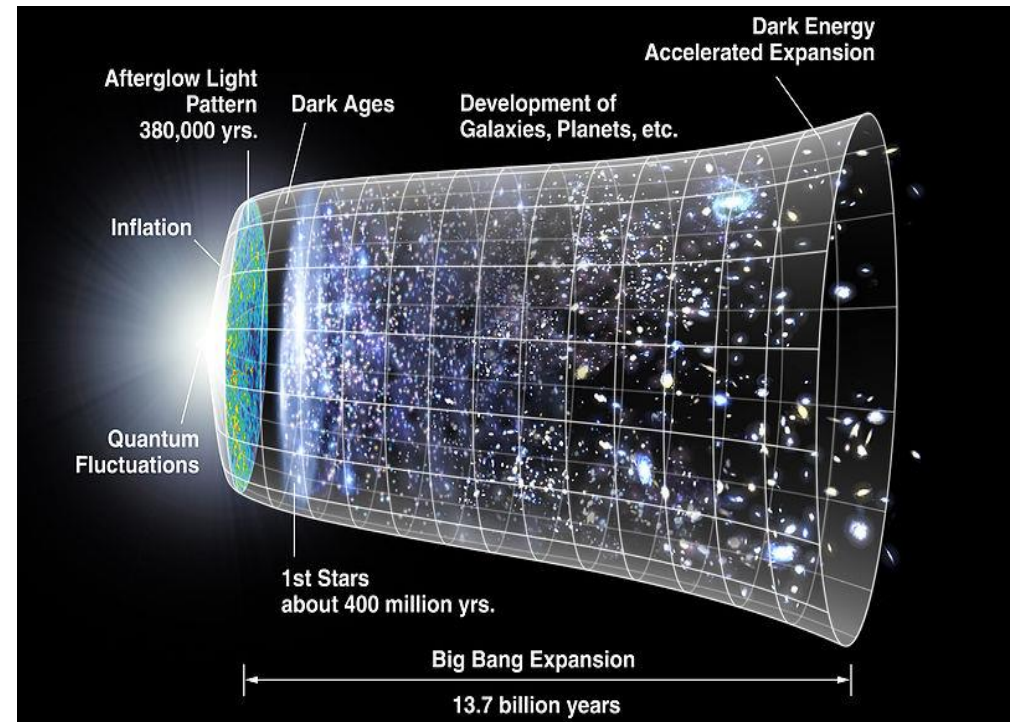**Different forms of chaos**

The Lorenz attractor

Impossibility

Different forms:

*   **Cannot be computed for lack of power**

*   **Cannot be computed, an iteration does not converge**
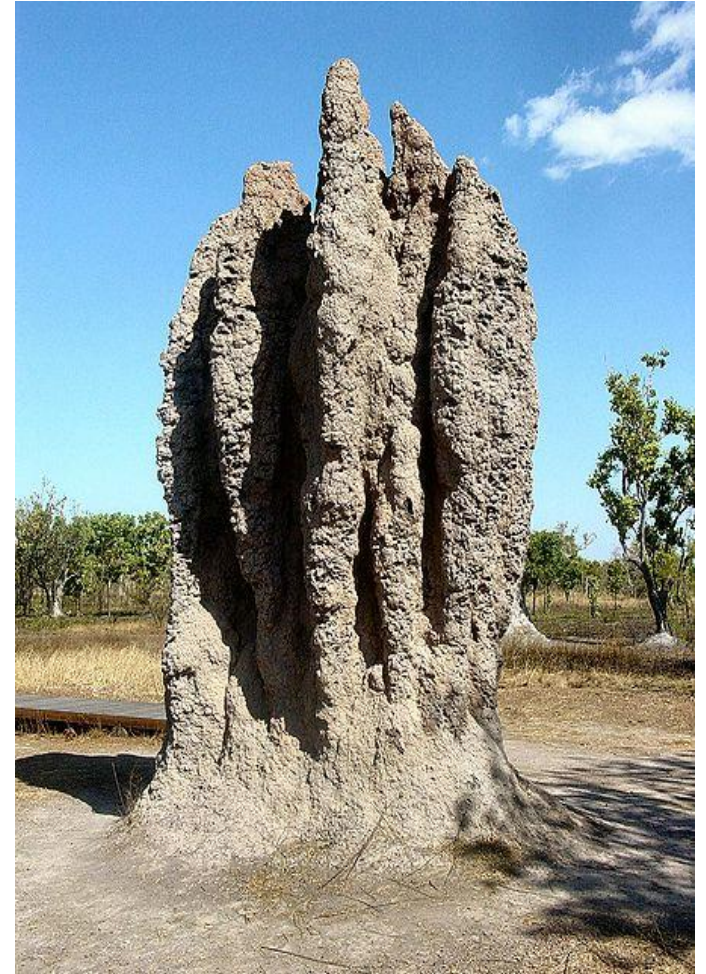
*   **Physical limits**

Big bang history of the world

Emergence

Complex systems and patterns phenomena arise out of relatively simple interactions
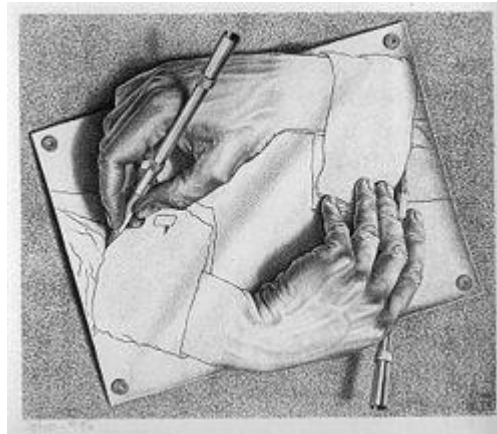
Relevant to:

* **Philosophy**
* **Systems theory**
* **Science**
* **Art**
* **Management (hypothesis)**

Termite «cathedral» mound, biology example
Wikipedia 2011

Escher impossibility

An illusion, or more?

Gødel impossibility

«Cannot prove (some parts of) mathematics from within»

The more famous incompleteness theorem states that for any self-consistent recursive axiomatic system powerful enough to describe the arithmetic of the natural numbers (Peano arithmetic), there are true propositions about the naturals that cannot be proved from the axioms. To prove this theorem, Gödel developed a technique now known as Gödel numbering, which codes formal expressions as natural numbers.
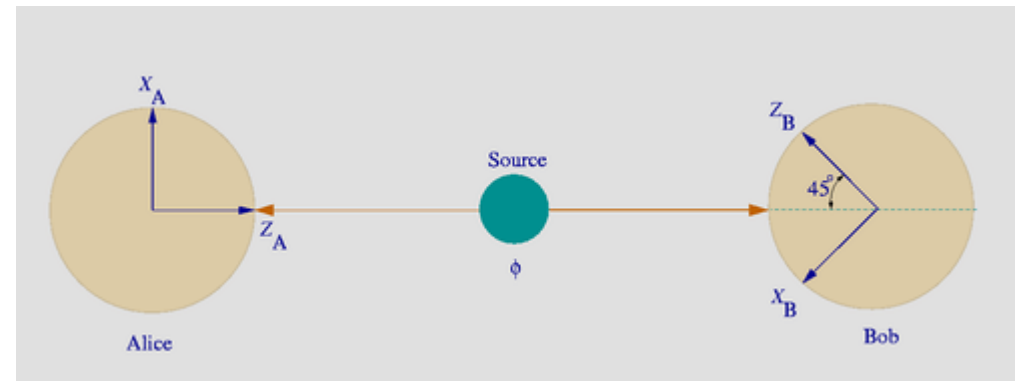
Incompleteness theorems published 1931

Unsolved problems (or challenges)

* Higgs boson not found, Copenhagen interpretation not proved

* No good reason for quantum entanglement

* Big Bang

* An accurate climate model

* An accurate finance model

EPR argument

Homework for lecture 6

Find the ethical principles of the American Psychological Association.   What deeper principles are they built on?

Find the earlier controversies.   What principles do you think the APA broke?   How did they try to cover up?   Can you find any reason why they departed from what many members thought were good principles?

Lesson 6 Codes of Ethics

Purpose: An overview of Codes of Ethics, with special emphasis on professions.

Introduction to writing organisation ethical rules.

ACM Code of Ethics

(Association of Computing Machinery)

«General moral imperatives 2010»

1. **Contribute to society and human well-being**

2. **Avoid harm to others**

3. **Be honest and trustworthy**

4. **Be fair and take action not to discriminate**

5. **Honor property rights including copyrights and patent**

6. **Give proper credit for intellectual property**

7. **Respect the privacy of others**

8. **Honor confidentiality**

ACM guidelines critique

1. Difficult to follow all provisions (no war related work allowed?)

2. No criticism implied, or allowed (?)

3. Obedience seems to be an assumption

4. Workplace democracy not included

5. Quality not directly addressed

6. Emphasis on property and ownership

Positively describes procedures to minimize access to private data, but does not say what may be issues (race, religion, politics...)

Copyright

Copyright is a set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. Copyright does not protect ideas, only their expression. In most jurisdictions copyright arises upon fixation and does not need to be registered. Copyright owners have the exclusive statutory right to exercise control over copying and other exploitation of the works for a specific period of time, after which the work is said to enter the public domain. Uses covered under limitations and exceptions to copyright, such as fair use, do not require permission from the copyright owner. All other uses require permission and copyright owners can license or permanently transfer or assign their exclusive rights to others.   (Wikipedia February 2011)

Patents give the right to produce, if all relevant patents owned.   But there is no compulsion to actually use patents.

Patent/Copyright issues

* Good for assinging value to intellectual work

* No full international cooperation

* Incumbents have the advantage

* Powerful corporations have the advantage

* Developed countries have the advantage

* May be too costly for small company

* May cost effort that could be used for creativity

* «Patent trolls» and other misuse

* Uncertain if it helps or hinders creativity

UK Code of Ethics for Engineers

* Hold paramount the safety, health and welfare of the public

* Perform services only in areas of their competence

* Issue public statements only in an objective and truthful manner

* Act for each employer or client as faithful agents or trustees

* Avoid deceptive acts

* Conduct themselves honorably, responsibly, ethically, and lawfully, so as to enhance the honor, reputation, and usefulness of the profession.

UK engineering code assessment

*   Professional, directed at society.

*   Good that profession is honoured

*   Task oriented, not responsibility oriented

*   Little room for criticism or speaking up.

*   Engineers normally truthful and objective, so why mention?

*   «Deceptive acts» a strange occurrence, not many engineering deceptions.

*   Nothing on the environment and social responsibility

*   A rewrite may be needed, perhaps alter view from «they» to «we».

Australian code for journalists

1. **Report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts. Do not suppress relevant available facts, or give distorting emphasis. Do your utmost to give a fair opportunity for reply.**
2. **Do not place unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief, or physical or intellectual disability.**
3. **Aim to attribute information to its source. Where a source seeks anonymity, do not agree without first considering the source's motives and any alternative attributable source. Where confidences are accepted, respect them in all circumstances.**
4. **Do not allow personal interest, or any belief, commitment, payment, gift or benefit, to undermine your accuracy, fairness or independence.**
5. **Disclose conflicts of interest that affect, or could be seen to affect, the accuracy, fairness or independence of your journalism. Do not improperly use a journalistic position for personal gain.**
6. **Do not allow advertising or other commercial considerations to undermine accuracy, fairness or independence.**
7. **Do your utmost to ensure disclosure of any direct or indirect payment made for interviews, pictures, information or stories.**
8. **Use fair, responsible and honest means to obtain material. Identify yourself and your employer before obtaining any interview for publication or broadcast. Never exploit a person's vulnerability or ignorance of media practice.**
9. **Present pictures and sound which are true and accurate. Any manipulation likely to mislead should be disclosed.**
10. **Do not plagiarise.**
11. **Respect private grief and personal privacy. Journalists have the right to resist compulsion to intrude.**
12. **Do your utmost to achieve fair correction of errors.**

Australian journalist code, assessment

1. Thorough, and apparently useful

2. Perhaps too detailed

3. May be too demanding in parts

4. No compulsion to present «the other» or divergent views

5. Journalist role in society not addressed

6. Media importance for democracy not addressed

American Psychological Association

General principles:

1. Beneficence and Nonmaleficence

2. Fidelity and Responsibility

3. Integrity

4. Justice

5. Respect for People's rights and dignity

Criticism APA principles

1. **No role in society**

2. **«People's rights» rights does not refer to Human Rights**

3. **No provision for adding to professional knowledge**

4. **No compulsion to keep updated, or find a second opinion**

5. **Ignores group work, and work in organisations**

6. **Whistleblowing not mentioned,   What about reporting professional errors?**

International code of Medical Ethics (1949)

*   A doctor must always maintain the highest standards of
    professional conduct.
*   A doctor must practice his profession uninfluenced by motives of profit.

    The following practices are deemed unethical:
a.   Any self advertisement except such as is expressly
       authorized by the national code of medical ethics;
b.   Collaborate in any form of medical service in which the doctor
       does not have professional independence;
c.   Receiving any money in connection with services rendered to a
       patient other than a proper professional fee, even with the
       knowledge of the patient.
d.   Any act, or advice which could weaken physical or
       mental resistance of a human being may be used only in his interest.

*   A doctor is advised to use great caution in divulging discoveries or new
techniques of treatment.
*   A doctor should certify or testify only to that which he has personally
verified.

Medical Ethics comments

* Good to emphasise professionality

* «Highest standard» suggests there are levels of standards

* Much on conflict of interest, could be generalised

* Conflict of interest issues still bothersome today

* More on patient rights needed

* Nothing on whistleblowing or reporting malpractices

* Little on cooperating with suppliers

* Nothing on role in society, for instance sound health advice

Dutch Patient Rights (www.patient-eu.eu February 2011)

1. **Right to informed consent**

2. **Right to information concerning own health**

3. **Right regarding medical records**

4. **Right to privacy**

5. **Right to complain and compensation**

Dutch patient rights – comments

1. Right to choose hospital, or treatment, not included

2. It appears that hospital owns journal, can patient see and ask for changes?

3. What level of EPR security is required?

The MBA oath 2011

As a business leader I recognize my role in society.

- **My purpose is to lead people and manage resources to create value that no single individual can create alone.**
- **My decisions affect the well-being of individuals inside and outside my enterprise, today and tomorrow.**

Therefore, I promise that:

- **I will manage my enterprise with loyalty and care, and will not advance my personal interests at the expense of my enterprise or society.**
- **I will understand and uphold, in letter and spirit, the laws and contracts governing my conduct and that of my enterprise.**
- **I will refrain from corruption, unfair competition, or business practices harmful to society.**
- **I will protect the human rights and dignity of all people affected by my enterprise, and I will oppose discrimination and exploitation.**
- **I will protect the right of future generations to advance their standard of living and enjoy a healthy planet.**
- **I will report the performance and risks of my enterprise accurately and honestly.**
- **I will invest in developing myself and others, helping the management profession continue to advance and create sustainable and inclusive prosperity.**

In exercising my professional duties according to these principles, I recognize that my behavior must set an example of integrity, eliciting trust and esteem from those I serve. I will remain accountable to my peers and to society for my actions and for upholding these standards.

MBA Oath comments

* Well written, a good beginning, good that leader should be an «example»

* Targets future generations

* «Loyalty and care», are those the first principles for a leader?

* Nothing on criticism, self-criticism, and whistleblowing

* Nothing on governance, only indirectly on ethics

* Nothing on workplace democracy, and customer relationships

* Business only, not general organisations

* Seems to be addressing single, large US corporations, needs to be scaled up to international operations, and scaled down to mid-size firms, that perhaps cooperate to serve customers.

And what happened to MBA oath?

*   4767 signers 3 February 2011

*   One book published, some international debate

*   Nitin Nohria said to be one coauthor.
    Published in 2010 a 802 page book on Leadership, with no
    mention of Ethics.

One criticism of the MBA Oath

«We are inspired that students who will soon be in positions of leadership vow to reject the temptations their predecessors could not. But they and the more than 100,000 new M.B.A. students who enrolled this year will need more than an oath if they wish to become ethical business leaders. Simply put, such oaths sound much like chastity vows taken by thousands of teens every year. The problem in both cases is not a lack of sincerity, but a failure to adequately prepare for the moment of truth.»

«Promises Aren't Enough: Business Schools Need to Do a Better Job Teaching Students Values By Rodrigo Canales, Cade Massey, and Amy Wrzesniewski. *Wall Street Journal* on August 23, 2010

Codes of ethics summing up

* Not sufficiently society oriented

* Often individualistic, with little on groups, projects, organisation

* Little on relationships

* Little on quality and service

* One example of customer (patient rights), otherwise little focus on end result

* The environment often ignored

* Little on malpractice, reporting and whistleblowing

* Little on consequences when code is not followed

* A few remarks on pride of belonging, otherwise not motivating

Codes of ethics for organisations (intro)

* Need to be better than professional codes

* Difficult, as shown

* Should be well written and motivating

* Internet posting almost mandatory

* Ideally coordinated with management and Board

Ethical Codes – links to management
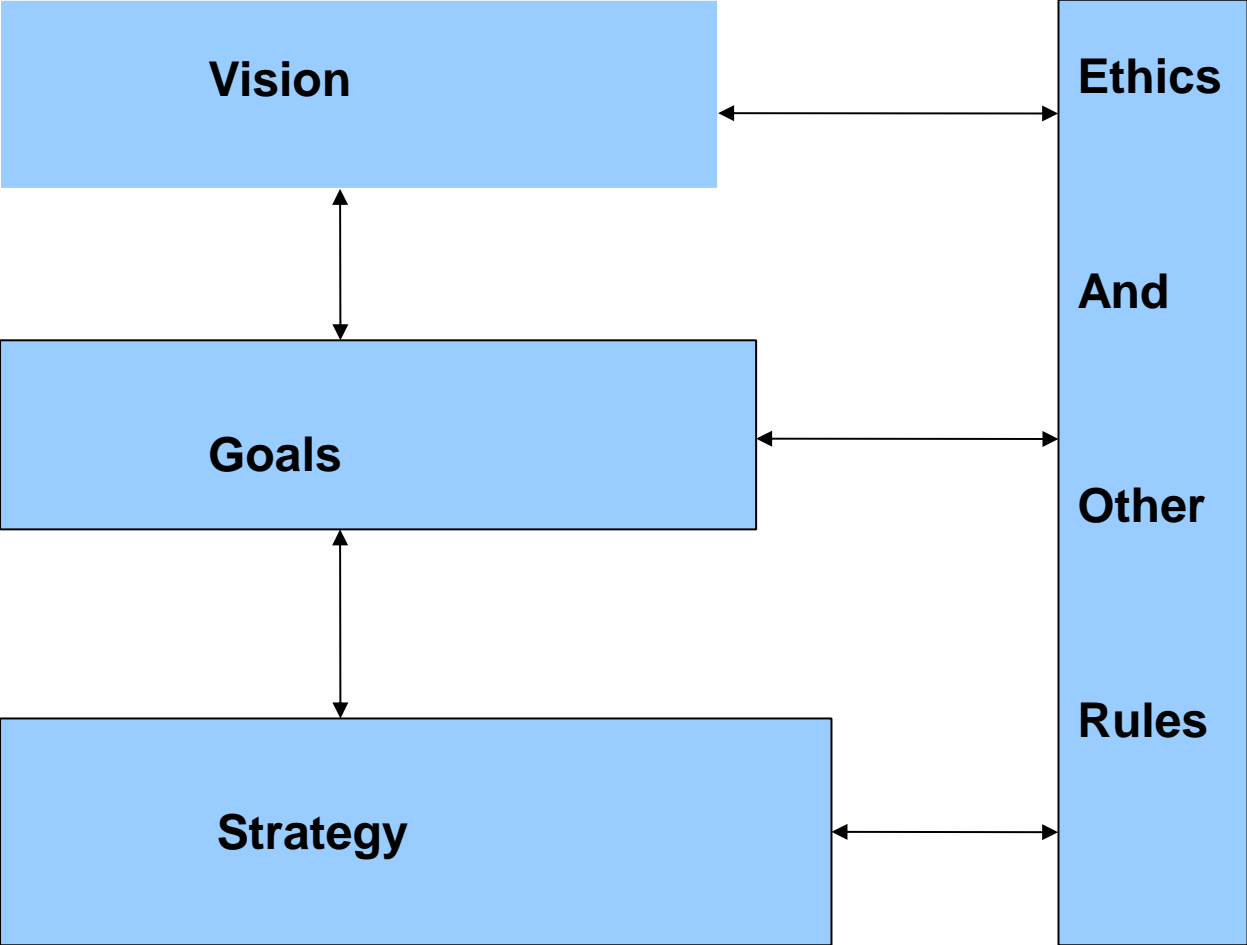
Universal ethics intro

*   **Use and update competence**
*   **Avoid corruption and misconduct**
*   **Work for society**
*   **Operate within the law**
*   **Promote professionality and your profession**
*   **Be honest**

Adapted from scientists' code, Wikipedia

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Homework for lesson 6

* **What is Universal Access?**

* **What is the ethical relevance?**

* **Is there a relevant standard?**

* **How can it impact design?**

* **Suggest improvements in traffic, buildings, tools**

* **How can it impact management?**