The topic of lecture 3 is moral reasoning and professional ethics. More concepts about moral reasoning and moral dilemmas are introduced.

* Factors that prevent us from making moral choices

Followed by some moral concepts, the lecture started with the question “What prevents us from making moral choices”. The first factor is partisanship. Partisanship may cause one to consider things from the client’s view rather than a professional view and loss objectivity. Additionally, rationalization is another barrier, which is one does something for his or her own interest but in name of morality. Implicit bias and The Dunning‐Kruger Effect also cause bad moral behaviour. People can underestimate or overestimate due to insufficient self-cognition and real situations. Apart from that, ethical blindness and ethical illiteracy describe a kind of moral issue that people cannot be aware of the ethical issue is or they don’t regard them as problems. If an advertiser regards the advertisement as a true comment rather than a well-prepared compliment, he or she is considered morally blind. What ‘s more, people who have reasoning with a false equivalency draw an equal sign between morality and law. In their eye, everything that doesn’t violate the law is fine to do. The last factor introduced in the lecture was ethical scripts. In the example of Ford Pinto, the company used the wrong template and perspective to measure the defect of their car. Therefore, the company failed.

* Moral dilemmas and judgement

Next, the lecture talked about moral dilemmas and judgement. Different from problems, moral dilemmas do not have an exact answer. When solving moral dilemmas, we compared which solution is preferable. Besides, when considering dilemmas, there are three categories for cases, exception, which both accept rules and the exception, counterexample, which is against rules, and anomaly, which does not have any attitude towards rules even though they contradict. We should think about in which way should we treat moral dilemmas. In terms of making moral judgements, we need to consider the rational and general principles behind them. Moral judgements should be integrated, they cannot come up without reasons.

* Rules and regulations

When conducting moral actions, people are accountable according to moral rules and regulations. Accountability here means our behaviors should obey and rely on the rules and regulations, it is historical. On the other hand, our judgement and discretion should be responsible with more subjective. Correspondingly, the code of ethics matches responsibility and the code of conduct match accountability. Code of ethics emphasizes general points of view and ethical judgement, while code of conduct offers particular rules and restrictions for behaviors.

* Ethical awareness

Then, some ways to raise people’s moral awareness were introduced. First, we can focus on any possible moral dimension to the problem to avoid moral negligence. Besides, how much moral concern did we address is another thing we need to notice. Moral blindness and illiteracy mentioned above are worthy to be paid attention to avoid. At last, people need to develop moral competence, that is being able to behave ethically and to make moral judgements.

* Agency role in moral dilemma

The last part of the lecture is about dirty hands situations and the agency role people played in moral dilemmas and problems. A dirty hands situation is a situation that you intend to do something good that brings collateral damage at the same time. In this situation, the damage you caused cannot be ignored. Some might choose to dirt their hands, while others called innocent bystanders won't. Innocent bystanders stand by moral dilemmas to avoid taking responsibility. In the trolly dilemma, some people choose not to switch so that they don’t engage in the dilemma. To deal with this kind of situation, “Good Samaritan” laws and “Duty to Rescue” laws are introduced. The former prevents helpers from taking extra responsibility while the latter requires people to do something rather than stand by.