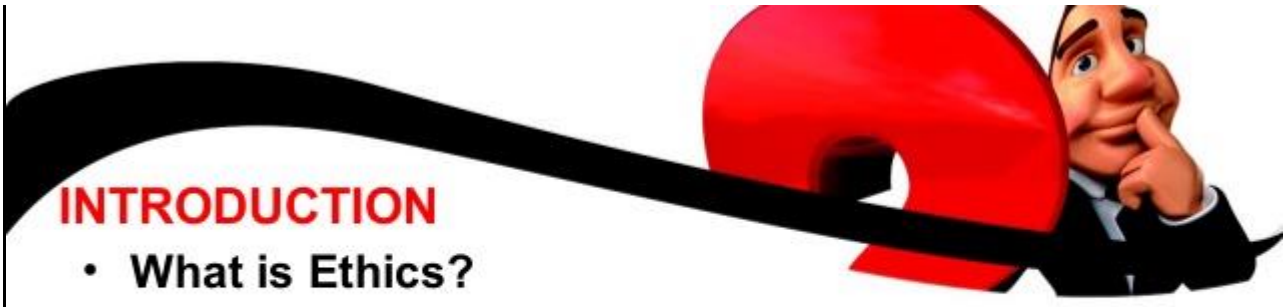
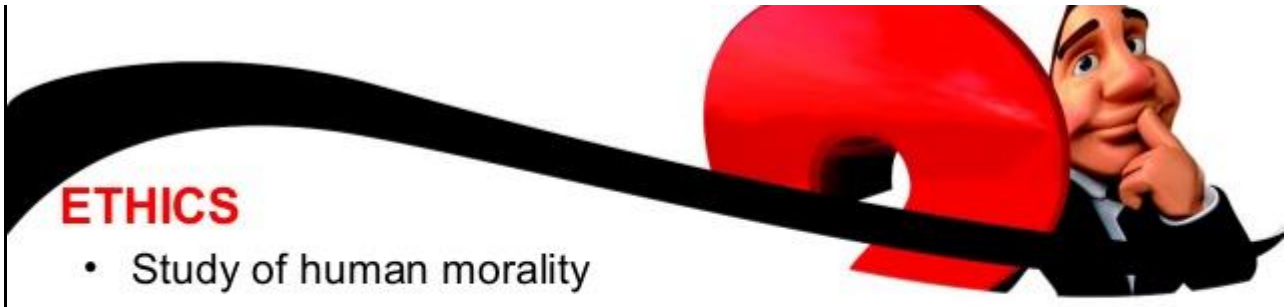


INTRODUCTION

- **What is Ethics?**
  - Ethics is the study of the characteristics of morals.
  - Ethics also deals with the moral choices that are made by each person in his or her relationship with other persons.
- Engineering ethics is the rules and standards governing the conduct of engineers in their role as professionals.
- It encompasses the more general definition of ethics, but applies it more specifically to situations involving engineers in their professional lives.



ETHICS

- Study of human morality
- Determining values in human conduct
- Deciding the “right thing to do” - based upon a set of norms
- In Engineering:
  - dealing with colleagues
  - dealing with clients
  - dealing with employees
  - dealing with “users’
  - dealing with public

WHY FOCUS ON ETHICS?

- Make decisions – make the right choice
- Take action – do the right thing
- Personal integrity and self-respect
- Element of professional reputation
- HIGH ETHICS -> HIGH PROFITS

ENGINEERING ETHICS

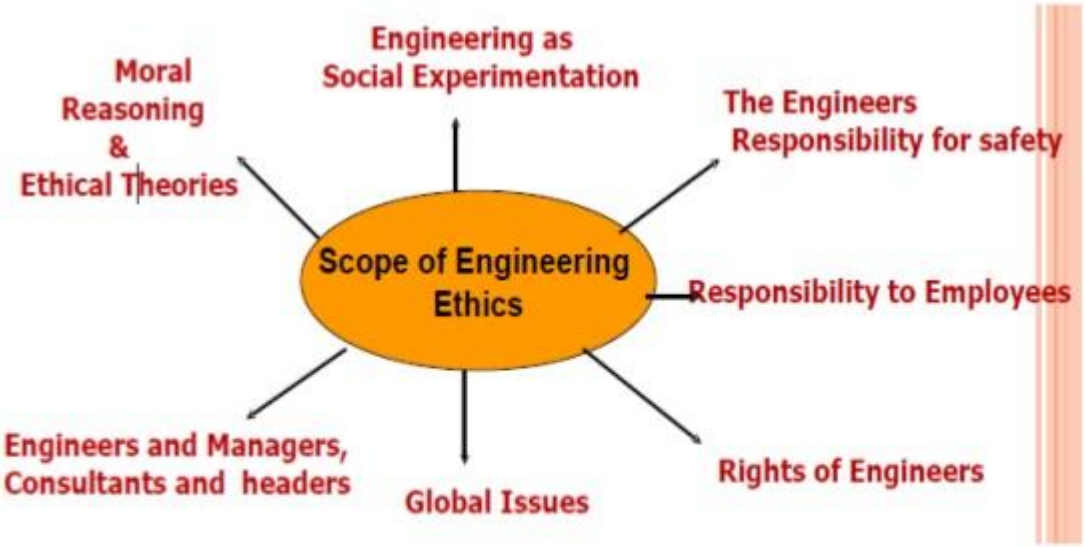
- Engineering ethics is the study of moral values, issues and decisions involved in engineering practice.
- The moral values take many forms, including
  - ✓ responsibilities
  - ✓ ideal character traits
  - ✓ social policies
  - ✓ relationships desirable for individuals
  - ✓ corporation engaged in technological development.

ENGINEERING ETHICS

- Teaching engineering ethics can achieve at least four desirable outcomes:

  - ✓ increased ethical sensitivity
  - ✓ increased knowledge of relevant standards of conduct
  - ✓ improved ethical judgment
  - ✓ improved ethical will-power (i.e., a greater ability to act ethically when one wants to).

SCOPE OF ENGINEERING ETHICS



ENGINEERING AS AN ETHICAL PROFESSION

- What is a Profession?
  - special expertise
  - shared moral values
  - dependent public
  - self-regulation
  - promote and protect right actions
- The responsibility to be ethical
- The right to be ethical
- Values embedded in technology