DAT 250 Quiz 1 Study Guide

Chapter 2 – Five Ethical Theories

* Kantianism – emphasizes that the morality of an action/decision is not determined by its consequences but by the motivation of the doer; Action should be motivated by good will and duty and the morality of an action is not measured by its consequences
  + The Case:
    - It treats all people as moral equals
    - It gives all people moral worth by considering them as rational, autonomous human beings
    - Everyone is held to the same standard
    - Kantianism produces universal moral guidelines
  + The Case Against:
    - Sometimes no single rule fully characterizes an action
    - Sometimes there is no way to resolve a conflict between rules
    - Kantianism allows no exceptions to perfect duties
  + Peoples actions ought to be guided by moral laws
    - Moral laws are universal
  + Categorical Imperative (First Formulation)
    - Act only from moral rules that you can at the same time will to be universal moral laws
  + Categorical Imperative (Second Formulation)
    - Act so that you can treat both yourself and other people as ends in themselves, and never only as a means to an end
* Act Utilitarianism – the ethical theory that an action is good if its net effect (over all effected beings) is to produce more happiness than unhappiness
  + Principle of Utility – an action is right (or wrong) to the extent that it increases (or decreases) the total happiness of the effected parties
  + A consequentialist theory – the focus is on the consequences of the action
  + The Case For:
    - It focuses on happiness
    - It is practical
    - It is comprehensive
  + The Case Against:
    - When performing the utilitarian calculus, it is not clear where to the draw the line, yet where we draw the line can be the outcome of our evaluation
    - It is not practical to put so much energy into every moral decision
  + Act Utilitarianism ignores our innate sense of duty
  + We cannot predict with certainty the consequences of an actions
  + Act Utilitarianism is susceptible to the problem of moral luck
* Rule Utilitarianism – the ethical theory that holds that we ought to adopt those moral rules that, if followed by everyone, lead to the greatest increase in total happiness over all affected parties
  + Applies the principle of utility to moral rules
  + The Case For:
    - Not every moral decision requires performing the utilitarian calculus
    - Exceptional situations do not overthrow moral rules
    - Rule utilitarianism solves the problem of moral luck
    - Reduces the problem of bias
    - Appeals to a wide cross section of society
  + The Case Against:
    - Utilitarianism forces us to use a single scale or measure to evaluate completely different kinds of consequences
    - Utilitarianism ignores the problem of unjust distribution of good consequences
* Social Contract Theory – morality consists in the set of rules, governing how people are to treat another, that rational people will agree to accept, for their mutual benefit, on the condition that others follow those rules as well
  + Negative right – a right that another can guarantee by leaving you alone to exercise your right
  + Positive right – a right that obligates others to do something on your behalf
  + Absolute right – a right that is guaranteed without exception
  + Limited right – a right that may be restricted based on the circumstances
  + John Rawl’s Principle of Justice
    - Each person may claim a “fully adequate” number of basic rights and liberties, such as freedom of thought and speech, freedom of association, the right to be safe from harm, and the right to own property, so long as these claims are consistent with everyone else having a claim to the same rights and liberties
    - Any social and economic inequalities must satisfy two conditions: first, they are associated with positions in society that everyone has a fair and equal opportunity to assume; and second, they are “to be the greatest benefit of the least-advantaged members of society (the difference principle)”.
  + The Case For:
    - It is framed in the language of rights
    - It is based on a solid understanding of human nature, recognizing that rational people act out of self-interest in the absence of a common agreement
    - It explains why under certain circumstances civil disobedience can be the morally right decision
  + The Case Against:
    - None of us signed the Social Contract
    - Some actions can be characterized in multiple ways
    - Social contract theory does not explain how to solve a moral problem when the analysis reveals conflicting rights
    - Social contract theory may be unjust to those people who are incapable of upholding their side of the contract
* Virtue Ethics – the path of true happiness and genuine flourishing as a human being lies in living a life of virtue; a right is an action that a virtuous person, acting in character, would do in the same circumstances. A virtuous person is a person who possesses and lives out the virtues. The virtues are those character traits human being need in order to flourish and be truly happy
  + Intellectual virtues – associated with reasoning and truth
  + Moral virtues – habits or dispositions formed through the repetition of the relevant virtuous actions
    - Deep-seated character trait
  + Vice – a character trait that prevents a human being from flourishing or being truly happy
  + The Case For:
    - In many situations it makes more sense to focus on virtues than on obligations, rights, or consequences
    - Personal relationships can be morally relevant to decision making
    - Recognizes that our moral decision-making skills develop over time
    - Recognizes the important role that emotions play in living a moral life
  + The Case Against:
    - Different people might have quite different conceptions of human flourishing
    - Virtue ethics cannot be used to guide government policy
    - Undermines attempts to hold people responsible for their bad actions

Chapter 2 – Five Ethical Theories   
• Kantianism   
o Categorical Imperative (1st and 2nd formulation)   
• Act Utilitarianism   
o Principle of Utility   
• Rule Utilitarianism   
• Social Contract Theory   
o Kinds of Rights   
• Virtue Ethics Theory   
o Virtues and Vices   
Chapter 3 - Online Advertising, Censorship & Freedom of Expression   
• Political Impact   
• Censorship   
o Direct Censorship   
o Self-Censorship   
o Challenges Posed by the Internet   
• Freedom of Expression   
o 1st Amendment   
o Not an Absolute Right   
Principles of Data Ethics   
• Types of Big Data   
o Structured   
o Unstructured   
o Semi-Structured   
• Principles for Data Ethics   
Mechanics of Data Science   
• Data Science Life Cycle   
o Know and understand all 7 steps in the life cycle