

You have been asked to design materials that will be used to recruit new employees. You decide to include photographs of the company's employees and its facilities. You ask one of the employees to sit in a wheelchair for one of the photographs. Your company currently has no disabled employees, but upper level management strongly supports equal opportunity for disabled individuals. Your company has recently joined a group of local businesses each of which has pledged to work with service organizations for the disabled to find places in its workforce for individuals with disabilities.

Are you morally justified in photographing the non-disabled employee sitting in a wheelchair?

ANSWER: No. Photographing a non-disabled employee seated in a wheelchair in a group photograph of Company employees is deceptive. This is not a situation, however, in which deception is morally justified. That the photograph may succeed in conveying the Company's attitude of cooperation with efforts to place disabled individuals in jobs does not justify creating the false impression that the person seated in the wheelchair in the group picture is disabled.

Generally, deception is morally justified only if it prevents a significantly greater amount of evil than it causes. This condition does not appear to be met in this case.

Intercollegiate Ethics Bowl Case, 1994.

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