

Research Methods and Professional Practice January 2022

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« Collaborative Learning Discussion 2



[Ahmad Alkam](#)

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As we practice resolving dilemmas we find ethics to be less a goal than a pathway, less a destination than a trip, less an inoculation than a process. —Ethicist Rushworth Kidder

Abi should present both the positive and the negative results and let the product owners decide about the next step as they can choose between different models of ethical actions.

For example, moral sensitivity is the first step in ethical decision making, as moral problems cannot be resolved without prior knowledge of their existence. A number of factors prevent us from recognizing ethical issues. We may not factor ethical considerations into our typical ways of thinking or mental models. (Werhane, 1999)

When making a moral judgment, the decision-maker chooses one course of action from the available options and decides what is right or wrong in that situation. After deciding which course of action is best, decision-makers need to focus on their decisions. Moral values often conflict with other important matters. These decision-makers “want to appear moral while, if possible, avoiding the cost of actually being moral.”(Johnson, 2019)

The execution of an action plan is unique and different from one person to the next. Morale agents need to overcome adversity, resist distraction, manage fatigue, and develop tactics or strategies in order to reach their goals. This helps explain only a moderate correlation between moral judgment and moral behaviour.

Werhane, P. (1999). *Moral imagination and management decision-making*. New York: Oxford University Press.

Johnson, C.E. (2019). *Meeting the ethical challenges of leadership: Casting light or shadow*. Sage Publications.

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Product owners can decide about on how the want to deal with the results, of course. By choosing to publish only favorable results they however would be in violation with European (Legal framework for European statistics) and US laws (45 CFR 46). Since Europe and USA are known to be large markets, it would not be wise to exclude those markets from distribution. By including those markets and publishing partial data from ABI they however are in danger to face high fines if the case is brought to court. In a scenario, where people get hurt, the damages Whizz would have to pay after successful trial, are likely to be very high in the US for example. (The Department of Health and Human Services 1982, Eurostat 2010)

In conclusion it can be stated, that omitting essential information is in this case not only unethical, but also dangerous since the company could face very high legal claims.

References:

Eurostat (2010) Legal framework for European statistics – The Statistical Law Available from <https://ec.europa.eu/eurostat/web/products-statistical-books/-/ks-31-09-254> [Accessed 12.03.2022]

The Department of Health and Human Services (1982) Available from <https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-A/part-46?toc=1> [Accessed 16.03.2022]

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