

In my field, Computer Engineering, it's important to use our knowledge to better humanity in the best way we can. This is where a code of ethics becomes useful as a guideline to follow. There may be a solution that economically makes more sense than another. However, the decision may risk the lives of others, which is when we come to the decision of whether or not to make the ethical choice. Based on the IEEE Code of Ethics, it's best practice to always pick what's most ethical, and sometimes in the long run, it will be the best choice anyways, even though in the short run, it doesn't make sense.

When faced with an ethical decision, for the sake of the lives of others, and for the reputation of myself and the company, I will tend to pick the ethical decision. Obviously, factors will influence my choice when the time comes, and if the ethical choice is impossible to implement, then it won't be done. However, if it's a matter between a few extra dollars or a few lives, I will always pick the lives of others.

In class, we discussed several ethical decisions made by large corporations. One of the decisions was Ford's choice in its location of fuel tanks across several of its vehicles, include specifically the Ford Pinto. It was known in development that the fuel tank in a rear end collision could rupture at very low speeds. Even though the company knew of this flaw, they continued with development because it would be cheaper to pay for the loss in life than to fix the problems with the Pinto.

From our discussions in class, we were able to see why companies like Ford made these decisions to save money, however we still decided the best solution is the ethical one. Overall, the loss in reputation for the company, and the cost in losing multiple lawsuits ended up possibly being more expensive than just implementing a fix from the start.

Our group thought the virtues of Liberality/Magnificence played the largest role in Ford's decision. It really was a choice of cost that effected their ultimate decision. If it had

been cheaper to implement a fix instead of the cost of paying the families for the deaths, that choice would have been picked. Modesty was also thrown out of the door in their choice. There was no consideration of the shame the company would receive from this decision.