Ans:

Jeff was acting unethically he was lying to her girlfriend by making fake account with the name of moondog13

and he also inserted photos of a Romanian actor and flirting with other girls. That was unfair because she was douching her girlfriend.

Ans:

Yes the ethics of our personal desires are different from real world because everyone in the world has his own fantasy and most of the people we have seen that their fantasy is different than their behavior in world. As we have seen in this story that Jeff loved Magda but he was douching her by not telling her the truth about the moondog13 fake account. Since I think everyone is supposed to tell everything to the person whom he/she love or whom he/she is close.