

1. Was this case simply a customer-relations and PR problem, or are there ethical issues to be considered as well? If so, what are they?

Answer:

At first, Intel's response to the reports was to deny that there was any problem with the chip. When it became clear that this assertion was not accurate, Intel switched its policy and stated that although there was indeed a defect in the chip. So it's clearly an ethical issue.

2. Use the IEEE Code of Ethics to analyze this case and identify all violations (identifying number is ok). Note: pay attention to issues of accurate representation of engineered products and to safety issues.

Answer:

First three statements of IEEE code of ethics are violated-

- 1) To hold paramount the safety, health, and welfare of the public, to strive to comply with ethical design and sustainable development practices, to protect the privacy of others, and to disclose promptly factors that might endanger the public or the environment;
- 2) To improve the understanding by individuals and society of the capabilities and societal implications of conventional and emerging technologies, including intelligent systems;
- 3) To avoid real or perceived conflicts of interest whenever possible, and to disclose them to affected parties when they do exist;

3. Should you reveal defects in a product to a consumer?

- a) Is the answer to this question different if the defect is a safety issue rather than simply a flaw?

Answer:

If the defect is a safety issue rather than simply a flaw, then yes, I will reveal the defects to the consumer.

- b) Is the answer to this question different if the customer is a bank that uses the computer to calculate interest paid, loan payments, etc., or a hospital that uses the computer to control critical patient care equipment?

Answer:

Most of the flaws are detected after the usage of the product. So if the flaws are detected, it's the product committee who should aware this to the consumer.

4. Should you replace defective products even if customers won't recognize the defect?

Answer:

Yes, I would replace the defective products even if customers won't recognize the defect. It will increase the trust over company and products.

5. Is it ever possible to say that no defect exists in a product or structure? How thorough should testing be? (Note: use IEEE Code of Ethics as a guide to your answer)

Answer:

It is impossible to prove that there are no defects in products or structure because the determination that there are or are not defects is subjective.

6. Do flaws that Intel found in earlier generation chips have any bearing on these questions? In other words, if Intel got away with selling flawed chips before without informing consumers, does that fact have any bearing on this case? Why or why not?

Answer:

If Intel got away with selling flawed chips before without informing consumers, then they have bearing with this problem. Because there is a code that suggests that "Engineers shall be guided in all their relations by the highest standards of honesty and integrity"

7. G. Richard Thoman, an IBM senior vice president, was quoted as saying, "Nobody should have to worry about the integrity of data calculated on an IBM machine." How does this statement by a major Intel customer change the answers to the previous question?

Answer:

IBM is big customer of Intel product. When they say not to worry about the chip and data calculation it's a big relief for the general customers.

8. Just prior to when this problem surfaced, Intel had begun a major advertising campaign to make Intel a household name. They had gotten computer manufacturers to place "Intel Inside" labels on their computers and had spent money on television advertising seeking to increase the public demand for computers with Intel processors, with the unstated message that Intel chips were of significantly higher quality than other manufacturers' chips. How might this campaign affect what happened in this case?

Answer:

It's a market strategy. When Intel consumers found a flaw in their chip, generally consumers don't want to buy their products. To hide this issue Intel started the campaign so that consumers again started to believe Intel makes the best product in chip market.

9. What responsibilities did the engineers who were aware of the flaw have before the chip was sold? (again, check in with the IEEE Code of Ethics for your response)

a. After the chips began to be sold?

Answer:

Company's reputation depends on its quality of products. So, to maintain company's reputation, the responsible engineers should try to fix the problem as soon as possible.

b. After the flaw became apparent?

Answer:

After the flaw became apparent, the only way is to apologize for the mistake and offer replacement of the flawed products to the consumers.