Professionalism in the Creative Industries
Creative Technologies Professionalism (COMP09096)

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PRESENTATION OUTLINE

❑ DEFINING THE TERM PROFESSIONALISM

❑ ASSESSING WHAT IT MEANS TO BE A PROFESSIONAL IN THE CREATIVE INDUSTRIES

❑ REVIEWING THE PILLARS OF PROFESSIONALISM

❑ OVERVIEW OF PROFESSIONAL AND ETHICAL CONSIDERATIONS AND CODES OF CONDUCT

PROFESSIONALISM

❑ A professional can be viewed as someone who:

❑ exhibits mastery of an esoteric body of knowledge

  ❑ usually acquired through higher education

  ❑ body of knowledge must be acquired to practice in profession

❑ is autonomous

  ❑ specialised knowledge required to practice in the profession and as a result professional has autonomy to make professional decisions

❑ is usually controlled by a professional organisation recognised by the government that controls admission and sets standards for professional conduct

❑ is governed by a professional code of ethics that sets standards of professional conduct

❑ fulfills an important social function in terms of benefitting society

PROFESSIONALISM

❑ This perception suggests:
  - ❑ Professionals have a level of expertise above that of the average individual
  - ❑ Professionals have more knowledge of how their work is conducted than the average individual
  - ❑ Professionals are subject to a governing body which regulates their role
  - ❑ The role of professionals is seen in terms of the work they do for the greater good of society

❑ Professionals can harm others if they act dishonestly, carelessly or incompetently

CHARACTERISTICS OF PROFESSIONS

❑ Bynum and Rogerson (2004) state the term professional suggests:

❑ mastery of an large body of knowledge and skills normally acquired through a mixture of formal education and practical training

❑ providing an important service to advance a social value

❑ control over services to the public by licensing or certification to practice

❑ accepting a professional code of practice

CHARACTERISTICS OF PROFESSIONS

❑ Creative industry professionals:

❑ have responsibilities that encompass their clients, users of their products or services and the public (society)

❑ have responsibility to do a careful job, particularly where errors/failures can result in monetary losses disruption or physical harm to clients and the public

❑ must consider potential risks when undertaking work e.g. privacy and security of data

❑ eliminate and reduce risks where these are high

❑ have to master an *esoteric body of knowledge*

❑ have to maintain a set level of competency - knowing or learning enough about the application field to do a good job

CHARACTERISTICS OF PROFESSIONS

❑ Computer professionals' (including creative industry professionals) obligations are:

❑ to their employer, clients, fellow professionals and society

To their employer:

❑ must show loyalty and integrity because linked to their expertise and autonomy is a greater degree of freedom concerning how they undertake their work

To clients:

❑ must be honest and if a conflict of interest arises they must alert the client to this

CHARACTERISTICS OF PROFESSIONS

❑ Computer professionals' (including creative industry professionals) obligations are:

To fellow professionals:

❑ they must uphold the good name of the profession and support their colleagues but not at the expense of the good name of the profession

Social role:

❑ most important obligation, is fulfilling their social role and their obligation to educate society in their role as a professional

CHARACTERISTICS OF PROFESSIONS

❑ In summary, individual's occupation characterised as a profession where it involves:

❑ mastery of body of esoteric knowledge, normally acquired through HE, which only members of the profession have

❑ observing a code of conduct which lays down standards of conduct and disciplinary procedures

❑ membership of professional organisation e.g. BCS, ACM

❑ professional organisation usually recognised by government, controls admission to profession and sets standards for practice

PILLARS OF PROFESSIONALISM

❑According to Kizza (2013, pp. 57-60) professionalism is supported by four pillars

    ❑**Commitment**

    ❑**Integrity**

    ❑**Responsibility**

    ❑**Accountability**

COMMITMENT

❑ **Key Points:**

❑ commitment must be willing and without duress so an individual must like what they are doing

❑ must try to meet the commitment (even with help)

❑ cannot simply give up the assignment if an obstacle gets in the way. Assumption you as professional have knowledge to do the job and will seek help if required

❑ commitment must be openly and publicly stated

❑ agreement on what is to be done, by whom, and when

❑ no attempt to hide things or cover things up as this gets in the way of doing a professional job

COMMITMENT

❑ Key Points:

❑ Commitments are not entered into without first researching requirements to clarify what is being entered into

❑ in the event of shortfalls, e.g. if a deadline is going to be missed, advance notice must be given and a new commitment agreed

❑ must have "courage" to face up to shortfalls and deal with them accordingly

INTEGRITY

❑ Integrity involves the state of undivided loyalty to self belief encompassing: honesty, uncompromising self value, incorruptibility

Three maxims:

❑ Vision - capacity to anticipate and plan action to circumvent obstacles and maximise benefits. Sign of good leadership is performance with initiative, autonomy and authority in client/provider relationship

❑ Love - work viewed as a creation, not a chore

❑ Commitment - vision and love applied to the work bonds individual to see work to completion

RESPONSIBILITY

❑ Responsibility varies with age of the individual and their place in society

❑ Professional chooses a "lifestyle" implied in a career

❑ hence reference to "vocation"

❑ Must accept package of responsibilities that go with that lifestyle

RESPONSIBILITIES

❑ Computing and Creative Industry Professionals have special responsibilities

  ❑ to their customers

  ❑ to the users of their products and services

  ❑ and often to the general public as well

❑ Responsibilities include

  ❑ doing a careful job (on software projects) where errors and failures may cause monetary losses, disruption or physical harm to their customer, and or the public

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❑ Responsibilities include
  - ❑ doing a careful job (on software projects) where errors and failures may cause monetary losses, disruption or physical harm to their customer, and or the public
❑ Responsibilities Include
  - ❑ thinking about potential risks (to privacy and security of data) and taking appropriate action to diminish risks that are too high
  - ❑ maintain an expected level of competence
  - ❑ be up-to-date on professional standards and techniques
  - ❑ knowing or learning enough about the application field to do a good job

ACCOUNTIBILITY

❏ **Accountability involves**:

❏ the obligation to answer for the execution of one's assigned responsibilities

❏ **Three key elements**:

❏ set of outcome measures - to reliably and objectively evaluate performance. Minimum set of measures that everyone in the professional must meet. Set of performance standards - defined in terms of these outcome measures

❏ set of incentives - for meeting the standards and/or penalties for failing to meet them

OBLIGATIONS

❏ **To an employer**

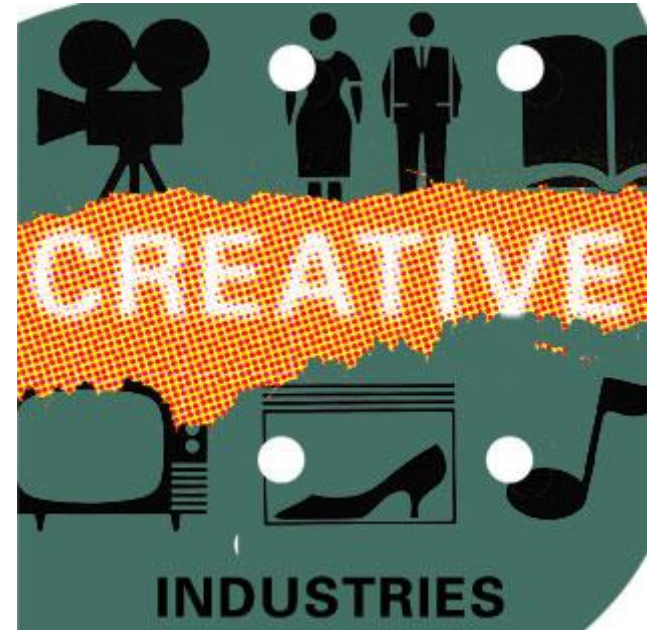   ❏loyalty and integrity

❏ **To a client**

    ❏honesty

    ❏declare conflicts of interest

❏ **To society**

    ❏education, confidentiality

❏ **To other professionals**

    ❏uphold good name of the profession

PURPOSE OF PROFESSIONAL CODES

❑ **Purpose of Professional Codes**:

  ❑ inspire by providing encouragement for ethical behaviour

  ❑ provide moral education by educating members in the moral aspects of their work

  ❑ set standards of professional service required of members

  ❑ provide disciplinary function where members' behaviour transgresses from the code to defend profession's integrity and protect professional standards

  ❑ provide advice in cases of moral perplexity

  ❑ code needs to strike a balance between being broad enough to cover ethical questions that arise in the professions generally but sufficiently specific enough to cover ethical questions arising in computing

ETHICAL BEHAVIOUR IN PROFESSIONALS

Three factors encourage ethical behaviour in professionals:

❑ **Formal education**

- ❑ Should be targeted, incremental and aimed at explaining the constructs and environment of the profession

❑ **License**

- ❑ individual granted formal/legal permission to practice their chosen profession
- ❑ requires individual to demonstrate an acceptable level of competence and this is usually effected by testing the applicant
- ❑ agree to stay knowledgeable in the profession – continuing professional development
- ❑ a licence is a privilege not a right

ETHICAL BEHAVIOUR IN PROFESSIONALS

❑ Codes of Conduct

    ❑ Designed to promote the public image of the profession

    ❑ Specify and enforce the ethical behaviour required of members

    ❑ Normally the codes consist of standards, canons and rule of conduct

ETHICAL BEHAVIOUR IN PROFESSIONALS

❑ **Codes of Conduct** normally cover:

   ❑ Moral and legal standards

   ❑ Professional/client relationship

   ❑ Client advocacy

   ❑ Professional-public relationships

   ❑ Sanction mechanisms

   ❑ Confidentiality

   ❑ Educational requirements

   ❑ Compliance

   ❑ Competence

   ❑ Certified professional credentials (where profession uses certification)

ETHICAL BEHAVIOUR IN PROFESSIONALS

Codes of Conduct workings

❑ Codes of conduct require a system of enforcement, grievance reporting, hearing procedure, sanctions and appeals

❑ Normal to set up a professional ethics committee or review board within the profession

❑ To ensure its effectiveness, all members must recognise the authority of the ethics committee

❑ Committee draws up a code of ethics for the profession and regularly reviews it

❑ Committee also conduct members' education campaigns, distribute the code to all members and develop disciplinary procedures

❑ This is all done to promote the profession's image

CODES OF CONDUCT/RESPONSIBILITY

❑ Most professions are regulated by the Code of Conduct/Code of Responsibility:

❑ Lawyers in Scotland by the Law Society in Scotland. To practice as a solicitor in Scotland you must be admitted as a member of the Law Society

❑ Doctors by the BMA – although the BMA is a voluntary organisation 80% of practising medical professionals are members

❑ Both these bodies issue their members with codes of conduct and there are sanctions for failure to comply with the code

CODES OF CONDUCT/RESPONSIBILITY

❑The IT Profession has numerous professional bodies worldwide:

❑In the UK:

   ❑British Computer Society (BCS)

   ❑Institute of Electrical Engineers (IEE)

❑In the US:

   ❑ACM (Association for Computing Machinery)

   ❑IEEE (Institute of Electrical and Electronic Engineers)

CODES OF CONDUCT/RESPONSIBILITY

❑ Number of professional organisations have produced codes of ethics:

   ❑ BCS – BCS Code of Conduct for BCS Members

   ❑ ACM/IEEE-CS Software Engineering Code of Ethics and Professional Practice (adopted jointly by ACM and IEEE CS)

   ❑ ACM – Code of Ethics and Professional Practice

❑ A set of Standards *Ten Commandments of Computer Ethics* created by the Computer Ethics Institute

CODES OF CONDUCT/RESPONSIBILITY

❑ igda – international game developers association have developed a Code of Ethics with the following objectives:

   ❑ To promote the growth of our industry and the growth of creative endeavors;

   ❑ To ensure a professional standard of workplace environment for all development;

   ❑ To publicly establish and communicate our standards as media professionals.

❑ The W3C have developed a Code of Ethics and Professional Conduct to define accepted and acceptable behaviours and to promote high standards of professional practice.

ARGUMENTS FOR PROFESSIONAL CODES

❑ Encourages members to act ethically in their work

❑ Sensitises members to the need to consider the moral aspects of their work

❑ Enforces the rules of the profession via the disciplinary regulations

❑ Informs the public and clients about the professional standards required of members

❑ Enhances the standing of the profession in the eyes of the public

❑ Provides guidance to members when faced with ethically difficult situations

ARGUMENTS AGAINST PROFESSIONAL CODES

❑ Some codes of ethics are too narrowly drawn up concentrating on Mason's Four Principles: **privacy, accuracy, property and accessibility**. If not widely drawn for broad application codes can have loopholes and organisations may use these to avoid ethical responsibilities and incomplete code may be used to condone unethical behavior

❑ Codes of limited applicability where two/more principles conflict e.g. conflict between employer and society if software engineer employed on project and has reservations about public safety but employer has no such reservations

❑ Code principles have broad application and lack completeness

❑ Codes do not always separate macro from micro-ethical issues – macro-ethical involves social issues of the whole group and micro-ethical issues involve the personal relationships of professionals with clients, colleagues

ARE CREATIVE COMPUTER PROFESSIONALS REALLY "PROFESSIONALS"?

❑ What do you think?

❑ Are they bound by codes of conduct?

❑ Are they "forced" to act in an ethically correct way?

❑ Are they held responsible and accountable for errors and mistakes?

❑ in societal terms?

    ❑ can they be "struck off" like doctors and lawyers?

    ❑ should this be the case?

ADDITIONAL READING

❑ Bynum, T.W. and Rogerson, S. (2004) Computer Ethics and Professional Responsibility. Oxford: Blackwell Publishing Ltd.

❑ Duquenoy, P., Jones, S. and Blundell, B.G. (2008) Ethical, Legal and Professional Issues in Computing. Middlesex University Press.

❑ Kizza, J.M. (2013) Ethical and Social Issues in the Information Age. 5th ed. Springer-Verlag London.

❑ Quinn, M.J. (2015)Ethics for the Information Age. 6th ed. Pearson Education Limited.