SOME ETHICS REFERENCES
ANNOTATED

(“Some,” because these are ones we have found useful. – Gerri Perreault, Judy Ruud, Laura Terlip, Craig VanSandt)

GENERAL ETHICS RESOURCES


Ethics Resource Center (ERC):

“Ethics Toolkit” – excellent source of information, including codes of ethics.

Business Ethics Survey - Reports from ERC (free download):
(ERC does a business ethics survey every two years, and 2013 survey report will be available end of 2013.)
- “NBES of Social Networkers: Risks and Opportunities at Work”
- “Generational Differences in Workplace Ethics”
- “Retaliation: When Whistleblowers Become Victims”
- “Inside the Mind of a Whistleblower”
- “Blowing the Whistle on Workplace Misconduct”

Examines corporate strategies that promote internal reporting when employees observe wrongdoing.

Note: Some may view the term “whistleblower” narrowly. What ERC is getting at is the need for people to observe and report misconduct (people observe more than they report) to hold organizations accountable.


Ethics Resources Online - Vanderbilt University Center for Ethics http://www.vanderbilt.edu/CenterforEthics/resources.html Site has loads of information and is organized according to profession/occupation (business, education, engineering, environmental, legal, medical, nursing, science). Good resources for teaching, including sample codes of ethics, ethics readers, etc.

TEdTalks: Has several talks dealing with communication ethics, ethics, and business ethics. For ex., in communication ethics course Ruud uses “Stroke of Insight” (Jill Bolte Taylor, 2009) to discuss issues about the brain relative to communication ethics. Website: http://www.ted.com/conversations/topics/business%20ethics


INSPIRATIONAL/GOOD EXAMPLES

(Consider also John Deere, North Star, Target, Veridian represented at our Symposium.)

Business Ethics: Profiles in Civic Virtue

Although an older book (better than his newer one), he argues that business leaders should practice civic virtue, that one can serve society and in the process make a profit. He classifies the leaders into 3 groups: traditionalists, transitionalists, and transformers. Has numerous and specific examples of virtuous leaders.

The Giraffe Heroes Project -- http://www.giraffe.org/ a nonprofit that honors people who stick their neck out for the common good. UNI and Allen College’s Endeavor Project was inspired by this project.
The Heart of Altruism: Perceptions of a Common Humanity by Kristen Renwick Monroe, Princeton University Press, 1996. Book has numerous examples of people able to perceive our common humanity. Monroe explains her inspiring definition of the heart of altruism as follows:

"Most social and political theory since Hobbes is constructed on the norm of self-interest. . . . I will argue that altruists simply have a different way of seeing things. While the rest of us see a stranger, altruists see a fellow human being. . . . it is the perspective itself that constitutes the heart of altruism" (from Introduction, p. 3. See also discussion on p. 234). [Bold added to original.]

For an interesting and disturbing discussion of the lack of the altruist’s view, that is, not seeing a fellow human being, see Katrin Bennhold, "Behind Flurry of Killing, Potency of Hate," New York Times, Sunday, October 13, 2013, International section, pp. 6 and 13.


The people discussed in Some Do Care are called "moral exemplars" by the authors. The authors used the following five criteria for their selection (from p. 29):

1. a sustained commitment to moral ideals or principles that include a generalized respect for humanity; or a sustained evidence of moral virtue
2. a disposition to act in accord with one’s moral ideals or principles, implying also a consistency between one’s actions and intentions and between the means and ends of one’s actions.
3. a willingness to risk one’s self-interest for the sake of one’s moral values.
4. a tendency to be inspiring to others and thereby to move them to moral action.
5. a sense of realistic humility about one’s own importance relative to the world at large, implying a relative lack of concern for one’s own ego


Inspiring stories and views for the future by winners of the Nobel Peace Prize. Includes the Dalai Lama, Aung San Suu Kyi, Betty Williams, Desmond Tutu, Rigoberta Menchu Tum, Jose Ramos-Horta, Oscar Arias Sanchez, Bobby Muller, and Jody Williams.


Inspiring story about Susan Retik who, widowed by 9/11, turned her grief into doing a project for the widows of Afghanistan. The documentary, Beyond Belief, tells her story and that of Patti Quigley, also a 9/11 widow.


Inspiring story of how Costco tries to do the right thing for its stakeholders, including its employees.

Excerpt: As the economic downturn worsened in the fall of 2009, Costco, like every other retailer, started seeing declines in same-store sales. Macy’s (M), Best Buy (BBY), Home Depot (HD), and Office Depot (ODP) were resorting to layoffs and wage cuts, but Sinegal approved a $1.50-an-hour wage increase for hourly employees, spread out over three years. “The first thing out of Jim’s mouth was, ‘This economy is bad. We should be figuring out how to give them more, not less,’” says CFO Galanti, who adds that Sinegal’s decision to parcel out the raise in three annual 50-cent increments, instead of more gradually, cost an extra $20 million. The founder’s stubborn resolve remains a point of pride.

“Could Costco make more money if the average wage was two or three dollars lower?” asks Galanti. “The answer is yes. But we’re not going to do it.” [Bold added to original.]

ETHICS THEORIES

http://www.phil.cmu.edu/cavalier/80130/.

Brief summaries of the various moral theories, along with relevant critiques.


Popular author Steven Pinker reviews much of the new science of the moral sense, providing readers with a new perspective on how we make moral judgments.


Summaries of ethical principles underlying the most commonly accepted ethical theories.
ETHICS DECISION-MAKING MODELS

http://worldroom.tamu.edu/Workshops/CommOfRespect07/MoralDilemmas/Ethical%20Decision%20Making%20In%20Organizations.pdf  A model combining individual and situational variables to predict and explain the ethical decision-making behavior of persons in organizations.

http://www.ryerson.ca/content/dam/ethicsnetwork/downloads/model_B.pdf  Twelve questions to ask yourself when making an ethical decision.

http://ssbea.mercer.edu/blanke/Summary%20of%20How%20Good%20People%20Make%20Tough%20Choices.pdf  Kidder, President of the Institute for Global Ethics, provides several ways of viewing moral temptations (right vs. wrong) and ethical dilemmas (right vs. right) and a nine-point checklist for making ethical decisions.  The website shown above is a summary of the major concepts in the book.

http://www.tandfonline.com/doi/full/10.1080/03057240.2013.817327  Haidt’s argument:  (1) Intuitions come first, strategic reasoning second, (2) There’s more to morality than harm and fairness and (3) Morality binds and blinds.  This journal has a number of interesting articles.

FOUR COMPONENTS OF AN ETHICAL ACT

James Rest conceptualized the four components of an ethical act:  Ethical Sensitivity, Ethical Reasoning, Ethical Motivation, and Action.  Below are representative samples of this important work.


LIES, SECRETS, SELF-DECEPTION


Brooks, David.  “Let’s All Feel Superior.”  The New York Times (nytimes.com) November 14, 2011 (In print edition: November 15, 2011, p. A25.)  Reflecting on the Paterno/Penn State tragedies, Brooks asked us to consider if we would have behaved differently than Paterno and the others who did little.  Brooks points out the pattern that emerges in many egregious cases throughout history:  “Many people do not intervene.  Very often they see but they don’t see.”  [Bold added to original.]


Paul, Richard, and Linda Elder, The Thinker’s Guide to Fallacies: The Art of Mental Trickery and Manipulation. The Foundation for Critical Thinking, www.criticalthinking.org A booklet which contains 41 ways that people can manipulate others, such as red herring, ad hominem, double standard, questionable comparison, glittering generalities.


FACTORS INVOLVED IN UNETHICAL BEHAVIOR

Barbara Kellerman. Bad Leadership. Harvard Business School Publishing, 2004. Describes seven types of “bad leadership” – incompetent, rigid, intemperate, callous, corrupt, insular, and evil. The word “leadership” in the title indicates that it is not only the leaders who are involved in the bad behavior but also followers and others around them. She has excellent tips for what people can do to avoid going along with or even encouraging bad leaders/leadership.

Carrie Johnson. “Fraud's Many Helpers,” Washingtonpost.com, Sunday, March 20, 2005; Page B01. Having followed corporate fraud trials for two years, Johnson argues for attention to the role of subordinates/“footsoldiers” in these frauds, and the need to understand the pressures that led them to be involved in the crimes. As she notes, it was not just a small group: “dozens of people colluded to hide misdeeds from auditors and investors.” And pointedly: Without their help, the frauds probably could not have taken place. The argument is similar to Kellerman in Bad Leadership.

Kroll, Mark J. and Leslie A. Toombs and Peter Wright. “Napoleon’s Tragic March Home from Moscow, in William E. Rosenbach and Robert L. Taylor, Contemporary Issues in Leadership, Fifth Edition, Cambridge, Massachusetts, Westview Press/Perseus Books Group, 2001, pp. 209-228. Focused on hubris, the excessive pride that often leads to one's downfall, authors present seven sources of hubris found in Napoleon’s march and shows how these factors turn up in today's executives. For ex., sense of exemption from rules, confidence turning to arrogance, blinded by exaggerated accolades of others.


CONVERGED MEDIA ETHICS

http://convergedmediaethics.com/ -- Information on communication theories, ethical perspectives, and a number of educational resources. Site focuses on ethical challenges that arise as a result of converging media (cases on twitter, use of cell phone cameras, etc.)

BUSINESS ETHICS

(See other categories also, including inspirational section for COSTCO example.)


Ethisphere: Annually selects world’s most ethical companies. Target and Deere & Company, represented at our Symposium, are on the 2013 list. From web site: The World's Most Ethical (WME) Companies designation recognizes companies that truly go beyond making statements about doing business “ethically” and translate those words into action. WME honorees not only promote ethical business standards and practices internally, they exceed legal compliance minimums and shape future industry standards by introducing best practices today. - See more at: http://ethisphere.com/worlds-most-ethical/#sthash.vdT581.dpuf
Using “The Office” to Teach Business Ethics.


Schneier, Bruce, 2012, Wiley Publishers; same with Traversing the Ethical Minefield: Problems, Law and Professional Responsibility, Susan R. Martyn and Lawrence J. Fox, Aspen Pub 2012 (legal ethics)


Johnson, Spencer.  Who Moved My Cheese, An Amazing Way to Deal with Change in Your Work and in Your Life,  


TEACHING/EDUCATION
(See other categories also.)

Assessment instruments:  Links to Instruments to measure character, school culture, etc., can be found at: http://www2.cortland.edu/centers/character/assessment-instruments.dot

Texas Instruments Ethics Quick Test; Texas Instruments website  
(Business Ethics and Communication Ethics Courses, use this as example).


Business Ethics, Ethical Decision Making and Cases, Ferrell, Fraedrich, and Ferrell, South-Western Cengage Learning, 2008 (Business Ethics Textbook)

The Markkula Center for Applied Ethics -- http://www.scu.edu/ethics/  
A goldmine of cases, codes, and other resources. Site is indexed by areas and also allows you to search for cases by topic or by issue. If you go to http://www.scu.edu/ethics/articles/articles.cfm you will find cases, video interviews, and other materials that focus on building an ethical culture in organizations. They are offering a new and free online course Nov. 1, 2013 to Feb. 28, 2014, on Business Ethics for the Real World.

“Ethics in America II” (video series)  http://www.learner.org/series/ethics2/  
This link will take you to a page with descriptions of all six videos that are available on line as well as a wealth of material including an ethics reader and a discussion guide. Terlip uses the entire "My Brother's Keeper" video on personal ethics in her class along with parts of the other videos found in the series.

Movies for teaching business ethics and communication ethics include:
- “Les Miserables” (original version)-used in Communication Ethics Course
- “October Sky,” Joe Johnston, Director, Feb. 19, 1999 (used in teaching Communication Ethics)
- “Enron: The Smartest Guys in the Room,” 2005, Director Alex Gibney. Used in teaching Business and Communication Ethics
- “The Corporation,” Director Mark Achbar, Jennifer Abbott, June 2004

Ethics Simulation Games: http://www.academia.edu/3567938/Business_Ethics_Simulations_The_Role_of_Reflection_Intentionality_and_Assessment  
Summaries of a number of games; however, the reference list contributors don’t have personal experience with these yet.

CODES OF ETHICS

Sample codes of ethics can be found at http://ethics.iit.edu/research/codes-ethics-collection
See also “Ethics Toolkit” from the Ethics Resource Center.