



**ETHICAL THEORY,
PREVENTION ETHICS, AND
DIGITAL ETHICS**

North Carolina
Prevention Training and Technical Assistance Center



PRESENTERS

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PRESENTATION GOALS

Update substance use professionals using multiple lenses to evaluate ethical processes in daily practice.

- History of classical ethical thought that can be applied in a professional setting
- Applying best practice ethical thought processes to modern prevention and substance use situations
- Appropriate and ethical practices in the modern online/cyber settings that encourages internet professionalism

PRESENTATION OBJECTIVES

At the end of the webinar participants will be able to:

- Discuss the concept of “why ethics matter”
- Identify three basic approaches to ethics – utilitarianism, deontology, and virtue ethics
- Conceptualize a transition from applied ethics to aspirational ethics for the professional setting
- Consider the role and application of ethics in substance use prevention
- Evaluate the code of ethics that are generally applied to the field of prevention
- Apply effective decision-making processes when addressed prevention-focused ethical issues
- Understand the ethical concepts behind intellectual property and copyrights for the professional setting
- Examine ethical best practices supporting professional social media presence and work with minors
- Review IC3 Digital Literacy Ethical Standards

**CLASSICAL ETHICAL
THOUGHT IN A
PROFESSIONAL SETTING**



ETHICS IS — YES/NO?

Ethics provides us a moral map, a framework that we can use to find our way through difficult issues.

Ethics doesn't give a single right answer - just a set of principles that can be applied to a particular case to give involved parties some choices.

Ethics can give several answers - moral ambiguity can be present.

Ethics can help answer what a good life is.

WHAT IS ETHICS AND WHY SHOULD YOU CARE?

Ethics and morality are among the basic parts of human life, not many people understand how to talk about them.

Good

Evil

Right

Wrong

Where do we even begin?



WHAT DOES ETHICS MEAN TO YOU?



WHAT IS ETHICS?

Document Review Period

SHOULD & OUGHT

Should (not try to do or develop)	Ought (actions that you ought to do)
Bad	Good
Evil	Right

EXAMPLES OF ETHICAL QUESTIONS

Is not a Ethical Question	Is a Ethical Question
What will be the effect of detonating a nuclear weapon in a major city?	Ought we to be detonating nuclear weapons around large numbers of people?
What led to the extinction of the dodo bird?	Should endangered species be protected from human hunting?
Is there a soda in the fridge?	Should I really have that last soda in the fridge before going to the gym?

BETTER ETHICAL TERMS

When we are discussing ethical positions or actions we need to be as precise as possible. We can use words like 'right', 'wrong', 'evil', 'bad', 'good' but they are not very precise.

The best vocabulary to use is one of three different categories:

Ethically required

Ethically permitted

Ethically forbidden

WHY BE ETHICAL?

Point #1 – It pays off!

Question to the audience...how does being ethical pay off?

Point #2 – You will live a life of integrity

Question to the audience...what is integrity?

IS ETHICS JUST A MATTER OF OPINION?

Let's look at the theories (and some say flawed) related to Ethics and see if this entire topic is simply a matter of opinion.

We will discuss:

Subjectivism

Cultural Relativism

FACT VS. VALUES

What is a Fact?

Tells us how the world is...

Facts describe the situation

What is a Value?

Tells us how the world ought to be...

They are normative, they propose norms that should be created or held to

SUBJECTIVISM: BASING ETHICS ON EACH PERSON'S OPINION

This theory says that Subjectivism when related to ethics are really just statements of personal opinion. The theory attempts to capture the idea that what is right or wrong is basically different for everyone (or some say – personal taste). The subjective person is generally right.

When using this approach, **subjectivists think that at no point are you ever talking about what's right and wrong for the other person. Instead you are talking about yourself only.**

So if ethics is just about personal opinion, and you can never be wrong about your own personal opinions – you can never be wrong about ethics.

SUBJECTIVISM: WHAT IT GETS RIGHT

If Subjectivism is based on the idea that ethics is just opinion, why even worry about the theory? There are several good reasons...

Popular thoughts are worth studying, especially when they are wrong – you will know when and how to counter them.

Subjectivism reminds you – don't be too quick to judge others' opinions.

Just because the theory may have failings doesn't mean that ethics is not part of the conversation or the opinion.

CULTURAL RELATIVISM: THE GROUP OPINION

Cultural relativism is the ethical theory that says right and wrong is based on one's culture. Cultural relativism says that 'right' or 'wrong' exist within one's culture. Therefore there is no universal ethical framework beyond one's culture. *There is a measure of acceptance for the beliefs of outside one's culture.*

This approach does something that Subjectivism doesn't do – it says that a collective standard transcends individual opinion. This means that a person can do wrong if they go against the norms of the home culture.

There is no single overriding standard for all cultures to follow.

Bottom Line: Your cultural home is the foundation for your ethical thought.

CULTURAL RELATIVISM LIMITATIONS

Definitions of cultural boundaries appear easier to determine than they are.

People belong to several different cultures and subcultures at the same time...so how does one determine which cultural home to use for ethical standards if you belong to many?

What Cultures do you belong to?

CULTURAL RELATIVISM — WHAT WE CAN LEARN

Lessons we can learn from this approach...

Just because a subject is unfamiliar or new and related to a different culture doesn't always mean its unethical.

Whatever ethical theory you end up following, it should support a understanding and tolerance for other cultures.

MOVING BEYOND AND INTO MODERN ETHICAL THEORIES

Ethical theories are ways we can understand what a person ought to do. The following concepts are maps of moral and ethical thought. They don't say exactly what to do or where to go, but provides some ideas and provides options to help make sense of the ethical quandaries we face in life.

THE THREE (3) SCHOOLS OF ETHICS

	Consequentialism	Deontology	Virtue Theory
example	Mill's utilitarianism	Kantian ethics	Aristotle's moral theory
abstract description	An action is right if it promotes the best consequences.	An action is right if it is in accordance with a moral rule or principle.	An action is right if it is what a virtuous agent would do in the circumstances.
more concrete specification	The best consequences are those in which happiness is maximized.	A moral rule is one that is required by rationality.	A virtuous agent is one who acts virtuously, that is, one who has and exercises the virtues. A virtue is a character trait a human being needs to flourish or live well.

APPLIED (MANDATORY) ETHICS AND ASPIRATIONAL ETHICS— CONNECTING THE DOTS

Professional (applied) ethics are the agreed upon acceptable practices of a professional organization. These practices are typically codified by the membership and provide a guide for both aspirational and mandatory forms of ethics.

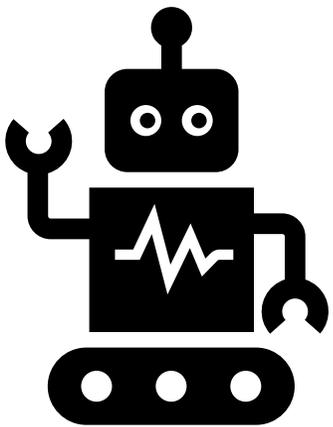
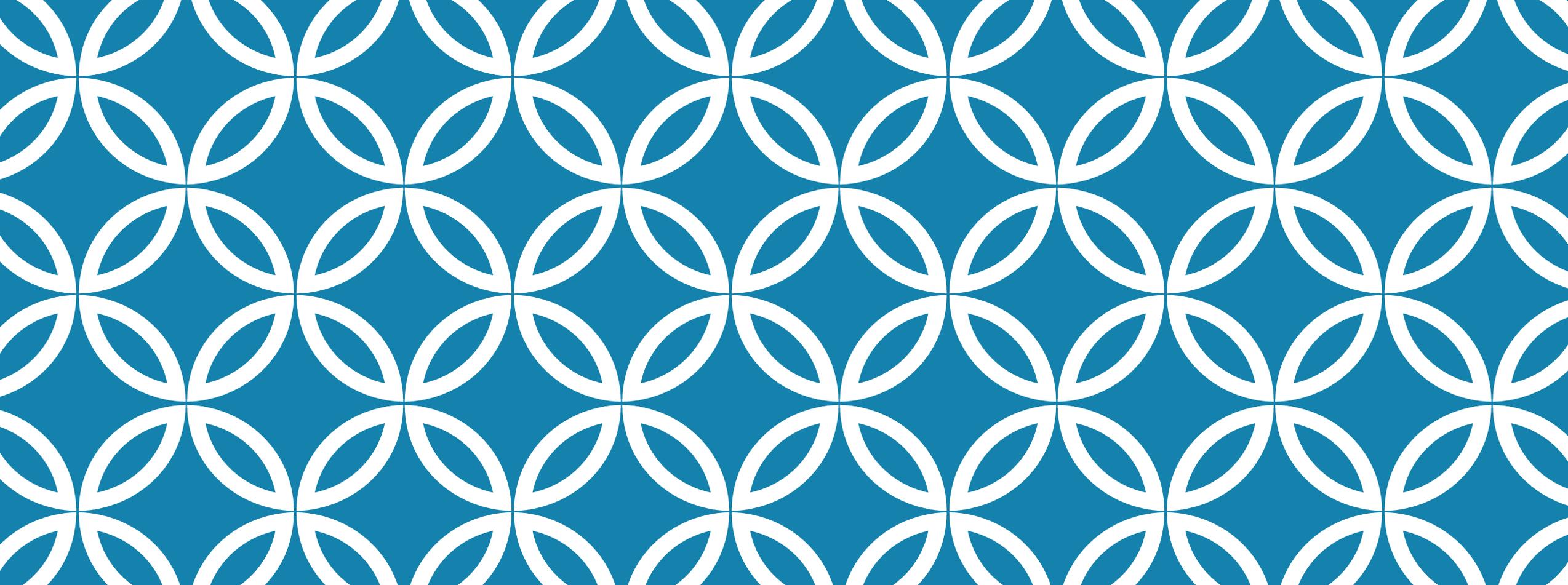
Aspirational ethics illustrate the highest standard of ethical practice. Counselors whose practice is guided by aspirational ethics understand and act on the letter (mandatory) and spirit (theory) of the ethical codes. Aspirational ethics call professionals to evaluate their personal behaviors and motivation as well as the ethical code to ensure their clients receive services that exceed the expected standard of care.

Aspirational ethics are often identified in ethical codes as the “best practices.”

The achievement of aspirational ethics is why we have spent so much time to ethical theory today.



BREAK



CYBER ETHICS

Facilitated by the NCTTA Center

THE RULES OF CYBER ETHICS

“Do not do something in cyberspace that you would consider wrong or illegal in everyday life”

INTERNET ETIQUETTE

Netiquette is a combination of the words network and etiquette and is defined as a set of rules for acceptable online behavior.

“Netizen” is a contraction of the words internet and citizen and refers to both a person who uses the internet to participate in society, and an individual who has accepted the responsibility of using the internet in productive and socially responsible ways.

WHAT DOES GOOD WEB ETIQUETTE LOOK LIKE?

It is important to recognize that the internet is an extension of society. The internet isn't a new world in which anything goes, but rather, a new dimension of the world around us.

Some things to keep in mind:

- Keep messages and posts brief
- Don't Shout- NO ALL CAP SENTENCES
- Use Discretion
- Protect Personal Information
- Obey Copyright Laws
- Protect Children

ACRONYMS:

BTW – By the way

LOL – Laughing out loud

ROTFL – Rolling on the floor laughing

POV – Point of view

B/C – Because

AYOR – At your own risk

EML – Email me later

SFW – Safe for work

DIGITAL CITIZENSHIP – IC3 STANDARDS



WHAT IS CYBER ETHICS?

1

“Don’t do harm to others”

2

“Do unto others as you would have them do unto you”

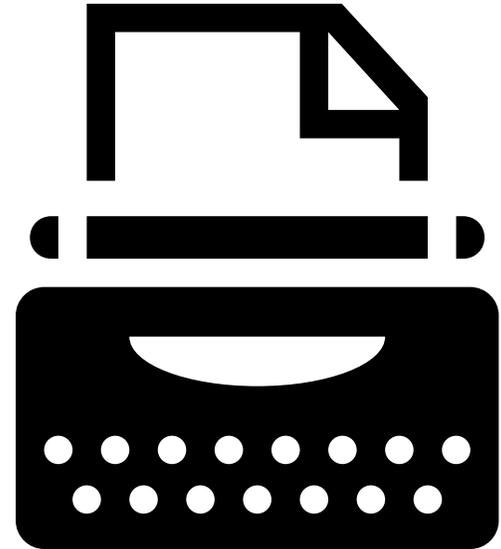
INTERNET SAFETY

When teaching online safety, it's important to make it clear that students should never arrange to meet someone they've only known online without asking a parent first, and that they should never exchange personal info, or trust anything that an online-only friend tells them.

Youth should be wary at all times and pull back from any situations that online friends put them in any time that something doesn't feel quite right or seems suspicious.

COPYRIGHT & CREATIVE CREDIT

Nowadays, youth and adults are able to find, use and distribute digital content with such ease that it can lead them to using material without giving much thought as to who owns it or where it comes from.



ONLINE REPUTATION

It is important for youth and adults to realize that anything posted online can stay there forever and that every post becomes part of someone's online reputation or digital footprint.





RESPONSIBLE DIGITAL CITIZENSHIP COULD ALSO MEAN...

BEHAVING LAWFULLY

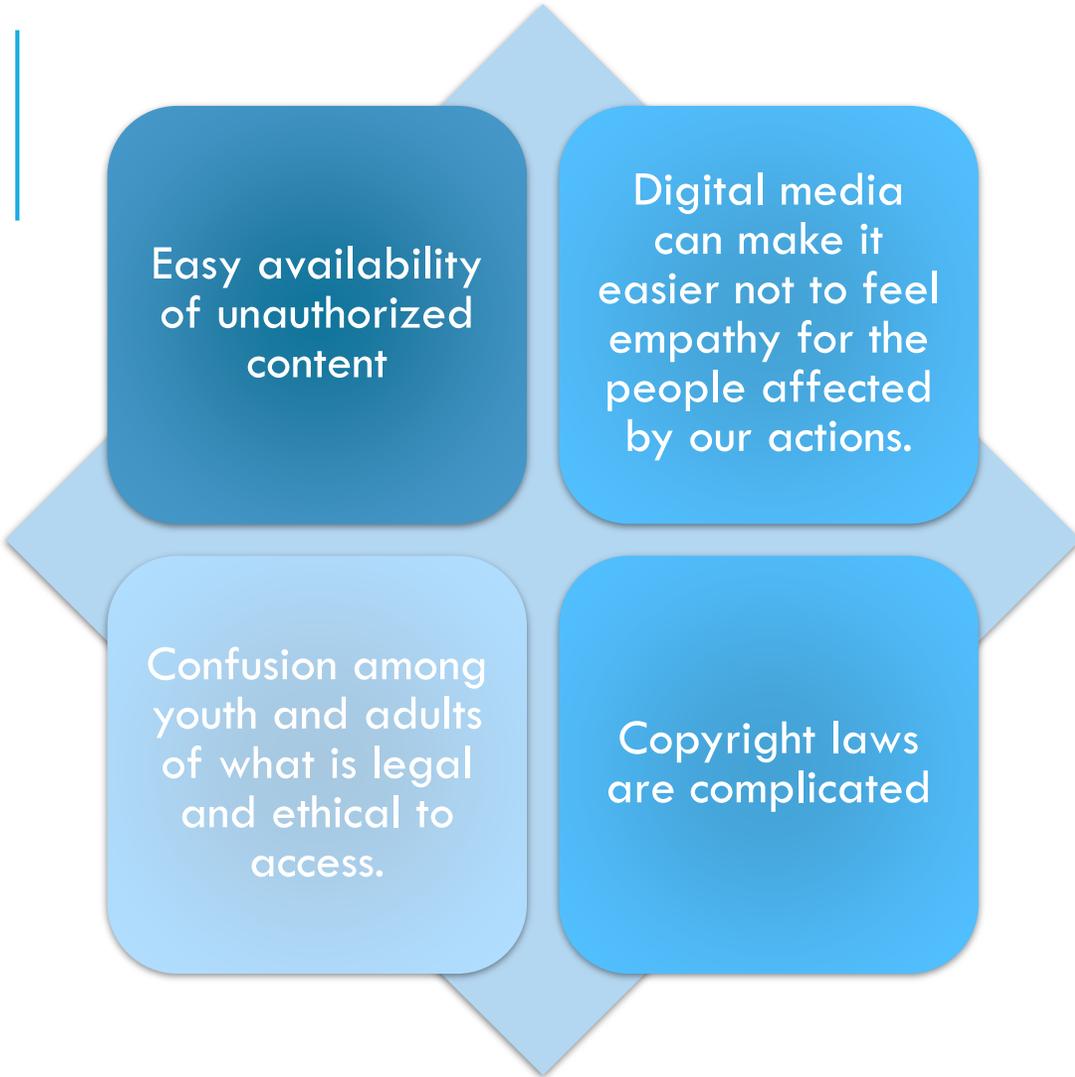
INTELLECTUAL PROPERTY

1

Some of the most common ethical decisions youth face online revolve around intellectual property.

2

There are four main reasons that this is an issue...



4 ISSUES RELATED TO INTELLECTUAL PROPERTY

TREATING OTHERS WITH RESPECT

Just because it is online does not mean you can take it and use it.

For things you are allowed to use, always give credit to the person or company who owns the copyright.



INTELLECTUAL PROPERTY (IP)

Intellectual Property (IP) is defined by the World Intellectual Property Organization (WIPO)

“ Creations of the mind, such inventions; literary and artistic works; designs; and symbols, names and images used in commerce. The owner of intellectual property has monopoly of its use. Intellectual property is protected by laws, including patents, copyright, trademarks and trade secret laws”

COPYRIGHTS

Protecting the expression of an idea

TRADEMARKS

A trademark is used to identify a business, product or service.

PLAGIARISM

Claiming another's words or ideas as your own.



BECOMING AN OWNER OF COPYRIGHTED MATERIAL

As soon as an original expression of yours is put into a tangible form it is copyrighted.

Copyright starts with the owner having exclusive rights to his/her work. The copyright act then defines exceptions. The most important is the exception for Fair Use.

DIGITAL RIGHTS MANAGEMENT (DRM)

This refers to any of several technologies used by publishers or copyright owners to control access to and usage of intellectual property.

CREATIVE COMMONS

Creative commons was formed to provide a more balanced alternative to those who want to protect their works but also share them under certain conditions. The group devised a series of flexible copyright license available for anyone for free.

COPYRIGHTS

Just because something is available to copy not make it legal or right.



AREA OF CONCERNS

Plagiarism in homework, research, and academic projects. Plagiarism in any form is unacceptable. Proper credit and citation must be given whenever material is copied and/or paraphrased.

Software and media copying/piracy is also an area of concern. There is no moral, ethical or economic difference between the theft of intellectual property and that of physical property.

THE DO'S AND DON'TS OF COPYRIGHTS

What you can't do:

Copy pictures to use on your brochure or website that you found on the internet.

Purchase a license to use a photo on your brochure, then continue to use it on your website, flyers, and postcards unless it is stated in the license

Copy text out of a book or off from a website and use it verbatim

Put music on your website without permission

Post an article without permission, even if its about you

Use an image by linking rather than copying it

What you can do:

the uses or get permission to use articles from the writer and the publisher

You should ask permission to link to someone's website

Copyright infringers may face civil liability and also criminal liability for felony copyright infringement if it is willful, and for financial gain, or by reproducing and distributing a large amount.



DOMAIN NAME ISSUES

Typo squatting – Registering a domain name similar to a real domain name but with a type.

Cybersquatting - Registering a domain name, in bad faith, violating the rights of the trademark owner.

Pagejacking - Copying part of an existing website, and then putting it up on a different website to make it look like the original.

SPAM - Unsolicited emails.



HOW TO LIMIT SPAM

Do NOT reply to spam!

Do NOT post your email address on your website

Use a different email address if you must use one in a news group or forums

Read Terms of Use and Privacy Statements

Don't randomly give out your email address

Never buy from a spammer

Use a spam filter



BE AWARE...

Phishing is a scam where an official looking email is sent to an unsuspecting user to try and trick them out of their username, password, or other information.

Vishing is the latest scam. It may start with an email or it may start with a phone call.

Keystroke Phishing is when a Trojan program is unknowingly downloaded onto your computer.



CHILDREN & THE INTERNET

The Child Online Protection Act (COPA) - This act makes it a crime to publish 'any communication for commercial purposes that includes sexual material that is harmful to minors, without restricting access to such material by minors'.

SOCIAL MEDIA PRESENCE

Social media is a challenging topic because it crosses over so many ethics and compliance issues.



SOCIAL MEDIA LANDSCAPE

Communication – blogs, micro-blogs, social networking and events

Collaboration – like wikies, social news, and book marking and tagging

Multimedia – video, photography, music/audio sharing and presentation sharing and live casting.

Entertainment – media platforms, virtual worlds, and game sharing.

RISK THAT COMPANIES MAY FACE

1. Misuse of work time
2. Misuse of company resources
3. Risk to company computer systems
4. Disclosure of confidential or other non public information
5. Disparagement or harassment.
6. Conflicts of interest
7. Advertising and Marketing and Fair Competition
8. Records Maintenance
9. Espionage or Fraud
10. Privacy
11. Personal Reputation Damage



OTHER CONSIDERATIONS

Employees' desire to use social networking sites like LinkedIn or PLaxo that can involve listing one's company position and duties, and even posting testimonies of current and former employees or suppliers

Employees involved in online activities with friends, such as sports pool, that may require them to take action during the work day to participate

Employees' desire to use personal lunch time to quickly catch up on whats happening on social media outlets.



ESTABLISHING PROCEDURES

Non-business use of social media.

Employees involved in the company's business use of social media.

Functional employees involved in proper monitoring use of social media, such as information technology staff.

Any manager responsible for overseeing or monitoring their employees' use of social media and for higher level managers with broad supervisory oversight of use of social media.



EFFECTIVE OVERSIGHT

A company should ensure effective accountability and ongoing management of social media use that befits its risks.

COMMUNICATION WITH MINORS ONLINE

People are not truly anonymous!

In any online exchange with a child or someone believed to be a child, Florida obscenity laws state that it is unlawful to do the following things and/or entice, seduce or lure a child into doing the same things. This includes:

- Exposing sexual organs
- Exchanging sexually explicit messages
- Sharing or viewing depictions of sexually explicit materials involving minors or with minors
- Traveling to meet a minor with the intention of engaging in sexual activity
- Participating in lewd or lascivious activity

Children's Online Privacy Protection Act (COPPA)



ETHICS...IN THE MODERN LANDSCAPE

The combination of Ethical Theory

The combination of Applied and Aspirational

The combination of Professional Ethics

The combination of Cyber Ethics

THE END...



SOURCES AND WEB LINKS

Ethics Self-Assessment -

<https://www.ache.org/about-ache/our-story/our-commitments/ethics/ethics-self-assessment>

Philosophy of Care of Self –

<https://www.sciencedirect.com/science/article/pii/S1877042813000128>

Ethical Principles in Planning – <https://www.planning.org/ethics/ethicalprinciples/>

Ethics in Organizations – <https://www.scu.edu/ethics/ethics-resources/ethical-decision-making/ethics-in-organizations/>

Ethics in Policy-Making – <https://www.who.int/bulletin/volumes/85/7/07-044040/en/>

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