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#### 4.4 Case Analysis

In the article, “The Code I’m Still Ashamed Of” written by software engineer Bill Sourour he discussed the time when he created a pharmaceutical quiz for a client. The quiz’s purpose was to exploit the search engine’s tendency to put websites with interactive content at the forefront. Although he felt uneasy about participating in this project he continued and completed the project. The reason for the code was to increase the pharmacy’s drug sales by boosting the visibility of the pharmaceutical company’s website. Sourour felt this way about the project due to the outcome of this quiz maybe leading to medical information being spread that was misleading. After he completed this pharmaceutical quiz project he regretted being involved. In this Case Analysis I will argue that Utilitarian ethical tool shows us that the code for the pharmaceutical quiz was morally problematic because if the information was wrong it could potentially be harmful, and that Sourour should have acted differently.

Honesty and integrity are pivotal fundamental values displayed when using the Code of Ethics to analyze this case. When discussing professional behavior, the Code of ethics consistently highlights these values, requiring individuals during their interactions to uphold this truthfulness and integrity. It is crucial to be transparent in this day and age because rely on this information they obtain from these digital platforms to be accurate and trustworthy, so they can make informed decisions. The users of these platforms have a right to know if the information the engage with has been distorted or manipulated for underlying motives. So, when Sourour aided in creating this code he strayed away from these values because the code was meant to deceive

the search engine users. The code clearly goes against the Code of Ethics when they attempted to boost the company's visibility by intentionally manipulating the search engine's algorithms. Not only did this action of deliberate manipulation violate the ethical obligations of digital platforms but this act of manipulation undermined the trust in the integrity of digital platforms.

"Technology as a form of life" is one of many central concepts in Armstrong's work. The argument that Armstrong makes is that technology is consistently shaping and being shaped by human activity because technology is not just a tool but it is deeply rooted in in culture and social practices. When using this concept to analyze the case of Sourour's creation of the pharmaceutical quiz it is shown that this technology/code becomes a notable factor in shaping social behaviors and interactions. This code impact's users online experiences and influences the digital landscape although its main intentions were to manipulate the search engine this tool basically takes on a life of its own. Meaning Sourour's contribution to technology development actively shapes consumption and access of online information. When viewing this in an ethical light this concept brings attention to responsibilities individuals like Sourour have which is to observe the broader social impacts and consequences of the technology they develop and deploy. With utilitarianism as an ethical tool Sourour should have observed the long-term effect this manipulation of the search engine, but he had only focused on the short-term effects which were the pharmaceutical promotions ultimately neglecting these potential dangers. Meaning based on this analysis Sourour should have prioritized well-being and stepped away from this project.

In essence, Sourour participating in the creation of this code was morally wrong due to the pharmaceutical quiz lacking honesty and integrity. Which highlights the ethical challenges brought about by digital marketing and their usage of deceptive tactics. We have explored the moral implications of the actions Sourour took and the analyzed courses of action Sourour could

have taken instead of participating in the creation of the quiz by using the lenses of the Code of Ethics and Utilitarianism. At first Utilitarianism may justify Sourour's participation by the immediate goal being pharmaceutical product promotion, but broader societal implications and ethical considerations that are at stake are revealed with deeper examination. Sourour prioritizing short-term gains over long-term consequences is a violation of the integrity and honesty principles making it morally incorrect. To ensure responsible and ethical usage of technology it is dire for tech professionals to prioritize ethics and consider the broader societal impacts of their actions.