In "The Code I'm Still Ashamed Of", Bill Sourour describes his experience developing a pharmaceutical quiz for a client, only to later discover that the quiz was being used to promote prescription drugs to consumers. Despite his concerns that the quiz was misleading and potentially harmful to people's health, Sourour continued working on the project because he needed the money and did not want to risk losing the client. Using the Confucian ethical tool, this Case Analysis will argue that writing the code for the pharmaceutical quiz was morally problematic because it violated the principles of righteousness and benevolence. The consequences of the quiz could potentially harm individuals, which conflicts with the Confucian emphasis on doing what is right and acting with kindness and compassion towards others. Sourour should have taken a different course of action to prevent harm, such as refusing to work on the project or proposing modifications to ensure ethical compliance.

One central concept from the Codes of Ethics is integrity. According to the Software Engineering Code of Ethics and Professional Practice, "software engineers shall be fair to and supportive of their colleagues and assist them in their professional development. Software engineers shall not promote their own interest at the expense of the profession, client, or employer" (IEEE-CS/ACM, 2018). In the case of Bill Sourour, he faced a dilemma when he discovered that the pharmaceutical quiz, he was developing was being used to promote prescription drugs to consumers, which went against his moral and ethical values. He knew that continuing to work on the project could potentially harm individuals, but he also needed the money and did not want to risk losing the client.

Sourour's actions demonstrate a lack of integrity as he prioritized his own interests over the well-being of potential quiz-takers. The quiz could potentially mislead individuals into taking prescription drugs that they may not need, leading to harmful consequences. Sourour had an obligation to act with integrity and promote the well-being of others over his own financial interests. He could have refused to work on the project or proposed modifications to ensure ethical compliance, even if that meant losing the client or the project.

Using the Confucian ethical tool, Sourour's actions in this case violate the principles of righteousness and benevolence. Confucianism places great emphasis on doing what is right and acting with kindness and compassion towards others. Writing the code for the pharmaceutical quiz was morally problematic because it potentially harmed individuals, which conflicts with Confucian values. Sourour should have taken a different course of action to prevent harm, such as refusing to work on the project or proposing modifications to ensure ethical compliance.

In summary, Sourour's actions in this case demonstrate a lack of integrity, as he prioritized his own interests over the well-being of potential quiz-takers. By using the Confucian ethical tool, his actions violate the principles of righteousness and benevolence. He should have acted with integrity and promoted the well-being of others over his own financial interests by refusing to work on the project or proposing modifications to ensure ethical compliance.

Another central concept from the Codes of Ethics is responsibility. According to the Association for Computing Machinery's Code of Ethics and Professional Conduct, "computing professionals should accept assignments only when qualified. [...] In situations where they are not sufficiently prepared, computing professionals should undertake appropriate professional development" (ACM, 2018). In the case of Bill Sourour, he accepted the assignment to develop the pharmaceutical quiz despite not having sufficient knowledge about the medical field.

Sourour's actions in this case demonstrate a lack of responsibility as he accepted the assignment without being sufficiently qualified to do so. This put potential quiz-takers at risk as the quiz could potentially provide misleading information about prescription drugs. Sourour had a responsibility to only accept assignments that he was qualified to undertake, or to undertake appropriate professional development to gain the necessary knowledge and skills.

The Confucian ethical tool, Sourour's actions in this case violate the principle of wisdom. Confucianism places great emphasis on the cultivation of wisdom and knowledge, and on the responsibility of individuals to continually seek self-improvement. Sourour had a responsibility to undertake appropriate professional development to gain the necessary knowledge and skills before accepting the assignment to develop the pharmaceutical quiz.

In his book "Managing by Storying Around", David Armstrong emphasizes the importance of storytelling as a tool for effective leadership. One central concept from Armstrong is the power of narrative in shaping organizational culture. According to Armstrong, leaders can use stories to communicate their values and vision, and to inspire their followers to act in alignment with these values (Armstrong, 1992). In the case of Bill Sourour, his actions in developing the pharmaceutical quiz were influenced by the organizational culture of his client, which placed a high emphasis on profits and financial gain, rather than ethical considerations.

Sourour's actions demonstrate a lack of ethical leadership, as he allowed the organizational culture of his client to influence his decision-making. He prioritized financial gain over ethical considerations and failed to communicate his own values and vision to his client. If Sourour had used storytelling as a tool for ethical leadership, he could have communicated his concerns about the potential harm caused by the quiz to his client and inspired them to act in alignment with ethical principles, rather than solely pursuing financial gain.

Confucian ethical tool, Sourour's actions in this case violate the principle of leadership. Confucianism places great emphasis on the role of leaders in promoting ethical behavior and inspiring others to act in accordance with moral values. Sourour had a responsibility to communicate his values and vision to his client, and to inspire them to act in alignment with ethical principles, rather than simply pursuing financial gain. If Sourour had acted as an ethical leader, he could have used storytelling to communicate his concerns about the potential harm caused by the quiz, and to inspire his client to prioritize the well-being of potential quiz-takers over financial gain.

Another central concept from Armstrong is the importance of storytelling in creating a shared sense of purpose and identity within organizations. According to Armstrong, storytelling can be used to create a shared sense of history, values, and vision, which can help to foster a sense of community and inspire individuals to work towards a common goal (Armstrong, 1992). In the case of Bill Sourour, his actions in developing the pharmaceutical quiz were influenced by the organizational culture of his client, which did not prioritize ethical considerations or the well-being of potential quiz-takers. If Sourour had used storytelling to create a shared sense of purpose and identity within his client's organization, he may have been able to inspire his client to prioritize ethical considerations and the well-being of potential quiz-takers over financial gain.

In summary, Sourour's actions in this case demonstrate a lack of ethical leadership and a failure to create a shared sense of purpose and identity within his client's organization. The Confucian ethical tool, his actions violate the principles of leadership and community. If Sourour had acted as an ethical leader and used storytelling to communicate his concerns about the potential harm caused by the quiz and to create a shared sense of purpose and identity within his client's organization, he may have been able to inspire his client to act in alignment with ethical principles and to prioritize the well-being of potential quiz-takers over financial gain.

The central argument of this Case Analysis is that writing the code for the pharmaceutical quiz was morally problematic due to its potential to harm individuals, which violates Confucian principles of righteousness and benevolence. Bill Sourour's actions demonstrate a lack of integrity, as he prioritized his own interests over the well-being of potential quiz-takers. Furthermore, Sourour lacked responsibility by accepting the assignment despite not being sufficiently qualified to do so. Finally, his actions also demonstrate a lack of ethical leadership, as he allowed the organizational culture of his client to influence his decision-making, rather than communicating his own values and vision.

The Software Engineering Code of Ethics and Professional Practice highlights the importance of integrity in software engineering. In this case, Sourour's actions demonstrate a violation of integrity as he prioritized financial gain over the potential harm caused by the pharmaceutical quiz. The Confucian emphasis on doing what is right and acting with kindness and compassion towards others further supports this argument. To prevent harm, Sourour could have refused to work on the project or proposed modifications to ensure ethical compliance.

Overall, the analysis of Sourour's actions in developing the pharmaceutical quiz highlights the importance of integrity, responsibility, and ethical leadership in software engineering ethics. By violating Confucian principles and professional codes of ethics, Sourour's actions demonstrate the potential for software engineering to cause harm if ethical considerations are not given due attention. As software engineers, it is crucial to prioritize ethical considerations in our work to ensure that the technology we develop benefits society as a whole.