Olivia Diaz

PHIL 355E

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Case Analysis on Professional Ethics

This case analysis, which is centered on a piece of writing by Bill Sourour, tells the story of a developer's involvement in creating a pharmaceutical quiz for an advertising business that has customers in the pharmaceutical field. Although it was created to market a particular medication aimed at young teen girls, the quiz was made to look like a generic informational website. The moral dilemma is brought up by the reality that, despite the responses provided by the user, the questionnaire consistently suggested the customer's medication as the most suitable choice. The drug's creator started to doubt the ethics of his part in advertising the medication upon hearing of an awful tragedy regarding a teen girl that ingested the drug and subsequently took her own life as a result of the substance's terrible adverse reactions.

I'll discuss how consequentialism/utilitarianism is the most appropriate framework of ethics for evaluating the quiz's code's morals. This is because the developer should have been deeply concerned about any possible damage that may result from advertising a pharmaceutical drug using such a way that is misleading.

The ACM Code of Ethics focuses heavily on the obligation of computer professionals to apply their abilities and expertise toward the greater good of humanity. This idea emphasizes how important it is to take into account how what they do affects everyone. Those who work in computing are supposed to make a good contribution to humanity and conduct themselves according to moral standards.

The creation of a drug test aimed at teenage females is the primary ethical concern in the case put forth by Bill Sourour. Despite what the user truly is in need of, the quiz was made to suggest a particular medication from the customer's pharmaceutical business. The developer and the business in question violated their duty to the community as computer professionals by discharging the promotion of drugs using the cover of an ordinary website.

Because of their societal duty, computer professionals must think about how their job may affect certain people and groups. In this particular case, the pharmaceutical quiz was created in a misleading way, possibly inducing impressionable adolescent females to take a medication that has serious adverse effects. These effects are serious such as depression, anxiety, and thoughts of committing suicide. The manufacturer and the corporation disregarded their societal duty by putting the pharmaceutical business's profits ahead of the well-being of the intended demographic.

It's apparent that creating and advertising the pharmaceutical quiz has troubling effects when consequentialism is applied to the choices made in this particular case. Any possible advantages to the manufacturer or the pharmaceutical business were overshadowed by the possibility of damage brought on by deceiving adolescent females into consuming a medication that would negatively impact their psychological and emotional well-being.

Sourour and the business in question should have declined to take an active role in the making of this pharmaceutical quiz in its deceptive manner in light of their civic duties. They had an ethical responsibility as computer professionals to put the welfare and security of those using it ahead of the pharmaceutical business. What they should have done was suggest another technique that offers accurate and open details regarding the medication, making sure that the quiz followed moral guidelines as well as not putting the intended demographic at risk.

When utilitarianism is applied to this situation, it becomes clear how the significant damage done to susceptible children exceeded any prospective advantages for pharmaceutical companies. The deceptive quiz might have serious negative consequences, including feelings of sadness, stress, and suicide ideation. According to utilitarian principles, Sourour and the business should have given truthful knowledge and complied with ethical standards, avoiding harming the target audience.

The concept that I discussed from the ACM Code of Ethics emphasizes the significance of taking into account how computer professionals' work affects the community as a whole. It is evident that all parties involved in making the pharmaceutical quiz were ethically wrong. This is especially after implementing consequentialism to the issue.   Computing professionals should make judgments and conduct themselves in ways that maintain morality and prioritize the welfare of society as a whole.

They also have the capacity to impact several facets of humanity and their world online as professionals in computing. As a result, they ought to make moral choices and constantly consider how their job may affect others. Computing professionals may make a significant contribution to creating an improved moral, and viable technological future for all individuals by accepting this duty and upholding the standards of conduct.

In this piece, Mary Beth Armstrong examines the idea of secrecy and how it applies to various fields. The moral duty of specialists to protect the anonymity and safety of classified data confided with their care by consumers or healthcare patients is known as confidentiality. Trust is also critical in these scenarios. Confidentiality also entails safeguarding private information from unauthorized entry, or usage and is essential to establishing and sustaining business connections. Armstrong examines the ways in which confidentiality is protected and the ways in which it is applied in every one of these occupations.

The company and the developer gained exposure to private data on the quiz's users, who were adolescent females while creating the pharmaceutical quiz. Private data, medical records, and answers to private health-related inquiries might all be included in this data. Users should assume confidentiality while interacting with an instructional web page, but the quiz's misleading nature and the absence of clarity surrounding how data is managed contradict that expectation.

Confidentiality is a crucial component of maintaining integrity. Confidentiality promotes confidence among professionals and consumers. Users' assumed confidence in the company was violated by the acts made during the pharmaceutical quiz development. While facing those who are susceptible like the adolescent girls that were targeted. It fails to preserve private details in the setting of medical care. Which creates moral dilemmas concerning authorization and the confidentiality of patients.

Patients should be able to trust their healthcare or medical providers, especially with their private medical data. Which is why something like HIPAA was created to combat this. Patients’ medical history and data are stored privately. Only accessed by authorized individuals. This goes along with the pharmaceutical quiz, those teenage girls should have felt that they were able to trust the website and the information given to them.

It is obvious that the findings of violating confidentially were ethically troubling when utilizing the consequentialism ethical method to evaluate the acts conducted in this situation. The company and the developer ran the possibility of subjecting consumers to infringements of confidentiality and possible damage by creating a quiz that may have acquired personally identifiable information without their understanding and permission. This disregard for privacy might have serious repercussions, including fraud, misconduct of private details, and specific advertising approaches that influence consumers because of individual medical records.

The repercussions of breaching confidentiality are made clear by using utilitarian concepts. The substantial damage done to customer confidentiality and confidence outweighs any possible advantages for the corporation, including data collection for individualized marketing. Teenage females, who are already susceptible, should have been confident that their personal data was secure when doing the quiz.

The professionals and creators should have gotten prior authorization before collecting any data, made consumers aware of the quiz's objective as well as its processing procedures, and put meticulous security safeguards in place. As an example, gaining proper authorization is necessary before administering treatments to patients in health care. They may have established a more moral and dependable connection with their target market by protecting anonymity and honoring consumers' freedom of privacy.

As a result, the basic notion of privacy is vital to the fields that Armstrong discusses and additionally to the pharmaceutical sector. Violation of privacy can have serious repercussions for people and diminish reliance on professionals. When integrating consequentialism into the situation, it becomes clear how crucial it is for professionals to preserve the confidence that their consumers or users have put in them. Prioritizing privacy additionally protects private data but it also shows a dedication to good behavior and making decisions that are moral.

In this case study of Sourour's work, we explored the moral issues of creating a pharmaceutical quiz that misleads consumers in order to advertise a certain prescription. We evaluated the possible damage of deceiving patients by utilising consequentialism. We found that it would be greater than any advantages for the pharmaceutical industry. The ACM Code of Ethics emphasized that it is the duty of computing professionals to take into account how what they do would affect the community and to disclose every relevant detail. The loss of users' confidence and the requirement to prioritize anonymity were both shown by Mary Beth Armstrong's explanation of secrecy and confidence.

Considering the ethical ramifications of developing a misleading pharmaceutical quiz which compromises users' confidentiality and confidence requires using utilitarianism as a critical foundation. By weighing the effects of these kinds of behaviors, it's made clear that any benefits for pharmaceutical companies dwindle in comparison to the possible damage done to people. For specialists to maintain consumer trust and assure that moral choices are made in the technology world, maintaining confidentiality and integrity is crucial.

In summary, all experts and professionals need to maintain openness. They need to have regard for users and a priority for the welfare of society in technical innovations. Implementing decisions in accordance with moral principles and industry codes of ethics can help create an increasingly reliable and accountable technological environment.

References

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