

Session 7

4.1. Ethics in society

Having ethical society is improving the other life factors as political and businesses.

Ethics is all about the action that you think is right and proper to do per the society values. The society is the untie that groups of people live in, so if from the beginning we start with the society to be aware of ethics, the other factors in life will be easy to manage.

A lot of people don't recognize the significant of ethics and how it influences their daily life decision as it will make the society respect their values more and determining the right decision even in the difficult situations. Per ethics, the public good will be preferable than self-interest which will increase the caring and loving in the society as everyone will consider the other interest and wouldn't harm them in any way.

If the society will be ethical then the business transaction and deals will be transparent and without frauds. As from what we see in some business environment, the businessmen do some tricks in order to gain profit even if they give the other party low quality products. On this way no one will trust the other which will make the problems increase. Most of the businessmen faced difficulties to manage between ethics and profit, because they think that ethics affect their business negatively, nevertheless if they provide the ethical decisions it will affect the society and it will give the business a good reputation of implementing the ethics that respect the society values.

As the ethics is very important concept in our life the colleges and university spread the awareness of the ethics in their courses to make the generation aware of the benefit of the ethics and how it will make their life easier and trustful which will lead to be successful in life and in business in the same time.

4.2. Social Institutions and organizations responsibilities

Social Responsibility is called the obligation / commitment that members of a particular community, society, either each individually or as part of a social group, have each other as well as to society or community as a whole. Meanwhile, this responsibility can have two forms, one side can be negative , i.e. , there is a responsibility for someone to refrain from acting, or failing that , may be positive, implying that there is a responsibility on the part of someone acting.

Social Responsibility

"If we have people who work in organizations do not give the example with the action, but in our projects we apply the highest professional standards, if we do not work on us for Social Responsibility and Professional Ethics are not only part of our speeches books and articles and begin to display on our activities, tasks and attitudes. If they improve people being responsible and ethical our institutions themselves do not improve, they will be neither fairer nor more ethical, or more inclusive, and more responsible. We are individuals with our actions which we build, maintain and transform organizations. "This network poses reflect and understand each of our responsibilities as professionals are called to respect. The Social Responsibility becomes action when we fulfill our ethics: Responsibility to Act,

Accountability to Human Rights

Responsibility to the Environment

Responsibility to Future Generations,

Accountability to the organization in which you work.

Responsibility to the Profession.

Contributes to sustainable development, including health and the welfare of society; take into account the expectations of stakeholders; comply with applicable law and consistent with international norms of behavior, and is integrated throughout the organization and put into practice in their relations.

Social Responsibility in Institutions and Organizations

Social responsibility in the company:

The definition of the social responsibility of the company supports several meanings, but all agree that this is an approach that is based on a comprehensive set of policies, practices and focusing on respect for ethics, people programs, communities and environment.

Used to describe a wide variety of initiatives for economic, social and environmental considerations taken by businesses that are not based solely on legal requirements and are mostly voluntary in nature.

The social responsibility of business is not new, but today it is one of the issues that attract the most attention from business and the rest of society.

In recent years there have been various global initiatives that have promoted the incorporation of social responsibility in business strategy. Different institutions and organizations have developed initiatives to promote and encourage socially responsible corporate behavior. Generally these initiatives or projects include a series of rules or recommendations that incorporate a commitment by adhering states to promote their performance in the business framework of their respective countries.

Through these global projects, which also seeks is uniformity of principles, actions and gauges of social responsibility so that the work of the companies in this area can be recognized not only in the immediate environment of the company but also in the internationally.

One such initiative has been the development of an ISO International Standard on Social Responsibility in order to produce “a guidance document, written in simple language that is understandable and usable by non-specialists “and not intended to use for certification purposes. A set of documents that have been previously selected are presented in this section as well as a list of links to sites of interest.

4.2.1. Ethics in Family

The family is a social group where people know each other and engage in ongoing relationships that endure over time. But for a family is formed is very important that all members share certain things.

For example, feelings of affection, the will to stay together, common goals (financially maintain the home, meet the needs of its members, educating children), respect for certain rules of behavior. Thus, in the family relationships that are characterized by affective, solidarity and cooperation among its members develop.

We believe that values are central elements in the belief system of the people and are related to ideal states of life that answer our needs as human beings , providing criteria to evaluate others, as much as the events ourselves. Thus values guide us in life, make us understand and cherish others, but also related to royalty that we build ourselves and relate to the feeling of our social competence.

All values are important, not anything else in the family if not life in general it is an honest person inside and outside the family, it is important that family and so promote those values come from the behavior of your parents if they have these values automatically you are going to pass, that rule is not always applied as all children as individuals are able to make our decisions and apply our values , ethics is usually applied in the professional sphere as e.g. . A doctor cannot treat the affairs of his patient out of his office, is unethical, a lawyer must refrain from disclosing the secrets of his client, and in general to do our work we must do to make it aware.

4.2.2. Ethics in public institutions

Ethics in the public sector is a broad topic. Public sector ethics is usually considered a branch of political ethics. In the public sector, ethics addresses the fundamental premise of a public administrator's duty as a "steward" to the public. In other words, it is the moral justification and consideration for decisions and actions made during the completion of daily duties when working to provide the general services of government and nonprofit organizations. Ethics are an accountability standard by which the public will scrutinize the work being conducted by the members of these organizations.

Decisions are based upon ethical principles, which are the perception of what the general public would view as correct. Having such a distinction ensures that public administrators are not acting on an internal set of ethical principles without first questioning whether those principles would hold to public scrutiny. It also has placed an additional burden upon public administrators regarding the conduct of their personal lives. Public sector ethics is an attempt to create a more open atmosphere within governmental operations.

Government's ethical origins

Government officials serve the people, managing the resources of others. Along with this stewardship, there is an expectation from the public that in conducting daily activities, the officials will practice fairness and equality. They are also expected to maintain openness in their workings to ensure that they are operating within the public's perception of what is "right." This concept of ethics, a branch of philosophy which seeks to address morality, is not a relatively new idea within government. The idea of control and power conflicts with the underlying principle of being a steward to the general public. As such, this treatise is a springboard for ethical issues in modern day times.

Paul Douglas, a former United States Senator from Illinois, argues that while many may secretly follow Machiavelli in their heart, most do not. “Instead, most men want a life of integrity and goodwill in which public officials are stewards rather than masters and treat their jobs as a means of helping people rather than dominating them”

Douglas further argues why ethical practices are needed. “Our government is now so huge and affects our lives so directly that we cannot be content with merely a moderately decent level of behavior on the part of our public officials. For even a small percentage of misbehavior on the part of these officials can do a vast amount of harm”

While Machiavelli and Douglas are distant in time, the two opposing viewpoints of the types of public administrators, and the ethical stance of the decisions they make, are very relevant today. Further illustrating the bifurcation of thought on ethics in government, Cody and Lynn discuss the two opposing factors: utilitarian’s and deontologists.

Utilitarian’s: Believe that the end sought justifies the means to that end. In other words, if an ethical solution is more costly, a utilitarian will argue from a standpoint of efficiency or effectiveness to justify a less ethical solution.

Deontologists: Believe that certain absolute principles should be obeyed, regardless of the consequences. An example of an absolute principle would be honesty.

The definition of these two behavioral models is not necessarily exclusive. It is possible for a person to make a decision based upon a utilitarian stance and then follow a deontological stance for a separate decision. This is because the concept of ethics is vague and ultimately is based upon principles and values, which will differ among situations and people.

Ethical standards

In defining bureaucrats as public administrators, approaches ethical standards in government as a requirement due to the nature of the work of administrators. He writes, "Because bureaucrats govern through authority that is discretionary, and because they are not elected, the ordinary means of popular control are inapplicable". However, public administrators are protected with due process rights as government employees, and ethical violations can be difficult to justify the removal of a person from an office.

The Honest Person Rule: Unless there is an underlying honesty within people, a set of ethical rules is meaningless. This supporting argument for the general guidelines maintains that for ethical standards to be practical an individual must be ethically sound from the beginning, it is possible for a public official to act unethically, but not be personally dishonest

The litmus test example and the Honest Person Rule are broad standards without much definition. As a consequence, broadly defined ethical standards are difficult to assess regarding concerns of ethical violations. In order to have greater accountability, more specific standards are needed, or a statement of applied ethics.

Ethical norms should be derived from the salient values of the regime;

These values are normative for bureaucrats because they have taken an oath to uphold the regime;

In *The Responsible Administrator*, he states that public administrators make decisions daily according to a distinctive four-level process. The four levels are:

The Expressive Level: At this stage, a person responds to a situation with "spontaneous, unreflective expressions of emotion ... which neither invite a reply nor attempt to persuade others"

The Level of Moral Rules: This is the first level at which we begin to question actions and begin to look for alternatives and consequences. The responses at this level are often built upon "moral rules we acquire through the socialization process from our families, religious affiliations, education and personal experiences." Decisions on how to handle the situation are then whittled down based on what we feel is the most appropriate action within our own personal moral bank.

The Level of Ethical Analysis: There are times when a personal moral code will seem inadequate for the situation, or that the alternatives and consequences do not feel right. When this occurs, a person has entered this level and begins to examine their ethical principles, or "statements concerning the conduct or state of being that are required for the fulfillment of a value; it explicitly links a value with a general mode of action".] Particularly, at this level, one begins to reexamine their personal values, and may eventually disagree with actions to such an extent that they will become "whistleblowers."

The Post ethical Level: At this level, questions center on one's view of the world and human nature, how we know anything to be true, and the meaning of life. Here there is a philosophical examination as to why ethical standards are important and relevant to the individual.

These levels are progressive and as an individual begins to move from level to the next, he/she will begin to question increasingly more fundamental assumptions upon which the decision-making process is built. It is important to understand the level of thinking upon which a decision is made to ensure that a decision has been tested for strength and a public sense of validity.

Cooper's decision-making model

Cooper devised a method of moving from an ethical problem to appropriate alternatives and consequences. This model follows a sequential, rational approach to ethical decision-making. This method utilizes description and prescription, where public administrators begin to describe to themselves and others an objective state of affairs, and then begin to suggest steps to change the situation.

The steps to this process are as follows:

The Descriptive Task: A problem is often presented in a fragmented, distorted fashion coupled with judgmental language and inflections, Cooper contend that the administrator is in a position to have more complete knowledge when an issue is brought forward. Additionally, an administrator should attempt to describe questionable situations void of personal feelings (moving beyond the expressive level).

Defining the Ethical Issue: Often the most misinterpreted step, with defining the ethical issue, an administrator is not charged with defining the problem. Instead, there is an examination of what is the underlying ethical value that is being addressed. Often, there is a decision made because of a problem, without examination of the ethical issue. This is damaging to the process of decision-making because it harms one's ethical analysis skills and ethical identity. This is true because situations can differ, and practical decision-making may lead to inconsistencies without an ethical base

Identifying Alternative Courses of Action: Using a rationalistic approach, an administrator, with as complete knowledge of the situation as possible and an assessment of the ethical issue at hand, identifies all the plausible courses of action in response to the situation.

Projecting the Possible Consequences: In this stage, all positive and negative results of each alternative are examined. When discovering the possible positive and negative outcomes of an action, administrators use their moral imagination, or the imagined enactment of how alternatives will play out. Ideally, as more consequences are enumerated, the ethical decision-making process will be strengthened.

Finding a Fit: The appropriate solution or alternative is a balance of four elements

Moral Rules: Those basic standards that can be attributed to the alternatives and their consequences.

Rehearsal of Defenses: The assessment and alignment of alternatives with the accepted norms of the wider professional organization and political communities of which we are a part.

Ethical Principles: In assessing the moral rules, it may become clear that certain moral values are competitive. Therefore, it becomes difficult to say that an alternative which support social justice is more correct than the security of an individual or the organization. Here, an administrator assesses alternatives and their moral values under the light of the level of ethical analysis - deciding how the hierarchy of moral rules is structured and ultimately influencing the final decision.

Anticipatory Self-Appraisal: Simply put, this analysis of alternatives requires an internal reflection of whether an administrator feels that an alternative fits within what he or she perceives to be their own personality. This is an examination of whether an alternative will meet our need to feel satisfied with the decision.

By following Cooper's model of ethical decision-making, a public administrator is able to create a more concrete process by which to assess individual steps that were taken in reaching a decision. This ensures that at each point, an effort was made by the administrator to uphold ethical principles and that fairness and equality were the standard. An administrator's decision must be able to withstand scrutiny to ensure that there is a continued trust and respect for accountability among employees and the public in the administrator's ability to conduct his/her duties.

4.2.3. Ethics in educational institutions

A man's ethical behavior should be based effectively on sympathy, education and social ties; no religious basis is necessary. Man would indeed be in poor way if he had to be restrained by fear of punishment and hope of reward after death". By Albert Einstein

Today the world is moving towards total automation whether at home or outside. Technological innovations in the development of computing facilities, house hold appliances and various technical

resources are the latest development these days. The explosion of the Internet has made human interaction and communication move in a new direction. The provisions of registering a unique domain for oneself can be compared with land registration. Rival attacks and the age old jealousy of yesteryears still exists but with new threats. Governments around the world have started realizing this.

Innovations in the field of medicine have reached the level of cloning which also opened the arguments about the impact. Innovations in the field of nuclear sources have matured to a drastic level, but speculations still persist.

Ethical behavior, as rightly said, details the personal ethics, responsibilities being developed when a human being grows up. Morals and ethics of a human have always been in question. In fact there have been several debates as to what is wrong? And what is right? There seem to be no end to the same.

4.2.4. Ethics in private institutions

There is therefore an ethic of private entrepreneur and one of the officials, as there is a common ethics to all human beings resulting in what we call a good person.

As humans enlarge the sphere of relationships, there are new dimensions of his being, that is, of their ethical duty. The base gives it his duty to be as a person, family life necessitates a refinement of their ethical sensitivity as well as the employment or professional practice, school or college activity. Each of these activities has its own requirements. The status of citizen to citizen leads public ethics that is different from the ethics officer.

This is distinguished from the others because it is centered in the service of the public, in the same way that the ethical physician revolves around the defense of life and of the judges committed to justice, as journalists have its axis in the commitment to truth.

But these dimensions are different applications of the same ethics, determined by the activities and circumstances other than humans.