



# Etika Komputer

Pertemuan 1

Prodi Sistem Informasi UPN “Veteran” Jawa Timur



# Moral Code

- Each **society** forms a set of **rules** that establishes the boundaries of generally accepted behavior.
- These rules are often expressed in **statements** about how people should behave, and they fit together to form the **moral code**.
- Unfortunately, the different rules often have **contradictions**, and people are sometimes uncertain about which rule to follow.



# Examples

- You witness a friend **copy** someone else's answers while taking an exam, you might be caught in a conflict between loyalty to your friend and the value of telling the truth.
- You may strongly support personal **privacy**, but what rules do you think are acceptable for governing the **appropriate** use of company resources, such as e-mail and Internet access?



# Morality

- There is widespread agreement on the immorality of murder, theft, and arson, but other behaviors that are **accepted** in one culture might be **unacceptable** in another.
- Even within the same society, people can have strong **disagreements** over important moral issues.
- In the US, issues such as abortion, the death penalty, and gun control are continuously **debated**, based on solid **moral** ground arguments.



# Ethics

- Ethics is a set of **beliefs** about right and wrong behavior within a society.
- Ethical behavior conforms to generally accepted norms—many of which are almost **universal**.
- However, although nearly everyone would agree that lying and cheating are unethical, opinions about what constitutes ethical behavior often **vary** dramatically.



## Case: Software Piracy

- In 2007, 38% of all software in circulation worldwide was pirated.
- 93% was in Armenia; Bangladesh, Azerbaijan, and Moldova (92%); United States (20%), Luxembourg (21%), and New Zealand (22%).

People's **virtues** and **vices** help define their personal **value** system—the **complex** scheme of moral values by which they live.



## Case: Offshoring of IT Jobs

- Three sets of conflicting interests: the **corporations** who save large amounts of money on labor costs; the **offshore workers** who receive better salaries in their home economies; and the **US workers** who lose their jobs.
- The corporation for maximizing profits and shareholder return, the offshore workers for improving their income, and the U.S. workers for keeping their jobs → issue of **justice**.



# Principles vs Priorities

- Individuals have their own interests. There might actually be no need for ethics if everyone could get everything they wanted without **conflict** with other people. But we live in a world (and in societies) in which this is not true.
- There are conflicts of interest → need to be resolved in a **fair** way.
- **Higher** level principles need to be applied.



# Importance of Integrity

- A person who acts with **integrity** acts in accordance with a personal code of principles.
- **Consistency** can be difficult to achieve.
- It is important to do as your employer requests while also believing that you should be fairly compensated for your work. Thus, if your employer insists that you do not report the overtime hours that you have worked due to budget constraints, a moral **conflict** arises → **compromise**.



# Inconsistency Emerged

- You might consider it morally acceptable to tell a little white lie to spare a **friend** some pain or embarrassment, **but** would you lie to a work colleague or **customer** about a business issue to avoid unpleasantness?
- Many ethical dilemmas are not as simple as right versus wrong but **involve choices between** them.
- It is “right” to protect the Alaskan wildlife from being spoiled and also “right” to find new sources of oil to maintain U.S. reserves, but how do they **balance**?



# Morals and Ethics

- **Morals** are one's personal beliefs about right and wrong, while the term **ethics** describes standards or codes of behavior expected of an individual by a group (nation, organization, profession) to which an individual belongs.
- For example, the ethics of the law profession demand that defense attorneys defend an accused client to the best of their ability, **even** if they know that the client is guilty of the most heinous and morally objectionable crime one could imagine.




# What about Laws

- Law is a **system of rules** that tells us what we can and cannot do.
- Laws are enforced by a set of **institutions** (the police, courts, law-making bodies).
- **Legal** acts are acts that conform to the law. **Moral** acts conform with what an individual believes to be the right thing to do.
- Laws can proclaim an act as **legal**, although many people may consider the act **immoral**—for example, abortion.



# Corporate Scandals

- Hewlett-Packard hired investigators to identify members of its board of directors who were responsible for **leaking** confidential company information to the press.
- The Comverse Technology's founder and CEO admitted he **backdated** Comverse stock options for personal gain; sued by the firm for \$70 million.
- The chairman Satyam Computer Services admitted he **falsified** his firm's profits for years—by as much as \$1 billion.



# Why Ethics is Important for Business

- Gaining the **good will** of the community → CSR
- Creating an organization that operates **consistently**
- Fostering good business **practices**
- Protecting the organization and its employees from **legal** action
- Avoiding unfavorable **publicity**



# How to Improve Ethics

- Appointing a Corporate Ethics **Officer**
- Ethical **Standards** Set by Board of Directors
- Establishing a Corporate **Code** of Ethics
- Conducting Social **Audits**
- Requiring Employees to Take Ethics **Training**
- Including Ethical Criteria in Employee **Appraisals**



# Ethical Decision Making

One can incorporate ethical **considerations** into decision making by identifying and involving the **stakeholders**; weighing various **laws**, guidelines, and principles—including the organization's **code of ethics**—that may apply; and considering the impact of the decision on you, your organization, stakeholders, your customers and suppliers, and the environment.



# Basic Features of IT

- *Speed* of information processing;
- Unlimited size of information *storage* capacity;
- *Availability* of information at any location (connectivity); and
- Easy *reproduction* of digital information.

They give rise both to new **benefits** and to new **ethical problems**.



# Ethics in IT

- The growth of the Internet, the ability to capture and store vast amounts of personal data, and greater reliance on information systems in all aspects of life have increased the risk that information technology will be used **unethically**.
- In the midst of the many IT breakthroughs in recent years, the importance of ethics and human values has been **underemphasized**—with a range of consequences.



# Examples #1

- Employees might have their e-mail and Internet access **monitored** while at work, as employers struggle to balance their need to manage important company assets and work time with employees' desire for privacy and selfdirection.
- People have **downloaded** music and movies at no charge and in apparent violation of copyright laws at tremendous expense to the owners.
- Organizations contact millions of people worldwide through **e-mail(spam)** as a low-cost marketing approach.



## Examples #2

- Hackers **break** into databases of financial and retail institutions to steal customer information, then use it to commit identity theft—opening new accounts and charging purchases to unsuspecting victims.
- Students around the world have been caught downloading material from the Web and **plagiarizing** content for their term papers.
- Web sites plant cookies or **spyware** on visitors' hard drives to track their online purchases and activities.



# IT Ethical Issues Context

- **Within** organization
  - Company policies and procedures, culture, and the background social and legal institutions.
  - Relation between IT professionals and non-IT personnel (*users*)  
→ *Need general management.*
- **Beyond** organization
  - IT for an organization very often these days goes beyond the organization itself in supply chain management and outsourcing,
  - Multiple organizations may have to be considered and appropriate principles for settling potential conflicts need to be formulated.



# Thank You 😊

References:

**Ethics in Information Technology** (George W. Reynolds) Chapter 1, An Overview of Ethics.

**Contemporary Issues in Ethics and Information Technology** (Robert A. Schultz) Section 1, Ethics and IT – The Background.