

INOV210

WEEK 3

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YOUR PROFESSIONAL OBLIGATIONS

- To yourself
- To your discipline and profession
- To your academic institution
- To your employer
- To your colleagues



RECOGNIZING UNETHICAL COMMUNICATION

- Plagiarism and Theft of Intellectual Property
- Deliberately Imprecise or Ambiguous Language
- Manipulation of Numerical Information
- Use of Misleading Illustrations

CORPORATE CODES OF CONDUCT

- www.LockheedMartin.com/aboutus/ethics/index.html
- www.crMcDonalds.com/publish/csr/home.html
- www.TI.com/corp/docs/csr/corpgov/ethics/
- www.Halliburton.com/AboutUs/default.aspx?pageid=2343

SAMPLE ETHICS SITE

<http://eis.jpl.nasa.gov/ethics/>

- **Pat Cressford Scenario**

You are a district manager for a popular retail store, *Musicworld*. You oversee the operation of the five stores in your two-county area. The manager of your Bryan store is Pat Cressford. You have worked with him for three and a half years, and the two of you have become friends. You are very proud of Cressford, who was voted 2008 Manager of the Year for the region. He definitely earned the recognition; his sales were up 42 percent over the previous year, and his store's employee turnover rate decreased from 33 percent to 12 percent. In fact, you were hinting around that Cressford should be promoted to the district management level.

Nevertheless, you have witnessed a severe mood swing on Cressford's part. He has told you confidentially that his marriage is on the rocks and the kids are caught in the middle of a sticky separation. Unfortunately, his personal problems are interfering with the quality of his work. His frustration and exhaustion lead him to be grumpy and less flexible with the employees. As a result, the employee turnover rate has begun to climb again and customer service is suffering.

You are trying to be patient and sympathetic with Cressford, but the regional manager (your boss), Mandy Meyers, has caught wind of the situation. Meyers directs you (several times) to warn Cressford that his problems are not going without notice, but you keep hoping that everything will work out on its own. Finally, she instructs you to write an intercompany e-mail message to him, today. In the message, you are to inform him that he has three months to either stabilize or reverse the current situation at his *Musicworld* outlet. Meyers will review a copy of the message, and a copy of the message will be added to Cressford's permanent employment file. If the problems do not clear up, he will be fired. You must prepare the message without hesitation.

Instructions

1. Create an audience profile for both your primary and secondary audiences.
 2. Clearly define the objective(s), or purpose(s), of your message.
 3. Explore the ethical implications of your message and how those will affect what you write and how you write it.
- Compose the message to Pat, taking into consideration the analysis above.

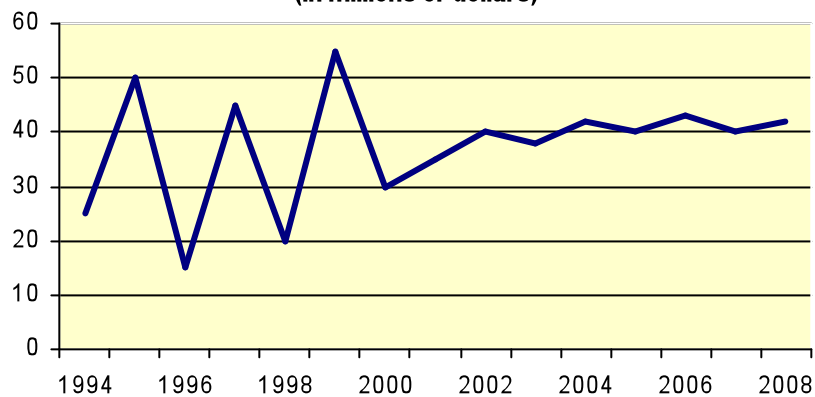
1) In Dumaine, the Step 3 discusses discuss both categories and headlines. Define headlineand differentiate it from categories.

2) One of the Methods of Development (MOD) is called "order of importance". Describe this MOD, and when it would be used.

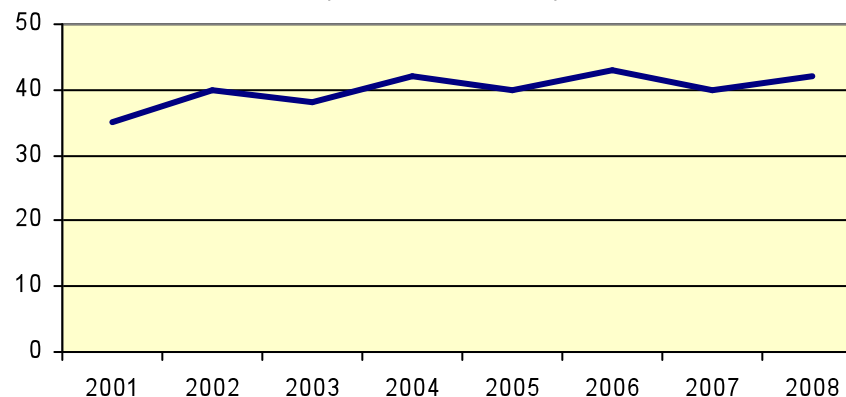
3) Step 4 of Dumaine's process discusses seven Methods Of Development other than Order of importance. List 3 and describe MODs and when they are commonly used.

4) Why is Graph 2 deceptive, given Graph 1?

**ABC, Inc.
Profits
(in millions of dollars)**



**ABC, Inc.
Profits
(in millions of dollars)**





1. Is it deceptive that we cannot have Iran have a bomb! Nuclear Energy
2. Is it deceptive to not place all the facts .. Climate Change
3. Is it moral to disregard religious ethics in sex education
4. The issue of Micro Loans

YOUR CHOICE:

- Write a letter to the publisher addressing their use of some of the unethical writing behaviors discussed in the reading.
- Write a web-review of major project discussing ethically the dilemmas that the project generated.
- Write a memo reporting on the types of ethical dilemmas faced in “your” field.
- Describe a situation of questionable ethics, and write a memo to one or more of the stakeholders on how to solve it.
- Write a memo comparing two Web sites that represent opposite ends of a divisive issue and focus on the manipulation of words and/or data in each.

What ever your choice, you need to also document your assumptions, describe your chosen method of development, and your justification for that choice.



The JPL Ethics Program

Ethics Honor Code

Jet Propulsion Laboratory
California Institute of Technology

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[You & Other Employees](#)

[You & JPL](#)

[You & Other Organizations](#)

[You & the Ethics Office](#)

Welcome to JPL
Contacting the Ethics Office
Ethics Briefs
The Ethics Handbook
The Ethics Process
JPL Ethics Policies
Ethics Honor Code

Required Ethics Training
- Classroom Training
- Online Training

Outside Business Form
Caltech Supplemental Form

Site Map
Feedback

- I will conduct all business dealings with fairness, honesty and integrity.
- I will protect all information and resources available to me from loss, theft, and misuse.
- I will avoid even the appearance of conflict of interest or any other impropriety.
- I will treat my fellow employees fairly and with dignity and respect.
- I will help create and sustain an atmosphere conducive to the spirit of this code.

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