

Applying Ethical Theories to Decision Making
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Instructions: Answer Questions 1 through 6 to gather the information necessary for performing an ethical analysis. Based on this information, develop a policy option that has the strongest ethical basis.

1. Who are all the people affected by the action (stakeholder analysis)?
 2. Is the action beneficial to me (egoism)?
 3. Is the action supported by my social group (social group relativism)?
 4. Is the action supported by national laws (cultural relativism)?
 5. Is the action for the greatest good of the greatest number of people affected by it (utilitarianism)?
 6. Are the motives behind the action based on truthfulness and respect/integrity toward each stakeholder (deontology)?
- *If answers to Questions 2 through 6 are all “yes,” then do it.*
 - *If answers to Questions 2 through 6 are all “no,” then do not do it.*
 - *If answers to Questions 2 through 6 are mixed, then modify your decision.*
 - *If answers to Questions 5 and 6 are “yes,” this action is the **most** ethical. You may need to modify this decision in consideration of any “no” answer to Questions 2 through 4.*
 - *If answers to Questions 5 and 6 are “no,” this action is the **least** ethical. Modify this decision in consideration of these objections.*
 - *If answers to Questions 5 and 6 are mixed, this action is **moderately** ethical. Modify this decision in considerations of objections raised by Questions 5 or 6. You may need to further modify this decision in consideration of any “no” answer to Questions 2 through 4.*

Modified from Denis Collins & Thomas O’Rourke (1994) *Ethical Dilemmas in Business*, Cincinnati, Ohio: South-Western Publishing Company.