BEN-Africa

The Business Ethics Network of Africa

Strengthening the commitment and competence
of Africans to do business with moral integrity

Tunisia
Morocco
Algeria
Western Sahara
Libya
Egypt
Mauritania
Mali
Niger
Chad
Sudan
Eritrea
Djibouti
Senegal
Gambia
Guinea Bissau
Guinea
Burkina Faso
Benin
Togo
Nigeria
Ghana
Ivory Coast
Sierra Leone
Liberia
Cameroon
Central African Republic
Ethiopia
Somalia
Equi Guinea
Congo
Gabon
Democratic Republic of Congo
Uganda
Kenya
Rwanda
Burundi
Tanzania
Angola
Malawi
Zambia
Zimbabwe
Mozambique
Namibia
Botswana
Madagascar
Swaziland
Lesotho
South Africa
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BUSINESS ETHICS

Thought leadership and development trends

Themes

- Corporate citizenship
- Corporate governance
- Corporate social responsibility
- Education
- Globalisation
- Justice
- Leadership and managerial ethics
- Stakeholder theory
- Sustainability
- Whistleblowing
- Inequality

Trends

- From the ethical dilemmas in business to **the ethical foundations of business**
- **Ethics, responsibility and sustainability** - from separation to integration
- Business ethics from philosophy departments to **business schools**
- Business ethics in **professional circles and industry dialogues**

Events and related activities

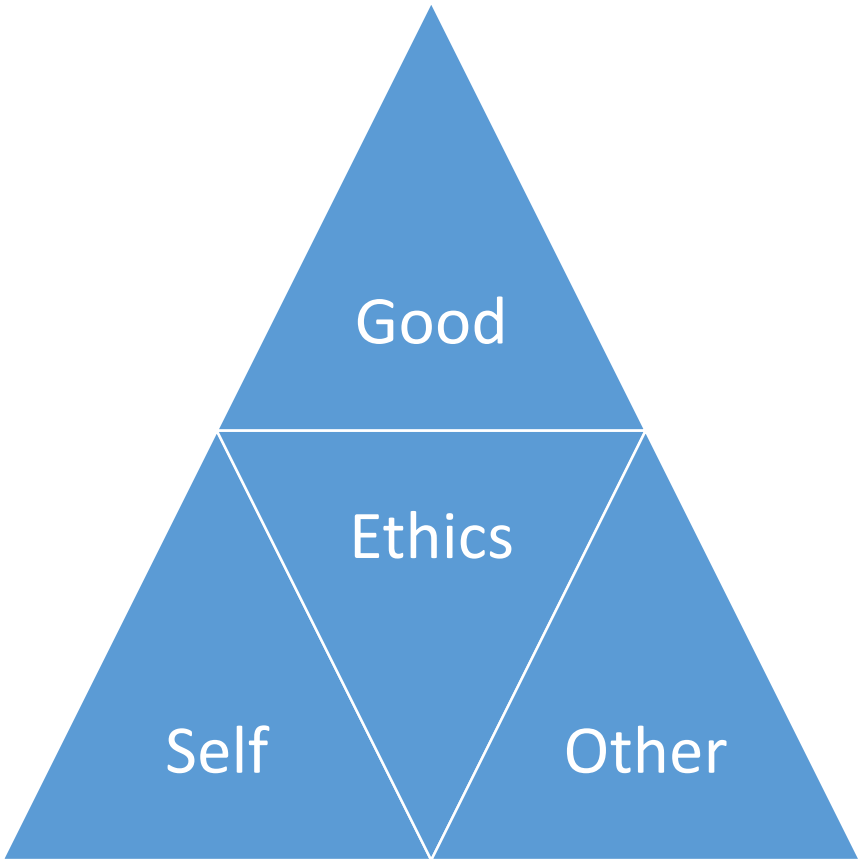
- **International Society for Business Ethics and Economics** – Shanghai, July 2016
- **KPMG & BEN-Africa Forums**: Johannesbug, Cape Town, Stellenbosch, Port Elisabeth
- BEN-Africa Conference on **Governance and Ethics for African Development** – Stellenbosch, 9-10 Nov 2016
- ABIS Africa **Values-based Leadership** Programme
- An African workgroup on **Responsible Leadership Development and Management Education**…
- **Africa Directors' Programme**

Communication platforms

- Website: www.benafrica.org
- Facebook: https://www.facebook.com/BENAfricaOrg
- Linkedin: https://www.linkedin.com/groups?home=&gid=4745540&trk=anet_ug_hm
- Twitter: https://twitter.com/BENAfricaOrg
- AJoBE: http://ajobe.journals.ac.za/
- E-mail: info@benafrica.org
- Newsletter

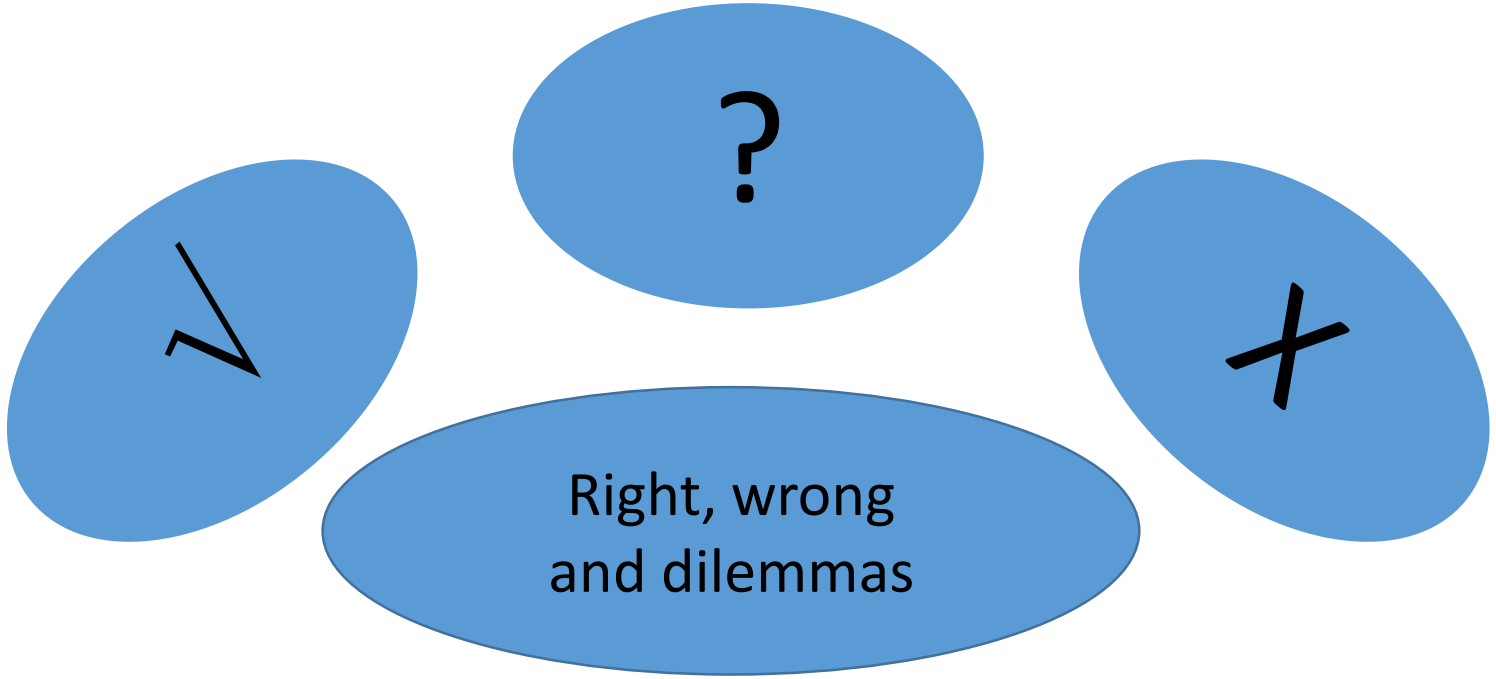
Ethics in Technology

"Someone has moved the morality of my mouse"



Ethics concerns itself with what is good or right in human interaction.

Ethical questions are asked when there is a conflict of values and to choose between them becomes a problem.



Some of these considerations may be generic to life situations in general whilst others are may be very specifically present within professions or industries.

The issues in the ICT industry…

- Jeff Relkin:
  - **Privacy**: Does the availability of information justify its use?
  - **Ownership**: What part of an information asset belongs to an organisation and what is simply part of an employee's general knowledge?
  - **Control**: Should employees know the degree to which behaviour is monitored?
  - **Accuracy**: How should responsibility for accuracy be assigned?
  - **Security**: Can system owners be held personally liable when security is compromised?

http://www.techrepublic.com/article/10-ethical-issues-confronting-it-managers/

- Debra Littlejohn Shinder
  - Access to confidential data and knowledge about individuals' and companies' networks and systems that give them a great deal of power…
    - The hacker's perspective: whatever you can do you are entitled to…
    - How conscious are we about the ethical consequences of our decisions and actions?

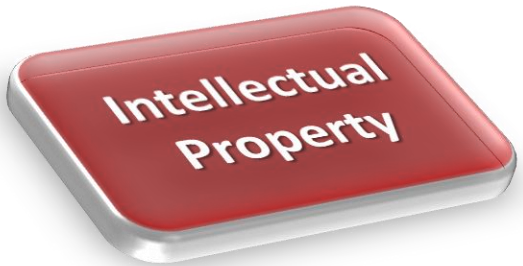
- The **private e-mail** of your network users: Is it OK to read it? What do you do with what you read?
- The **websites** that your users visit: What do you know and what do you do with what you know? Should they know that you know?
- The **directories** of your users: Is it OK to read what is there?
- The **intellectual property** of your corporate user: What do you do with trade secrets? What if you leave and work for the competition? What does loyalty mean?
- **When you bill**: What is a fair price for your services? What about kickbacks/commissions? Inflating your interventions? Compromising on standards?

http://www.computerworld.com/article/2557944/security0/ethical-issues-for-it-security-professionals.html

A dynamic world

It was the year 2000…

Some dimensions of the technology impact on ethics



*"… but he that filches from me my **good name***

robs me of which not enriches him …"

William Shakespeare
(Othello)

*"What's in a **name**?*

That which we call a rose by any

*other **name** would smell as sweet."*

William Shakespeare
(Romeo and Juliet)

The right to privacy … *or not?*

More and more information on all of us (as consumers) are collected, stored, used and shared among organisations

Who *owns* this information and should they be allowed to use it?

Privacy in the Work environment

- Workers can be closely monitored via computer technology
- Many workers consider monitoring dehumanizing…

Rights of workers who want their privacy

vs

Interests of companies that demand to know more about their employees

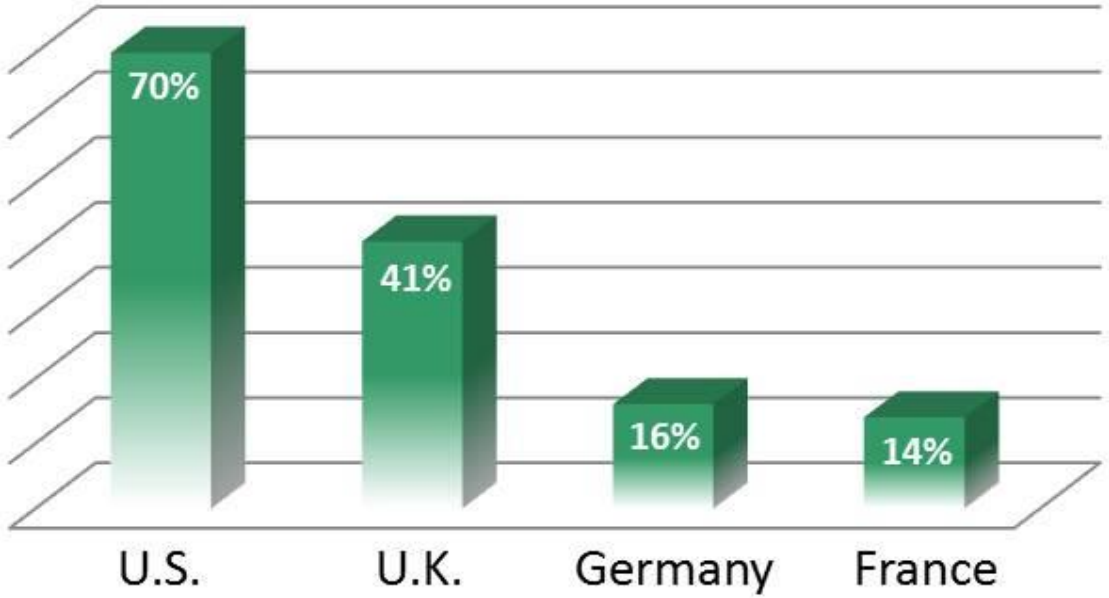
Drawing the line ...?

- Accessing employees **email** records
- Collecting and using information about employees **web browsing**
- Harvesting telephone numbers, email addresses, credit card numbers and other personal information to build individual customer profiles
- Using physical profiles or personal data and profiling software to match individuals with data

- Example: using the wireless security camera to monitor:
  - No go area at night (*security control room*)
  - Pets at home?
  - Workers on a production line?
  - Your children in their classes at schools
  - M.B.A. students in breakaway rooms / writing tests?
  - Knowledge workers every movement behind a PC / laptop

Online reputation

According to a 2014 survey by CareerBuilder, 51% of employers have disqualified a candidate for questionable content on their Social Media profiles.



Job applicants disqualified based on online information

Source: Microsoft's 4th Annual Data Privacy Survey

Digital divide

- ICT still not affordable for many people
- Children are often victims of this divide – *in SA: Funding for computers at schools and libraries?*

Games and Internet browsing

- Online games World of Warcraft and EverQuest blamed for a host of problems like poor academic performance, divorce, suicide …
- Fantasy worlds in online games believed to be addictive and to affect marriages and careers
- Direct relation between time online and depression …

The ethical dilemma - Computers in class

- Taking attention away from learning… or,
- An important “back channel” in learning?

Health issues reported / yet to be conclusively proven:

- Radiation – continued exposure to WiFi / Cellular / …
- Non natural movement – carpal tunnel syndrome
- Health problems associated with the environment in which ICT is used
  - Vision
  - Skin
  - Reproductive
  - Stress-related

The ethical dilemma – ICT and health

- Clearly arguments about potential health impact
- Access to relevant medical information saves lives

WinSenga

Context

- Millions of babies die annually in Africa, many at birth due to a lack of knowledge of foetal condition

Idea

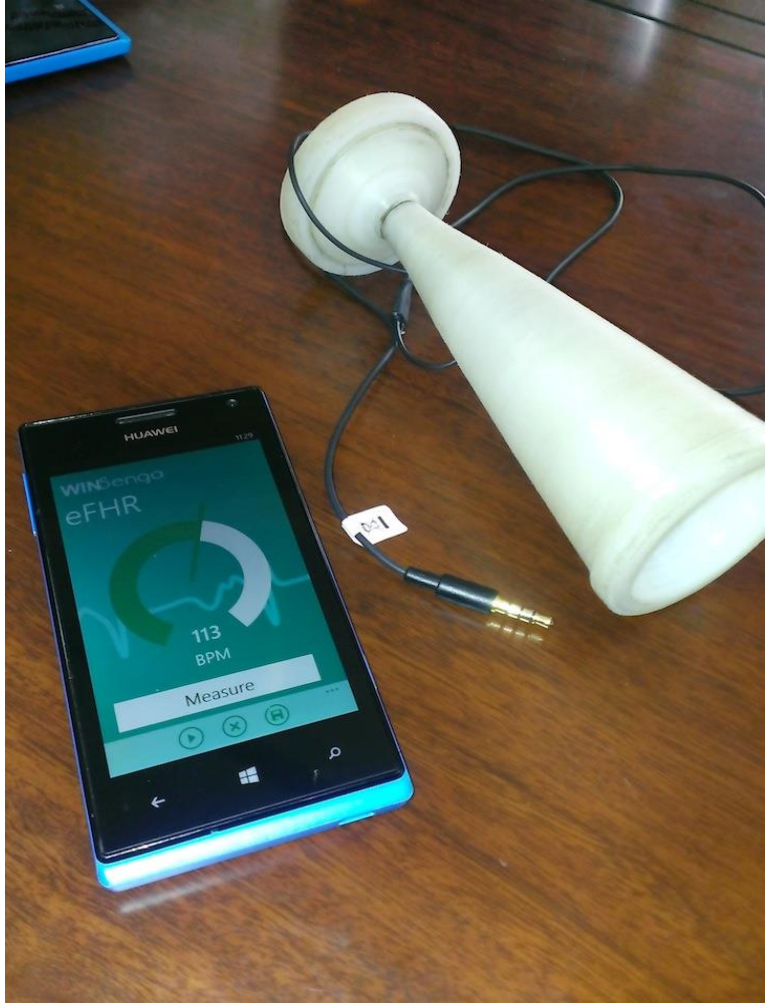
- Use 100 year old tech (pinnahorn) to monitor and analyse foetal heart rate

Do

- Existing ‘listing’ technology plugs into mobile phone and app is used to analyse and report real time

Value

- Quality prenatal care with expertise at time of monitoring
- It is mobile – can be used anywhere
- Can be used to diagnose foetal healthby ‘anyone’ with a mobile phone



WINSENGA - …BECAUSE ACCESS TO EFFECTIVE, QUALITY AND AFFORDABLE ANTENATAL CARE IS EVERY MOTHER'S RIGHT

Efficiency gains through technology

- More efficient resource utilization – more efficient supply chains, saving energy costs, improve the quality of the environment
- Telecommuting means less human movements

IT Hardware / Software deployments

- Computing that promotes a sustainable environment and consumes the least amount of energy
- Green computing - design, manufacture, use and disposal of computing devices *(computers, servers, monitors, printers, storage devices, networking and … all equipment)* in a responsible manner

The ethical dilemma – direct impact of ICT:

- Massive environmental trail of old computer equipment not properly disposed
- Huge savings on energy due to efficient algorithms

IP - Protections that involve copyrights, trademarks, trade secrets and patents for ‘creations of the mind’ developed by people or businesses

- **Industrial property** - Inventions, trademarks, logos, and industrial designs
- **Copyrighted material** - Literary and artistic works; may apply to online materials
- **Trademark** - Protects product name and identifying marks
- **Patent** - protects new processes
- **Cybersquatting** - Registering, selling, or using a domain name to profit from someone else’s trademark

The ethical dilemma

- Pictures and videos makes this slide deck more interesting and keep most students awake…
- Do the lecturer have permission to use these sources, or at least reference?

Ethics in ICT