Team Name: Who is Number 3?

Recorder: Evan Willig   Coordinator: Shared

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Design Doctrine

The ethics of this scenario are represented in the standards of many professional organizations. The Association for Educational Communications and Technology's (AECT) Commitment to Society states one should "represent accurately and truthfully the facts concerning educational matters in direct and indirect public expressions" (Association for Educational Communications and Technology [AECT], 2007). The International Society for Performance Improvement (ISPI) (2002) also addresses this in the Integrity Principle of their Code of Ethics: "Give credit for the work of others to whom it is due" (p. 3). Specifically, using the Dick and Carey model for the basis of all the design at Otter Machine Tools, Inc. without proper citation would be a breach in ethical conduct.

There are three options for the designer in this situation. First, to ignore all ethical considerations and use the Dick and Carey model without proper acknowledgment. Second, include in all the documents' resource lists a reference to Dick and Carey's model. Third, include acknowledgment in all documents (the same as the second choice) and include a verbal acknowledgment to the employer during the presentation of the materials.

The third option for the designer is the most ethical. As Smaldino, Donaldson, and Herring (2012) note, to align with ethical standards "one must attribute clearly the source of a fact, finding, or personal opinion" (p. 344). The designer should go beyond simply citing Dick and Carey in the resources. Acknowledgment that the model being used isn't the designer's own, but an established and recognized model will establish the designer's professional competency.

This aligns with another identified ethical code from AECT: "present honestly personal professional qualifications" (2007).

Realistic Recycling

Contract law and ethics need to both be considered in the Realistic Recycling scenario. Because the rights to the presentation were assigned to Blue Circle Pharmaceuticals in the contract, using the material without permission would be a contract violation. This is an ethical breach as well as a legal one; "in the United States, a contract is sacrosanct" (Westgaard, 1992, n. pag.). Additional ethical considerations are explained by the American Psychological Association (APA): "self-plagiarism refers to the practice of presenting one's own previously published work as though it were new" (2010, p. 170).

Three choices before this designer include: using the material without permission, borrowing major structure elements of the previous design while changing the content, and starting from scratch. If the designer were to choose using the protected material, then the designer would be exposing himself or herself and Superior Foods to litigation. Borrowing structure elements of the Blue Circle design to save time, and therefore increase profits, could be used if the elements used are not in violation of Blue Circle's rights. However, this situation still puts the designer and Superior Foods in danger of litigation, even if the elements used are not covered by the contract with Blue Circle. It is also less ethical, as it presents previous work as new.

The best solution would be to start from scratch. Not only does this prevent legal hardships, but it is preferable for the actual design. Through experience the designer might assume that the needs assessment and learner analysis for Superior Foods will match the Blue Circle material. However, only a systematic analysis of the current situation will verify that

assumption. Use of proper design methods is a core principle of the instructional technology

profession (Smaldino, Donaldson, & Herring, 2012).

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