

**MUNI**  
**ECON**

**AHMR**

ethics seminar

**Tomáš Ondráček**

**[ondracek.t@mail.muni.cz](mailto:ondracek.t@mail.muni.cz)**

Faculty of Economics and Administration, Masaryk University

2023

# INTRODUCTION

# CYCLOLOGY

(Lawson, 2006)

# CYCLOLOGY

(Lawson, 2006)

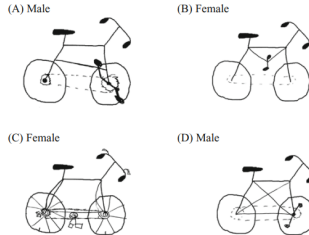


Figure 3. Four drawings from the bicycle drawing task (see Figure 1). Drawings show pedal and chain errors in (A) and (B), frame and chain errors in (C), and the rare triple combination of frame, pedal, and chain errors in (D). The four participants stated that they (A) cycled at least once a month, (B) never cycled, (C) cycled most days, and (D) rarely cycled.

# Training Activity

# Ethics Training Activity 1: Generate Ethical Dilemmas

- random groups of four to six
- each group brainstorms within itself what are the most tricky or common ethical dilemmas
- select one dilemma to explore.
- present dilemma and approaches or solutions to it

# EPISTEMOLOGY

# EPISTEMOLOGY

- moral blindness (Bauman & Donskis, 2013; Rendtorff, 2014)



# THE INVISIBLE GORILLA

(BeckmanInstitute, 2011; Chabris & Simons, 2010)



# Training Activity

# Ethics Training Activity 2a:

## Ethical Dilemma

(O'Keefe, 2020)

Rita is the head manager of a bustling, on-campus fast food facility that serves several thousand students each day. She has only five years left until retirement and is one the corporation's major revenue generators. Rita runs a tight, efficient ship and turns a hefty profit for the company. She has one day-shift supervisor and one night-shift supervisor, who are student managers. One evening, the night-shift student manager, Jennifer, walks into the back room during closing and spies Rita stuffing a handful of \$20 bills into her pocket. Jennifer quickly backs out before Rita notices her. That night, like every night, the receipts balance for the day's sales, so there's no proof. What should Jennifer do? If she tells, she risks being fired by Rita as retribution, and there's no proof anyway. If she doesn't tell, she's colluding with Rita.

# Ethics Training Activity 2b: Ethical Dilemma

(O'Keefe, 2020)

- volunteers to role play (3+3+3)
- decide who will play which role (5 minutes)
- 1 group plays scenario with good outcomes
- 1 group plays scenario with bad outcomes
- 1 group plays scenario with neutral outcomes
- discuss the scenario (10 minutes)
- play all the scenario (5 minutes each)
- discuss (15 minutes)

# LEARNING

# COOPERATION

(CBSNewsOnline, 2012)



# MARSHMALLOW TEST

(IgniterMedia, 2009; Watts, Duncan, & Quan, 2018)



# Training Activity



# Ethics Training Activity 3: THE ALLIGATOR RIVER STORY

(Oakland University, 2022)

Once upon a time there was a woman named Abigail who was in love with a man named Gregory. Gregory lived on the shore of a river. The river, which separated the two lovers, was teeming with maneating alligators. Abigail wanted to cross the river to be with Gregory. Unfortunately, the bridge had been washed out. So she went to ask Sinbad, a riverboat captain, to take her across. He said he would be glad to if she would consent to go to bed with him preceding the voyage. She promptly refused and went to a friend named Ivan to explain her plight. Ivan did not want to be involved at all in the situation. Abigail felt her only alternative was to accept Sinbad's terms. Sinbad fulfilled his promise to Abigail and delivered her into the arms of Gregory.

When she told Gregory about her amorous escapade in order to cross the river, Gregory cast her aside with disdain. Heartsick and dejected, Abigail turned to Slug with her tale of woe. Slug, feeling compassion for Abigail, sought out Gregory and beat him brutally. Abigail was overjoyed at the sight of Gregory getting his due. As the sun sets on the horizon, we hear Abigail laughing at Gregory.

Who are characters. Rank each character (1-5) according to their behavior as well as their level of responsibility in this situation with 1 being the worse behavior and 5 being the most responsible. Your ranking on the same character will not necessarily match. For example, you might rank one character a 2 on behavior, but a 5 on responsibility. Justify your rankings.

# REASONING

## SIDE EFFECT I/III

(Knobe, 2003)

### A

The vice-president of a company went to the chairman of the board and said, 'We are thinking of starting a new program. It will help us increase profits, but it will also harm the environment.'

The chairman of the board answered, 'I don't care at all about harming the environment. I just want to make as much profit as I can. Let's start the new program.'

They started the new program. Sure enough, the environment was harmed.

## SIDE EFFECT II/III

(Knobe, 2003)

### B

The vice-president of a company went to the chairman of the board and said, 'We are thinking of starting a new program. It will help us increase profits, and it will also help the environment.'

The chairman of the board answered, 'I don't care at all about helping the environment. I just want to make as much profit as I can. Let's start the new program.'

They started the new program. Sure enough, the environment was helped

# SIDE EFFECT III/III

(Knobe, 2003)

## ■ A

- How much praise the chairman deserved (on a scale from 0 to 6)?
- Did the chairman intentionally helped the environment?

## ■ B

- How much praise the chairman deserved (on a scale from 0 to 6)?
- Did the chairman intentionally helped the environment?

# CONFORMITY

(equivideos, 2007)



# zdroje I

- Bauman, Z., & Donskis, L. (2013). *Moral blindness: The loss of sensitivity in liquid modernity*. John Wiley & Sons.
- BeckmanInstitute. (2011, Feb). *The invisible gorilla (featuring daniel simons) - regional emmy winning video*. YouTube. Retrieved from <https://youtu.be/UtKt8YF7dgQ>
- CBSNewsOnline. (2012, Nov). *Born good? babies help unlock the origins of morality*. YouTube. Retrieved from [https://www.youtube.com/watch?v=FRvVFW85IcU&ab\\_channel=CBSNews](https://www.youtube.com/watch?v=FRvVFW85IcU&ab_channel=CBSNews)
- Chabris, C., & Simons, D. J. (2010). *The invisible gorilla: And other ways our intuitions deceive us*. Harmony.
- eqivideos. (2007, Dec). *Asch conformity experiment*. YouTube. Retrieved from <https://youtu.be/TYIh4MkcfJA>
- IgniterMedia. (2009, Sep). *The marshmallow test*. YouTube. Retrieved from [https://youtu.be/QX\\_oy9614HQ](https://youtu.be/QX_oy9614HQ)
- Knobe, J. (2003). Intentional action and side effects in ordinary language. *Analysis*, 63(279), 190–194.
- Lawson, R. (2006). The science of cycology: Failures to understand how everyday objects work. *Memory & cognition*, 34(8), 1667–1675.
- Oakland University. (2022). *The alligator river story*. Retrieved from <https://www.oakland.edu/>
- O'Keefe, P. (2020, Apr). *5 workplace ethics training activities for a perfect workplace*. Retrieved from <https://www.edgetrainingsystems.com/5-workplace-ethics-training-activities-for-a-perfect-workplace/>
- Rendtorff, J. D. (2014). Risk management, banality of evil and moral blindness in organizations and corporations. In *Business ethics and risk management* (pp. 45–70). Springer.
- Watts, T. W., Duncan, G. J., & Quan, H. (2018). Revisiting the marshmallow test: A conceptual replication investigating links between early delay of gratification and later outcomes. *Psychological science*, 29(7), 1159–1177.

**M A S A R Y K  
U N I V E R S I T Y**