

ETHICS

The Potter Box is a model for making ethical decisions, developed by Ralph B. Potter, Jr., professor of social ethics emeritus at Harvard Divinity School. It is commonly used by communication ethics scholars.

THE POTTER BOX

1. DEFINITION Define all the facts and/or issues that arose in the situation	4. LOYALTIES Show active understanding of your own loyalties and why you have them
2. VALUES Identify the values in operation that drive or aggravate the situation	3. PRINCIPLES Select a moral principle to apply to the situation



Do we need a Devil's Advocate?

5 Ethical Theories

Virtue: Practical wisdom. Temperance. Justice. Courage. Wisdom. The Golden Mean (the appropriate location between two extremes).

Duty: Act as your actions should become a universal law! What is right must be done regardless of circumstances.

Utility: Seek the greatest happiness for the greatest number!

Rights: Look at what is right, without social differentiations. Fairness. Egalitarian.

Love: Love your neighbour as yourself.

Five Categories of Obligation

- Duty to ourselves
- Duty to clients / subscribers / supporters
- Duty to our organization or firm
- Duty to professional colleagues
- Duty to society

Questions to ask:

- Does the project meet the standards of good governance and responsibility?
- Which outcome is the best for the most involved subjects, the city and its residents (Utilitarianism)
- What would a person you want to be do in this situation? (Virtue ethics)
- Does your approach respect the autonomy of all subjects who are involved? (Kantianism)
- What are problems particular to this project? (Moral particularism)