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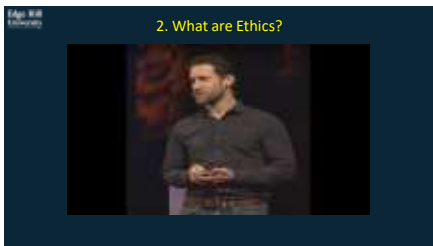
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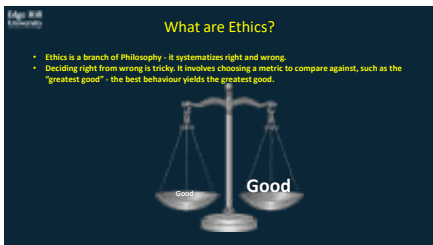
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## What are Ethics?

- Stoicism - behaviour that brings about contentment and serenity achieves the greatest good.
- Hedonism - behaviour that maximizes pleasure and minimizes pain achieves the greatest good.
- Utilitarianism - behavior that maximizes a positive effect, e.g. happiness, achieves the greatest good.




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## Utilitarianism




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## Utilitarianism




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## Ethical Consequences




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## Code of Ethics

- UK Government developed Data Ethics framework




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## Summary

## We've considered:

- What Ethics is
- Utilitarianism
- Discarding ethical considerations
- Code of Ethics framework




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