







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.



Utilitarianism



Utilitarianism



Ethical Consequences



Code of Ethics

- UK Government developed Data Ethics framework



Summary

We've considered:

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


