Course Objectives

- Examine Ethical Dilemmas in the Age of Technology
- Illustrate the Development of Values
- Define Ethics
- Review the various Codes of Ethics
- Discuss the Major Ethical Principles
- Review Unprofessional Conduct
- List the steps of Ethical Decision-Making and apply to the Scenarios

Small Group Activity

List as many ethical dilemmas involving technology that you have or a “friend of yours” have encountered at work?

part I: ethical dilemmas in the age of technology

Ethical Codes and Licensing Boards have not caught up with the TECHNOLOGY

in some cases ... provide little guidance
Ethics codes cannot do our questioning, thinking, feeling, and responding for us. Such codes can never be a substitute for the active process by which the individual therapist or counselor struggles with the sometimes bewildering, always unique constellation of questions, responsibilities, contexts, and competing demands of helping another person.

Ethics must be practical. Clinicians confront an almost unimaginable diversity of situations, each with its own shifting questions, demands, and responsibilities. Every clinician is unique in important ways. Every client is unique in important ways.

Ethics that are out of touch with the practical realities of clinical work, with the diversity and constantly changing nature of the therapeutic venture, are useless.

POPE & VASQUEZ, 1998, XIII–XIV

Digital Immigrants

... people born before or about 1964 and who grew up in a pre-computer world

ZUR & ZUR, 2011

Digital Natives

‘native speakers’ of the digital language of computers, cell phones, video games, and the Internet

ZUR, 2012

‘Digital DNA’ flowing through their bodies

ZUR, 2011
**Comparison of Digital Types**

**Digital Immigrants**
- Prefer to talk in-person or on the phone
- Don’t text or only sparingly
- Prefer synchronous – simultaneous communication
- Prefer receiving information slowly: linearly, logically, & sequentially
- Prefer reading text (i.e., books) on processing pictures, sounds & video

**Digital Natives**
- Prefer to talk via chat, text, or messaging thru social media
- Text more than call
- Prefer asynchronous – one direction communication
- Prefer receiving information quickly & simultaneously from multiple multimedia & other sources
- Prefer processing interacting with pictures, graphics, sounds & video before text

**BENEFITS TO BOTH DIGITAL TYPES**

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**Other Digital Types**

Ways to sort people other than age
- Attitudes
- Comprehension
- Relationships
- Practices
- Comfort with technology

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**DIGITAL DIVIDE**

**Social media** is a broad term that refers to online forms of communicating that any individual can employ as opposed to ‘industrial media’ which refers to professionally-produced radio, television, and film.

**Examples of Social Network Sites**
- Facebook
- LinkedIn
- Instagram
- Snapchat
- Pinterest
- Virtual Worlds
- Blogs
- Micro Blogs-Twitter
- Counselor List Serves

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**80% of physicians routinely use mobile health technologies to provide patient care.**

**96% of surveyed mobile health users and medical professionals said mobile health apps “improve their quality of life.”**
part II: development of values

Culture and Ethics
Cooperation is easier and conflicts are limited when people share convictions. We therefore need to look for ethical principles that are shared worldwide. Standards and values are an integral part of any culture; hence, culture is the bedrock supporting every development.

Examples of Common Values

- **Compassion** – Empathy for and actions to relieve other’s suffering
- **Confidentiality** – Keeping a secret
- **Fidelity** – Keeping a promise; fulfilling obligations and duties
- **Golden Rule** – Treating others only as you consent to being treated
- **Honesty** – Telling the truth
- **Integrity** – Conforming to one’s ethical principles and moral values
- **Privacy** – Kept from public view
- **Respect** – Regard for the dignity of self and others

Value Formation

- How were your values formed?
- Who are the influences in your life?
- Think about where your ideas and feelings come from regarding these values?

Good v. Evil

stealing...cheating...not reporting something...

Future Thinking...

Next time you are confused about something, ask yourself these 3 questions

1.) Does the action you are thinking of taking harm or defraud others?
2.) Does the potential action violate the rights of others?
3.) Would you like to be on the receiving end of this particular action?

http://www.commonsenseethics.com/
part III: define ethics

Ethics
1. a system of moral principles: the ethics of a culture.
2. the rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc.: medical ethics; Christian ethics.
3. moral principles, as of an individual: His ethics forbade betrayal of a confidence.
4. that branch of philosophy dealing with values relating to human conduct, with respect to the rightness and wrongness of certain actions, and to the goodness and badness of the motives and ends of such actions.

MERRIAM-WEBSTER

Ethics...
Ethics are a subset of values. The definition of values applies to that which is desired as well as what one ought to do, and can include such concepts as wealth, happiness, success, and fulfillment. Ethics define how a moral person should behave; values include other beliefs and attitudes that guide behavior.

“Ethics brings structure & order to the decision-making process about our responsibilities for patient care and institutional management”
LARRY MCCULLOUGH, PhD.

Importance of Code of Ethics
- Establish guidelines to behavior and professional conduct
- Protect the recipient of services
- Protect the provider of services
- Development of boundaries

The most frequently identified form of unethical behavior reported by practicing mental health professionals is
BREACH OF CONFIDENTIALITY.

AZBBHE
part IV: various codes of ethics

Codes of Ethics
- ACA - American Counseling Association
- NASW - National Association of Social Workers
- USPRA - United States Psychiatric Rehabilitation Association
- NAADAC - National Association for Alcoholism and Drug Abuse Counselors
- APA - American Psychological Association
- AAMFT - American Association of Marriage and Family Therapists

Group Discussion
- What code of ethics guide you?
- Are unlicensed providers required to follow a code of ethics?

4 Major Ethical Principles
- Autonomy - Freedom to make one’s own decisions
- Beneficence - Doing what is best
- Justice - Being fair
- Nonmaleficence - Avoiding harm

Types of Decision-Making
- Clinical Decision-Making
- Risk Management
- Legal Decision-Making
- Ethical Decision-Making
  ✓ Professional ethics
  ✓ Personal values and morality

Ethical Standards
- Commitment to Client
- Informed Consent
- Competency
- Dual Relationships
- Conflicts of Interest
- Confidentiality/Access to Records
  Confidentiality is the most common identified form of unethical behavior
- Do NOT engage in Sexual Relationships with clients or their family members
Unprofessional Conduct

- Conviction of a felony
- Use of fraud or deceit in connection with rendering services as a licensee or in establishing qualifications pursuant to this chapter
- Any oral or written misrepresentation of a fact by an applicant or licensee
- Any false, fraudulent or deceptive statement connected with the practice of behavioral health, including false or misleading advertising by the licensee or the licensee's staff or a representative compensated by the licensee
- Securing or attempting to secure the issuance or renewal of a license by knowingly taking advantage of the mistake of another person or the board
- Active habitual intemperance in the use of alcohol or active habitual substance abuse – Medical Marijuana Cards

Once a client, always a client.

5 Ethical Approaches

- The Utilitarian Approach
- The Rights Approach
- The Justice Approach
- The Common Good Approach
- The Virtue Approach
Ethics don’t exist in a vacuum.

ANONYMOUS

part VI: differentiate between the various ethical dilemmas

Ethical Dilemmas

- An ethical dilemma is when two or more ethical standards conflict with each other.
- Most dilemmas are resolved by reviewing your Code of Ethics or what is determined to be unprofessional conduct.
- When we face an ethical dilemma, it is prudent to demonstrate that the dilemma was carefully considered before a decision was made.

Ethical Dilemmas

- Ethical dilemmas always involve a choice.
- These choices should factor in ethical standards, state and federal law.
- It is important to use available resources within your agency. Those resources should include the person providing clinical supervision, risk management and legal resources when appropriate.

Ethical Decision-Making Process

1. Recognize an Ethical Issue
2. Get the Facts
3. Evaluate Alternative Actions
4. Make a Decision and Test It
5. Act and Reflect on the Outcome

Ethics is knowing the difference between what you have a right to do and what is right to do.

POTTER STEWART
part VII: apply the ethical decision making process to the scenarios

Ethical Decision Making
Group Activity

part VIII: professional boundaries and ethical violations

Professional Boundaries
- Self-Disclosure
- After-Hours Involvement
- Personal Phone Numbers
- Gifts
- Money

Ethical Violations
- Practitioners have the responsibility to report unethical practices
- There are several ways to report
- AZ Board of Behavioral Health
  http://www.azbbhe.us/

We are mandated to report ethical violations.
Summary

- Various codes of ethics follow similar value structures
- Codes of Ethics define the professional and establish boundaries that protect both the client and the practitioner
- There are different approaches to evaluate ethical dilemmas
- Ethical decisions should be the result of careful deliberation and consultation

Resources

Arizona State University-Center for Applied Behavioral Health Policy
cabhp.asu.edu/professional-development
Markkula Center for Applied Ethics
www.scu.edu/ethics
Arizona Board of Behavioral Health
www.azbbshe.us/
NASW Code of Ethics
www.naswdc.org/pubs/code/code.asp
USPRA Code of Ethics
Management Study Guide
www.managementstudyguide.com/source

Resources

ACA Code of Ethics
NAADAC Code of Ethics
http://www.naadac.org/index.php?option=com_content&view=article&id=185&Itemid=115
APA Code of Ethics
ARS 32-3251
http://www.azleg.state.az.us/FormatDocument.asp?inDoc=/ars/32/03251.htm&Title=32&DocType=ARS
University of Rochester
https://www.urmc.rochester.edu