

# Ethics of Profit

CS109: Ethical Foundations of Computer Science

March 12, 2019

# Discussion: The Ethics of Profit and YouTube

# Ethics vs. Legality

- Realize that *ethical* and *legal* are not the same
  - Many would argue that while YouTube's actions are *legal*, they are not *ethical*
- Legal: follows the law
- Ethical: follows some higher moral standard

Actions can be *legal* without being *ethical*.

What makes a company ethical?

Ethics and Profit: Can they co-exist?

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Studies have repeatedly concluded that behaving in an ethical in socially responsible way results in increased profits

Basically:

- Reputation is everything
- Illegal conduct is costly

# Ethics and Profit: Can they co-exist?

- A recent study showed that people were willing to pay more for ethically produced goods
  - \$9.71 for a pound of ethically produced coffee
  - \$5.89 if unethical
  - Control group said \$8.31
- There does seem to be a threshold above which consumers will not go...

# References

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