ANNA ADARSH
COLLEGE FOR WOMEN

PROFESSIONAL ETHICS

Code of Conduct

TOPICS:

Ethics for Online Counselling

Ethics for Teachers

Ethics for Marketing

Ethics for Business

Ethics for Field Work

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Preface

Ethics are often regarded as the decisions of those who overlook the process. It is essential to remind ourselves about the reality of ethics. It is not a far off or a distant concept. It lays the foundation of morality and defines Rights and Wrongs.

Every profession must take ethics into consideration since we are dealing with people in one way or the other. Defining what is acceptable level of risks is essential to avoid.

The following pages contain a few short guidelines on ethical considerations in various fields of work.

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What is Online Counselling?

According to Derek Richards, Online Counselling can be defined as the delivery of therapeutic interventions in cyberspace where communication between a trained professional and client is facilitated using Computer-mediated Communication technologies

Ethics are important in counselling as they protect both cloents and Counsellors by stating what is appropriate and not. This ensures that the risks involved in the process are clearly communicated and understood by both parties in the process.

Ethics are especially important in the online method of counselling since it is a relatively new area of therapeutic modality. A lot of questions surrounding data and information safety need to be addressed in this aspect.

The following pages throw light on the ethical advantages and risks to be considered for online counselling.

Ethical benefits of online counselling

Better Access, availability and flexibility

Access to health care services can be improved through online Counselling and Psychotherapy especially for those living in rural or remote areas that do not have easily accessible centers for mental health care. Services can be accessed anywhere and at any time, allowing greater flexibility. This is advantageous for both therapist and patient, enabling immediate and timely care

Convenient and acceptable

Online counselling and psychotherapy is perceived as convenient and comfortable by patients and therapists alike. It has gained increasing acceptance among patients and therapists, who express satisfaction with this approach. Unsurprisingly, then, demand and interest is on the increase among both patients and practitioners

Ethical benefits of online counselling

Anonymity and privacy

Because online psychotherapy can be provided anonymously and one is not seen entering the therapist's office, it can enhance the patient's sense of anonymity and privacy. Perceived or actual anonymity may lead in turn to reduced inhibition and greater openness in discussing emotionally intense topics

Effectiveness of therapy

Online psychotherapy can offer services that specifically match patients' needs, facilitating genuinely patient-centered care and individualized treatment and technology options. Levels of adherence, attendance, and compliance as good as or better than in-person treatment can be achieved using online psychotherapy

Ethical benefits of online counselling

Emergencies

As compared to traditional in-person therapy, Online counselling and psychotherapy may provide more immediate access to services, and disclosure of suicidal or homicidal tendencies may be easier online. In the context of crisis and suicide prevention, suicide hotlines and other forms of telephone emergency care are long established and proven practices

Economic advantages

Online psychotherapy is reported to be more cost-efficient, with the potential to reduce healthcare costs for patients, therapists, and society as a whole. As a single therapist can reach more patients, especially in underserved populations theoo long waiting lists for face-to-face treatment can be reduced, offering a possible solution to the workforce shortage in mental health provision, especially in low- and middle income or developing countries like India

Ethical questions of online counselling

Therapist competence

To provide online psychotherapy, training is needed to ensure appropriate technology-related competences, as well as clinical and therapeutic competences specific to the online setting. In particular, the therapist would require knowledge of ethical approaches and guidelines, as well as specific legal requirements and policies

Privacy and security

Among concerns about privacy, confidentiality, security, and safety in online psychotherapy, one relates to the use of unsecured websites or unencrypted communication tools, like commercially available software that is easily hacked. Data security may also be compromised when technology fails, with potential breaches of confidentiality that might extend beyond the therapist's control

Ethical questions of online counselling

Communication issues

one of the most widely discussed is the absence of non-verbal cues in the therapeutic interaction, especially when using text-based media but also when using telephone or videoconferencing, which may lead to misunderstandings and miscommunication. Technical difficulties and failures are major concerns in this context, possibly leading to frustration and anger, which may be distracting or disturbing

Technological Competence

A therapist's lack of technological competence can hinder the therapeutic process. Patient and therapist awareness of their respective skills are important issues in this context. The discomfort or fear of using technology is not uncommon

Precautions to be taken

Understand the technology you use

This applies to both the therapist and the client. Take the time to learn about the various websites and platforms that you use for your therapy sessions and the various security measures they offer.

Use data encryption methods to secure information

Look into the possible methods of encrypting your data such that the necessary information alone is available to both the therapist and the client. Certain VPN and anti-virus software offer encryption.

## Inform the client of the potential risks

Inform the clients of what could be the risks they could be potentially exposed to especially with regards to online programs and software. This is equally important as getting informed consent from your client.

Conclusion

It is important that we dont feel overwhelmed by the risks and the necessasities mentioned in the previous pages. It is always better to be prepared for situations that might need extra care to be taken as a counsellor.

Talk to professionals and others who offer online therapy and clients who may have undergone therapy online. Find clarity in the process and choose what you might be comfortable with.

Therapy is for all. Communicate openly with your therapist to enhance your expeience with therapy and counselling
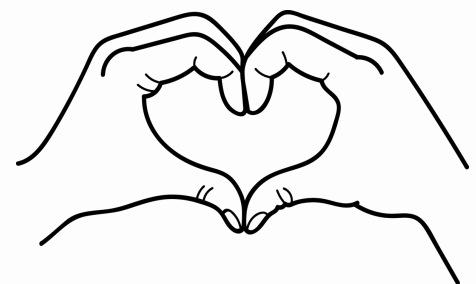
ANNA ADARSH
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ETHICS FOR TEACHERS

TOPICS:

Ethics for Teachers

Principles to remember

Precautions

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Why do we need ethics for teachers?

Ethics are interpreted as the discipline of dealing with good and bad with commitment and moral duty. Ethics are well-established levels that make the measures right and wrong. It is classified as unique values such as integrity and discipline, Honesty amid others and applies them in daily routines.

Ethics impacts the behaviour and permit an individual to make the right options. To manage life and act responsibly is very hard without ethics. The significance of ethics cannot be disregard in any level of life it's important that they are practised in the area of Education.

Nowadays, ethics has an essential place in all fields of life. Education is also a basic method of human life. So, in education ethics has a very vital and productive role. To become a better citizen, ethics should be put as a way in the educational system. Ethics has also become essential in Education, as Education is a fundamental method of human life.

Ethics for Teachers

Commitment

Commitment from the teacher will ensure a nurturing and conducive environment for students to grow in. This is not only a factor to better student's knowledge and understanding but reflects the core value of the teacher in regards to their profession and field.

Cooperation

Teacher should cooperate with the efforts of the management, their colleagues and the parents in order to ensure the best is made available to the students. The teachers are the mediators between the students needs and what the institution provides.

Ethics for Teachers

Confidentiality

Teachers are the most important people in a child's life after their parents. This implies that the child will seek support from you, the teacher. It is important that we ensure that the information that the child confides in us is kept confidential and should be broken only if the safety of the child or others around them is in question.

Communication

The teacher must engage in Positive and nurturing interaction with the child and their care givers. The remain the biggest models for children to learn behaviour from and must keep this in mind while engaging in meetings and other forms of interaction.

Ethics for Teachers

Nurture and respect

Unconditional regard given by teachers is very important for healthy self image of children. A teacher should ensure that they nurture the smallest to the greatest successes of their students. They are also the best models to teach self respect to students by establishing good professional boundaries. Labeling and namecalling should be avoided at all costs.

Accountability

A teacher must provide information regularly to parents regarding the attainments and shortfalls of the ward. They must strive to develop the skills and attitudes for encouraging growth. They should ensure transparency of processes and information. It is important to keep in mind transparency and Confidentiality are different and can be maintained together..

Principles to remember

Planning

Always ensure to plan for the class. It's not only important to deliver the syllabus but to also keep in mind the skills to be inculcated in the students. Therefore it is important to plan the whole activities, the duration of each activity and the manner of delivering the content.

Encourage discussions

It is important that a student understands that their view isnt the only one around. It is essential that a teacher encourages healthy argument and discussions. Teachers are the catalysts for students to explore a world outside their own.

Principles to remember

Student Friendly- not student's friend

Student friendly and being friends with the students are two very different things. we should want the best for our students and encourage them to reach their fullest potential. However, this does not mean that we make their path easier. We will remain their safety nets when they need support but allow them to experience life as is. You will remain a mentor and a teacher and not their friend.
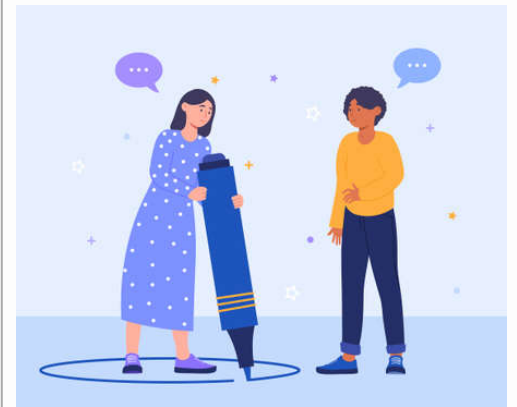
Appreciation and Encouragement

Appreciations must be given where its due. dont hold back genuine appreciations. However, dont be harsh with criticism. Help students understand what they did wrong, how to correct the behaviour and what to do instead in the same situation. Use logical and rational statements when providing feedback.

Principles to remember

Motivation

Students are exposed to the field and the subject exclusively through teachers. therefore, We need to teach the subject as if we are discovering it for the first time along with our students. This will keep the excitement and curiosity to engage in extra reading about the lessons. This ensures passionate teachers for the next generation.

Feedback

Teachers are not perfect. We dont know everything and that's okay. Ask for feedback from the students and communicate what is possible to be met. Dont be afraid to change your teaching methods after considering feedback. Afterall, you are their model on how to engage in healthy communication..

Precautions

Be careful with your words

Students are very sensitive to language and the words we use because they are just trying to figure out how the world sees them. Consciously choose the words to tell them as it has a lasting impact on their self image.

Ensure questioning with students happen privately but in view of other around them.

This is a safety precaution for both teachers and students. the discussion can happen in a low tone of voice so as to keep it confidential but in view of others so that there is witness account for the discussion

Be careful with the information you share with students

Information about other teachers, management and administrationo are for your ears only. Keep them so.

Conclusions

Teaching is a very important and noble profession. It is necessary that we acknowledge the impact that teachers have in the society as molders of the next generation.

As much as some topics may be concerning, it is important to keep in mind the extent of impact that teachers can have on student lives. it is essential to create and nurture a compassionate and an understanding environment for our students.
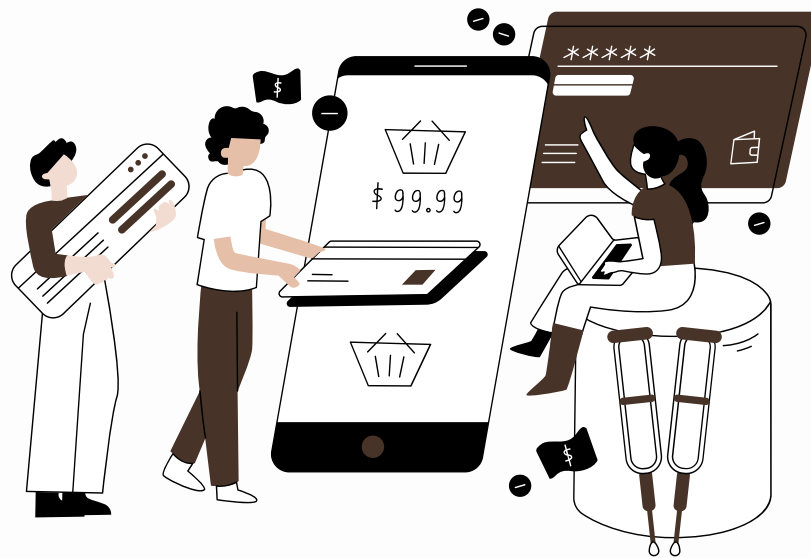
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ETHICS FOR MARKETING

TOPICS:

Importance of Ethics in Marketing

Ethical Principles

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Importance of Ethics in marketing

Unethical marketing has not been a new thing in history of marketing and advertising. Take for example that Pepsi commercial featuring Kendall Jenner in 2017. Many groups of people were offended by their ad. However, the soft drink industry giant stated, "Pepsi was trying to project a global message of unity, peace and understanding."

Aside from telling the truth, companies need to back their claims with concrete scientific evidence. These applies even more so for supplements that can affect a person's health and well-being.

This is the exact reason why we need ethics in marketing. It is not just about what is right or wrong but it has unimaginable impact in the way products can affect human lives.

Importance of Ethics in marketing

Protect the well-being of consumers

Ethical marketing often involves informing consumers about the risks of products and services and protecting the physical and mental health of everyone.

Support the well-being of employees

While many marketers focus their ethical strategies on consumers, it's also important for them to support the well-being of marketing and other business employees

Importance of Ethics in marketing

Act as a good model for other companies

By practicing ethical marketing, companies can foster a good reputation, build a positive work culture for employees and consumers and encourage other businesses to practice ethical marketing.

Attract and maintain customers

Conducting ethical marketing methods and showing care for the quality and value of goods can be an effective form of advertising and can help build a sense of trust with consumers.

Importance of Ethics in marketing

Long-term gains

The foundation of a company or organization is not just based on its ability to survive the present, but to plan a bright future.
With the adoption of proper marketing ethics, brands can employ prospects like high credibility, loyalty to customers, significant market share, increased brand value, better sales, and better revenue.

Increased credibility

When the organization looks forward to keeping its promises surrounding its services and products on a continuous and consistent basis, it slowly and steadily goes towards the path of carving itself into an authentic and genuine brand in the market and customers' minds.

Importance of Ethics in marketing

Enhancement of brand value in the market

Once a proper code concerning ethical marketing is followed by the organization, the public in the form of consumers, competitors, stakeholders, etc., look up to such organizations. They pursue such brands with religious dedication, providing a sufficient boost to mark the market.

Display of a rich culture

This structure offers a positive outlook when seen from the outside, but it also leads to a good structure and environment within the hierarchy internally. It gives rise to higher production owing to a confident and highly motivated staff.

Ethical Principles

Honesty

One of the most important components of ethical marketing is the idea of full honesty in marketing communications. It's critical for business leaders and marketers to convey the truth about a company's products and services in order to protect the health, well-being and rights of consumers.

Transparency

A concept very similar to honesty, transparency in marketing ethics is the idea of disclosing the details behind company processes and behavior. It also refers to the process of having open and honest discussions about ethics. Being upfront and straightforward about company history, current practices and future goals can help to keep an organization accountable to its customers and stakeholders.

Ethical Principles

Health and safety

The physical safety of customers is one of the top priorities for ethical businesses and marketing teams. Marketers can uphold this principle by educating, protecting the privacy of and respecting the civil and human rights of consumers. It's also beneficial when they focus on supporting the physical safety and mental health of employees.
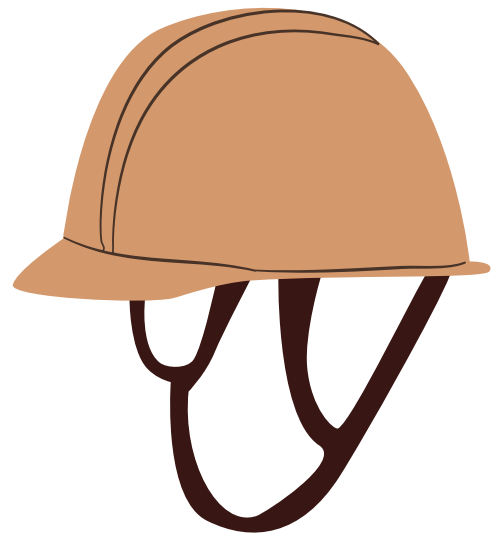
Legality

Part of ethical marketing is complying with all governmental and environmental regulations and industry standards. This proves to consumers that a business is serious about developing excellent quality and services. It also protects the liability and interests of a business, enabling it to remain in operation.

Ethical Principles

Conscious practices

Companies may decide to engage in conscious practices to protect communities and the environment. Popular conscious practices include fair trade and wages and environmentally sustainable processes.

Personal behavior

Part of marketing ethics is ensuring that all marketing team members abide by high standards of personal ethics. While these standards are subjective, companies often set strict requirements for their employees about respecting the rights of others.

Conclusions

As much as these terms seem simple, it is essential to note that marketing is not only about saying the right things to make people consume the product but to ensure that your consumers are kept informed about the needed information.

Afterall, we are speaking of people's lives and their quality of life that is at stake. Hence it is important to move from short temporary gains to greater good for humanity.

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ETHICS FOR BUSINESS EXECUTIVES

TOPICS:

Ethical Principles

How to improve ethics

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What is business ethics?

Business ethics emphasizes a code of conduct; a set of unwritten rules which are not legally enforceable. There is a lot of fine print when it comes to ever-changing corporate regulations. Business ethics, therefore, educates businessmen and employees about ethical procedures and penalties for non-compliance.

The application of ethics depends on the personal values of the business owners. At the end of the day, what is right and wrong within a firm boils down to individual ethics. Therefore, when managements choose leaders, ethics play a huge role. These individuals represent the firm. The management is ultimately liable for any unethical practice conducted by an executive or employee.

This brings us to the content of the following pages, which discuss about ethics for business executives.
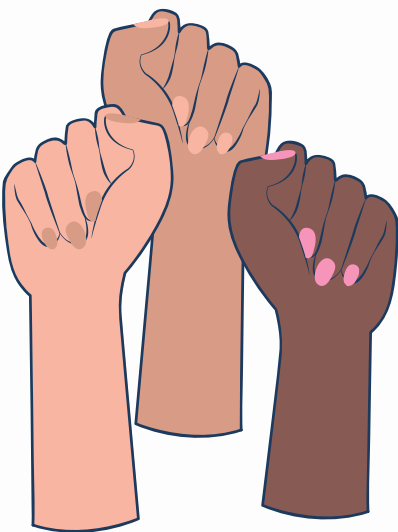
Ethical Principles

Honesty

All personnel must be committed to telling the truth in all forms of communication and in all actions. This includes never purposely telling partial truths, selectively omitting information, making misrepresentations or overstatements.

Fairness

All dealings and relationships must be founded on a conscious commitment to fairness, treating others as you would like to be treated. Fairness requires treating all individuals equally and courteously, never exercising power arbitrarily and never exploiting weaknesses or mistakes for personal or corporate benefit.

Ethical Principles

Leadership

Demonstrated by a conscious effort to set a positive example of ethical behavior, leadership is a commitment to excellence through ethical decision-making. Businesses and business executives maintain their leads by constantly improving operational efficiency, worker satisfaction and customer approval.

Integrity

Organizations and personnel demonstrate integrity through a consistency between actions and words that inspires trust and credibility. Integrity also means keeping promises, honoring commitments, meeting deadlines and refusing to participate in unscrupulous activities or business dealings..

Ethical Principles

Compassion

Fostering a business environment of empathy and compassion requires a commitment to being kind and caring toward all personnel, business partners and customers. Business goals must be benevolent, ensured by spending enough time to understand the needs and sensitivities of others, including the local community.

Respect

Respect is demonstrated by a full commitment to the human rights, dignity, autonomy, interests and privacy of all personnel. It means recognizing that everyone deserves equal respect and support for sharing ideas and opinions, without fear of any penalty or form of discrimination.
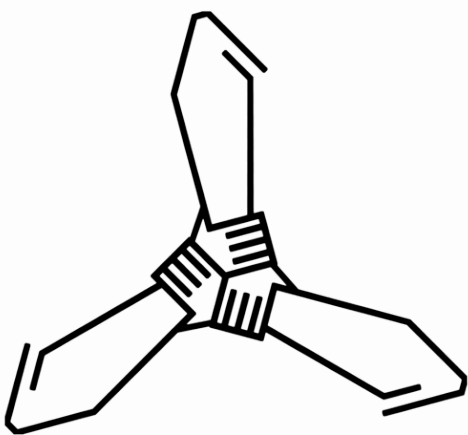
Ethical Principles

Responsibility

Employees exhibit responsibility by taking full ownership of their jobs, striving to be conscious of the emotional, financial and business consequences of their actions. Taking their responsibilities seriously also demonstrates employee maturity and ability to do a job without needing strict supervision.

Loyalty

Loyalty is proven by never disclosing information learned in confidence and by remaining faithful to coworkers, clients, business partners and suppliers. Loyal employees avoid conflicts of interest, help build and protect the good reputation of their company and help boost the morale of their coworkers..

Ethical Principles

Law-abiding

Organizations must fully comply with all applicable laws and codes from local, state and federal agencies. Law-abiding businesses and personnel also adhere to industry and trade regulations, marketplace standards and any additional mandatory organizational policies, practices and procedures.

Accountability

Accountability requires a total commitment to the ethical quality of all decisions, actions and relationships. High expectations for ethical behavior drive business practices when an organization and its personnel are held accountable to fellow employees, consumers, the local community and the wider public in general.

Ethical Principles

Transparency

Committing to transparency requires making business information and policies available to appropriate groups, such as financial investors, personnel and consumers. It includes, for example, sharing criteria for price hikes, wages, hiring, granting promotions, addressing workplace infringements and firing employees.

Environmental Consciousness

Organizations and personnel demonstrate a commitment to the environment by helping mitigate the effects of global climate change. Beneficial actions include reducing the negative environmental impact of doing business by improving energy efficiency to help lower carbon emissions, reducing water usage and reducing waste.

How to improve ethics

Business transformation programs and change management initiatives

Companies can warp their own ethical climate by pushing too much change from the top, too quickly and too frequently. Leaders reported having to implement staff reduction targets, dispose of big businesses in major markets, and lead mergers and acquisitions. Many leaders felt poorly prepared for the dilemmas they faced and felt compelled to take decisions they later regretted. Slow change helps with lasting impacts

Incentives and pressure to inflate achievement of targets

People do what they are rewarded to do, and most leaders are rewarded for hitting targets. The lure of incentives are a problem in boardrooms too: Bonus payments and executive share schemes are often based on short-term business metrics, which can be counter to long-term success. The behaviour encouraged must be well thought out

Cross-cultural differences

Most leaders reflect on how rapidly their businesses had globalized over the last 10 years and how ethical issues can be profoundly difficult when operating across different cultures. It is important to take these into consideration.

Conclusions

Ethics are critical to business because they impact both the internal organization and the external perception of the company. Internally, having strong ethics might mean having guiding values, fostering a culture of compliance, and implementing a code of conduct. While organizations cannot control each employee's actions, they can spell out the ethical issues in business that they are held to.

Externally, an organization's ethics have the power to impact the company's reputation and public perception. An organization with low ethical standards is also more likely to end up under fire for misconduct or legal violations. Acting ethically as an organization is an opportunity to build trust with consumers and avoid costly legal actions.

These considerations need to be kept in mind while constructing ethical guidelines for businesses.

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ETHICS FOR FIELD WORK

TOPICS:

Ethics for Field work

Precautions

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What is Fieldwork?

The field practicum gives students the opportunity to take on professional roles in order to learn skills, render services and participate in the provision and development of social work services. The hands-on experience reinforces the student's identification with the purposes, values and ethics of the profession; fosters the integration of empirical and practice-based knowledge, and promotes the development of professional competence.

Fieldwork gives a reality check to the students. It is important to read about theories, but it is equally (if not more) important to use the understanding of theories with the reality outside of the institution of Social Work or behavioural sciences.

It is a heavily Research oriented activity.

Ethics for Fieldwork

Topic of study

When we choose a research question, that very opening move contains ethical concerns. We must ask ourselves whether we believe we can accurately address our research question or whether we are setting ourselves up for half-baked conclusions that could negatively affect both the community of study and the community of scholars.

Sampling and participant selection
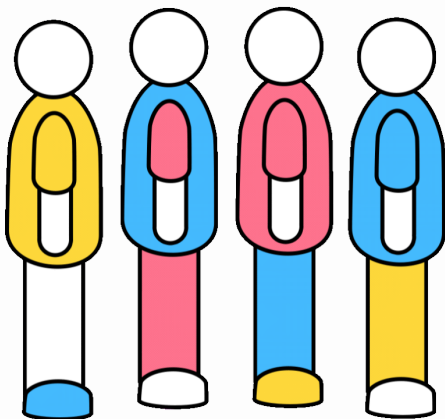
When we work among a population, we should expect to find diversity — diversity in gender, ethnicity, religion, political affiliation, and personal habits and opinions. Are we attempting to gain a broad sample of voices in our work? When we learn something, are we attempting to find people who might disagree, or would add a more complex interpretation?

Ethics for Fieldwork

Prediction of possible harms

The social sciences may not place people in physical danger in the same way that medical research might, but we can cause changes among those with whom we work. How will we attempt to protect the reputations of our participants? Could our work cause disruption in the community, or interfere with other ongoing plans? Could we inadvertently change the power structure in place through seeming to side with one group over another?

Obligation to informants

When doing fieldwork, we are not only asking people to take time to work with us, we are also asking them to trust us. Each relationship we build with an informant is different, but all are implicitly reciprocal. Identifying exactly what are obligations are to our informants is perhaps the most crucial step we take in ensuring we act ethically.

Ethics for Fieldwork

Degree of anonymity or confidentiality

Confidentiality means that the researcher knows which participant has said or done something but agrees to keep that identity a secret. Anonymity means that even the researcher doesn 't know who has said something. Construct a list of all the benefits and reasons why it would be useful to name your participants. Then construct a list of all the harms in doing so.

Representation of researcher identity

Before going into any fieldwork site, you 'll want to think carefully about how you will present yourself. Even in situations where you present yourself at face value, you 'll need
to think about how to describe what you 're doing so that your participants can understand you. Practice your introduction before entering the field..

Ethics for Fieldwork

Self-assessment of ability to conduct the work

Fieldwork often demands many skills, from interviewing and questionnaire design to the protection of participant confidentiality to data management and reporting. But when we take on work that is beyond our capacity, we may cause harm through our mistakes or misjudgments.

Truthfulness and veracity

It is tempting to social researchers to ignore the one messy piece of information that might upset our otherwise clean or uniform conclusions. How can we ensure that we present all of the pertinent data we have collected to portray the fullest possible picture, with all of its complexities?
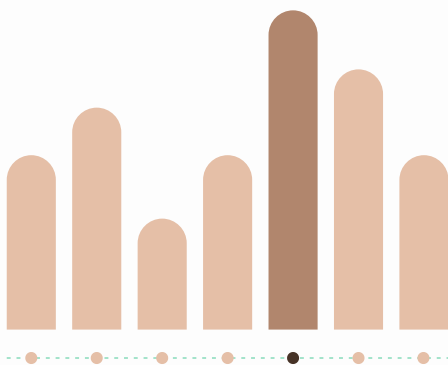
Ethics for Fieldwork

What and how much can we promise?

In our "informed consent" statements, we often outline what participants will be asked to do, how they can end their participation in the study, what they will receive in exchange for participating, and how we will protect their confidentiality. But as the conditions around us change, we may discover that we cannot adhere to all of the things we promised. One way to avoid one-time guarantees is to ensure that you don't engage in one-time fieldwork
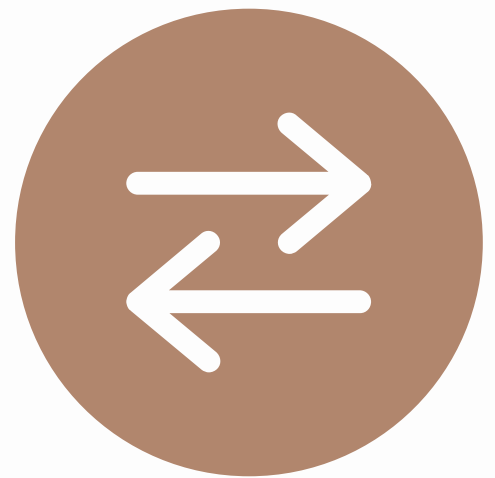
## Will participants be represented in ways they can understand?

In many cases, we write about one group of people for the education of another group of people. But we still owe our participants the honor of being represented in ways that they themselves will find accurate and appropriate. We are still obligated to the people we work with to be consistent and respectful.

Ethics for Fieldwork

Publication and distribution channels

As we think about methods of reporting, we must also think about the locations of that reporting. Writing about a community for an academic journal or a class paper probably means that the community itself will never read their own stories. Its important to take these into consideration.
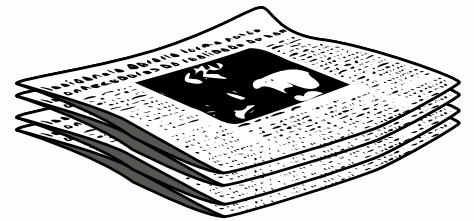
Ability of raw materials to other researchers

In some fields, researchers are expected to make their raw notes available to other researchers who may want to take their investigations in a different direction.determine whether your discipline expects such sharing. If so, are there parameters? Even if your discipline does not expect such sharing, would it be useful to other researchers to do so?
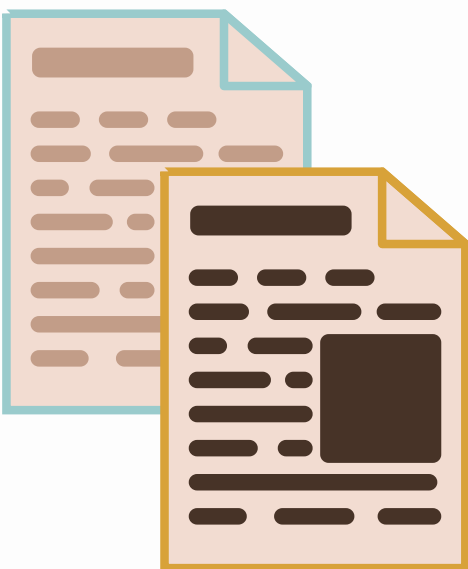
Precautions

Identifying Potential Hazards

Prior to fieldwork, the research team should work with any community partners to identify or understand any potential hazards that may exist throughout the community. These can include weather, terrain, distance, people, animals, and access to various types of communications or emergency assistance.

Need to Establish Safety Protocols for Visiting Research Sites

Researchers will need to determine if there are any safety protocols for visiting various sites, such as industry production facilities, worker camps, construction sites, prisons, health facilities, etc

Complete Appropriate Training

Once the research team has identified potential hazards that may be associated with the work, it is important to ensure that the research team has completed any appropriate training to reduce or mitigate any concerns.

Conclusions

Field work is a very important part of behavioural research. It gets down into the community and helps understand Phenomena and concepts from the root of origin.

Ethical questions are necessary here especially because we are dealing with awareness and accessibility to opportunities and rights among the less privileged.

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