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UNIVERSITY

03/27:

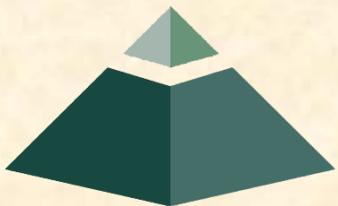
# Ethics and Professionalism

## The Capstone Experience

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Spring 2018



*From Students...  
...to Professionals*

# Caveat Emptor

- Opinions Expressed
  - My Own
  - Do Not Represent MSU
- Not an Attorney
- No Warranty

THIS LECTURE IS GIVEN IN THE HOPE THAT IT WILL BE USEFUL, BUT WITHOUT ANY WARRANTY. IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ENTIRE RISK AS TO THE QUALITY AND PERFORMANCE OF THE LECTURE IS WITH YOU. SHOULD THE LECTURE PROVE DEFECTIVE, YOU ASSUME THE COST OF ALL NECESSARY SERVICING, REPAIR OR CORRECTION.



# Ethics vs Law

- Ethics
  - “Good” vs “Evil” or “Right” vs “Wrong”
  - Moral Judgment
  - Choice
- Law
  - Legal vs Illegal
  - Legal Judgment
  - No Choice



# Professional/Corporate Ethics

- Set by...
  - Professional Society
  - Licensing Agency
  - Government
  - Company
  - Etc...
- Must obey if you want to...
  - ...be a member
  - ...be licensed
  - ...do business
  - ...keep your job
  - ...etc.

Often Really  
More Like  
Law



# Lots of Variables

- Who Your...
  - ...Employer Is
  - ...Customers Are
- Very Different Rules/Laws/Policies
  - Industry
    - Privately Held
    - Publically Held
  - Government
  - Government Contractor
  - Educational Institution
  - Etc...



# Resources

- National Society of Professional Engineers
- ACM
- IEEE
- Royal Academy of Engineering



- Code of Ethics and Professional Conduct
  1. General Moral Imperatives
  2. More Specific Professional Responsibilities
  3. Organizational Leadership Imperatives
  4. Compliance with the Code
  5. Acknowledgements



1. General Moral Imperatives
  1. Contribute to society and human well-being.
  2. Avoid harm to others.
  3. Be honest and trustworthy.
  4. Be fair and take action not to discriminate.
  5. Honor property rights including copyrights and patent.
  6. Give proper credit for intellectual property.
  7. Respect the privacy of others.
  8. Honor confidentiality.



## 2. More Specific Professional Responsibilities

1. Strive to achieve the highest quality, effectiveness and dignity in both the process and products of professional work.
2. Acquire and maintain professional competence.
3. Know and respect existing laws pertaining to professional work.
4. Accept and provide appropriate professional review.
5. Give comprehensive and thorough evaluations of computer systems and their impacts, including analysis of possible risks.
6. Honor contracts, agreements, and assigned responsibilities.
7. Improve public understanding of computing and its consequences.
8. Access computing and communication resources only when authorized to do so.



## 3. Organizational Leadership Imperatives

1. Articulate social responsibilities of members of an organizational unit and encourage full acceptance of those responsibilities.
2. Manage personnel and resources to design and build information systems that enhance the quality of working life.
3. Acknowledge and support proper and authorized uses of an organization's computing and communication resources.
4. Ensure that users and those who will be affected by a system have their needs clearly articulated during the assessment and design of requirements; later the system must be validated to meet requirements.
5. Articulate and support policies that protect the dignity of users and others affected by a computing system.
6. Create opportunities for members of the organization to learn the principles and limitations of computer systems.



## 4. Compliance With The Code

1. Uphold and promote the principles of this Code.
2. Treat violations of this code as inconsistent with membership in the ACM.



We, the members of the IEEE, in recognition of the importance of our technologies in affecting the quality of life throughout the world, and in accepting a personal obligation to our profession, its members and the communities we serve, do hereby commit ourselves to the highest ethical and professional conduct and agree:

1. to accept responsibility in making decisions consistent with the safety, health and welfare of the public, and to disclose promptly factors that might endanger the public or the environment;
2. to avoid real or perceived conflicts of interest whenever possible, and to disclose them to affected parties when they do exist;
3. to be honest and realistic in stating claims or estimates based on available data;
4. to reject bribery in all its forms;
5. to improve the understanding of technology, its appropriate application, and potential consequences;



6. to maintain and improve our technical competence and to undertake technological tasks for others only if qualified by training or experience, or after full disclosure of pertinent limitations;
7. to seek, accept, and offer honest criticism of technical work, to acknowledge and correct errors, and to credit properly the contributions of others;
8. to treat fairly all persons regardless of such factors as race, religion, gender, disability, age, or national origin;
9. to avoid injuring others, their property, reputation, or employment by false or malicious action;
10. to assist colleagues and co-workers in their professional development and to support them in following this code of ethics.



# School World vs. Work World

What happens if you break the “rules”?

- School World?
  - Slap on the Wrist
  - Flunk an Assignment or Course
  - Kicked Out of School (...but Go to a New School)
  - Etc...
- Work World?
  - Fired
  - Blacklisted
  - Prosecuted
  - Fined
  - Go to Jail
  - Etc...



# Ethical / Legal Issues

- Is it...
  - ...ethical
  - ...legal
- ...for...
  - ...University
  - ...Employer
  - ...Government
- ...to monitor...
  - ...email?
  - ...internet usage?
  - ...text messages?
  - ...phone usage?



# Use of Email

[1 of 2]

- Institutional vs. Personal
- Policies/Legalities
  - May be...
    - Against Company Policy
    - Public Information (FOIA-able)
    - Subpoena-able
    - Etc.
- Etiquette
  - Watch...
    - To Whom You Write
    - What You Write
    - How You Write
    - Who You cc and bcc
    - Reply All
    - Etc.



# Use of Email

[2 of 2]

- Never Compose Email When Mad or Upset
- If Mad or Upset
  - Create and write a Word document.  
(Do not create a draft using a mail client.)
  - Let it sit for 24 hours.
  - Edit it after 24 hours.
  - Ask someone you trust to read it.
  - Evaluate the pros and cons of sending it.
  - Be careful whom you cc and bcc.

Never compose or send  
email when you're upset.



# Use of Social Networking

- Your Web Presence
  - Clean Up
  - Be Very Careful
  - Avoid?
- Including
  - Facebook
  - Twitter
  - Instagram
  - Personal Web Pages
  - Etc...

HR people will and do check these things out.  
What about your 1st Amendment rights?



# Use of Hardware/Software

- Institutional vs. Personal
- May Be Specific Policies
  - Use
  - Loading Software
  - Etc.
- Software “Borrowed” From...
  - Relative or Friend
  - Bit Torrent
  - Open Source
  - Etc.



# Ethical/Legal Scenario

- Your manager asks you to write a library in C# to handle linked lists, including functions like insert, delete, sort, search, etc.
- You google “C# linked list” and find a very well written, very well documented library that does most of what you need.
- The web site explicitly says that everyone and anyone is free to use the library for any purposes whatsoever for free and forever.
- You download the library, add a bit of functionality, and submit it to your manager for inclusion in your company’s new product.
- Is this ethical? Legal? Who owns what?



# Ethical/Legal Scenario

- You miss a meeting for your capstone team. You were at a party, but you tell your teammates that you were sick.
  - You are being deposed under oath and you say that you missed your capstone meeting because you were sick when you were really at a party.
  - Are these ethical? Legal?
- (Note: Rules and consequences change after graduation. Be careful!)



# Ethical/Legal Scenario

- For your English literature class you are assigned a paper on Stephen Crane's novel *The Red Badge of Courage*. You buy a paper on [termpaper.com](http://termpaper.com) and submit it.
- You work for a consulting firm and are assigned the task of evaluating routers and writing a whitepaper for a client. You google and find performance data and writing, which you use in your paper.  
How about if you just use a great overview of routers and router technology?
- Are these ethical? Legal?



# Ethical/Legal Scenario

- You work at a company that stores sensitive data (medical records, social service records, etc.). You have access to data, and download them to your notebook computer, and bring it home to finish a report.
- You also back up a copy of the data to your home computer in order to work at home.
- Is this ethical? Legal?



# Ethical/Legal Scenario

- You work as a software engineer on an medical equipment. The project is late and the software does not work to specifications. You think the issues are safety critical, but your manager, who has managed these kinds of projects for years, says it's of no concern. And, after all, the project is late and over budget.
- What should you do? What would you do?



# Ethical/Legal Scenario

- You have an idea for a company and a web site. You hire another MSU student to do some design work and initial programming.
- The student never does any work for you. Instead he/she goes off and start his/her own competing company and web site based on your ideas.
- His/her web site is a phenomenal hit. His/her company is valued at ~ \$350B. Your company is valued at \$0.
- Is this ethical? Legal?



# Ethical/Legal Scenarios: Freebies

From a customer and/or vendor can you accept...

- ...shirts? SWAG?
- ...lunch or dinner?
- ...golf outing in Florida?
- ...golf clubs?
- ...educational cruise in the Bahamas?
- ...consulting contract for you?
- ...consulting contract for a family member?
- ...job for a family member?
- ...etc...?



# What's ahead?

[1 of 5]

## All-Hands Meetings

- ~~W09, 03/13: What's ahead?~~
- ~~W09, 03/15: Intellectual Property~~
- ~~W10, 03/20: Design Day and the Project Videos~~
- ~~W10, 03/22: Camtasia Demo~~
- ~~W11, 03/27: Ethics and Professionalism~~
- W11, 03/29: Team Status Reports



# What's ahead?

[2 of 5]

## 03/29: Team Status Reports

- Alpha Presentation “What’s Left?” Status
- Aggregated Slides on Dr. D.’s Laptop
- One Spokesperson Per Team
- One Minute Max Per Team
- “Confirmation” (Or Not) by James or Jonny



# What's ahead?

[3 of 5]

## All-Hands Meetings

- W12, 04/03: Team Beta Presentations
- W12, 04/05: Team Beta Presentations
- W13, 04/10: Team Beta Presentations
- W13, 04/12: Team Beta Presentations
- W14, 04/17: Team Status Reports
- W14, 04/19: Team Status Reports



# What's ahead?

[4 of 5]

## All-Hands Meetings

- W15, 04/24: Project Videos (NB: Due 04/23)
- W15, 04/26: Project Videos
- W15, 04/26: Design Day Setup
- W15, 04/27: Design Day
- W16, 05/03: Project Videos



# What's ahead?

[5 of 5]

## Submission Dates

- W15, Monday, 04/23:  
Project Videos
  - By Noon
  - Dr. D.'s Office
  - On USB3 External Storage
- W15, Wednesday, 04/25:  
Project Videos and All Deliverables
  - By Noon
  - Dr. D.'s Office
  - On USB3 External Storage



# READ ME (Delete this slide.)

[1 of 4]

- Presenting

- The purpose of the Beta presentation is to demonstrate that the software portion of the project is complete. While the system may not be totally bug free, the software is expected to be feature complete.
- The time limit for your presentation is 13 minutes, which will be strictly enforced. Practice your presentation to ensure that you will finish within the allotted time.
- All team members are required to dress business casual on the day of their presentation. Business casual does not include sneakers, tennis shoes, hats, coats, hoodies, t-shirts or shirts that are not tucked into pants. Google “what is business casual.”
- Plan on spending most of your presentation time demonstrating your software. A suggested approach is as follows.
  - Very Brief Review of Project Overview
  - Software Demonstration (Skipping System Architecture and All Screen Shot Slides)
  - Brief Summary of What’s left to do?
- Your software demonstration should
  - demonstrate that your system is feature complete,
  - demonstrate the main features of your software,
  - demonstrate some use cases,
  - be rehearsed, and
  - flow.

(Continued on Next Slide...)



# READ ME (Delete this slide.)

[2 of 4]

- Presenting (Continued)

- We have a number of adapters for connecting various mobile devices to the projector. If you plan on doing so, ask the TAs well in advance to borrow an adapter and test it in advance.
- Our meeting room includes a document camera. You can use this to project mobile devices. If you plan on doing so, practice this in advance.
- We strongly suggest that, as a backup to live demonstrations, you make screen recordings of your software demonstrations using Camtasia in advance. Things can and do go wrong during live demonstrations.

For example, one semester a Google service went down just prior to a team's presentation, which ruined their presentation. You will get exactly one chance to present, so be prepared.

If your live demonstration fails, you can play a screen recording and talk through it. While this is not as good as a live demonstration, it's better than no demonstration at all.

Later in the semester, TechSmith will provide each of you with a Camtasia license. For now, you can download Camtasia and use it for 30 days without a license.



# READ ME (Delete this slide.)

[3 of 4]

- Content

- Do not include any company confidential information in your presentation since all presentations will be posted on the web site.
- Submit your presentation to your client for approval at least two working days in advance.
- Throughout the PowerPoint template, replace placeholders [...] with the appropriate information.
- Edit the center footer by clicking the Header & Footer button on the Insert ribbon. Change [Team Name] in the footer to your company name as in “Team TechSmith Beta”. If necessary, extend the width of the center footer textbox on the master slide, making sure that you re-center the enlarged textbox.
- Screen Shots
  - You should include at least four screen shots.
  - Include actual screen shots (i.e., not mockups), replacing [Title of Screen Shot] with an appropriate title.
  - You may duplicate the Screen Shot template slide as needed.
  - The screen shots are intended for posting on the web rather than for being used during your presentation so you may include as many screen shots as you like in this slide deck but skip many of them during your presentation by making them hidden slides.
  - The screen shots should not contain any bordering transparent or whitespace. Use paint.net to crop them appropriately.
  - If a slide contains more than one screen shot or additional artwork (like an arrow), group all of the items into a single grouping so that it can be copied-and-pasted and resized as a single unit.



# READ ME (Delete this slide.)

[4 of 4]

- Required Template
  - Do not edit the Slide Masters.
  - Edit the slide center footer (Insert > Header & Footer), changing [Team Name] in the footer to your team name.
  - Do not change the organization of slides.
- Submission
  - Although the presentations are scheduled over the course of four meetings, all teams must be prepared to present on the first day scheduled, Tuesday, April 3.
  - The order of the presentations will be posted on our All-Hands Meetings page in the afternoon or evening of the day before the first day scheduled for presentations.
  - Email your presentation to Dr. D. by 4:00 a.m., Tuesday, April 3. (Think Monday night.)
  - For subject, use “Team <Team Name>: Beta Presentation” as in “Team TechSmith: Beta Presentation”.
  - Attach the Windows PowerPoint source file named “team-[team-name]-beta-presentation.ppt” replacing “[team-name]” with your team name and using all lower case in your filename as in “team-urban-science-beta-presentation.ppt”.
  - Include some professional text in the body to practice being a professional and to avoid having your email sent to my junk folder.



**MICHIGAN STATE**  

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**U N I V E R S I T Y**

# Beta Presentation

## [Project Title 36pt]

The Capstone Experience

Team [Team Name 24pt]

[Team Member 1 16pt]

[Team Member 2 16pt]

[Team Member 3 16pt]

[Team Member 4 16pt]

[Team Member 5 16pt]

[Team Member 6 16pt]

Department of Computer Science and Engineering  
Michigan State University

Spring 2018



*From Students...  
...to Professionals*

# Project Overview

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- Point 1
- Point 2
- Point 3
- Etc...



# System Architecture

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**Include your system architecture slide here.**

**Delete this textbox.**

# <Title of Screen Shot 1>

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**Include at least four interesting screen shots with appropriate slide titles.**

**These screen shots should be actual unedited screen shots.**

**Avoid boring things like splash screens and login screens.**

**Delete this textbox.**



# <Title of Screen Shot 2>

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**Include at least four interesting screen shots with appropriate slide titles.**

**These screen shots should be actual unedited screen shots.**

**Avoid boring things like splash screens and login screens.**

**Delete this textbox.**



# <Title of Screen Shot 3>

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**Include at least four interesting screen shots with appropriate slide titles.**

**These screen shots should be actual unedited screen shots.**

**Avoid boring things like splash screens and login screens.**

**Delete this textbox.**



# <Title of Screen Shot 4>

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**Include at least four interesting screen shots with appropriate slide titles.**

**These screen shots should be actual unedited screen shots.**

**Avoid boring things like splash screens and login screens.**

**Delete this textbox.**



# What's left to do?

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- Thing 1
- Thing 2
- Thing 3
- Thing 4
- Etc...



# Questions?

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