

Deontological ethical theory

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Deontological ethical theory or view is one that is championed by Baase. This ethical view emphasizes duty and absolute rules. The strength associated with this ethical view is that it makes rules binding to all people within an organization. The advantage here is that there is checks and balance with the implementation of rules such that no one is made to go above the rules that are made.

Deontological ethical theory however has its own weakness. For example it makes room for using logical reasoning in determining what is right (Hoy, 2005). Once this is done, interpretation of the rules becomes a very difficult thing to do since everyone has their own discretion within which the rules are explained. In such a situation, it becomes very difficult to have a single modality under which ethics are applied.

Consequentiality is another ethical view point that can be applied in the use of technology. In the premise of this ethical theory, there is the need to strive to increase utility. The strength with this is that the greater good of most people is sought instead of the subjective needs of a few people. This way, ethics are enforced because workers are made to look for the interest of other external stakeholders.

What this theory lacks however is the fact that it fails to set the parameter as to who should be responsible for evaluating the consequences that affected people suffer. As a result, even though there is quest to satisfy people's needs and values, the willpower to do this can be missing.

Within the modern technological society, deontology can be said to hold more easily than consequentiality. This is because companies seem less concerned about the consequences of their actions on the public. Rather, they only focus on their profits. It is not surprising that global warming

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continues to be alarming as the number of technological companies continues to increase.

References

Baase S. (2008). *A Gift of Fire: Social, Legal, and Ethical Issues for Computing and the Internet*. New York: Prentice Hall.

Hoy, D. (2005), *Critical resistance from poststructuralism to postcritique*, Massachusetts Institute of Technology, Massachusetts.