



the poster show!



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Our team, which consisted of Ehab Alhosaini, Justin Hadad, Henry Hawthorne, and Seamus Holland, focused on creating a virtual profiler to map out a person's ethical profile through well-rounded questions. We had a vision of creating an interactive platform that can inform and introduce people interested in philosophy to the different ethical modes of thought and how they play out in our daily lives. Our general audience was geared towards both philosophy students as well as students who are curious about their own general philosophy, and we made our questions as relatable and familiar as possible.

Our team was divided into several components; Ehab Alhosaini was in charge of question compilation and numerical divides, Justin Hadad was the executive lead officer in charge of marketing and strategy, Henry Hawthorne was instrumental in setting up front-end design, and Seamus Holland was tasked with back-end program design. We set up questions and answers, compared different ethical modes of thought, and designed both the program and the make-up of the app, including a final wireframe and a beta-run test. Our questions and answers came from team collaboration and research of the different ethical modes of thought, with special attention paid to overlapping ethical theories. We were able to contrast utilitarianism, an ideology centered around 'ends justifying the means', with justice-based and rights-based theories. While we made several edits and cuts of different answer choices, we believe that our final selection of questions and answer choices reflect the nuances of philosophy.

Ultimately, we believe that this project is a great start in getting people interested in philosophy as well as providing a sleek, simple-to-use model for ethical identification. We also believe that with continued questions, we can more accurately define someone's ethical modes of thought. For the future, we hope to discuss more questions and add extra features, and we hope to advertise this throughout the UNC campus and beyond! We would like to thank the Parr Center of Ethics, Director of Undergraduate Programming Sally Moore, and the UNC Department of Philosophy for their help and contributions throughout this project!



Ethics App 2019-2020



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Imagine that the U.S. Central Intelligence Agency gets wind of a plot to set off a dirty bomb in a major American city. Agents capture a suspect who, they believe, has information about where the bomb is planted. Is it permissible for them to torture the suspect into revealing the bomb's whereabouts?

a) Yes

b) No

Click to **see more answers**

Feedback on this question?

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- a) Yes
- b) No
- c) Yes, but on the condition that the torture is not fatal
- d) Yes, if majority agrees
- e) Yes, if the number of people whom the bomb would kill exceeds the number of people whom the torture could kill
- f) No, because there isn't enough proof that the man is responsible
- g) No; religious texts advocate against torture

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Oh No! It looks like you are out of questions. Check back soon, or reach out to us [here](#) to ask for more!

[Check out your profile!](#)



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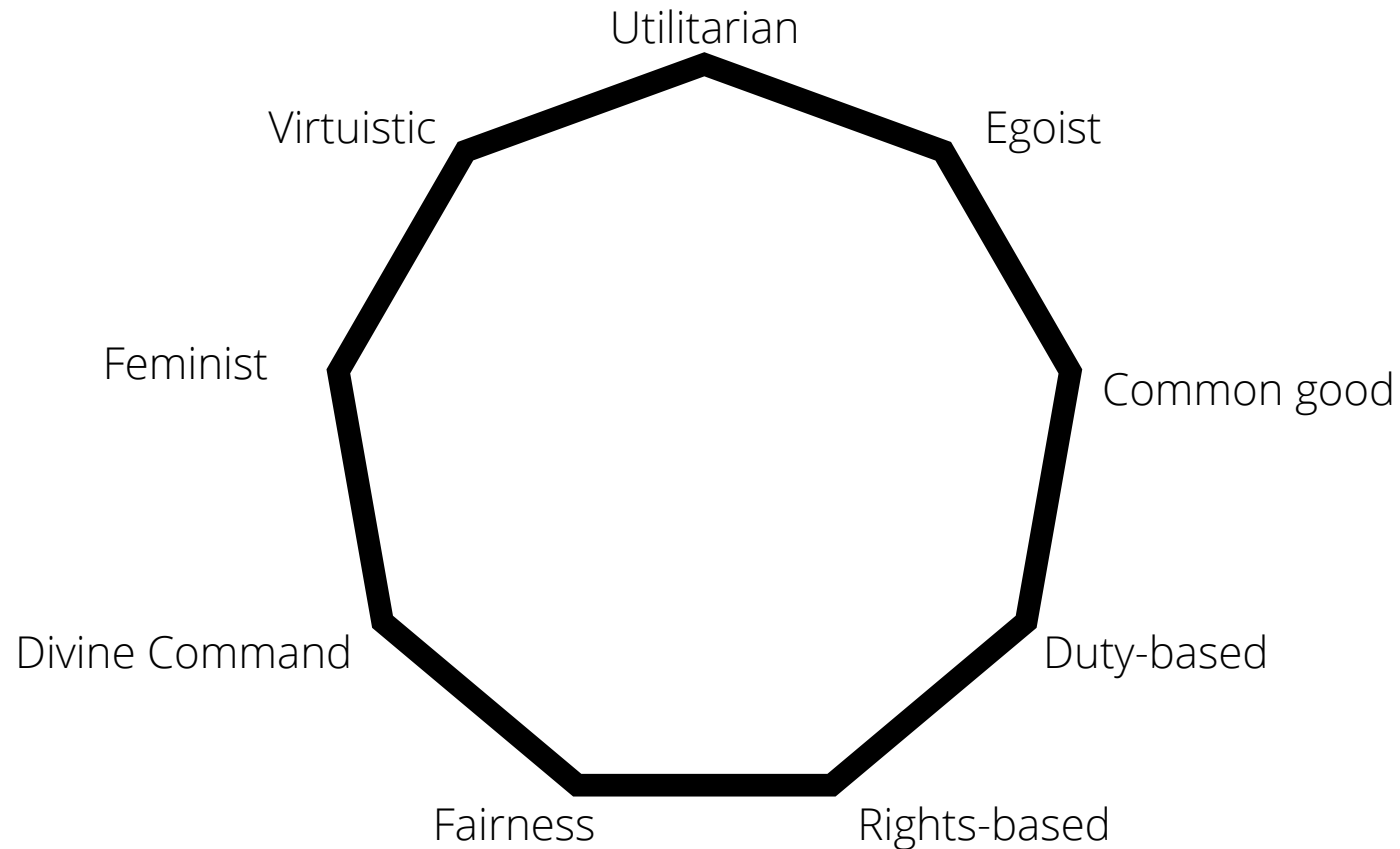
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**You are on the fence,
and just sitting.**

**Answer more
questions for a more
conclusive verdict.**



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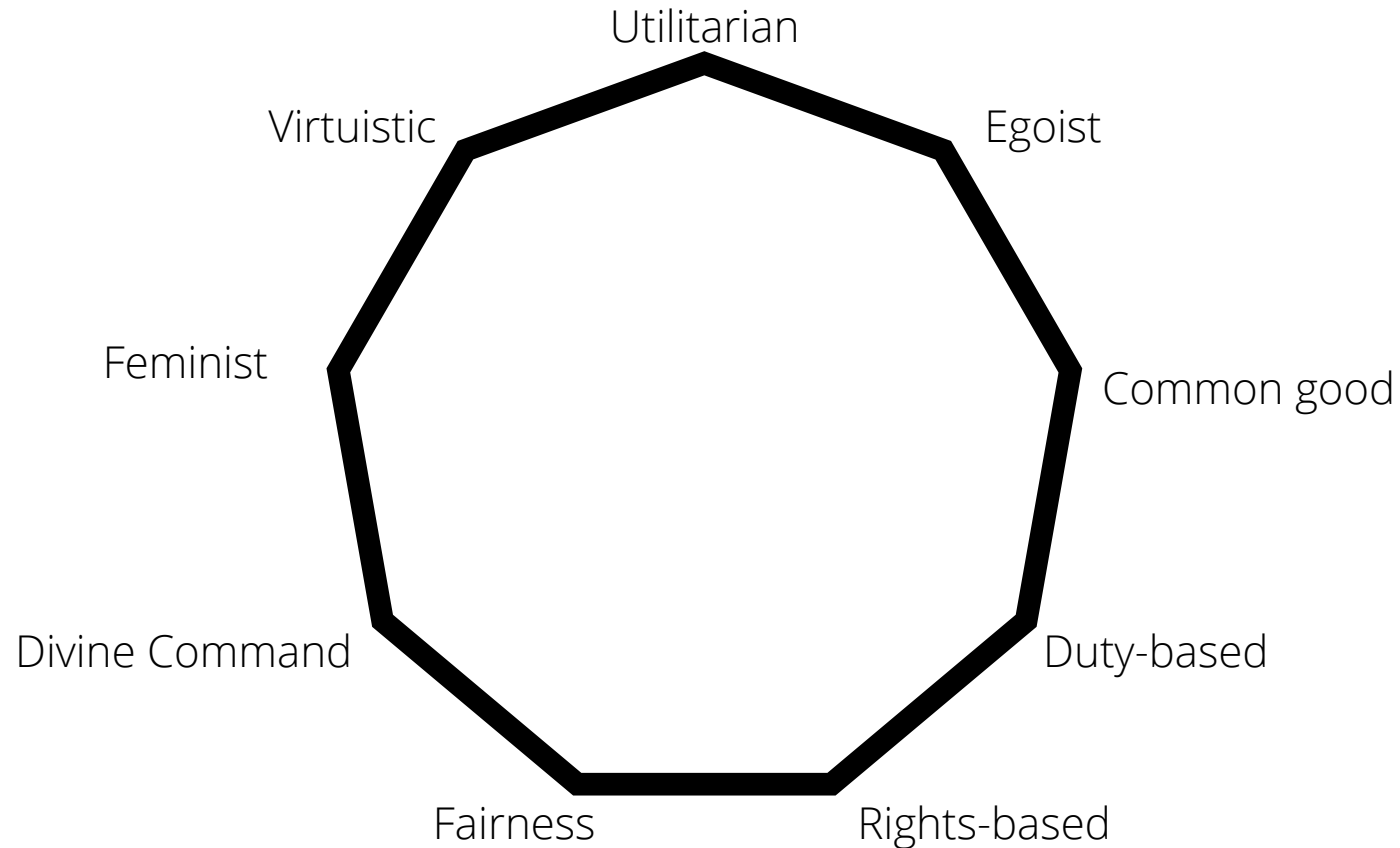
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You are utilitarian.

Your moral ideology concerns merely the results of the good and bad things you choose to do. You are concerned with the distinction between individual actions and types of actions, and you focus on the effects of individual actions as much as group actions. Responsibility is important to you.

You want to increase the the amount of good things (pleasure, happiness) in the world and decrease the amount of bad things (pain, unhappiness). You reject moral codes or systems that consist of commands or taboos that are based on customs, traditions, or orders given by leaders or supernatural beings. Instead, you think that what makes a morality be true or justifiable is its positive contribution to human (and perhaps non-human) beings.

Check out www.fakelink.utilitatrian.net for more.

See the other ethical ideologies [here](#).



Utilitarianism

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Egoism

When faced with a moral dilemma, your first instinct is to pursue your own interests. While some might call this approach selfish or greedy, your moral ideology is well thought out and based on your observation that people naturally favor self interest before concerning themselves with the interests of others.

While your decisions favor your own interests, you likely decide in this way for the sake of the common good. You may share the beliefs of economist Adam Smith, that if all people pursue self interest, the world will be a better place as a result. After all, no one understands your needs better than you, right?



Common Good

When faced with moral dilemma, you make decisions for the good of your community or society at large. You believe that through creating societal good, all individuals in the society receive benefit, largely because community and society members share the same values.

While others may search for happiness through personal pleasure, wealth, and competition with other individuals, you have a different outlook on life, searching for ways to make the community you live in better at each turn. Instead of reflecting on what you have accomplished in your life, you may take satisfaction and pride in the accomplishments of your neighborhood, city, state, nation, or humanity in general. Above all, you understand your values and your community's values and are willing to make personal sacrifices for their sake. You share beliefs with philosophers such as Plato, Aristotle, Cicero, and John Rawls.

Duty-based

You are a principle person. Having made a decision when faced with a moral dilemma, you are never worried about the consequences of your actions, because you are confident that you did the right thing. How do you know you did the right thing? Because you would have done the same thing regardless of the circumstances.

Your moral decision making is based on universal moral laws that apply in all circumstances. You do not steal, because stealing is bad, and you should not be allowed to simply make exceptions for yourself. If it is okay for you to steal just the once, why shouldn't it be okay for all people to steal things all the time? For you, the principles and moral laws always come first, even if your actions might bring about painful consequences.



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Rights

Your moral ideology concerns the rights of the average human and the notion that no matter what, every human has both positive and negative rights that are unalienable. Rights theory focuses on the usage of morals within one's ethical compass; you do things for others due to everyone being on the same playing field.

You want to increase the well-being of the collective group through your own moral code and you strive to make sure that each person is protected by the law in a fair manner. You hold yourself up to high standards and go out of your way to fight for the rights of others, even if you do not know them.

Check out www.fakelink.utilitatrian.net for more.

Fairness

Your moral ideology concerns the subjective notion of how just and fair a specific decision is, based on the outlying circumstances. You want to make sure that everyone has an equal playing field, but you may not necessarily be focused on advancing rights so much as maintaining each person's rights.

You want to help make the right decision based on facts and not based on a gut feeling or any inherent bias, although many times a person with the fairness profile does care about the rights of the underprivileged, and you ultimately believe in the due process of the law.

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Divine Command

Your moral ideology concerns the intertwining of God and divinity into your own personal decisions. Ultimately, you believe that any sort of pressures from the religious state should take control over your ethics and morals. Your ethical code, in fact, is defined by the religion you practice.

You tend to focus on preserving tradition and culture and maintaining a status quo, rather than creating new doctrines. You might tend to focus on charity or other acts of kindness associated with religious service, and you have an undying trust in spirituality that frames decisions as small as letting your child go to a school dance and as big as allowing gay couples to marry as a church minister.

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Feminist

Your moral ideology concerns the framing of different ways of thinking by women and taking a more holistic approach to understanding life itself. You believe that philosophy has had a male-dominated view of the world, and you wish to reframe the world to more accurately understand the struggles of women in our society today.

You tend to focus on creating a more emotional, descriptive image of different stories, and you feel more guilt and sadness for the victims of specific harsh circumstances. In addition, you believe in some sort of redemption, and you are more likely to focus on the fairness and justness of a political system rather than at more minute, utilitarian observations.

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Virtue

Your moral ideology concerns the importance of honesty and other empirical truths and uses these values to frame a person's ethical behavior and thought over a period of time. You care more about the overall development of a person rather than on the importance of one specific action.

You believe that training and education can help make someone more focused on the good virtues of life, and you focus on giving people second chances to redeem themselves. You may take a strong liking to redeeming others or befriending those who have made mistakes in the past, and you see yourself as a reformer.

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The Parr Center is a nationally recognized ethics center devoted to the exposure and research of ethical topics, and the investigation of deep questions that are not otherwise discussed at the college level. Founded in 2008, the Center is a two-time recipient of the American Philosophical Association/Philosophy Documentation Center Award For Excellence and Innovations in Philosophy Programs, in 2008 and 2014.

This application has been developed through the technology team at the Parr Center. Undergraduates Ehab Alhosaini, Justin Hadad, Henry Hawthorne, and Seamus Holland are the lead developers, while other members of the Center provided research assistance, testing, and constructive feedback.

Check out the Parr Center website to read more, and follow us on [Twitter](#), [Instagram](#), and [Facebook](#).