

Comparing Western and Maori Ideas about Professional Ethics

	Principles/ Concepts	Western Perspective	Maori Perspective
1	Stakeholders	Any person or thing (including the environment) affected by the actions of a person or organisation	Similar – every thing has <i>mauri</i> , or life principle, which must be respected
2	Relationships	The importance of relationships in professional life is emphasised. Relationships should be based on respect, trust and honesty	Similar in that relationships are fundamental; <i>tika</i> , <i>pono</i> , and <i>aroha</i> are essential (to act correctly, with integrity and love)
3	Duty	Doing one's duty is important. But there is uncertainty - What are our duties? What do you do when duties conflict? We all have a duty to "do no harm" - but do we have a duty to "do good"?	Primary duty is to <i>whanau</i> (family), not to workplace or profession; <i>murū & utu</i> are methods of restoring balance faithfulness is an aspect of being <i>pono</i> ; loyalty is to one's group
4	Consequences	Short-term & long-term consequences are important; try to maximise positive outcomes and minimise negative ones	More emphasis on learning from previous experience; not ignoring what has been handed down from the past; less emphasis on monetary consequences and more on spiritual
5	Rights	Respect for individual rights generally; privacy and intellectual property rights are particularly important in the IT industry	Privacy not so important; intellectual property rights belong with the creator indefinitely; knowledge is not necessarily a public commodity
6	Justice	Consideration of what "fairness" might mean – "equality" vs "equity". Emphasis on liberty and opportunity.	<i>Tika</i> and <i>pono</i> are aspects of fairness; more emphasis on equity than on equality
7	Autonomy	Individual autonomy is important; respecting autonomy means we value people as ends in themselves	The individual has minimal importance and rights; autonomy is with the group
8	Virtues	Various virtues valuable in professional life are identified; the importance of internal character traits which lead to right actions	Valued aspects of character are different (e.g., emphasis on <i>whakaiti</i> – humility, but not on assertiveness or high self-esteem)
9	Intrinsic good	Consider actions which are intrinsically good	Similar
10	Rationality	Ethical behaviour arises from human rationality	Everything should be grounded in the spiritual and emotional as well as the rational
11	Golden rule	Treat others as you would be treated – not making exceptions for oneself	<i>Manaakitanga</i> – put others before yourself
12	Motivation	The reasons for our actions matter	Appropriate motivation minimises impact of wrong actions; more emphasis on the heart than the head
13	Business as a human enterprise	Businesses are not isolated entities – they are part of the community; must consider the social context in which they operate	Very holistic approach to everything – work, family, spirituality are integral to each other
14	Accountability	Taking responsibility for one's own actions	The group has responsibility for and bears the consequences of the actions of all its members
15	Desert	What a person deserves based on past actions and experiences	Emphasis on group, not the person's entitlements or accountabilities
16	Professionalism Professional Associations; Codes of Ethics	What being a professional means; what we mean by a "profession" – is computing a profession; role of the professional associations; purpose and effectiveness of codes or ethics	Conduct in work is not separate from in community, in family, etc (no emphasis on 'professional' but an expert is recognised as a <i>tohunga</i>); each type of work has its own <i>tikanga</i> (rules of conduct); it's not the job itself which has status but how you do whatever job you have