Assignment 1: Personal Ethics and Values

Students Name

University Name

Course Code: Course Title

Instructors Name

Due Date

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Homeless Hotspots Scenario Analysis

The steps involved in the model for moral decision-making are the following:

1. Recognize the Ethical Issue

The Homeless Hotspots initiative at the conference presents an ethical dilemma that identifies whether it is ethical to employ homeless individuals as Wi-Fi hotspots for donations. This is a dilemma as it creates a power imbalance between the conference attendees and the homeless volunteers. The food for thought is that on one hand, it offers homeless individuals a way to earn money voluntarily whereas on the other it raises concerns about dignity, exploitation, and inequality. The central ethical issue is whether this practice respects human dignity and autonomy or exploits the vulnerable.

2. Gather Relevant Facts

The relevant facts and details that connect with the scenario are the following:

- The conference faced network overload issues.
- The marketing agency partnered with a local homeless shelter. They offered $20 daily plus donations to homeless individuals who agreed to serve as mobile Wi-Fi hotspots.
- Participation was voluntary and 13 people accepted the offer.
- There were mixed reactions from the people as some saw it as exploitative while others saw it as an innovative way to empower the homeless.

3. Evaluate Alternative Actions

Teleological (Consequentialist) Perspective

Does the outcome produce more overall good than harm? The project provided immediate financial benefits to the homeless volunteers. Some participants have valued the

chance to engage, interact, and share their stories. Conference attendees received a service they needed. There is a risk that treating homeless individuals as “hotspots” reduces them to mere tools rather than dignified human beings. These reinforce negative stereotypes and societal divides (Bina, 2022).

Deontological (Duty-Based) Perspective

Does this practice respect the inherent dignity and autonomy of homeless individuals? There is a concern that offering money to vulnerable people in exchange for a service that reinforces their marginalization might be inherently disrespectful even if participants consented. The practice objectifies them by turning them into devices rather than treating them as individuals with equal rights and dignity.

4. Make a Decision and Justify It

I believe the Homeless Hotspots initiative is ethically problematic due to its potential to dehumanize and exploit vulnerable individuals irrespective of the fact that they are participating voluntarily. The financial benefits that are offered are helpful but this does not vet with the ethical concerns. This is because the initiative risks reinforcing stereotypes and treating human beings as means to an end rather than ends in themselves according to Kantian principle (Lockwood, van den Bos, & Dreher, 2025).

Justification

The assessment in the light of the Teleological Analysis shows that the project provided short-term income and increased awareness of the people. At the same time, it failed to address the causes of homelessness and perpetuated harmful social dynamics. An ethical alternative would involve creating sustainable employment and skill-building opportunities for the people rather than treating them as devices.

From a Deontological Analysis perspective, the initiative violates the principle of respect for persons by reducing individuals to commodities. Voluntary participation does not eliminate the ethical problem of objectification. An ethical alternative involves paying homeless individuals a fair wage for legitimate work that promotes their dignity like staffing a conference information desk or offering them training for long-term opportunities (Bo O'Connor & Fowler, 2023).

This initiative aimed to provide a technical solution and a social benefit. It failed to respect the dignity of the homeless individuals involved in the activity. A superior ethical alternative is to empower these individuals through meaningful employment opportunities that build their skills and self-worth. This thereby promotes short-term and long-term well-being.

References

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Bo O'Connor, B., & Fowler, Z. (2023). How imagination and memory shape the moral mind. *Personality and Social Psychology Review*, *27*(2), 226-249.

Lockwood, P. L., van den Bos, W., & Dreher, J. C. (2025). Moral learning and decision-making across the lifespan. *Annual Review of Psychology*, *76*(1), 475-500.