

Comparison of Ethical Decision-Making Models



THE PLUS MODEL

The PLUS Model is a structured approach to ethical decision-making that emphasizes consideration of Policies, Legal requirements, Universal values, and Self. The PLUS Model is commonly used in corporate settings to ensure decisions align with organizational policies and legal standards.



Key Components:

- Policies: Does the decision align with organizational policies?
- Legal: Is the decision compliant with legal requirements?
- Universal: Does the decision uphold universal ethical values?
- Self: Does the decision reflect your personal values and beliefs?

THE TARES TEST

The TARES Test is a tool used to evaluate the ethicality of persuasive communication, particularly in advertising and public relations. The TARES Test is primarily used in media, advertising, and public relations to ensure ethical standards in persuasive communication.

Key Questions:

- Truthfulness: Is the message truthful?
- Authenticity: Is the message authentic and sincere?
- Respect: Does the message respect the audience?
- Equity: Is the message fair and equitable?
- Social Responsibility: Does the message promote social responsibility?



5-STEP ETHICAL DECISION-MAKING PROCESS

The 5-Step Ethical Decision-Making Process is a comprehensive framework for analyzing and resolving ethical dilemmas. This process is widely used in various settings, including healthcare, education, and business, to systematically address ethical challenges.



Steps:

1. Identify the ethical issue or dilemma.
2. Gather relevant information and identify stakeholders.
3. Consider possible actions and evaluate alternatives.
4. Make a decision and take action.
5. Reflect on the decision and its outcomes.