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10x9

Deontologically this graph is unethical especially because of the unclear information given to a potential stock holder. The "do unto others as you would have them do unto you" approach is the way of the deontologist. I know that I would never want to invest my money in something if I didn't know all of the facts. That would be possibly throwing away money. Though this data misinterpretation may help the company, it is unethical to attempt to get people to invest by falsifying information.

I try to approach things in a deontological manner. I believe that if you always do the right thing you may be wrong, but you will be able to keep your dignity. I also don't believe in weighing the benefit of one person over another. For this example I believe the data is very unethical. As a stakeholder or consumer I would hope that I would be given correct, easy to read information. This way I can spend my money wisely. Even if I was the Madaartz Corporation's CEO and would initially profit off of these graphs, I would not give them as written. The cost of potential lawsuits by shareholders and just the pure fact of losing sleep over having done others wrong would not be worth it to me.

? Do you mean try to do the right thing?

The graphic has the potential to be a very helpful tool. The axes should be fixed to where they match each other in starting point and labeling. The bars should be made to touch, and the word "fluoride" should be spelled correctly.

The Madaartz Corporation might consider putting the fluoride and non-fluoride bars next to each other for better comparison. For example



Key □ = Fluoride
▨ = non-fluoride

This could make the graph more helpful to all stakeholders in this situation.