National Society of Professional Engineers®

2013
NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS
MILTON F. LUNCH ETHICS CONTEST
(Fact Situation)

FACTS

A marketing company establishes a Web portal and offers a service to customers whereby customers type in questions on various topics (e.g., law, medicine, accounting, engineering, etc.) and, following the receipt of the responses, which are generally fairly detailed responses, the customer pays the marketing company what the customer believes the service is worth, plus an access fee for the Web portal. Following receipt of the payment, the marketing company passes along the customer payment to the service provider (lawyer, physician, accountant, engineer, etc.). Engineer A, a structural engineer, wants to know if it would be ethical for him to participate in this type of business.

QUESTION

Would it be ethical for Engineer A, a structural engineer, to participate in this type of business?

NSPE CODE REFERENCES

(To be submitted by the contestant(s). Use NSPE Code of Ethics references only.)

DISCUSSION

(To be submitted by the contestant(s). Use the BER format as used in the attached sample case.)

CONCLUSION

(To be submitted by the contestant(s).)

NOTE: ***In order to maintain anonymity for purposes of judging, the actual body of the entry should not include any reference to the state society, chapter, member, student, university, or any other individual group(s) who submitted the entry. However, be sure to provide the name(s), address(es), email address(es), phone number(s), and NSPE member number(s) of (1) your NSPE chapter or state society, and (2) each of the individual(s) responsible for submitting the entry, on a separate cover sheet accompanying your entry. Submissions failing to include this information will be returned to submitter(s) and will not be eligible for the contest.***