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GOOGLE USED A BLACK, DEAF WORKER TO TOUT ITS DIVERSITY

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Abstract. The purpose of the article is to examine an ethical dilemma based on the case of Google, which used a black deaf employee to publicize its diversity. The article analyzes the conflict of interest between the welfare of individual employees and the economic performance of the company based on different ethical theories. The article also mentions other companies facing similar discrimination charges, such as Facebook and Uber, and analyzes their response to the lawsuits.

Keywords: Ethical Dilemma, Inequality of Opportunity, Discrimination, Disabled Employee, Company Policy.

How often do you see ethical dilemmas between firms and their employees? In today's world, companies are constantly faced with a moral choice between the welfare of their employees and the benefit of the company. In this essay, we will try to examine this question on one situation related to the large corporation Google.

In 2016, support for black workers and people with disabilities became popular, Google did not move away from this support and hired a black deaf girl, promising suitable working conditions: a sign language interpreter and other tools for adaptation in the workplace.

At internal events, management repeatedly remarked and was proud to have such a person working with them. At first the conditions were perfectly fulfilled, but the maintenance of these conditions was accompanied by some inefficiencies in the company, such as unnecessary expenditures, time costs for translating information from colleagues, complicated department work, the funds from which could be used for advertising or new developments. For this reason, the support measures stopped and the employee filed a lawsuit alleging racism and discrimination against deaf people.

On the one hand, the employee went to work for a large corporation to improve her working conditions, but served as a tool to improve public opinion about Google. And, of course, the employee is entitled to claim the conditions offered to her initially, because of the failure to fulfill these promises, the girl did not want to maintain the reputation of Google and decided to influence public opinion through a lawsuit.

On the other hand, the company in the current competitive world wanted to stand out among its competitors by supporting people with disabilities, thus improving its reputation and attracting more customers.

Should a company set some people apart from others? For example, give some space to black people or people with disabilities. Or is it better if everyone has equal opportunities? In our situation, a deaf employee was prom-

ised an interpreter and, finding herself in the same conditions as other employees, filed a discrimination claim, but the company did not infringe on her rights. In today's world there is an ethical dilemma: is it right to give privileges to a certain class of people, or should rights be equal for all?

There are different opinions and it is impossible to come to only one decision. In this essay I want to consider various ethical theories and our actions according to them.

According to utilitarianism, our goal is maximization of happiness and utility. The result of our decision depends on how we estimate the level of happiness of disabled people. Also, we should consider that interacting with such people has some difficulties. So according to utilitarian principles we should give opportunities to those people because it helps them and increases the probability of revealing their potential and using their workforce, but this approach considers a whole society. Also, we can take into account our company. In that situation we need to measure our expenses to provide comfortable working conditions for one worker. Hiring these people influences a company's reputation and socially approved policy can increase the number of customers. As a result, we cannot say for sure whether this will have a positive impact on the profitability of our company or negative so we can't come to a definite decision.

According to categorical imperative, or Kantian ethics, the idea of helping disabled people should definitely become a universal law that is based on principles of humanity. Companies should treat all employees with fairness and respect, regardless of disability or race.

Also, there is John Rawls' theory, the veil of ignorance. Under the veil of ignorance, people do not know whether they will be abled or disabled, of a minority race, or any other characteristic that could influence their standing in society. Consequently, they would prefer policies that ensure all employees, regardless of their physical abilities or racial background, are treated with fairness and equity and it is their responsibility to provide appropriate laws and supportive measures.

Using virtue ethics, we come to the conclusion that companies demonstrating these virtues would actively support disabled employees. They need to ensure workers have necessary tools and an environment to succeed with-

out discrimination. In addition, staff also can adhere to virtue ethics by helping disabled people because according to this theory we acquire virtue through practice.

According to hedonism, if we think only about our own well-being, then for us, as absolutely capable people, there is no point in allocating money or spending our efforts on helping these people, therefore, following this theory, companies should hire people who require less resources and cause less problems.

Other corporations are facing similar allegations, such as Facebook, which was accused of racial discrimination when African-American employees claimed they were denied career opportunities because of their race. To overcome this situation, Facebook conducted audits and studies to identify cases of discrimination and inequality within the company. This helped to identify problem areas and take measures to eliminate them. He also began collaborating with human rights organizations and experts in the field of diversity and inclusion to develop strategies to combat discrimination and create a more equal playing field for all employees.

There are also allegations of gender discrimination against Uber, when women stated that their opportunities for career advancement were limited because of their gender. Following the allegations, Uber conducted internal investigations to identify problematic issues and cases of discrimination against women. This helped the company understand the scale of the problem and take the necessary measures. Uber appointed decision-makers who were responsible for implementing changes and improving the work environment for women at the company. This helped ensure more focused and effective management of the change process. Monitoring and reporting mechanisms have also been strengthened to monitor compliance with diversity and inclusion policies, as well as the processes of hiring, promoting and rewarding employees.

PricewaterhouseCoopers was accused of age discrimination when older employees claimed they were fired or not given equal pay because of their age. PricewaterhouseCoopers, following claims from their employees, conducted a review of their policies and procedures to identify potential age dis-

crimination issues. This allowed the company to understand where changes were needed. WC also conducted training programs for its employees on equality and non-discrimination on any grounds, including age. This helped increase employee awareness of the problem and how to solve it. Monitoring and reporting mechanisms have been strengthened to ensure compliance with policies and procedures to prevent age discrimination. This allowed the company to quickly respond to possible violations and take action.

All of them received lawsuits from their employees, some admitted guilt and paid compensation, others denied the accusations. But the fact of discrimination in many areas in the world remains a fact and has been statistically proven.

We believe that the company neglected its promise to provide accommodations for the hearing impaired, but the company is not obliged to provide additional benefits to employees, since this infringes on the rights and equality with their colleagues. Google categorically rejects any form of discrimination or harassment based on race or color. Google also claims that it conducts strict checks and evaluations of all cases related to discrimination. This indicates that the company takes such allegations seriously and is willing to take steps to investigate them. She emphasizes her commitment to creating equal opportunities for all employees and promoting diversity within the workforce. This is an important aspect of corporate culture that is becoming increasingly relevant in modern society.

The company also has its own policies and programs to combat discrimination and promote diversity in the work environment, which demonstrates openness and a commitment to equality.

The ADA also requires employers to provide reasonable accommodations, which may include the use of signed language, interpreters, hearing aids, and other aids necessary to ensure effective communication with deaf employees. It follows that the company, by not providing Jalon Hall with an interpreter, was not discriminatory, but was breaking the law. Thus, the charge is of a different nature than discrimination against persons with disabilities.

Companies must now realize that discrimination creates a negative atmosphere in the organization, which can lead to decreased productivity, increased employee turnover and loss of trust with customers and partners. Compa-

nies that discriminate may face reputational and financial losses. And corporations that value diversity and combat discrimination can gain a competitive advantage in the marketplace. Corporations have an ethical obligation to create a fair and inclusive environment for all their employees. Thus, the company violated laws more than ethical standards.

According to examples from life, ethics and our life experience we could find several solutions to the problem.

The first solution is for the company to estimate the loss from the rehearing if it does not stop such an employee policy, and the gain if it stops favoring people with disabilities. And based on the company's estimate of the losses and gains, make a decision that will make the company more profitable.

Also, one solution might be for the company to issue a public statement recognizing the situation, expressing its commitment to diversity and inclusion, and outlining the steps being taken to address the problem. Transparency can help restore trust among both employees and the public. The problem-solving steps should include the review of company policies and procedures regarding support for employees with disabilities to ensure they are clear, consistent and effectively implemented. For example, they can include entering into a non-disclosure agreement with an interpreter and allow them to work with a deaf employee. Also, there should be an external consultation: seeking advice from external experts or organizations specializing in disability rights and workplace accommodations could provide valuable insights and guidance on how to best support the deaf employee while balancing the company's operational needs. The company must also pay a compensation to the employee for the moral harm caused.

However, we believe that a better solution would be for the government to commit to providing people with disabilities with everything they need to work so that companies don't have to do it themselves. This would result in companies being more willing to hire such workers, as they would not have the additional costs of hiring them. Consequently, it would reduce inequality of opportunity among the population and people with disabilities would know from the outset that they would be properly supported at work.

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