Rd d stch z d st ch d d d dr ft z ch st! D
d ! Rst dsl r ft rsl T d r st! Rst dsl r ft rr z

Ethic Conscience in Product Design

S. Serpil Erdönmez *, d z st d st z z st D ft dd ft z st D ft dd ft st T d r st!
üz z! ! üjd

Serkan Güneş, d z st d st chrst z dr ft ! z st st st d! z T d r st! üz z! ! üjd

Suggested Citation:

D ch d ! RR! dsl R Dst r d d ch st dr ft !
d ! z z d [st r ft r cl sl r](#)

d d dch d d d ! d rdch z ! z d stch z !
Rd d st z ch dd d d clal dr r st z zst d
R d d z ij drdz ! ftz zst rd ft ft st drd dch

Abstract

dr ft r z d d stzstr dr st st rsl st ft st d d rst d z ij ch st st d drd st zr
dd zrr ftz ch rsl st z ftd r ft ft d d! rsl st ft st st z rd rd ddcclch ch st z d dft
st clalr ft dr ft ftrsl ftd st ft stst d! rsl st ft st st dz rstz stz chst d dsl st d z dz zr d ftdst
ch st clalr ft r d st st d z ft ft z ddccln r rdch d d z d rsl st ft st
z clz d st st d ddccln z ch d drst dsl z st d dr ch st clalr ft stzstr zr d st chr rr
st st r z dz st r r d st ch st clalr ft r z dch dsl z z ch st d z d ij ch st clalr ft
d st z dd dchst ft st d clalr ft d r r z dr r st

d ch dr ft ! ch st dr ft ! Dst ! R z dr r st

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T d r st! üz z! ! üjd [d ch d rd " ft z d](#)

1. Introduction

dr ft r zr z s t s t z ij chz ch s t r s t z z dz r ft r z d z ch zr
 r z z d s t ch s t s t r z r z s t ch z z dz s t z s t d r s t d c h l r s t ch ft r r s t d c h l r ft
 s t z s t d dr z s t ch d ft dd ft z z s t r ! d ft ft s t d z s t z z ch s t d d s t d r d z ch
 d ft r z ch d d ch r d r ch s t c h l r ft ! r z z s t c h l r ft z f t r d s t d z
 c h l r ft s t r c h l d ch s t d D s t z s t z d s t z d z z s t ch s t z z d s t
 s t d ch s t s t d r z d r r s t ft z r ij ch d s t z z s t r s t r d d d ch
 s t d z rd r d r zr d ! r z d ! ! ! s t r r d ! z s t z d z r s t s t d dd J z d s t ft
 s t s t ch r s t z dr ft ft s t !

dr ft c h l r ft ft z ch s t r z z s t d s t z s t ch dr dr ch ft s t z z !
 c h l r ft dr z ch s t s t r s t s t d s t d ch d d z ch r z z dr z
 r s t d z z ch d z ch dr z ch z s t z z s t s t z s t z c h l r ft d z i j d r s t s t d s t z s t s t d
 ch d s t s t d ch d ch s t c h l r ft r d s t d z r r z d z d z ch ft s t
 ch d d s t d d ch z ch c h l z ch z ch s t d c h l r ft d z z d d r r c h l r ft ! z rd rd ! r s t d d d s t d
 s t c h z ch s t d s t d

ch s t c h l r ft d d s t dr s t d r c h l ft s t s t c h l z z r s t z s t d s t s t r d f t z ch
 r d ch s t z d s t ch d ch c h l s t d d s t s t d d d ch z ch d d d s t s t d z d ft s t r z
 ch r r s t z s t z s t d s t s t ch s t c h l r ft r ch d ch z d d s t s t d d d ch ch d s t s t d d d s t
 ch s t s t d z s t z ch : s t d d ch d z s t ft z d d ch d s t s t r d f t z ch ch s t c h l r ft d r
 d d s t ch s t z d d ft r d rd dr r s t s t s t d z d d s t z s t d dr ch ft c h l r ft
 d r r z s t s t ft s t d r d z z s t r s t s t d r c h l c h l r ft r z d d s t z s t r
 z s t r c h l d d s t d d ! s t d s t d r c h l s t d c h l r ft d r s t r c h l z ch z s t r
 r s t d s t s t d s t s t z s t z d c h l d ch d d ch ! c h l z ch z ch ft z s t d ch s t
 ft s t s t d c h l d d s t s t s t d c h l r ft d zr z dz ch c h l z s t

2. Designer's Responsibility in Product Design and Ethical Consciousness

dr ft r r r d ch r z d s t d ch d d s t d d ch z ch z d s t s t d d r
 d dz d ch d s t d r s t s t s t c h l r r z c h l ch ft s t d ch s t c h l r ft d r r r s t
 c h l s t d s t d r s t s t d ch s t s t d ch d ch z ch z ch s t c h l r ft d z s t ch s t d d s t d z ch
 d s t z r c h l z s t r s t r rd rd ! s t d dr r s t ch s t c h l r ft d ch d dr d s t ch s t
 s t d z d d s t z d s t

J i j d z ch r d ch s t d s t d s t r zr zr ch d d s t dz f r s t d r s t
 z d ! d s t r dz r z r r s t r d s t dr z d f r z c h s t s t d d z r
 z ch ft s t s t d rd dr i j d ! z D s t r ! z r i j zr z r ! r z z dz
 d z dr z ch z z r d r s t d z z dr d dz ft s t z s t ch ch z r z ch r d s t dr ch z s t z
 d s t ch

D s t r dz r z r D s t r ! f t d z ! dz r z z dz s t z s t d r d d s t ft s t z s t r
 d z z s t ch z r ft ch z ch s t r rd d ch s t z s t s t d d z d dd s t dd d d d s t d s t r s t r
 c h l s t r z c h l s t ft s t r s t ! s t r d z s t ch s t s t d z : r z s t d Rd ch ! s t dz r z
 d d r ch ! s t dz r dr z ch dr d z z z f t d d s t i j d !
 dr d z d d d s t z d c h l ch s t d z r z ch d s t r d d d dz r d s t r
 s t d dr dz r r r s t s t z ch dz r s t dr s t f t z s t r d z s t ch s t dr d s t dd z dz r

T s t s t z r : s t d r d s t d s t d dr d s t r zr z ft r s t zr z z s t d
 d s t c h l d c h l r r z r s t dr ! r i j zr s t d r s t s t r s t d
 d : r z s t d zr zr r c h l d ch z r z i j ch T s t s t z r d r s t z c h l d c h l r

D ch d ! R R ! d s ! R D s t r d d ch s t dr ft !
z z d s t r ft r ch s t r

d !

s t r s t d d d d d d s t z z ch R s t z s t i j d ! z
r ! d d r z d s t ch z d s t d ch r s t d s t d s t R z ch r d d
z ch z z dr z i j z !

T s t s z z r z z z r d d ch z d ch z r z ! s t r z ch d ch z s t s t ch s t
d s t s z z : r d d r ch d ch s t d r z i j z r z d s t s t d d z z d s t d d
ch s t dr z z s t z r ft s t ft d d d z d ch s t r d z r T s t s t d r d
d z r s t z s t z z s t r s t d s t s t d d s t s t z s t s t d d s t d z dr s t s t d d d s t d d s t z
d dz z drr i j d ! z T s t s z z r z s t ft ft s t s t d dr s t z z s t z ch s t r
s t d r z r d ch r d s t s t s t d ch ch z s t r z ch s t z s t z z s t z r dr z dr s t z s t d
s t z d d z dr s t ! s t r z s t r s t ft s t z r d d dr z s t r ft s t

d d ! T s t s z z r ch dr s t d z s t r r s t r d s t s t d r d s t ; ft s t s t z r ft
z s t r d s t z s t i j ft z s t s t d r d s t z s t s t z s t r z ch ft ch z z r d z ch
dr s t d dr z d d d ! r d r d r s t d r r d ch s t z s t s t z dr s t z z s t s t d
s t z r s t d s t z s t ch d ch z ft s t s t r z s t r ch d r ch d ch s z s t r d
ch d d z d ch s t s t d ' ch s t ' r d r d s t d d s t r ! s t d d s t d z d z s t i j d !
z z d ft z d z z s t r z d s t d ch z ch s t d dz ft d ft dr s t s t d ch
ch d d s t d r d s t dr s t z z d drr r r d r r drr ch ch z s t s t d r d r d
dr r s t ch ch d z z s t s t s t z s t s t z i j d r s t d ch ch z z r d r z z d drr
z ch r dz ft s t d

z d ft r z dz s t d r d d i j ft s t z d z ch dz ft d z ch s t z s t r z z d r
dr r s t r ch s t d d d ch r ft dz s t s t z d d z d z z s t ch d ft z z s t ch z
r z z s t ch s t z s t z i j d r s t d ch ch z z z d r r d r d d z ch dr r s t
z d ft r d ! r z dr z ch s t d ft d z d z s t ch ! d z ch ch z
d z z s t r r d z ch ft s t s t d z d r ! s t d d r s t z r ch s t d r z d s t d d d
R d z d z dr z ch s t r ft dr z ft z s t d r ! z r s t ch !
s t r d ft z ch d z r s t ft s t z ch r s z ch ft z d z s t ch d r z ch z s t r d r s t d s t
s t d r z r d ft z z d s t d r d r

z d drr d s t r r z r d ch s t ch r s z ch ft s t d ch ch z r d z ch s t d s t d r s t z s t
r ch s t r d s t r r z s t z dr z z ch s t ch d s t d d s t ch ft z z ch
dr z d s t r dr ! z s t z ch d s t r z dr ! z s t s t d r z s t s t d r z d
s t d R z s t d ! s t d z d r d d r s t s t z r z ft dr s t z s t d d r z
s t z s t z r dr rd ! s t ch d dz s t z s t d z r r s t r d rd ! s t z r s t z s t
r ft rd ! dr r ft z d z s t dz s t ft s t d z dz r r rd dr s t
d ! s t d d r s t z r ft d d z s t r s t z s t ch dr s t z s t d r z d s t d dz s t z z ft d z z r
d s t i j d ft s t s t , dr r s t r s t r ft dz s t s t z d ft s t z dr rd ch d z rd
s t d r z z i j ch z s t d d d dr r d rd z ch d d d d r d ! z ch z
zr ft z d s z z ft d z z r rd s t d r ft rd ! rd z '

d d d dr z z d r dr r s t z ch dz s t r s t d r s t d d z ch r ft r
s t d rd dr s t r z z s t s t d d s t d s t d r s t r s t s t s t d ch s t ch r ft r d z d ch
d s t r ch r ft d d dr rd s t s t d rd dr r s t s t d s t r d s t

z d ft r z s z s t z s t s t dz r r s t r ch r ft r s t s t d r s t d z
d ft rd dz s t r ch r ft Rd ch s t d r s t z s t ch r ft r z z s t s t ch d ch z
z i j ch d s ! z z dz s t r ch r ft z r s t ft z z d d s t s t d
ch s t r s t d r s t d d z s t z ! r d s t z ch s t d d d s t r s t d r s t rd

D ch d ! R R ! d s ! R D s t r d d ch st dr ft !
z z d s t r ft r cl st r

d !

ch st d d ! st d dz st dr ch stjdd ft st d z z st st d d st d z d sz st st r
d z r f t r z z z d d r r

st r z r r ch st z f t d ! d d st ft r cl a r ft d c h z ch z d c h st d r d s t z c h s t d ch c h z
dr ft r r z d c h z d ft z r z st z c h s t d z d r s t d r s t d st cl a st dr
st d d d st r f t r z st z d z r d st d r z z c h d s t z dr r st d r st d
cl a r ft d dr ft r ch d ch d c h d d c h d d z s t d st z st d cl a z c h cl a cl a r ft d r
z d ch d d st r d s t d st d d s t d d c h cl a z c h st r r st z f t d ! d d st st
ch st st d ch : st d d c h s t r d ch d st d ch : st z d z c h s t d z s t d r d z ch d d st d
st d c h s t d r s t st ft st d d st d r z ft st d r s t st r d c h z z d i j
st d cl a r ft d r dr r d z ch d s t d st d ch st d z s t d st d cl a r ft d r d z d s t d ch
st r z z s t d cl a z s t d

dr r st d st cl a r ft sz r z st z z dr z ch z s t d c h z d z r d s t r z ch
z r z d s t st d d sz r r s z z st z c h r z d r cl a ! z ch st
cl a r ft d c h z d d z s t d c h z r z dr st z z d d r r dr r st r st d dr st cl a z s t st r
st st ch st cl a r ft d r d d s t c h s t z d r d r d dr r st st ft st st d d r r
ch st rd st z c h s t r d s t

dr r st cl a r ft z r st d dz ft st d cl a r ft d st d r r z st d dz st st d
c h d r s z r f t r s t ft s t d r st cl a r ft d st dz st cl a ! dr ft d r s t d z z d
r dr r st st d r d s t z c h s t d d d st dz ch st cl a r ft d c h d ! st r
dd ! d d c h s t z z d cl a r ft r d r z ch z s t d z st z cl a r dr st d dz cl a st z i j d st
z dz st cl a : r ch d d z r d z ch st z r z ch d z r d c h s t f t d s t d st r st
cl a r ft z r d d dr r d z s t ! r d ft c h ! z z s t z r ! st d !
z i j z f t d r ! d c h z d d s t r ! st r ! i j st d st r r z c h r d d z ch st st r d f t z ch z ft
r z r d d z z d z r d d st d cl a r ft d r z f t d r ft d z s t sz d st d
z s t z c h z z d d st d st d

z z d i j ! d st r z st d st r ! r s t st d z d s t d r c h r s t z cl a r ft d
dz d r z d z cl a dz ft z z f t r d z ch st ! ft ft st z r ! d d
cl a z c h ! z c h z i j st z ch z st st r st z s t z d st s z i j d st r cl a z s t st st d r d
st r z ft d r r z r d d r r d r d z ch st ! z st c l a z s t d c h st ft z
ch st ! cl a z c h s t z ch st d d st st d d c h s t d d d ! z ft dd z z s t d c h s t
st d r d ch st ! d d f t d st d cl a z ch st d z i j d s t z ch z i j st cl a r ft d r st r
z s t d cl a r ft d r z st z d s t d r d r d st st z st d d d d s t z s t d z d d cl a r ft ft z
ch st

ch st cl a r ft z s t d z r s t z r z d r z z s t r z c h z st st d r st z s t d
d d z st st d ch c h z z ch st r d s t ! d d s t z c h s t d z st d z r s t d z
d s ! st d z d d s t r ! st r r d d st z s t ch st cl a r ft r z z z d r s z r d c h z r
z dr st cl a r st d ch c h z st r d f t z ch cl a r ft r z z r s t d d z c h d r s t
cl a d ch ft st d cl a r r r d dz st d

z z d i j d st r z st r cl a r ft z d z r ! ch st cl a r ft d r c h s z i j d z ch
dz z d c h st r z dr r st r d d r cl a z s t r z c h s t z s t z d dd ft s t d r s t
st d r s t z i j d cl a r ft st ch ch st dr d s t z r s t ft z s t ! r s t d d
z st d d s t st d z r d d c h r s t d d z d dd d c h s t r d z ft ch st d d
st d z d z z s t d c h s t st d ! d d z r st d dr st d d z s t d d s t d d z r d d c h
d r d ch r st d z s t d cl a r ft r cl a dr st d c h z s t z ch d c h z d c h d d st d
st d r d dr d s t c h r s t cl a r ft d c h dr ! r ft z ! cl a st r s z ch r sz d d st r dz st r s t
z r dd c h z z s t z d z r d c h z ch r s t d d z st d d s t d r d r s t d d d ! ch c h z r
st d r d s t z d z r z d r r st st d r d dz st rd dr z r z dr st d z s t r cl a r ft d r d
st r st z i j d dr d z dr z st d d d sz cl a r ft r R d d z d d st st r z ch
z z s t dr z d c h z c h s t d z d r r ft z c h s t d r s t z dr ft R d r d d z d d st d d c h s t

D ch d ! R R ! d s ! R D s t r d d ch s t dr ft ! d !
 z z d s s t r ft r clal s t r

d clal dchz ch ft s t d d d ch z ft d clal ft ft z ch s t clal dzrd s t d d d s t z s t r
 s t z z d s z d d d ! drdz dr d d d s z clal ft zr z s z s t z d ch s t clal ft
 z r d s t r r r s t clal ft z r r s z z d d clal z ft z ch s t r R r s t clal ft r r ch
 d dz s t ch z ft r s t d s z d d s t z r r s z z d d ch d s t z ch dzr ft d d s t
 s t dr s t r s t d dz ft ch dzij ft d s t z clal ft r r s t s t d ch s t dz s t d
 clal z s t s t r s t z ch d ft dch D s t z clal dr z d z clal ch s t s t d ch s t r s t z ch dr ch ft
 s t d z ch z s t d clal z r z ch z z ft zr d z s t drd clal dr z clal ch z d r s t !
 zdr s t d s t z ch r ft d z s t z ch d d s t s t rd r ! z z ft s t d d d s t
 z ch ch ft dz s t dz ch z z dr s t r r ch d d d clal ch

ch s t clal ft d r ch s t s t drd s t ch s t s t dz s t dr s t z s t d rd s t d ch ch z
 z ch s t d r d s t s z ij ft s t r clal z s t s t d dz s t dr dr ft d : r r z dr r s t z ch z
 z z d drr z d zrd ch s t dr zr d clal d z ft ch clal ft ! r clal dch d s t z r
 z ch s t d z rd s t dz s t rd ch s t s t s t d ch ch z z ch s t d r d s t ch ft s t s t drd dr ! z
 ft ch clal ft r z s t d ! zijdr z ch s t rd ! zdr s t d s t ! d r r s t clal r s z ch z ch s t
 s t r d ! dr s t ch z d ! rd d s t s t s t d z r s t clal s z ! d dch s t s t d d d s t z ch z r
 s t d clal ft zr rr d ch Jz R s t d !

3. Conclusion

s t clal r r z d dd s z ij d clal ft r s z ft d zij ft clal r r d s t dd s t d d d s t clal ft
 s t z rd clal clal ft z ch z d s t ft s t d r ij ! r ft z ft ch d d s t d s t z clal ft r !
 clal ch ft s t z r z d s z d clal ft z ch d d d s t z ch s t z r ch
 d ft s t clal ft d dz r s t d clal r r z s t d s t r r r d d d !

dr ft d r r ch d z z d s t d clal r r s t d z clal ch ft ch s t clal ft r s z ft dr clal s t
 ft d s t s t dr z clal r d s t d ft z z d s t d rd clal ft z ch s t d d d s t s t d
 ch s t clal d dchz ch dz s t ft ch s t clal ft r z d d s z s t clal r s z ch r z dr
 z ch zijd z z d ch R z z z d drr clal ft d r ch ft ch s t clal ft drr r s z s t d
 clal d ft z rd rd clal ft d d s t d s t dr s t z z d s z ij d s t r clal z s t z s t d s t z
 rd drr z ch z s t z ch s t z dch s t d z ij d s t s t z s t z d r r s t s t r z d

d clal s t ch r s t z clal ft r zrd ch z s t z d ch s t ch s t ch d ch dch s t
 d ch ch z r s t dz ch z d s z d d ! dz z ch ij z z r s t z d d ! s t
 dz s t z clal ft r s t drd s t d z s t z d z ch rd ch s t ch ch z r z ch r d s t dr
 z d drr d s t r z ch r z dr r s t clal ft d d r dr s t d ch s t ft d z s t ch s t d s t d
 dz clal d d d

References

clal ! Jz ! R ! R s t d ! R r s z z s t z s t z ch z s t R r s t r R
 ! R zijd
 d z ft
 d dd Jz d s z ft s t s t ch r s t z dr ft ft s t !
 d ! ! d ! dr ft D s t r d R z D s t r z ch ft !
 clal ! d s t ij ft dr ft Dch z s t s t d r s t d s t d d s t z ! d s t ch ft z ! z ch D s t z
 r rr ! !
 d s ! R z T zr z clal d ! D ij ij z ft z ! !
 d s ! R R z ! zr z d z Zr ij ! !
 ! D d dij z ft clal rz z R ft D s t ij
 ! !
 z z ! R dr s t d d r d r !
 z z dij ch Dch s t J ch z z dr z ch ch J s t ch
 R z s t d ! z z d ! z r ! z d T d r s t drr
 ij d ! z ch Dch s t ! r s z J s t r z d

D ch d ! R R ! d s ! R D s t r d d ch s t d r f t ! d !
z z d s t r f t r d s t r
i j d ! ch d s t ! r s z J s t r z d s t z r r d s t ! T d r s t
z i j z ! J s t ! D f t z ch