

Education for Ethical Decision-Making



Ethics Unwrapped

Robert Prentice, Faculty Director, Ethics Unwrapped
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CURRENT RESEARCH

Free, engaging online videos help people make powerful moral and ethical choices

In a wide variety of situations—in business, in politics, in sports, in media, and in our personal lives—we often make poor ethical decisions and those choices often carry significant negative consequences for us and for society. It is critical that we learn how to make proper ethical choices amid the many pressures that exist in the modern world.

Ethics Unwrapped, at The University of Texas at Austin, is a unique innovative program that provides free online educational videos and supporting educational resources focused on ethical decision-making and behavior. Many of the videos are based on research from the emerging field of behavioral ethics which draws from behavioral psychology, neuroscience, and other research fields to enable people to understand why they make the ethical and unethical choices that they do – and gives them the tools to make better decisions in order to be their best selves.

Today's students learn best through watching captivating images on a screen. Ethics Unwrapped leverages this mode of communication by creating engaging videos to improve students' ethical awareness and support ethical decision-making and action. The videos are free, and are easily accessed on the Ethics Unwrapped website (ethicsunwrapped.utexas.edu) or on YouTube by anyone interested in learning about or teaching ethics. Based upon the latest academic research, the videos are content-driven with scripts written and narrated by academic experts. Lively student interviews and animations illustrate the cutting-edge content and supplement it with real life examples that speak to students and harness the power of storytelling. The videos have Spanish subtitles and are augmented by a variety of free...

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AFFILIATION



The University of Texas at Austin

EDUCATION

- Robert A. Prentice, J.D. in 1975, Washburn University, B.A. in 1972, University of Kansas
- Cara M. Biasucci, M.F.A. in 1999, The University of Texas at Austin, B.A. cum laude in 1987, Bowdoin College

AWARDS

- Silver CASE (Council for Advancement and Support of Education) Award, 2014
- 35th Annual Silver Telly Award, 2014
- 35th Annual Bronze Telly Award, 2014
- Silver CASE (Council for the Advancement and Support of Education) Award, 2013
- 34th Annual Silver Telly Award, 2013

RESEARCH AREAS

Education, Behavioral & Development

FUNDING REQUEST

Documentary filmmaking, coupled with academic expertise across the country and around the world, is a powerful medium. It is also very time-consuming and expensive to create. Your donations will help fund the annual \$250K required to support personnel and video production costs at Ethics Unwrapped. Take part in building a healthy society through no-cost ethics lessons available around the world to all who wish to learn them.

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