1106-F5-358   **Victor I Piercey*** (`piercev1@ferris.edu`), Department of Mathematics, 820 Campus Drive, ASC 2021, Big Rapids, MI 49307. *Quantitative Ethics: What Is It and Why Is It Important?* Preliminary report.

One element of quantitative literacy and quantitative reasoning involves ethical questions. How do you choose and phrase quantitative questions? How do you communicate results? What happens if your results don't match the desires of a client? Quantitative literacy courses typically address these questions from the point of view of students who will consume mathematical information. This means that they will have to be aware of potential misleading statements that they read or hear. But what about producers of mathematical information, such as business professionals or journalists?

In this talk, I will share how I have incorporated a mathematical information producer's perspective on these issues into a quantitative reasoning course for business students. I will also share case studies from my course that demonstrate the consequences of quantitatively unethical behavior. (Received August 25, 2014)