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### Ethics and Social Responsibility in Business, Communication, and Social Media

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# Ethics and Social Responsibility: Business, Communication, & Social Media

Shalen Harper

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Table 1- The Communication Process

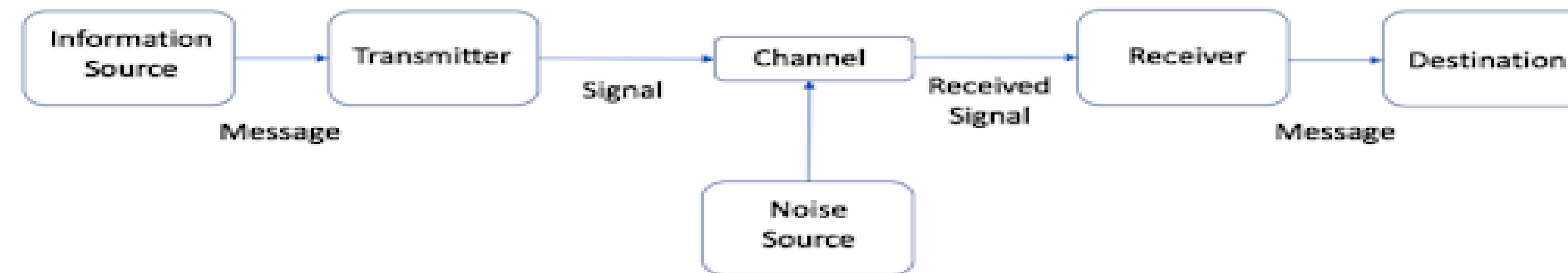
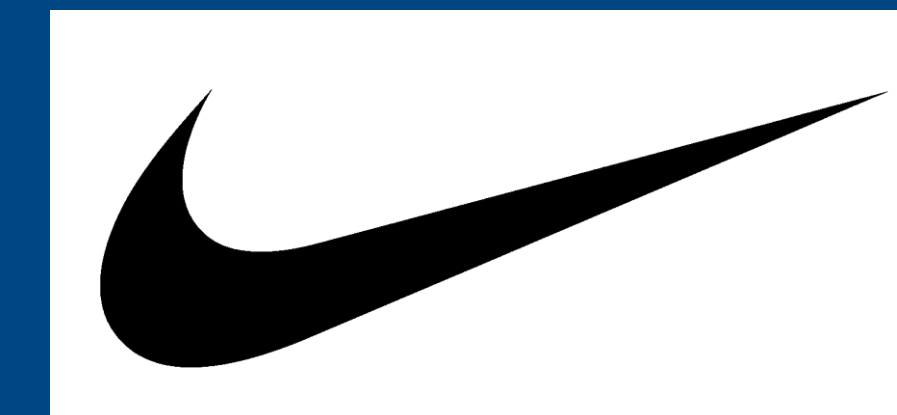


Figure 2 - Case Studies Cont'd



## I. Introduction

In recent years, educational institutions in the United States and elsewhere have increasingly attempted to break the traditional silo mentality between specific areas of learning by encouraging interdisciplinary studies.

The goal is to broaden the student's understanding of today's highly interconnected, technology-driven, and complex global business environment. Intended to inform and educate students majoring in the Science, technology, engineering, and mathematics (STEM) fields, this presentation briefly explores the ethical practices in business, communication, social media, and the interplay between machines and humans.

Actual business/industry case studies related to these concepts are used to illustrate the significance of ethics, morals, law, and corporate social responsibility.

## V. References

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 Center, Allen H., Jackson, Patrick, Smith, Stacey, & Stansberry, Frank. R. (2014). *Public Relations Practices: Managerial Case Studies and Problems* (8th ed). Pearson Education Inc: Prentice Hall, 239-260.  
 Dziergwa, M., Kaczmarek, M., Kaczmarek, P. et al. (2018). Long-Term Cohabitation with a Social Robot: A Case Study of the Influence of Human Attachment Patterns. *Int J of Soc Robotics* 10, 163-176. <https://doi.org/10.1007/s12369-017-0439-2>  
 Seitel, Fraser P. (2016). *The Practice of Public Relations* (13th ed.). Pearson Education Inc., 47-56.

## II. Case Studies

1. In 2013, Justine Sacco was fired for tweeting, "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!"
  - In 2015, Taylor Swift convinced Apple's Senior V.P. to change company policy when she tweeted, "To Apple, Love Taylor. 'We don't ask you for free iPhones. Please don't ask us to provide you with our music for no compensation'"
1. In 2010, Forest Laboratories plead guilty to promoting Celexa off-label and bribing doctors.
  - The company made over \$1.4 billion in profit but paid a \$313 million settlement and had to receive annual reviews of ethics and market policies for five years.

## III. Case Studies

1. An EMYS Robot was turned into a personal assistant and placed in the homes of three people with different attachment styles for ten days. They were told to teach it colors which it learned after continuous exposure.
  - The Robot's emotions were measured as stable and consistent per household.
1. From 1992-2005, Nike faced a greenwashing scandal. Nike created a code of ethics and promised commitment to workers, but Vietnam factory employees worked for less than the living wage, 65 hours/week, and 75% had respiratory issues.
  - Nike was sued for false advertising, lost, and donated \$1 million to end the legal war.
  - In 2003, Nike released its CSR report, but after backlash suspended it until 2005.

Figure 1 - Case Studies



## IV. Discussion

### Social Media Ethics

1. How are the tweets similar?
2. Why did Taylor Swift cause change, but Justine Sacco was fired?

### Morals, Ethics, and Law

1. Due to Forest Labs and the doctors, what complications could have arisen?
2. Comparing their profit to their punishment, did Forest Labs lose more in the long run?

### Ethics and Autonomy

1. How could the varying emotions of the EMYS conflict with Asimov's laws of robotics?
2. If EMYS is capable of learning, could it evolve past its programming?

### Corporate Social Responsibility (CSR)

1. If Nike's factory conditions do not break laws, should the public be more forgiving in its stance against the company? Why or why not?
2. Why do you think Nike waited three and a half years before rereleasing its CSR report?

