

## Business, Society & Ethics

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### Twitter & This Course

In order to encourage you to engage more fully with the course material outside of class time, we will all be using the social media site Twitter. In particular, I want you to use Twitter to post your thoughts about the course readings, ask questions when confused about those readings or other course elements, respond to your classmates' posts and questions, and *connect course topics to current events*. I assure you that making those connections will make this class far more interesting for all of us. I will be regularly checking on and responding to your tweets while using them to help me structure what I cover during class. Do feel free to follow me on Twitter (@ProfessorDEG). I also suggest that you use Twitter to follow not only people who share your interests but also leaders within your future fields. You may be surprised to see them post about ethical issues related to business! Very soon, you should even be able to use knowledge gained from this class to post a response to them.

For assessment purposes, you are required to tweet *a minimum of 5 times* between each class meeting. Tweets should be (1) relevant, (2) substantive, and (3) respectful. By *relevant*, I mean that it your tweet is clearly connected to some aspect of business ethics. By *substantive*, I mean more than giving generic commentary or retweeting someone else's post. For instance, do not simply say that you agree or disagree with something: go further by giving some sense of your reasoning/justification behind your position. Similarly, a relevant retweet is great, but do follow it up some interesting commentary of your own about it. By *respectful*, I mean that you critically assess the arguments others are making and not attack the person making that argument. It is fine to disagree with others—I want you to disagree, even with me!—but it is disrespectful to besmirch another person's integrity or character. Indeed, resorting to such personal attacks only suggests that your position is the one which is weak and without substance.

This means that you need access to a Twitter account. If you do not have a Twitter account—or if you prefer not to use your personal account for this class—please do not hesitate to create a new, disposable account. *I strongly encourage you to create a disposable account if for any reason you prefer not to share your personal account for classroom activities*. Indeed, you do not need to have this account connected to your real name or any other personal details. All I require is that you send me the name of the account you want me to track for this class and make sure that account's contents are publicly viewable. So even if your account is not connected to your real name, I still know to whom that account belongs for assessment purposes. Email me this information by 5:00PM on Monday, January 13<sup>TH</sup>.

When tweeting for this course, please always use the hashtag **#BSE14**. This hashtag is essential since I will not be checking your account's non-course-related tweets. Instead, I will be using an automated program to collect all tweets for me to read. So using that hashtag allows me to collect your course-related tweets. To summarize: if your tweet does not contain **#BSE14**, then I will never see that tweet.

Finally, if you have any trouble using Twitter do not hesitate to seek help from me or one of your classmates. That said, your classmates probably know more about Twitter than I do, but I will do my best to resolve any technical issues!