

# BUSINESS, SOCIETY & ETHICS

## Twitter Assignment

**TL;DR:** Tweet a minimum of 5 times between each class using the **#BSE17** tag. Tweets must be relevant, substantive, and respectful. Email me your account name(s) by Monday, August 21<sup>st</sup> at 5:00PM.


**Instructions:** In order to encourage you to engage with the course material, 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, discuss with your classmates, and connect course topics to current events.

I will be regularly checking on and responding to your tweets while using them to structure what I cover during class. Feel free to follow me on Twitter (@ProfessorDEG). I also suggest that you use Twitter to follow leaders within your future fields. You may be surprised to see them post about ethical issues related to business! Very soon, I hope that you also gain the confidence to post responses to them.


**For assessment purposes:** You are required to tweet a *minimum of 5 times* between each class meeting. There are 41 between-class periods, so at least 205 tweets are expected. Each tweet must be (1) relevant, (2) substantive, and (3) respectful.

By *relevant*, I mean that it your tweet is clearly connected to business ethics or some other aspect of this course.

### Not Relevant

 **Student A** @MisterMephistopheles  
I sure hope the professor brings karak to class today! **#BSE17**

### Relevant


 **Student B** @SuperStar  
OMG, just like we talked about today in class. This is clearly an unethical fair & lovely ad :/ <http://t.co/MOQSAGCx50> **#BSE17**

By *substantive*, I mean more than giving generic commentary, retweeting someone else's post, or simply quoting the text. For instance, do not simply say that you agree or disagree with something: go further by giving some sense of your reasoning. Similarly, a relevant retweet or quote from the text is great, but follow it up with your own thoughts. While I will only count your substantive comment as one of your tweets, the retweet or the quote will provide valuable context.


### Not Substantive

 **Student A** @MisterMephistopheles  
You are wrong. **#BSE17**


### Substantive


 **Student B** @SuperStar  
I disagree. Like the reading said, if business is only about profit, what's wrong with the "business" of selling cocaine? **#BSE17**

### Not Substantive


 **Student A** @MisterMephistopheles  
RT @WSJ: Why some MBAs are reading Plato and Kant <http://on.wsj.com/1fuA0rL> **#BSE17**

### Substantive


 **Student B** @SuperStar  
RT @WSJ: Why some MBAs are reading Plato and Kant <http://on.wsj.com/1fuA0rL> **#BSE17**


 **Student B** @SuperStar  
More abstract thinking about ethical issues seems like something we need in CMU-Q's BA program? **#pt #BSE17**

### Not Substantive

 **Student A** @MisterMephistopheles  
"Capitalism is a system of social cooperation and collaboration" **#BSE17**


### Substantive

 **Student B** @SuperStar  
"Capitalism is a system of social cooperation and collaboration" **#BSE17**


 **Student B** @SuperStar  
This seems way too idealistic. Freeman seems to ignore the way businesses work in the real world! **#pt #BSE17**

By *respectful*, I mean that you critically assess the claims others are making but not attack the people making those claims. It is fine to disagree with others—even with me!—but it is disrespectful to besmirch another person's integrity or character. Indeed, personal attacks suggest that your position is weak and unsound.

### Not Respectful

 **Student A** @MisterMephistopheles  
@aClassmate can slack and still be certain his government will spoon feed him with a diamond encrusted, golden spoon **#BSE17**

### Respectful

 **Student B** @SuperStar  
I worry that Qatarization decreases the motivation of nationals to work hard and improve themselves **#BSE17**

This means that you need access to a Twitter account. If you do not have one—or if you prefer not to use a 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.* You are not required to have an account connected to your real name or any other personal details. In making these decisions, please keep in mind that *people outside of this class—and even outside of the Carnegie Mellon community—can see what you are saying.* For my part, I will never reveal to anyone which student is connected to which Twitter account. I want you to be comfortable in having open and honest engagement with the course material.

It is also fine if you use *multiple* Twitter accounts. That is, you might use your regular account to tweet about things that your Twitter followers and friends may find interesting, while also using a disposable account to tweet about things you would rather not connect to your name. While juggling two different accounts can be tricky, this offers you the potential of having the best of both options.

**For assessment purposes:** I do require that you send me the name(s) of the account(s) you want me to track for this class and that you make sure those accounts' contents are publicly viewable. So even if accounts are not connected to your real names, I still know to whom that account belongs for determining out-of-class participation grades. Just to be clear: *I will not share your account information with anyone.* Please email me this information by Monday, August 21<sup>st</sup> at 5:00PM.

When tweeting for this course, please always use the hashtag **#BSE17**. This hashtag is essential since I will not be checking your accounts' 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 **#BSE17**, 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.