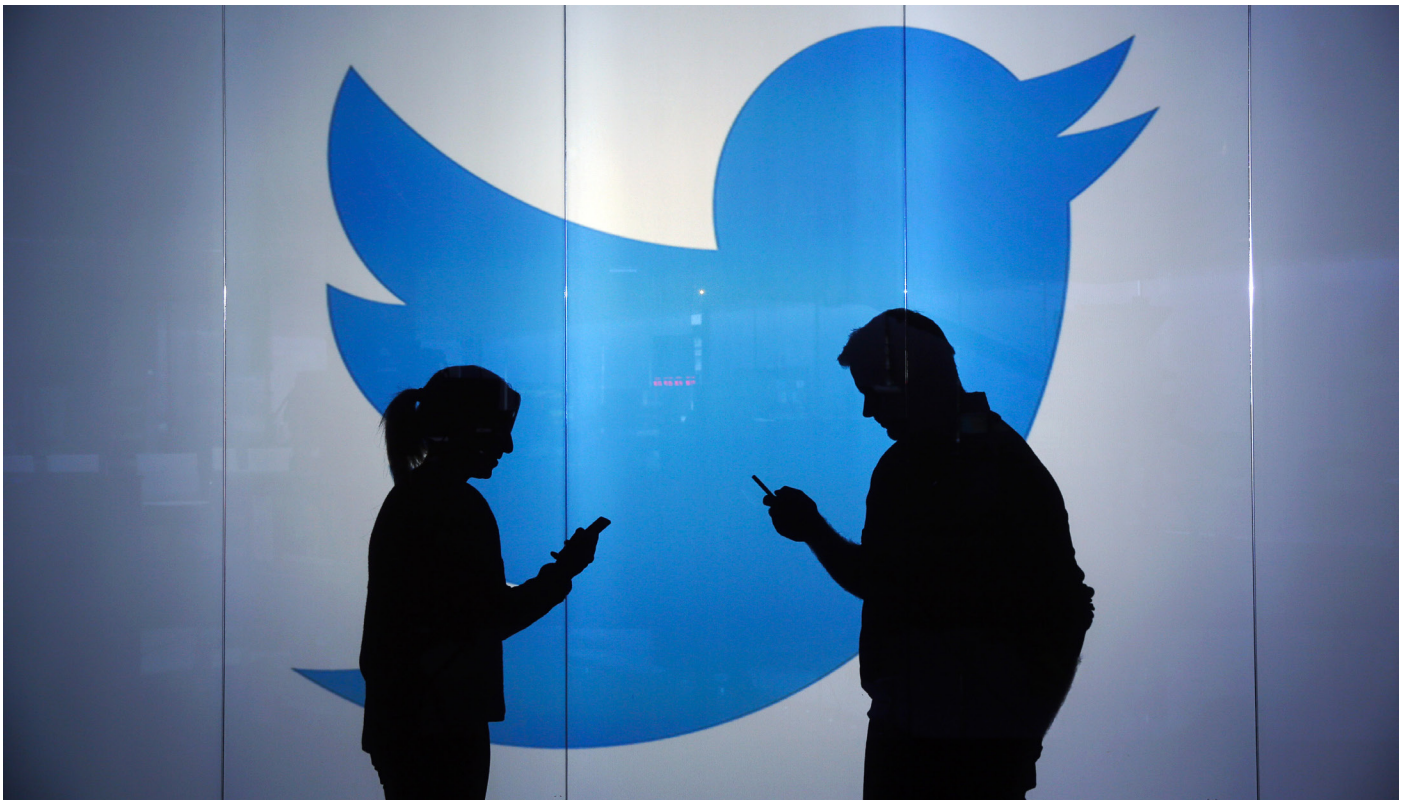# Business, Society & Ethics

Fall 2018

Twitter Assignment

▶ **Tweet at least 5 times between each class meeting using the #BSE18 hashtag**

▶ **Tweets must be relevant, substantive, and respectful**

▶ **Email me (degray@cmu.edu) your account name(s) by Monday, 3 September at 5:00PM**

200
tweets minimum are expected from you during the semester

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 about any aspect of the course, discuss ethical issues with your classmates, and connect course topics to current events.

The course assistants and I will be regularly checking on and responding to your tweets while using them to structure what I cover during our class meetings. 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!

Instructions: You are required to tweet a minimum of 5 times between each class meeting (unit exams count as class meetings). There are 40 between-class periods this semester, so at least 200 tweets are expected from you.

When tweeting for this course, please always use the hashtag **#BSE18**. This hashtag is essential since I will not be checking your 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.

Just to repeat: if your tweet does not contain #BSE18, then it is extremely unlikely that I see that tweet.

Evaluation & Grading: Each tweet is graded pass/fail. At the end of the course, I will determine your base participation grade by taking the number of tweets you posted (capped at 5 tweets between each of our class meetings) and **normalizing** that number to the 100-point grading scale (from page 6 of the course syllabus).

In order to pass, a 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.

By *substantive*, I mean more than generic commentary, a retweet, or simply quoting from the course reading. For instance, do not simply say that you agree or disagree with something; provide some of your own reasoning behind that judgment

Base Participation Grading Scale

#Tweets	Normalized Points	Letter Grade
180–200	90.00–100.00	A
160–179	80.00–89.50	B
140–159	70.00–79.50	C
120–139	60.00–69.50	D
0–119	0.00–59.50	R

instead. Similarly, a relevant retweet is great, but be sure to include some of your own thoughts or what you found interesting about the original tweet. The same holds with quoting from the course readings. Such a quote should be followed up with some commentary of your own. While I will only count your substantive comment as one of your tweets, the retweet or quote will provide valuable context.

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

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Relevant, Substantive, Respectful
@EthicsChamp

@myClassmate I disagree. Like the reading said, if business is only about profit, what's wrong with the "business" of selling cocaine? #BSE18

Twitter Assignment

to besmirch another person's integrity or character. Indeed, personal attacks suggest that your position is weak and unsound.

Considerations for Your Account: All 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.

Alternatively, it is also fine if you use multiple Twitter accounts for this course. 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.

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 the contents of your account is publicly

viewable. So even if your account is not connected to your real name, I still know that account belongs to you and can determine your participation grade. Once more: *I will never share your account information with anyone.* Please email me this information by Monday, 3 September at 5:00PM.
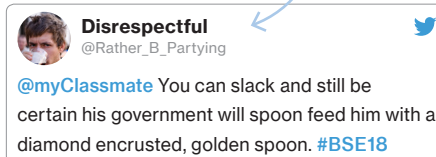
Finally, if you have any trouble using Twitter do not hesitate to seek help from me or one of your classmates.

Using Free Passes: If you forget to tweet, you may use a free pass (from page 9 of the course syllabus) to make up any missed tweets (up to 5) for *one* between-class period.

The bottom line Do not forget to have fun while tweeting at least 5 times between each class meeting using the #BSE18 hashtag.
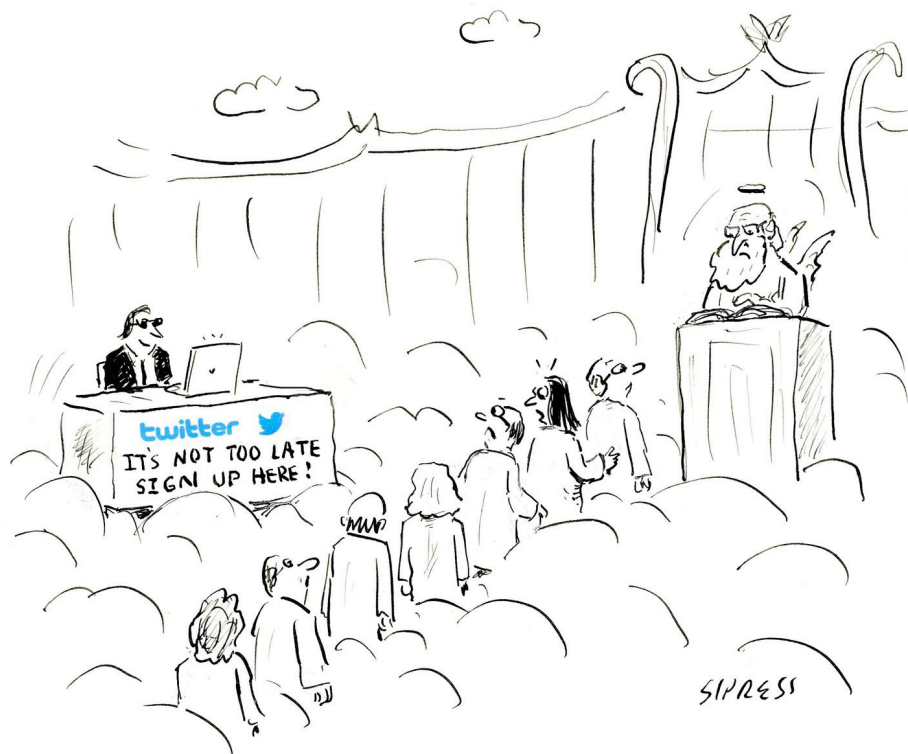
"I hear they're desperate for new users."