

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, 8 January 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, 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 in 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!

You are required to tweet a *minimum* of 5 times between each class meeting (unit exams do count as class meetings). There are 40 between-class periods, so at least 200 tweets are expected from you. A **free pass** may be used to make up any missed tweets (up to 5) for *one* between-class period.

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.

Example of a non-relevant tweet:

 **Student A** @Rather_Be_Sleeping
I sure hope the professor brings karak to class today! #BSE18

Example of a relevant tweet:

 **Student B** @SuperStar
Just like we talked about today in class. This is clearly an unethical fair & lovely ad :/ <http://t.co/MOQSAGCX50> #BSE18

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:

 **Student A** @Rather_Be_Sleeping
You are wrong. #BSE18

Instead, provide your reasoning:


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

Similarly, a relevant retweet is great, but follow it up with your own thoughts. So a retweet like this is not enough:


 **Student A** @Rather_Be_Sleeping
RT @WSJ: Why some MBAs are reading Plato and Kant #BSE18

So be sure to include something about it that you found interesting:

 **Student B** @SuperStar
RT @WSJ: Why some MBAs are reading Plato and Kant #BSE18

 **Student B** @SuperStar
Is more abstract thinking about ethical issues something that CMU-Q's BA program should consider? #pt #BSE18

The same holds with quoting from the text. A quote without some of your own commentary is not enough:

 **Student A** @Rather_Be_Sleeping
"Capitalism is a system of social cooperation and collaboration" #BSE18

Twitter Assignment

Instead, bring in some of your own thoughts about the reading:



Student B @SuperStar

"Capitalism is a system of social cooperation and collaboration" **#BSE18**



Student B @SuperStar

This seems way too idealistic. Freeman seems to ignore the way businesses work in the real world! **#pt #BSE18**

While I will only count your substantive comment as one of your tweets, the retweet or the quote from the assigned text will provide valuable context.

The third requirement of your tweets is that they are respectful. 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.

Here is an example of an actual tweet, posted a few years ago for this course, that is not respectful:



Student A @Rather_Be_Sleeping

@myClassmate can slack and still be certain his government will spoon feed him with a diamond encrusted, golden spoon **#BSE18**

This led me to have a conversation with that tweet's author about Carnegie Mellon's community standards. So avoid the need for such conversations by being respectful, like this:



Student B @SuperStar

I worry that Qatarization decreases the motivation of nationals to work hard and improve themselves **#BSE18**

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.

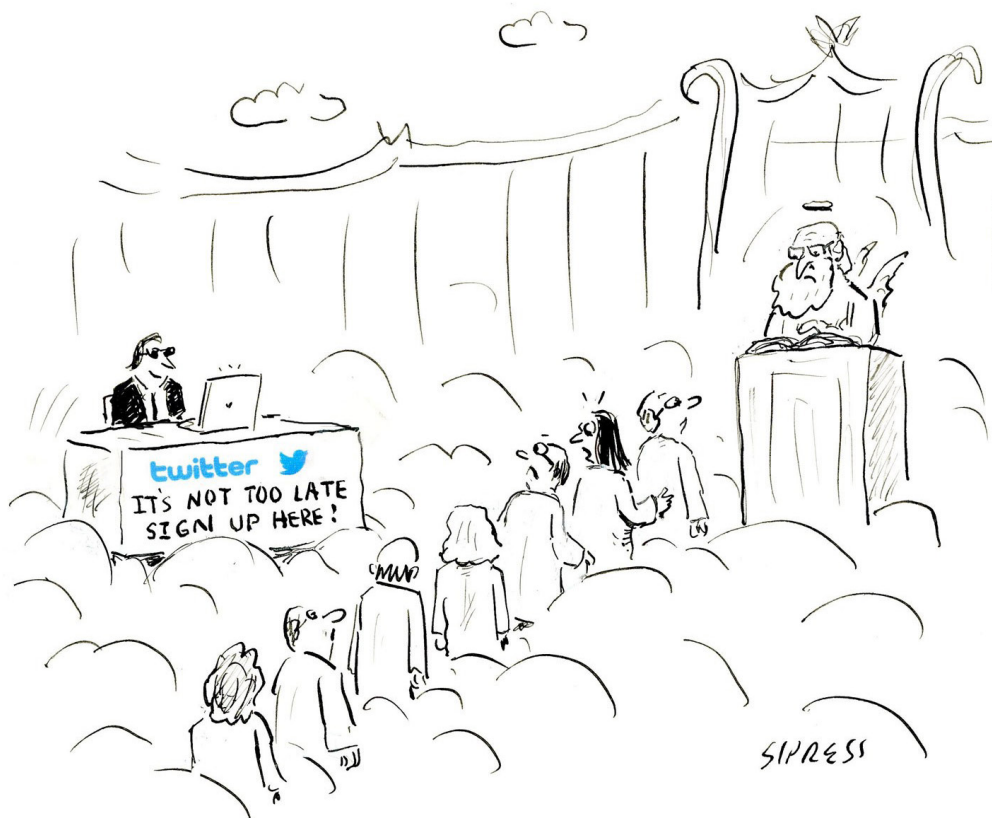
I do require that you send me the name(s) of the account(s) you want me to track for this class and that you make sure the contents of your account is publicly viewable. So even if your account is not connected to your real name, I still know that account belongs to you and can determine your participation grade. Just to be clear: *I will not share your account information with anyone.* Please email me this information by Monday, 8 January at 5:00PM.

When tweeting for this course, please always use the hashtag **#BSE18**. 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 **#BSE18**, then I will almost certainly 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.

The bottom line Do not forget to have fun while tweeting at least 5 times between each class using the **#BSE18** hashtag.



"I hear they're desperate for new users."