

Doing well by doing good? Normative tensions underlying Twitter's corporate social responsibility ethos

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Presented by
Lindsey & Jon



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and information instantly, without barriers.

#Arabspring #Socialmedia



KupujemProdajem @kupujemprodajem · Nov 1

ift.tt/1Pp01pk #SocialMedia It's between them and ISIS. j.mp/112vnc5 #ISIS
#Syria #arabspring #Tunisie #muslimmatters



From Tunisia, a voice of hope in the Muslim world

Tunisia, the Arab Spring's only success, offers an alternative to the extremism of the Islamic State.

washingtonpost.com



Unfit To Print @UnfitToPrint · 26 Jul 12

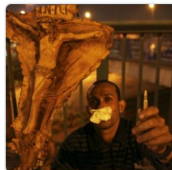
The role of the internet during the Arab Spring - Ahmed Maher [@amaheer] at Activate guardian.co.uk/media-network/... #ArabSpring #socialmedia

2:50 PM - 26 Jul 2012 · Details



Rose Sylence @SylenceRose · 9 Oct 2011

14 killed in bloody Coptic protests bit.ly/oWqoV4 Australian media reports saying protestors fired at police :(#Egypt



23 killed in bloody Cairo protests

At least 23 people were killed and more than a hundred wounded as security forces fought angry Christian protesters in the Egyptian capital Cairo.

abc.net.au



nents Messages



#arabspring sin



Eowyn @Eowyn9 · 29 Sep 2011

#Bahrain doctors jailed for treating injured protesters gu.com/p/3296p/tw via @guardian UTTERLY shameful! :(#humanrights #arabspring



Bahrain doctors jailed for treating injured protesters

Doctors and nurses given up to 15 years in jail for treating people injured during uprising in Gulf kingdom

theguardian.com



@TahaAbdoh طه عبده · 21 Sep 2011

#yemen #yf) : بالله كم سكره مادة التاريخ بعد 20 سنة سيكون من الصعب أن اشرح لولدي الثورة في اليمن , , والله كم سكره مادة التاريخ #arabspring



Hootsuite follows



Bert Fentress @GeekInfoNow · 18 Jul 2012

Syrians Share Scenes of Chaos After Suicide Bombing dlvr.it/1sz9K0
#Uncategorized #ArabSpring #SocialMedia #Storify



#Isis

#Socialmedia

Operation ISIS
@OpIcelISIS

TWEETS 141 FOLLOWING 16 FOLLOWERS 116K

General Twitter Account for [#Anonymous](#) Operations against [#ISIS](#) | Aiming to destroy ISIS propaganda and influence on the internet. | [#No2ISIS](#) [#OpIcelISIS](#) | داعش#

Worldwide



Juan Daniel Zamora @zamorinix · 8 Sep 2014
Grisly Twitter Hashtag [#calamitywillbefallUS](#) Is Battleground Between [#ISIS](#), [#US](#) In War For Minds [ibtimes.com/grisly-twitter...](#)



Grisly Twitter Hashtag [#calamitywillbefallUS](#) Is Battleground Between...
Twitter isn't taking down the extremists' grisly images, and the State Department may be fine with that.
[ibtimes.com](#)

6:24 PM - 8 Sep 2014 · Details



Crisis Social Media @CrisisSocMedia · Jun 4
US Air Force Intel team turned a comment on [#sm](#) into an airstrike on an [#ISIS](#) target

[#smem businessinsider.com/a-us-air-force...](#)



RETWEETS 3

LIKES 2



5:53 PM - 4 Jun 2015 · Details



Hide photo



#OpParis
@OpParisOfficial

[Follow](#)

We report that now begins the session offensive.
Any site or accounts found pro-[#ISIS](#) must be attacked!
[#Anonymous](#) [#TangoDownISIS](#) [#OpParis](#)

3:47 PM - 23 Nov 2015



326



482

#BlackLivesMatter #Social Media



Matt Scott @MattScottGW · Nov 10

#**BlackLivesMatter** & #**socialmedia** hashtags have changed actual offline conversations. Now, me & my friends can talk about race. #**NPRYouthVote**



5



10



Dee Jackson @DeelbduJackson · Nov 21

#**Black** #**Student** #**Assaulted** In #**Oregon** After #**SocialMedia** Threats At #**LewisAndClarkCollege** smar.ws/6bZNm #**BlackLivesMatter** #**racism**

-1

that black people think just cause their ancestors were slaves they deserve more... well in that case let's give them something to whine about #**BringBackSlavery**

-2

-4

16m

2 Replies

This school needs to do a good old fashioned protest and blockade the manor house one of these

3

Black Student Assaulted In Oregon After Social Media Threats At Le...

Yik Yak / Via Lewis and Clark College student Yik Yak / Via Lewis and Clark College student ...

smartnews.com



Alister Morgan @alsy77 · Nov 12

'I never felt safe': #**BlackOnCampus** stories flood #**SocialMedia** after Missouri protests wpo.st/yTnm0 #**BlackLivesMatter**



'I never felt safe': #**BlackOnCampus** stories flood social media after ... Black students and alumni share experiences.

washingtonpost.com



Freelancer @2Freelancer · Nov 12

>> Students Call Attention to #**Racism** on #**SocialMedia** << Black Listed - EBONY ebony.com/black-listed/n... #**BlackLivesMatter** @NAACP_LDF @cspanwj



Students Call Attention to Racism on Social Media

WASHINGTON (AP) — American University students are calling attention to racist comments they see on social media and demanding the administration do more to...

ebony.com

Corporate Social Responsibility - CSR

“Corporate social responsibility, often abbreviated "CSR," is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social well being.” ([Investopedia](#))

Peter Ulrich - Founder of Integrative Economic Ethics

Four Types of Business Ethics Strategies, according to Ulrich:

Functionalist, Instrumental, Charitable, and Integrative

Functionalist Business Ethics

“What’s good for business is good for society.”

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Instrumental Business Ethics

“Investing in ethical practices to gain the trust—and money—of our customers.”

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“The more we make, the more we can give.”

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Instrumental Business Ethics

“Investing in ethical practices to gain the trust—and money—of our customers.”

Charitable Business Ethics

“The more we make, the more we can give.”

Integrative Business Ethics

“Let’s be good people.”

Discussion: We challenge you to find a few specific companies that employ one of these (un)ethical business strategies.

Functionalist Ethics - Core business strategy aims to earn highest profit possible, with ethics often not considered.

Instrumentalist Ethics - Companies use ethical decisions as the instrument for earning a larger profit, almost like a marketing facade.

Charitable Ethics - Companies don't consider ethical decisions in their day to day work, but use high profits to invest in socially responsible causes.

Integrative Ethics - Core business strategy built on ethical decision making. Stakeholder's moral concerns are always taken into consideration

Takeaways

- 4 distinct types of business strategies
- 3 unethical, 1 ethical
- Many companies strive for **Integrative** ethical standards but as private for profit companies they have to meet shareholder's concerns for continuous value increase year after year.

Twitter Framing

“A benevolent civic actor.”

On their website:

FAQ: How do you make money from Twitter?

A: Twitter has many appealing opportunities for generating revenue but we are holding off on implementation for now because we don't want to distract ourselves from the more important work at hand, which is to create a compelling service and great user experience for millions of people around the world. (2009)

The Twitter for Good Blog

Reflecting the positive power of Twitter.

Guest post: Supporting Samaritans of Singapore for World Suicide Prevention Day 2015

Wednesday, October 28, 2015 | By Serene Yap (@sos_howru), Manager, Communications and Outreach, SOS [22:45 UTC]

Tags: [charity](#) and [Twitter for Good](#)

[@TwitterSG](#) supported the national suicide prevention organisation in Singapore for an awareness campaign on World Suicide Prevention day.

[Read more...](#)

Raising awareness and funds for flood relief in Myanmar

Monday, October 26, 2015 | By Julie Inman Grant (@tweetinjules), Director of Public Policy, Australia & SE Asia [17:03 UTC]

Tags: [events](#) and [Twitter for Good](#)

We collaborated with World Vision on relief efforts.

[Read more...](#)

Social media for social inclusion: Tolerance and Diversity Training

Friday, October 23, 2015 | By Julie Inman Grant (@tweetinjules), Director of Public Policy, Australia & SE Asia [21:14 UTC]

Tags: [safety](#) and [Twitter for Good](#)

Our driven partnerships empower NGOs and community groups to effectively use Twitter to combat racism, hate, and violent extremism through positive, life-affirming messages.

Tweets [Follow](#)

 **Twitter for Good** 
@twitterforgood 15h
Tomorrow is #GivingTuesday. Make a donation, make a difference. Are you ready?
[Expand](#)

 **Twitter for Good** 
@twitterforgood 25 Nov
Great to have the community come together for @stanthonysf 's turkeycarve. Wishing everyone a great Thanksgiving!
pic.twitter.com/5FM7B7css2



[Tweet to @twitterforgood](#)

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[Food for Good](#) (1)

[charity](#) (14)

[Friday for Good](#) (7)

Twitter use in socio-political revolutions

Iran Protests: Twitter, the Medium of the Movement

By Lev Grossman | Wednesday, June 17, 2009



13



5



The U.S. State Department doesn't usually take an interest in the maintenance schedules of dotcom start-ups. But over the weekend, officials there reached out to Twitter and asked them to delay a network upgrade that was scheduled for Monday night. The reason? To protect the interests of Iranians using the service to protest the presidential election that took place on June 12. Twitter moved the upgrade to 2 p.m. P.T. Tuesday afternoon — or 1:30 a.m. Tehran time.

(Read "The Iran Election: Twitter's Big Moment.")



SAM GUSTIN BUSINESS 02.11.11 2:56 PM

SOCIAL MEDIA SPARKED, ACCELERATED EGYPT'S REVOLUTIONARY FIRE



Anti-government protesters celebrate in Tahrir Square in downtown Cairo Friday. Fireworks burst, and Egypt exploded with joy and tears of relief after pro-democracy protesters brought down President Hosni Mubarak with a momentous march on his palaces and state TV. *Emilio Morenatti/AP*



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Tweet

The Tweets Must Flow

Friday, January 28, 2011 | By Biz Stone (@biz) [20:27 UTC]

Our goal is to instantly connect people everywhere to what is most meaningful to them. For this to happen, freedom of expression is essential. Some Tweets may facilitate positive change in a repressed country, some make us laugh, some make us think, some downright anger a vast majority of users. We don't always agree with the things people choose to tweet, but we keep the information flowing irrespective of any view we may have about the content.

The open exchange of information can have a positive global impact. This is both a practical and ethical belief. On a practical level, we simply cannot review all one hundred million-plus Tweets created and subsequently delivered every day. From an ethical perspective, [almost every country in the world](#) agrees that freedom of expression is a human right. Many countries also agree that freedom of expression carries with it responsibilities and has limits.

At Twitter, we have identified our own responsibilities and limits. There are Tweets that we do remove, such as illegal Tweets and spam. However, we make efforts to keep these exceptions narrow so they may serve to prove a broader and more important rule—we strive not to remove Tweets on the basis of their content. For more on what we allow and what we don't, [please see this help page](#).

Our position on freedom of expression carries with it a mandate to protect our users' right to speak freely and preserve their ability to contest having their private information revealed. While we may need to release information as required by law, we try to notify Twitter users before handing over their information whenever we can so they have a fair chance to fight the request if they so choose.

Tweets

Follow



Twitter
@twitter

16h

Cold paws? Snow problem!
twitter.com/moments/6713...
[Show Media](#)



Twitter
@twitter

21h

Go inside the Paris climate talks and join the global conversation with #COP21:
twitter.com/moments/6712...
pic.twitter.com/OzfAXOaAGU
[Show Photo](#)



Twitter
@twitter

29 Nov

[#ClimateMarch](#) — See how people are rallying around the world against climate change:
twitter.com/moments/6710...
pic.twitter.com/flahrBv907
[Show Photo](#)

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“The open exchange of information can have positive global impact. This is both a practical and ethical belief.”

“Evaluating Iran’s Twitter Revolution”

Was there really a “Twitter Revolution?” Radio Free Europe's [Golnaz Esfandiari](#) recently described the idea in Foreign Policy as “an irresistible meme during the post-election protests, a story that wrote itself.” Esfandiari explained that opposition activists primarily utilized text messages, email, and blog posts to organize protests, while “good old-fashioned word of mouth” was most influential medium for coordinating opposition. Social media tools like Facebook and Twitter were not ideal for rapid communication among protesters, and utilized more by observers in other countries. “Western journalists who couldn't reach -- or didn't bother reaching? -- people on the ground in Iran simply scrolled through the English-language tweets posted with tag [#iranelection](#),” quipped Esfandiari. “Through it all, no one seemed to wonder why people trying to coordinate protests in Iran would be writing in any language other than Farsi.”

Jared Keller for The Atlantic
June 18, 2010

“Twitter’s explicit framing of itself as a democratic, free speech platform aligns with mainstream news coverage, portraying the site as a technological platform upon which users are constituted as world citizens through a romanticized, technologized version of the unfettered exchange of information and ideas as a central component of democratic social life.”

Busch and Shepherd, 2014

Discussion:

Why is it—or isn't it—dangerous to credit Twitter with achieving social change?



<https://youtu.be/Mo2Ai7ESNL8?t=4m44s>

Intellectual Property on Twitter

- Digital Millennium Copyright Act (DMCA) - Requires internet sites to make users sign a content licensing agreement
- Twitter can copy, adapt, modify, transmit, display, and distribute **user content**
- Twitter has an entire page devoted to assisting users in various intellectual property and copyright issues ---->
- Freedom of expression laws vary in different countries, but Twitter is based in the U.S.

◆ [HELP CENTER](#) > [POLICIES AND REPORTING](#) > [OUR POLICIES](#)

Our policies

General policies

- Abusive behavior policy
- Fair Use
- Country withheld content
- Parody, commentary, and fan account policy
- Twitter media policy
- The Twitter Rules
- Twitter's use of cookies and similar technologies
- Twitter API limits
- Twitter search rules and

Copyright policy

Topics Covered:

- [What Types of Copyright Complaints Does Twitter Respond To?](#)
- [Am I a Copyright Holder? How Do I Know?](#)
- [What Information Do You Need To Process a Copyright Complaint?](#)
- [How Do I File a Copyright Complaint?](#)
- [How Are Claims Processed?](#)
- [What Happens Next?](#)
- [What Happens If I Receive a Copyright Notification?](#)



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New Site Tracks **Content Takedowns** by Twitter
Facebook, and Other Social Media Sites

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Stronger Locks, Better Security

DEEPLINKS BLOG | November 25, 2015

Free Router Software Not In The Crosshairs, FCC Clarifies

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NSA Spying



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EFF is leading the fight against the NSA's illegal mass surveillance program. [Learn more](#) about what the program is, how it works, and what you can do.

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The USA Freedom Act's changes to NSA surveillance have gone into effect. [Here's](#)



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Discussion: Go to this website and browse their ratings. Try to apply the browser plugin to an unlisted site and see what you can find.

tosdr.org

Facebookistan - pop. = 1.5 Billion

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

- Content censorship of opposing opinions on each user's timeline
- Content Oligarchy - Facebook employees act as the lawmakers, judge, jury, and police for the largest audience in the world
- Facebook shuts down groups and communities that it claims violate its terms without warning or good reason. - Boycott BP (2010);

“These friendly and intelligent, young, blue jeans-wearing Californians play the roles of lawmakers, judge, jury, and police all at the same time. They operate a kind of private sovereignty in cyberspace.”

Rebecca MacKinnon, “Consent of the Networked”

“Right now our social contract with the digital sovereigns is at a primitive Hobbesian, royalist level. If we are lucky we get a good sovereign, and we pray that his soon or chosen successor is not evil. There is a reason most people no longer accept that short of sovereignty. It is time to upgrade the social contract over the the governance of our digital lives to a Lockean level, so that the management of our identities and our access to information can more genuinely and sincerely reflect the consent of the networked.”

MacKinnon, “Consent of the Networked”

Googledom

Google + was created to combat Facebook

- Allowed pseudonyms initially, ousted them after 1 month
- Appeals process required upload of real government ID to verify identity
- Signing up for Gmail, Google Drive, Youtube = automatic Google Plus account

Sources

- *Doing well by doing good? Normative tensions underlying Twitter's corporate social responsibility ethos.* Thorsten Busch and Tamara Shepherd
- *Consent of the Networked: The Worldwide Struggle for Internet Freedom.* Rebecca MacKinnon
- *Deepwater Horizon oil spill of 2010.* Richard Pallardy. <http://www.britannica.com/event/Deepwater-Horizon-oil-spill-of-2010>
- <http://www.theatlantic.com/technology/archive/2010/06/evaluating-irans-twitter-revolution/58337/>
-