

# Does social media facilitate corporate misconduct? *In Practice*

QUASI Seminar Series

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**Does social media facilitate  
corporate misconduct?**

**No.**

**But, social media do. 😊**

**Corporate  
Misconduct**



**Corporate  
Ethical  
Behavior**

Having high levels of ethical conduct does not mean you cannot also have high levels of corporate misconduct.



CSR-weaknesses are not sensitive to changes in media attention (Zyglidopoulos, et al 2010),



**Social media are not monolithic.**

**We need to move beyond Facebook and Twitter.**



**Social Marketing Management**  
shoutlet, SYNCPARSE, vitrue, involucr, hootsuite, awareness, Flowtown, Spredfast, co:tweet, tapfl, hear say, MUTUALMIND, SPROUT SOCIAL, offerpop, Seismic, Strutta, votigo, Social Amp, SocialAppsHQ, extole, Fanzila, Zuberance, BzzAgent, fan cooz, CalmSea

**Social Publishing Platforms**  
Flowtown, Socialware

**Social Promotion Platforms**  
Social Amp

**Social Advertising Platforms**  
TBG, Lexity, spruceMEDIA, Actoptly, Clickable, GRAPH EFFECT, BLINQ MEDIA, epic social, SOCIALTYZE, twelvefold media, SAM, nanigans, Taykey, Ybrant DIGITAL, KENSHOO, Marin, EfficientFrontier

**Social Ad Networks**  
OneRiot, rockyou across, LIFESTREET, radium one, XGRAPH, media6degrees

**Social Intelligence**  
PostRank, Trendrr, ATTENITY, VISIBLE, BuzzLabs, actionly, viralheat, trackur, synthesio, sysomos, brandprotect, radian, SACOUT LABS, M, backtype, ALTERIAN, bizseo, NETBASE

**Social Business Software**  
pasenger, lithium, jive, telligent, Ingage, satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly, huddle, acquia, IGLOO, TWiki, cubetree, Watchitoo, Yammer, chatter, moxie, Socialtext, nible, SOCIALCAST

**External (Customer) Facing**  
Ingage, satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly

**Internal (Employee) Facing**  
huddle, acquia, IGLOO, TWiki, cubetree, Watchitoo, Yammer, chatter, moxie, Socialtext, nible, SOCIALCAST

**URL Shorteners**  
bitly, tiny arrows, TinyURL.com

**Stream Platforms**  
UberMedia, TweetDeck, twirl, Aol Lifestream...

**Twitter Apps**  
twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid

**Facebook Apps**  
ROOTMUSIC, LIKESTER, BranchOut, CAFEBOTS, SNAP, badoo, smile, ZOSK, causes, booshaka

**Facebook Gaming**  
playfish, zynga, MetroGames, Playdom, KABAM, CrowdStar, socialpoint, ZIPZAP PLAY, EA, UBISOFT, WILDNEEDLEGAMES, PopCap

**Analytics**  
awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, Coremetrics, webtrends

**Content Curation**  
hunchi, memolane, BuzzFeed, SUMMIFY, Flipboard, SkyGrid, Storify

**Social Commerce Platforms**  
Payment, Moontoast, SHOP TAB, live gamer, dotbox, mun.com, Moluko, Storenvy, shop igniter, FLUID, VendorShop, ecwid, milyoni

**Social Brand Engagement**  
socialvibe, mylikes, ady, local response, appsavvy, 140 Proof, DYNAMIC SIGNAL, sharethrough

**Social Data**  
GNIP, DATA SIFT, RapLeaf

**Social Search & Browsing**  
TOPSY, wink, Aardvark, StumbleUpon, greplin, spokeo, WHOS TALKIN

**Social TV**  
PHILO, plus, miso, GetGlue, clipsync, SnappyTV, INTO NOW, tunerfish

**Social Networks - Other**  
LinkedIn, TAGGED, my, Friendster, gaia, plaxo, Path, CLUB PENQUIN, Merchant Circle, HABBO, StumbleUpon, myYearbook, orkut, Google+, #hashable, renren, friend.ly

**Social/Mobile Apps & Games**  
Places, ngmoco, foursquare, waze, TWIX, play phone, Gowalla, loopt, Foodspotting, glu, h5, pelago, PlayJame, BooYAH!

**Social Shopping**  
Giantnerd, Zaarly, zappli, Swipely, SUPPLY, gifski, kaboodle!

**Content Sharing (Reviews/Q&A/Docs)**  
topix, dingo, fotopedia, slideshare, yelp, Angie's list, Quora, Scribd, DocShare

**Social Referral**  
ShopSocially, socialleat, 500friends, TurnTo, curebit

**Photo Sharing**  
SmugMug, fixable, klip, flickr, photobucket, ZangZing, Picasa, instagram

**Bloggng Platforms**  
tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX

**Community Platforms**  
Y!ku, GROU.PS, elgg, KickApps, BuddyPress, NING, mixxt, Groupsite

**Plug-ins/Widgets**  
tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meebo, COVER IT LIVE, widgetbox, GOOWO factory

**Traditional Publishers**  
DAILY CANDY, CNN, The New York Times, abc, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, AOL, CONDÉ NAST

twitter  
facebook

# Not just stakeholders, CAMPUS networks

**Constituents—defined by “the vote”**

**Audiences—defined by media or channels**

**Markets—defined by the product or service**

**Publics—defined the message (e.g., “Googling”)**

**Users—defined by technological engagement**

**Stakeholders—defined by the interest in the organization**

**We need to think about misconduct beyond a stakeholder’s lens.**

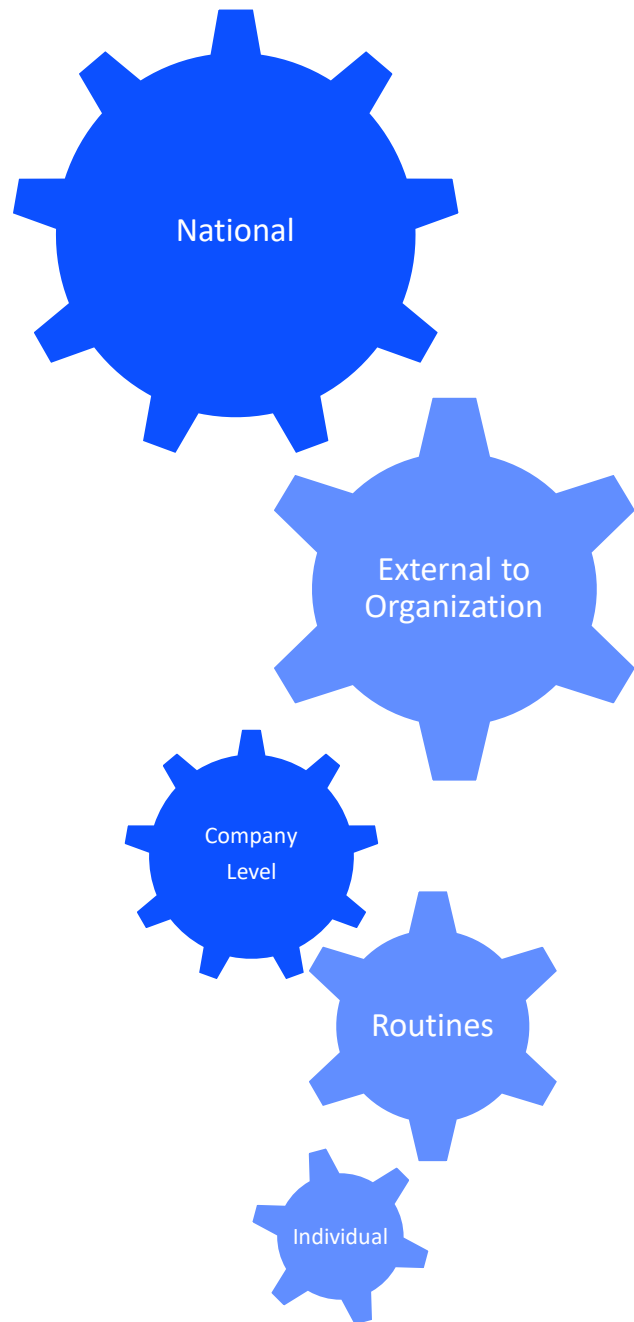
CAMPUS in Carroll, C. E., & Deephouse, D. L. (2014). The foundations of a theory explaining organizational news: the VT4 Framework of Organizational News Content and five levels of influence on its production. In *Organizations and the Media* (pp. 103-117). Routledge.



A close-up photograph of Mark Zuckerberg, CEO of Facebook, wearing a dark suit, white shirt, and dark tie. He is looking slightly to his right with a neutral expression. In the foreground, a professional video camera is visible, with a hand holding it. A large black microphone is positioned in front of him. The background is blurred, showing other people in a crowd.

**Emerging technologies outpace the law.  
And our theories and research.**





**Content is not neutral.  
There are multi-level  
layers of influence on the  
production of social  
media.**

Carroll, C. E., & Deephouse, D. L. (2014). The foundations of a theory explaining organizational news: the VT4 Framework of Organizational News Content and five levels of influence on its production. In *Organizations and the Media* (pp. 103-117). Routledge.

# VT<sup>4</sup> Media Salience Framework

Carroll and Deephouse (2014)



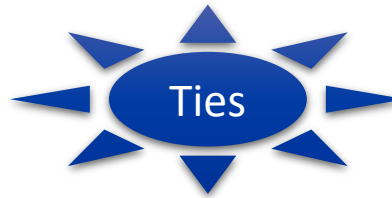
- Volume (Media Attention, Media Prominence)



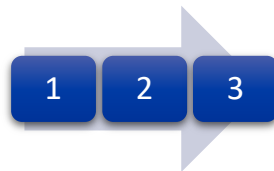
- Tone (Positive, Neutral, Mixed, Negative)
- Other dimensions of tone (Positive; Praise, inspiration, satisfaction vs Negative: blame, denial, hardship)



- Topics (CSR, Products, Leadership, Workplace, Governance, Ethics, etc.)



- Ties (Associations & Linkages to Public Issues, Story of the Day, Other Organizations)



- Timing (The order or sequence)

# New Social Media Landscapes

- The Metaverse
- AR vs. VR
- MR vs. XR
- DR Is AR



# One to Few Networks

Low-cost tools to produce newsletters, podcasts..

These products can super-serve an audience but can also be a powerful vector for disinformation and misinformation because they don't have the editorial safeguards that protect traditional media.



# **New social media platforms**

- 1. AR Cloud**
- 2. HMDs and Smart Helmets**
- 3. Holograms**
- 4. Holographic Data Storage**
- 5. Personal Device Ecosystem**
- 6. Spatial Audio**
- 7. Spatial Displays**
- 8. Voice, Gesture, and Touchless Interfaces**
- 9. Volumetric**
- 10. WebAR/WebVR**

# **Synthetic social media media**

- **Synthetic media for personalization at scale**
- **Synesthetic media in the workplace**

# **Synthetic Media Policy and Regulation**

- **Sexual harassment**
- **Truth decay**
- **Deepfake detection**

# Digital Threat Modeling

- Hacking
- Harassing
- Doxing