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. 😊
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.
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.

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.

VT$^4$ 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