

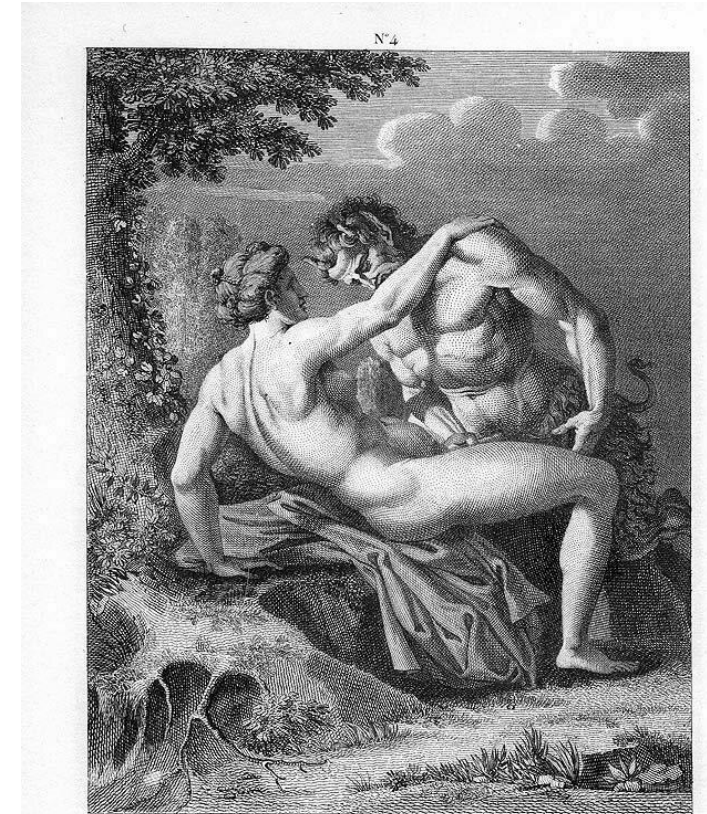


The Elephant in the Room: Social Media Changes Everything



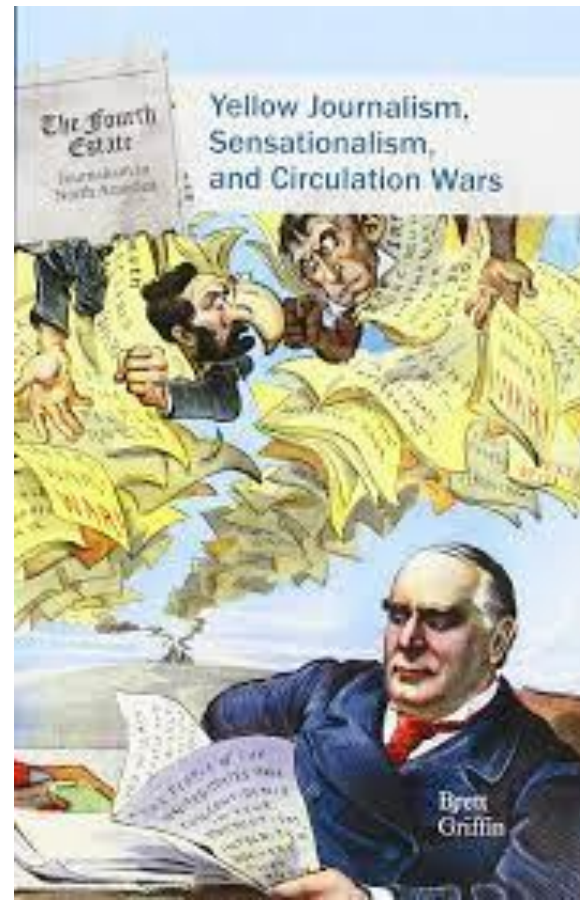
Dr. Rhonda K. Reger
April 1, 2022

Nothing is new under the sun



LE SATYRE ET LA NYMPHEE.

Nothing is new under the sun



Society of Professional Journalists

CODE of ETHICS

PREAMBLE
Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. Ethical journalism strives to ensure the free exchange of information that is accurate, fair and thorough. An ethical journalist acts with integrity. The Society declares these four principles as the foundation of ethical journalism and encourages their use in its practice by all people in all media.

SEEK TRUTH AND REPORT IT
Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information.

Journalists should:

- ▶ Take responsibility for the accuracy of their work. Verify information before releasing it. Use original sources whenever possible.
- ▶ Remember that neither speed nor format excuses inaccuracy.
- ▶ Provide context. Take special care not to misrepresent or oversimplify in promoting, previewing or summarizing a story.
- ▶ Gather, update and correct information throughout the life of a news story.
- ▶ Be cautious when making promises, but keep the promises they make.
- ▶ Identify sources clearly. The public is entitled to as much information as possible to judge the reliability and motivations of sources.
- ▶ Consider sources' motives before promising anonymity. Reserve anonymity for sources who may face danger, retribution or other harm, and have information that cannot be obtained elsewhere. Explain why anonymity was granted.
- ▶ Diligently seek subjects of news coverage to allow them to respond to criticism or allegations of wrongdoing.
- ▶ Avoid undercover or other surreptitious methods of gathering information unless traditional, open methods will not yield information vital to the public.
- ▶ Be vigilant and courageous about holding those with power accountable. Give voice to the voiceless.
- ▶ Support the open and civil exchange of views, even views they find repugnant.
- ▶ Recognize a special obligation to serve as watchdogs over public affairs and government. Seek to ensure that the public's business is conducted in the open, and that public records are open to all.
- ▶ Provide access to source material when it is relevant and appropriate.
- ▶ Boldly tell the story of the diversity and magnitude of the human experience. Seek sources whose voices we seldom hear.
- ▶ Avoid stereotyping. Journalists should examine the ways their values and experiences may shape their reporting.
- ▶ Label advocacy and commentary.

▶ Show compassion for those who may be affected by news coverage. Use heightened sensitivity when dealing with juveniles, victims of sex crimes, and sources or subjects who are inexperienced or unable to give consent. Consider cultural differences in approach and treatment.

▶ Recognize that legal access to information differs from an ethical justification to publish or broadcast.

▶ Realize that private people have a greater right to control information about themselves than public figures and others who seek power, influence or attention. Weigh the consequences of publishing or broadcasting personal information.

▶ Avoid pandering to lurid curiosity, even if others do.

▶ Balance a suspect's right to a fair trial with the public's right to know. Consider the implications of identifying criminal suspects before they face legal charges.

▶ Consider the long-term implications of the extended reach and permanence of publication. Provide updated and more complete information as appropriate.

ACT INDEPENDENTLY
The highest and primary obligation of ethical journalism is to serve the public.

Journalists should:

- ▶ Avoid conflicts of interest, real or perceived. Disclose unavoidable conflicts.
- ▶ Refuse gifts, favors, fees, free travel and special treatment, and avoid political and other outside activities that may compromise integrity or impartiality, or may damage credibility.
- ▶ Be wary of sources offering information for favors or money; do not pay for access to news. Identify content provided by outside sources, whether paid or not.
- ▶ Dery favored treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage.
- ▶ Distinguish news from advertising and shun hybrids that blur the lines between the two. Prominently label sponsored content.

BE ACCOUNTABLE AND TRANSPARENT
Ethical journalism means taking responsibility for one's work and

Fanbots and Corporate Computational Propaganda: Case of Tesla

David A. Kirsch, Mohsen A. Chowdhury

*Robert H. Smith School of Business, 4556 Van Munching Hall University of Maryland, College Park, MD
20742 USA, dkirsch@umd.edu, mohsenchow@gmail.com*



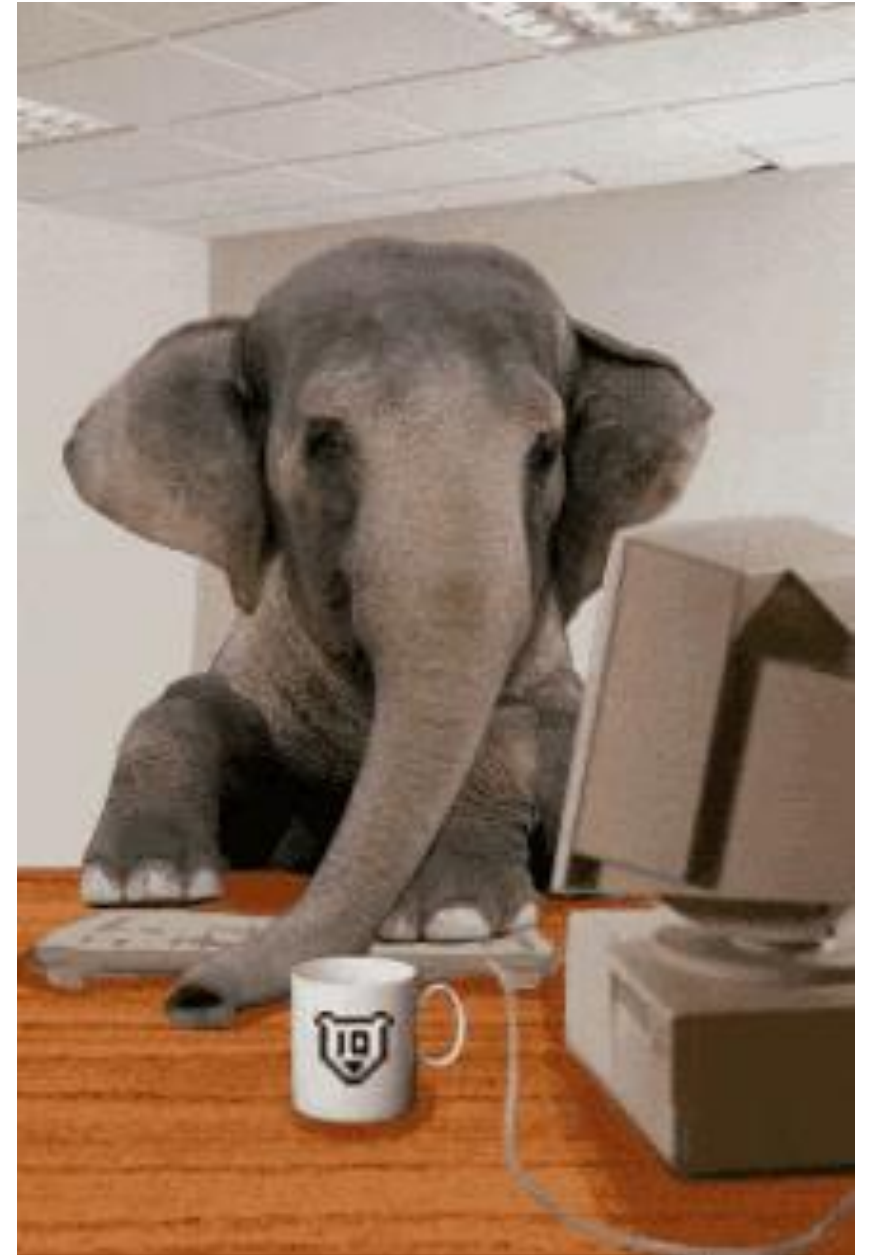
Facebook Paid Right-Leaning Consulting Firm to Stoke Public Fears About Rival TikTok (Report)

Operatives pushed anti-TikTok news stories and op-eds without disclosing who they were working for, according to The Washington Post. March 30, 2022 @ 9:57 AM



Faster, Hotter, and More linked In: Managing Social Disapproval in the Social Media Era

Wang, Xinran, Rhonda K. Reger, and Michael D. Pfarrer. "Faster, hotter, and more linked in: managing social disapproval in the social media era." *Academy of Management Review* 46.2 (2021): 275-298.



Social Media Era Changes Everything

- 57.6% of the world's population have active social media accounts (<https://datareportal.com/social-media-users>)
- Users spend more than two hours daily on social media, which increased about 50% from 2012 to 2019 (Smith, 2019; Statista, 2018)
- Traditional media sources have decreased (Keen, 2012)
- TV, broadcast radio, and print usage declined about 16% between 2012 and 2018
- Velocity → Faster
- Emotionality → Hotter
- Communalities → Linked in
- Traditional media has adopted new practices
- New media outlets on Social Media



Contributions

- New theory about the social media era's effects on the generation and dissemination of social disapproval
- Framework that reflects a firm's strategies designed to prevent, contain, and attenuate social disapproval
- Social media era brings new contingencies
 - Socially resonant event severity
 - Constituent prominence
 - Inauthenticity by foes

Cross Border Social Disapproval



Research Questions

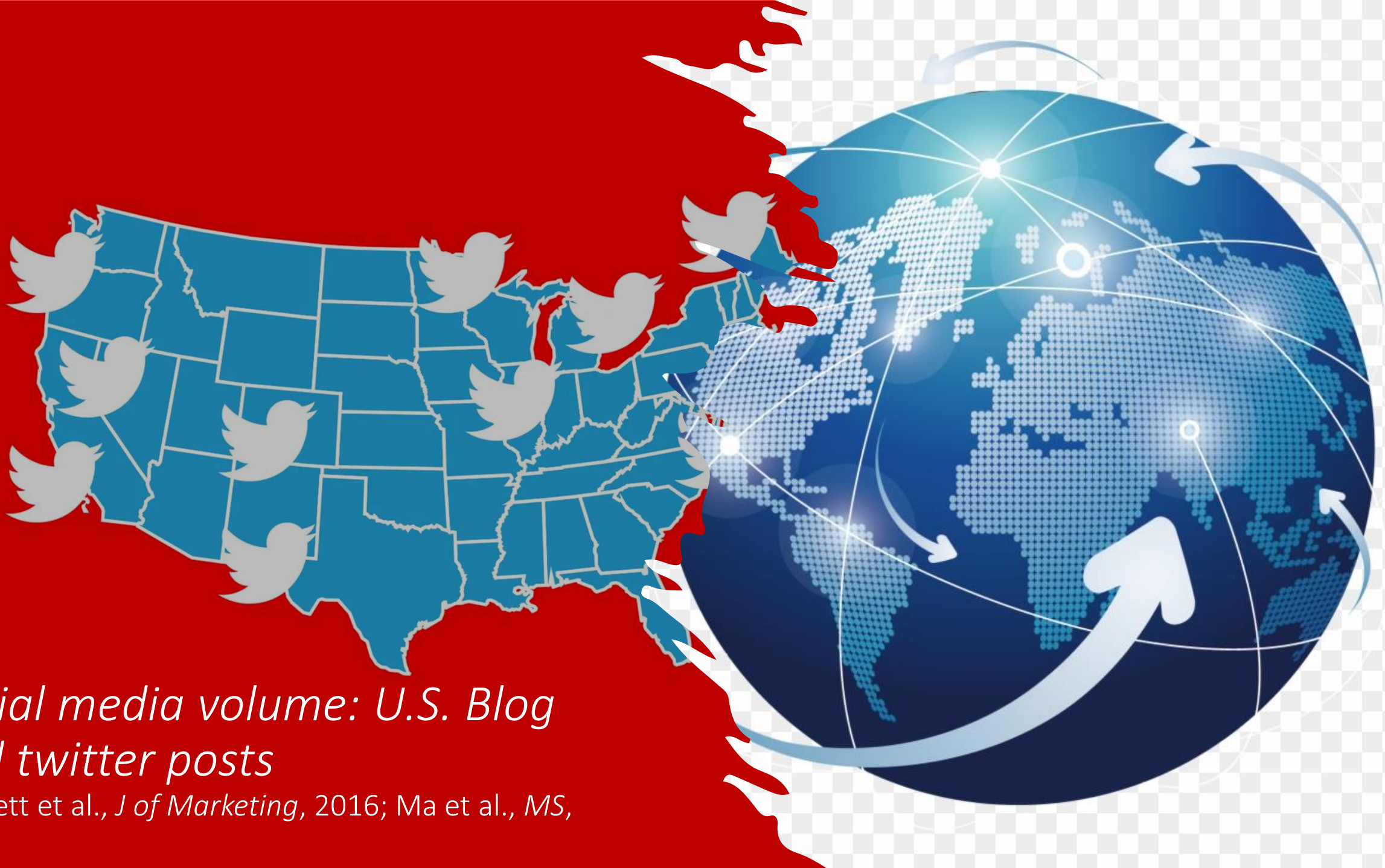
Does social disapproval on social media matter?

How do three forces

- social media volume in home country
- national animosity
- national pride

mobilize cross-border social disapproval?





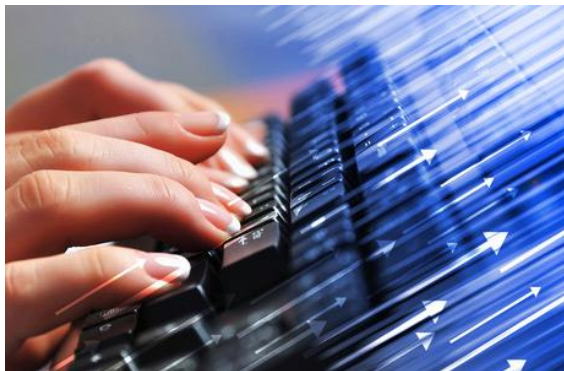
*Social media volume: U.S. Blog
and twitter posts*

(Hewett et al., *J of Marketing*, 2016; Ma et al., *MS*,
2015)

Conclusion

In the social media world, social disapproval spills over national borders

- **quickly**
- **is emotionally-charged**
- **and provides great connectivity** among constituents worldwide



**TO TWEET OR NOT TO TWEET?
THE IMPACT OF SOCIAL MEDIA
ON STOCK MARKET
REACTIONS
TO SOCIAL MOVEMENTS**

Joel Andrus

Yan (Nancy) Chen

Xinran (Joyce) Wang

Rhonda K. Reger

Influence of Social Media on Movements

Direct signal of stakeholder perception (Wang et al., 2021)

Influences stakeholder support (Pfarrer et al., 2010; Zavyalova et al., 2017)

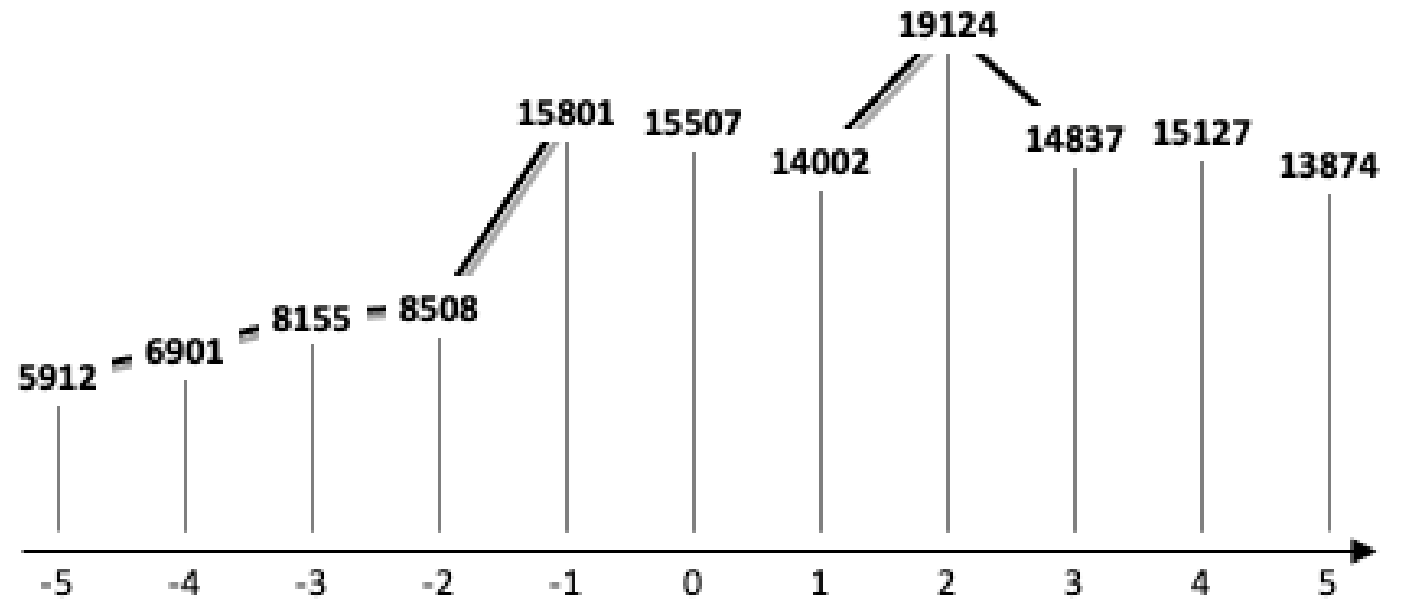
Decreases uncertainty about the targeted firm (Vasi and King, 2012)

Can snowball and achieve “the critical We of social action” (Peterson, 1989)

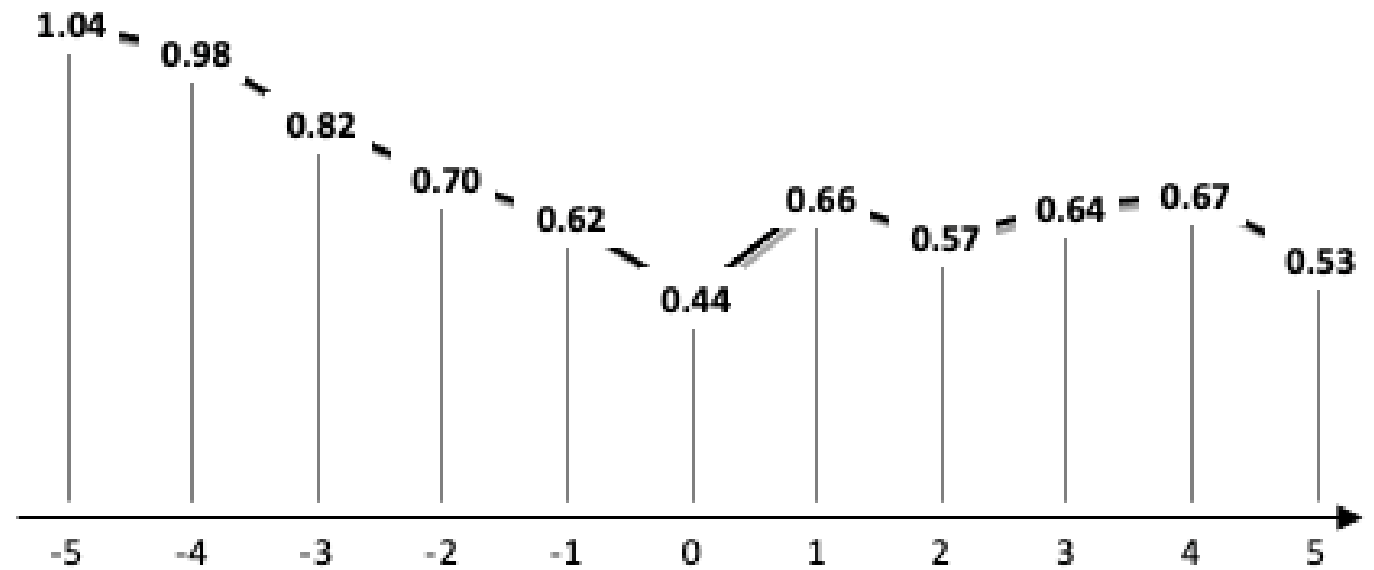
Attracts journalist and analyst attention (*Lariscy et al., 2009; Waters et al., 2010*)

H1: Social media tenor has a positive relationship with the target firm’s stock market reaction

Twitter Volume



Twitter Sentiment




Contributions

- Expands the boundaries of social movement theory to explain how social media changes the effect of movements on firms
- Contributes to social evaluation literature and highlights how social media influences shareholder perception (Etter et al., 2019; Wang et al., 2020)

Limitations

- Only examining sentiment and volume
- Only examining words

LORD OF THE MEMES

A portrait of Galadriel, the Elf Queen from The Lord of the Rings. She has long, wavy blonde hair and is wearing a silver crown with a central jewel. She is looking slightly to the left with a serious expression. The background is dark.

**THE WORLD IS CHANGED. I FEEL
IT IN THE WATER. I FEEL IT
IN THE EARTH. I SMELL IT IN THE
AIR. MUCH THAT ONCE WAS, IS LOST.**

What we are hoping to contribute

- New forms of content on new media require new theory
- Social media uses more persuasive forms of content
- Typology of Socialmediaries
 - Paid influencers
 - Unpaid influencers
 - Activists
 - Celebrities
 - Trolls
- Typology of social media content to guide future research

Traditional Infomediaries vs. Socialmediaries

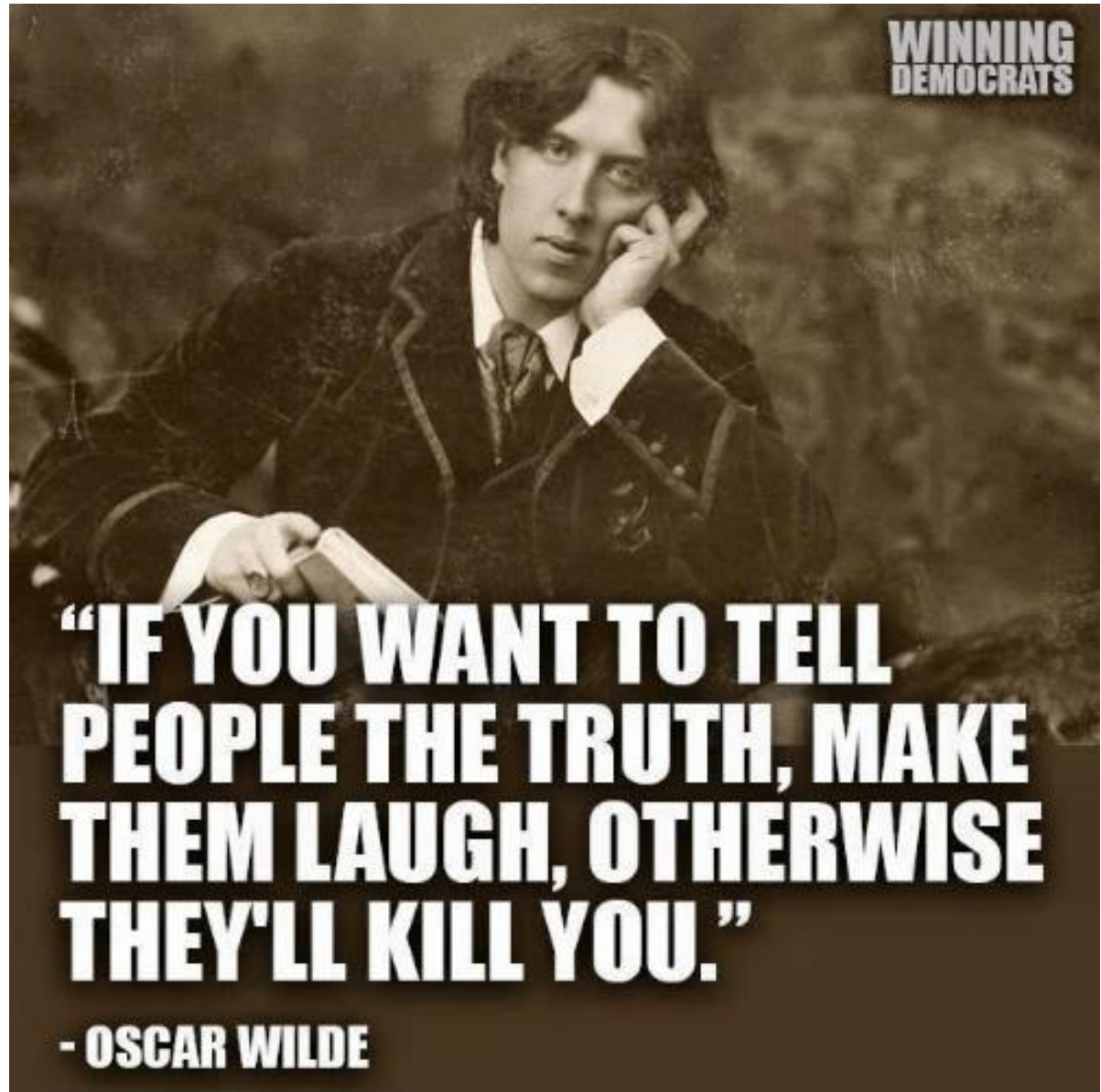
Literal

- Facts, logic, rational
- *Logos* rhetoric
- Temperate
- Unbiased
- Informative

Figurative

- Emotional
- *Pathos* rhetoric
- Metaphors, parody, hyperbole
- Partisan
- Persuasive

Socialmediaries
sometimes
deliver scathing
attacks



Multumesc Ua Tsaug Rau Koj Mochchakkeram **THANK** Terma Kasih
Dank Je Chokrane Kiitos **Mamana** Kiitos Maake **CHOKRANE** Juspaxar **Merci** CHOKRANE Kiitos
Grazie Maake Kia Ora Grazie **Obrigado** Raibh Maith Agat Dankon Obrigado **Vinaka**
Terma Kasih Matondo **THANK** Mochchakkeram **YOU** **Merci** **Obrigado** **YOU** **YOU**
Kiitos Dank Je **Obrigado** Cam on ban **YOU** **YOU** **YOU** **YOU** **YOU**
Chokrane Maake **Nirringrazzjak** Matur Nuwun **Spasibo** **Arigato** **Arigato** **Arigato**
Nirringrazzjak **amat** **amat** **amat** **amat** **amat**

