

Management Ethics

Corporate Scandals

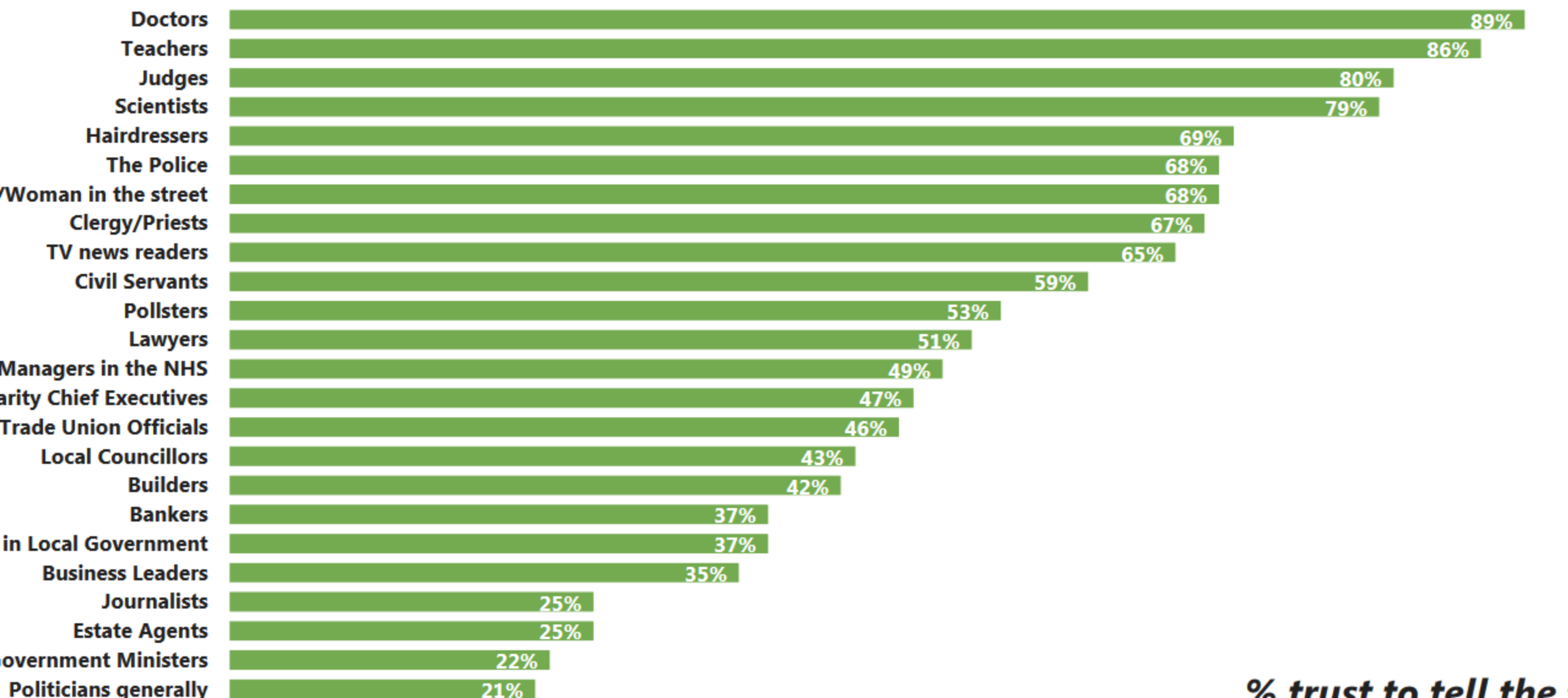
- Caroline Jawad 2016

Some questions

- List YOUR top 5 trusted professions
- Least 5 trusted professions

City Index 2015 – all professions overview

I read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?



five most trusted professions, 2015

% trust to tell the truth:

ctors

89%

chers

86%

dges

80%

tists

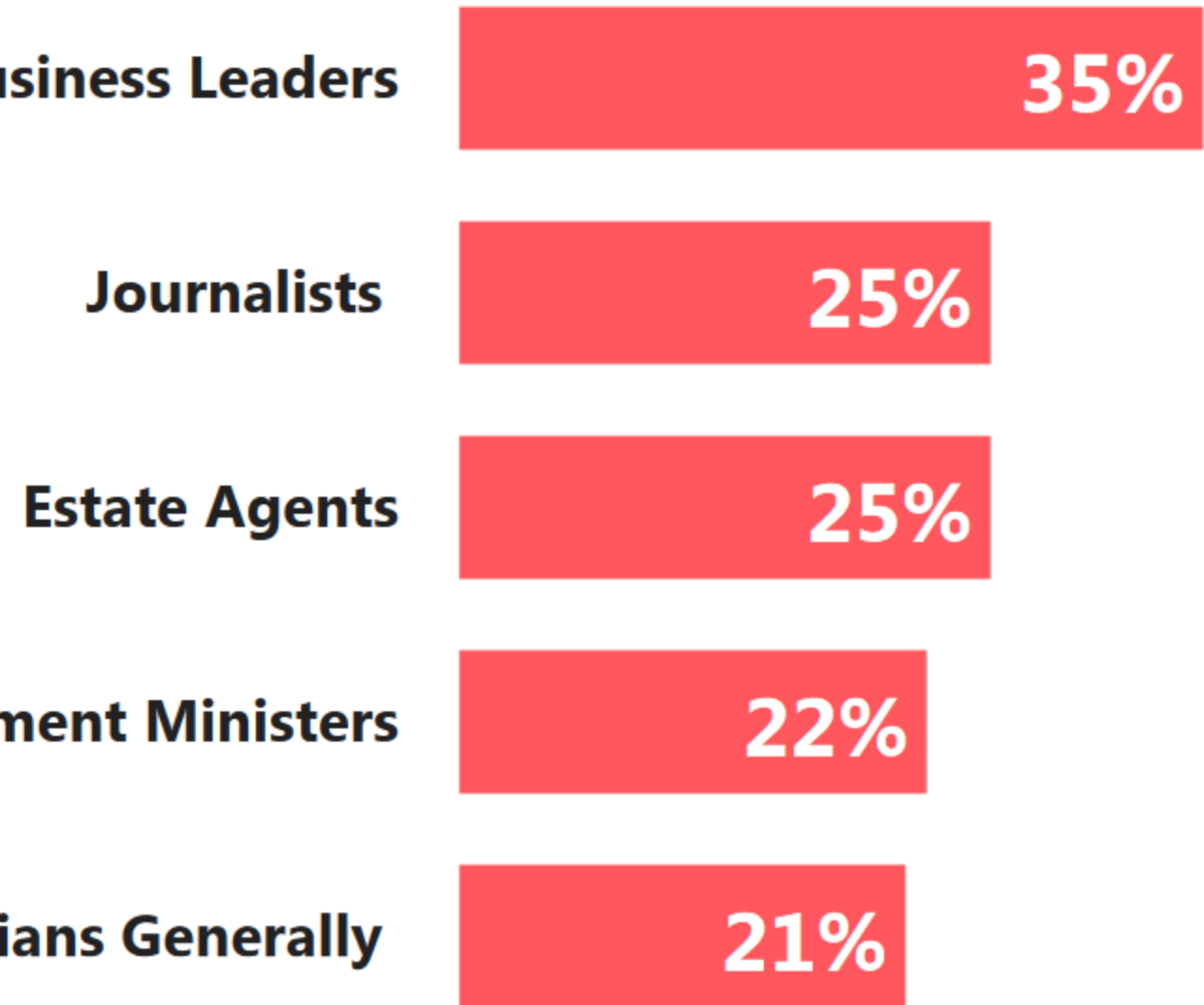
79%

ssers

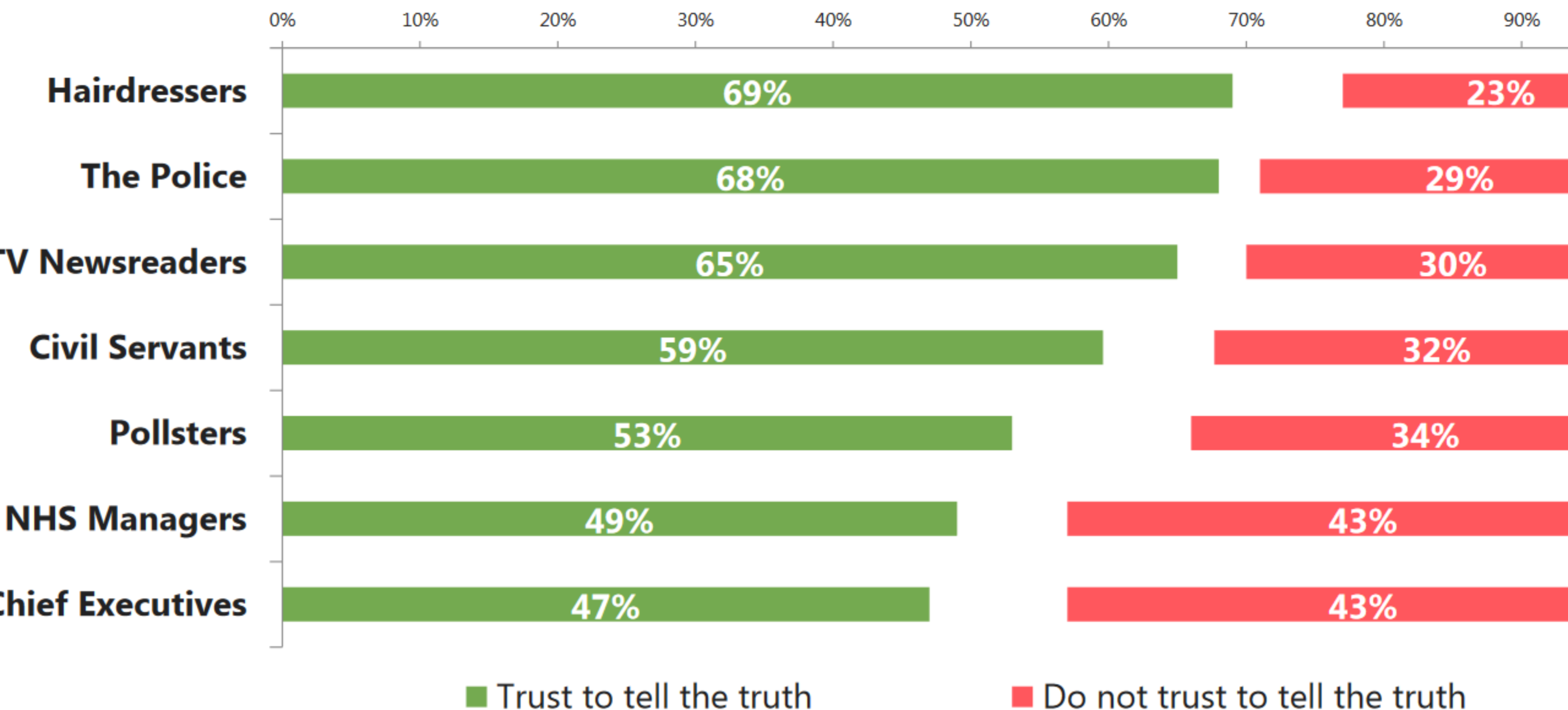
69%

five least trusted professions, 2015

% trust to tell the truth:

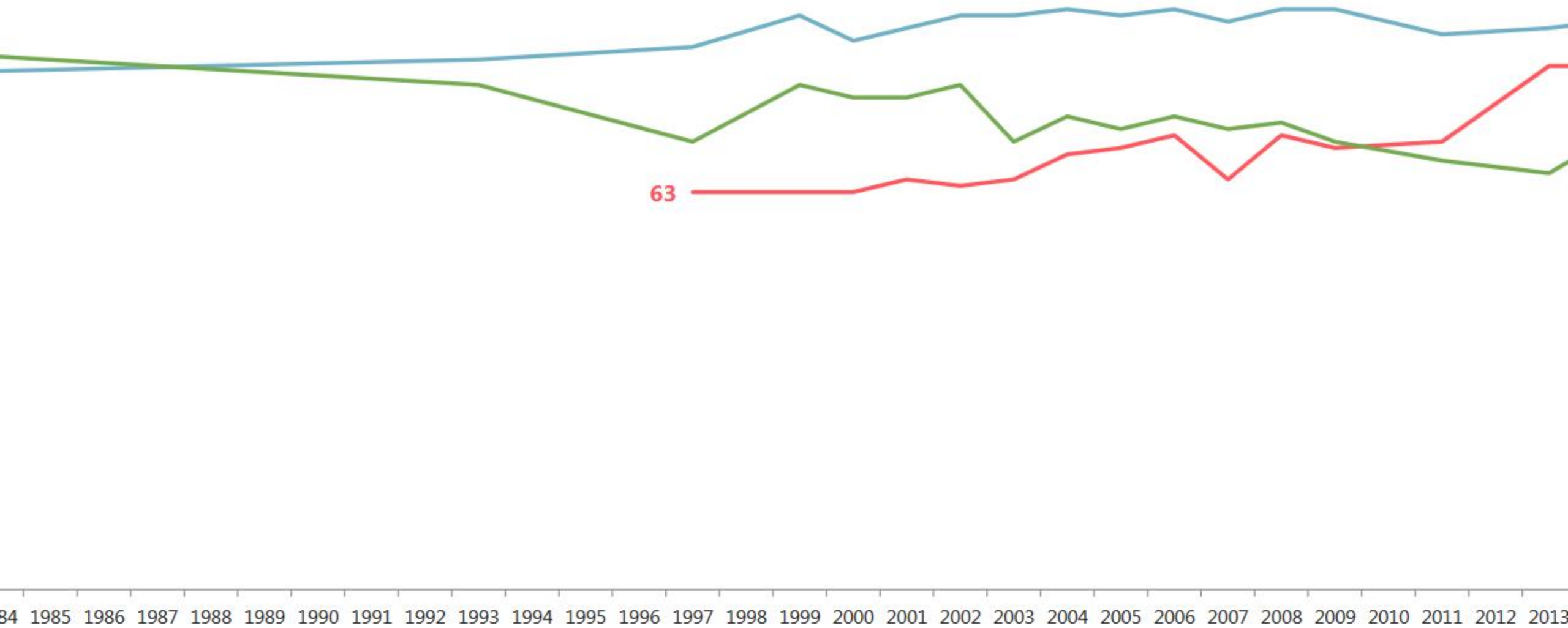


Hairstdressers are more trusted than a wide variety of professions including Civil Servants and Pollsters



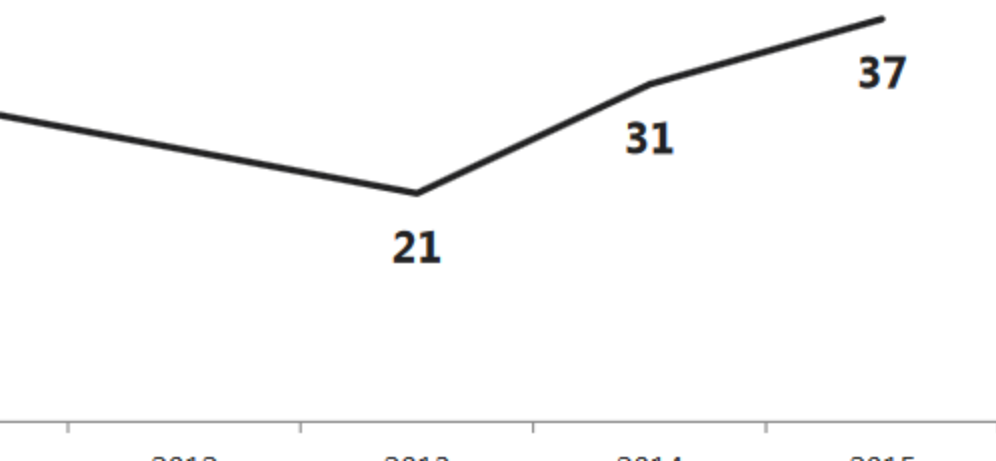
3, the Clergy were the most trusted profession in Britain. Since then they have
overtaken by doctors and scientists, and fallen to eighth most trusted overall

trust to tell the truth:



Trust in Bankers continues to rise strongly from a post-crash low – but Baby Boomers are the least trusting

Bankers:
trust to tell the truth



Generation Y (born 1980-2000)

41%

55%

Generation X (born 1966-1979)

35%

61%

Baby Boomers (born 1945-65)

31%

64%

Pre War (born before 1945)

41%

53%

0% 10% 20% 30% 40% 50% 60%

Trust to tell the truth Don't trust to tell the truth

Journalism

- When we enter the area of journalistic ethics, we pass into a swamp of philosophical speculation where eerie mists of judgement hang low over a boggy terrain. (Merrill 1975, p.8)
- Journalism is a cut-throat business, the unsavoury practicalities of which do not lend themselves to academic study. (Blackhurst 1997, p.23)

Why is this so ?

- historical inheritance
- uncertain relationship with the notion of professionalism
- public nature of journalism
- workplace culture - emphasises the immediate and the practical over the reflective and the theoretical.

‘Anyone who’s worked in a newsroom knows that the Code of Ethics is generally put up on the wall. There’s a lack of a culture where it’s actually talked about or discussed.’ (Elgar 1997)

Culture

“Our whole journalistic culture has been skewed this way, focusing on people's failures and weaknesses of character without the concomitant drive to understand why they have these faults, what the context is, and how they link up with their strengths and virtues”.

(Midgley, 1998)

Corporate

- “In terms of content, there is no doubt that the consumer is more promiscuous than ever before, and that the only way to ensure that your relationship with him or her is more than a one night stand is to make the experience compelling. If all we do is report the news fairly and accurately, we haven’t got a chance.” (O’Reilly 1998)

Journalists

- Never enjoyed a high reputation for ethics / honesty
- Examples ?
- After the closure of the News of the World a number of surveys found a loss of trust in the media
- Robinson (2011) more than half had lost trust in UK newspapers
- Greenslade (2012) $\frac{3}{4}$ of the British public wanted stricter regulation of newspapers and tighter control of media ownership

STILL
5p
CHEAPER THAN
THE DAILY MAIL
AND THE TIMES

DAILY EXPRESS
THE WORLD'S GREATEST NEWSPAPER EXPRESS.CO.UK 
WEATHER: SUNSHINE AND SHOWERS
TUESDAY FEBRUARY 4, 2014 55

**MADELEINE
POLICE PROBE
2 TRAVELLER
CAMPSITES**
SEE PAGE 9



**UP TO
50% OFF
CRUISES**
FOR EVERY
READER
WITH 
**SAVE UP TO
£5,380**
SEE PAGES 30-31
Subject to availability

ALL PENSIONERS WILL GET BIGGER PAYOUTS

State pension to rise for next 6 years

THE state pension is set to rise by around £1,000 by the end of the decade, giving fresh hope to millions, it emerged last night.

A new political consensus at Westminster will ensure increases every year. Lib Dem sources said last night their party was close to matching David Cameron's pledge to guarantee annual rises in line with inflation,

By Mace Hall Political Editor

wages or 2.5 per cent, whichever is higher, throughout the next Parliament.

It means all three main Westminster parties are expected to include a commitment to the so-called "triple-lock" guarantee, introduced by the Coalition, in their manifestos for the

TURN TO PAGE 2



Actress Catherine Zeta-Jones back in top form in New York

Catherine's looking great

SEE PAGE 5

EXCLUSIVE: BOMBSHELL
CLAIM OVER EUROPE VOTE

QUEEN BACKS BREXIT



By TOM NEWTON, *Political Editor*

The Queen was hailed as a backer of Brexit yesterday after details emerged of an alleged bust-up between her and Nick Clegg over Europe.

Her Majesty is said to have let rip at the then Deputy PM during a lunch at Windsor Castle, telling pro-European Mr Clegg that she believed the EU was heading in the wrong direction.

A source said: "People were left in no doubt about her views on Europe."

Full Story — Page Two

EU going in wrong direction, she says



Charles... the prince
**Charles:
Climate
change
link to IS**

By EMILY ANDREWS
PRINCE Charles has blamed the rise of IS and the migrant crisis on climate change.
The heir to the throne claimed on Sky News that there were strong links between a lack of action on green issues, refugees and terrorism.
He said climate change had made "a huge impact" on the spread of conflict and terror across the globe.
And it was one of the "major reasons" for the conflict between rebels, IS and Syrian President Bashar al-Assad.
The prince, 67, said of the migrant crisis: "It's
Continued on Page 16



EXCLUSIVE: SHOCK POLL

1 in 5 Brit Muslims'

sympathy

for jihadis

'WAKE-UP CALL' AFTER PARIS BLITZ

By TOM NEWTON DUNN
Political Editor
NEARLY one in five British Muslims has some sympathy with those who have fled the UK to fight for IS in Syria.
The number among young Muslims aged 18-34 is even higher at one in four.
The figures emerged in our exclusive poll conducted after the Paris attacks led by French and Belgian jihadists returning from the war zone.
Prominent Muslims said the poll was a wake-up call.
Labour London Mayor Sadiq Khan tells The Sun
Continued on Page Five

KEVIN MACKENZIE:
'TIME FOR BRITAIN TO SHUT DOOR'
PAGE 13





Charles Clarke
Climate change link to IS

EXCLUSIVE: SHOCK POLL
1 in 5 Brit Muslims' sympathy for jihadis



Vardy's family rift over fiancée

EXCLUSIVE: SHOCK POLL

1 in 5 Brit Muslims' sympathy for jihadis

WAKE-UP CALL AFTER PARIS BLITZ

TIME FOR BRITAIN TO BRING DOWN

THEIR GOAL

THEIR GOAL

THEIR GOAL

THEIR GOAL

THEIR GOAL

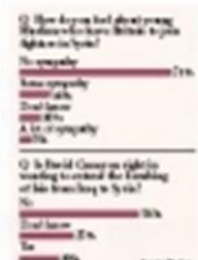
THEIR GOAL

One in five British Muslims shows sympathy for Isis

EXCLUSIVE

One in five Muslims has sympathy for the group who claim to be the Islamic State, according to an exclusive poll. The survey also found that 10 per cent of Muslims in Britain support the group, while 10 per cent of Muslims in Britain support the group. The poll also found that 10 per cent of Muslims in Britain support the group.

For everyone but Islamic British Muslims, the poll is a shock. The poll found that 10 per cent of Muslims in Britain support the group, while 10 per cent of Muslims in Britain support the group. The poll also found that 10 per cent of Muslims in Britain support the group.



Some questioned the reliability of the poll. Critics said it did not make a distinction between those who have gone out to fight for the group and those who have not. The poll also found that 10 per cent of Muslims in Britain support the group.

1 In 5

- The Sun has been ordered to admit a controversial story that said one in five British Muslims had sympathy for Isis was "significantly misleading".
- Press watchdog the Independent Press Standards Organisation (Ipso) received [an unprecedented 3,000 complaints](#) over the article, which was headlined: '1 in 5 Brit Muslims' sympathy for jihadis.'

Accuracy

- But an Ipso spokesman said: "The newspaper had provided various interpretations of the poll result which conflated important distinctions between those travelling to Syria and those already fighting in Syria; between 'sympathy' for these individuals and 'support for their actions; and between individuals attracted by the ideology of Isis, and the ideology of Isis itself.
- "The Complaints Committee deemed that the newspaper had failed to take appropriate care in its presentation of the poll results, and as a result the coverage was significantly misleading in breach of Clause 1 (Accuracy)."

Jawad New

Tuesday 22 November 2016

"Sitting in a parked car gets

"Sitting in a parked car gets 4 men into trouble" Ref

fol

Questions to Consider:

- What do you expect this article to be about? (What is the issue being addressed? Identify the setting-Who is involved? What is the story?)
- What words in the headline helped you most with your prediction?
- What words in the headline presented you with the most difficulty? (Which words were ambiguous or counter-intuitive?)
- Based on the headline do you expect this article to be slanted in one way or another? Politically? Sensationalist vs. Objective?

Story

- Four friends parked their car by the Detroit River early Tuesday morning, where they said they sat reminiscing about high school. They pulled over near the Detroit Wastewater Treatment Plant on Jefferson and Dearborn Street. They had a laptop computer. And they are Arab Americans.
- Soon, they were surrounded by five Detroit Police cars and had cops screaming in their faces. Five more cars arrived, then five more. Assem Musaibli, 21, said officers began insinuating that he and his friends had evil intentions. "They told us we fit a description," Musaibli recalled Wednesday from his Dearborn home. "I said, 'Why, because we're Middle Eastern?'"

Continued

- Meanwhile, I was born and raised here." Police said the men, who range in age from 19 to 21, parked in a poorly lit location, next to the plant's water intake facility. Officers noticed an open manhole cover and called the FBI. FBI agents sent the men home, although the laptop computer is being held as evidence. Investigators reported a strong odour of marijuana in the 2003 Pontiac Grand Am. Still, no drugs were found, there was no reason to hold the men and the only charge issued was a misdemeanour traffic warrant against Musaibli, police said. "It was four individuals that were found to be smoking marijuana and just parked their car in the wrong location to do that, near the water treatment plant," said FBI Special Agent Robert Beeckman. "There is nothing terrorism-related about it." Musaibli denies smoking marijuana. Two of his friends taken into questioning had arrived in another car before getting into the red Grand Am with him and the 19-year-old. Musaibli's explanation for the laptop is that his 19-year-old friend uses it to watch DVDs.

Continued

- Cmdr. Charles Barbieri of the 4th (Fort-Green) Precinct said the officers involved are assigned to the Detroit Police Mobile Field Force, created for the city's homeland security. The force patrols potential targets of terrorism, and officers were checking the water-intake facility as part of their patrol. "The officers did absolutely nothing wrong," Barbieri said. Even if the encounter was justified, Musaibli and his three friends, all Edsel Ford High School graduates, are shaken. "I'm mad that they viewed us as possible terrorists," Musaibli said. "Why can't we sit in a car? They kept telling us we were up to something. It's racial." At this time in the United States, Arab Americans are going to be profiled, said Abdulbar Sofyan, an uncle of one of the men questioned by FBI agents. "Hey, we're in an orange alert. We're Arab Americans," said Sofyan, 28. "This kind of stuff is going to happen, and we have to deal with it and move on with our lives. If you're not doing anything wrong, you can't let it get to you."

Follow-up questions

- How did your prediction differ from the actual content of the article?
- What were you right about?
- What aspects of the headline may have been misleading? (Identify specific words, connotations, phrasing...)
- How much influence do headlines have upon a reader's perception of content?

Why ?

- Misleading journalism
- Political spin
- Hoaxes
- Fake news

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER



Supporters young and old cheer Donald Trump's hateful tall tale at rally in North Charleston, S.C., Friday night.

S.C. yokels cheer Trump as he defends SEE PAGE 6
killing Muslims with swine blood-dipped ammo

FREE INSIDE TOMORROW
GREAT BRITISH
BAKE OFF

SUPERB 16-PAGE
RECIPE GLOSSY



As numbers break all records ...

MIGRANTS: HOW MANY MORE CAN WE TAKE?

By Steve Doughty, Ian Drury
and John Stevens

THE true scale of the immigration crisis was laid bare last night as damning figures revealed net migration had surged to a record 336,000 – a rise of 48 per cent in one year. It is a bombastic blow to David

COMMENT

Is David Cameron's 'ambition' to slash immigration merely hot air to be wuffed around at election time?

SEE PAGE 10

Cameron after his 'up to it, no to do' pledge to reduce the number to 'tens of thousands'. However, yesterday's figures do

not include illegal immigrants to the UK, estimated at 1.1 million. The Home Office estimates some 25,000 of migrants yesterday landed across the English Channel into central Europe. Many will now head to Calais to join those trying to cross into Britain.

In other developments, Denmark's foreign-born population has passed 1 million for the first time – becoming the second in Europe. See page 4.



Melissa, Jamie Oliver, pictured with his wife Jane

Jamie's war on
junk food ads in
TV talent shows

SEE PAGE SEVEN

SUPERB
PULLOUT
INSIDE

GREAT BRITISH BAKE OFF

SWEET TARTS
AND PIES



Tiny
victim
of a human
catastrophe

Cradled in the arms of a Turkish policeman, this little boy was drowned during his refugee family's desperate bid to reach Greece. The image could not be more harrowing – but must be seen to comprehend the gravity of the migrant crisis engulfing Europe. REPORTS: PAGES 8-11

Language is key

- “Foreigners” and “migrants” (a term that lost its neutrality in the reporting of the crisis) who were flooding Europe and on the way to “swarm” the UK
- Are these people are victims and refugees who need saving?
- Katie Hopkins five months ago in which she referred to them as “cockroaches” and “feral humans”
- “Show me pictures of coffins, show me bodies floating in water, play violins and show me skinny people looking sad. I still don't care. Because in the next minute you'll show me pictures of aggressive young men at Calais, spreading like norovirus on a cruise ship. Make no mistake, these migrants are like cockroaches”

to give the same results as the other two models.



And I think even now you are
preferring it is all for the benefit of
Vietnam orphans, spending further

Owns less of that house, turned a
pity party then and charge your guests
to attend.

As we've seen, the two main reasons for the change in the way we think about the world are the change in the way we think about the world and the change in the way we think about the world.

What's your yearbook's message to your teenage kids sometime in their future?

[illegible]

Unhappily that is
to come.

SUE QUIT OVER NET TWITS

They look through the wall and then into the middle of the wall to see how the wall is doing.

Watching them try to clamber on to British ferries and steal their way into the U.K. do I feel pity? Only for the British drivers, who get hit with a fine each

And there is no stopping them. 170,000 came last year. During a recent operation by the Italian coastguard to remove migrants off the coast of Libya, the people traffickers threatened crew with Kalashnikovs to get their vessel back.

Clearly, boats are in short supply. And that is a good thing. No boats, no boats.

time. It's time for the Sultan to stop playing possum. Drinking espresso tea and looking down in shame everything is done to get Australia.

Australian men like British people to with hair of wool, can be better. It's better and shaking great grasses.

There approach to suggest to the rest of approach was said in the end. They breathe them with children and the longer all, (howing cars) to Cambridge in an Asian version of a short morning.

And their approach to working. Migrants have halved in number since Australia Prime Minister Tony Abbott got tough.



014179484 44 1999

The Daily Telegraph

NEWSBRIEFING

Ex-Tory MP: I'm not a racist or a murderer

A former Conservative MP who has been charged with aiding and abetting a murder has said he is not a racist or a murderer. The 45-year-old, who was a Tory MP for 10 years, was charged with aiding and abetting the murder of a man in 2006.

Rugby stars may miss out on 2016 Olympics

Leading rugby players may miss out on the 2016 Olympic Games, as the International Olympic Committee (IOC) has decided to exclude professional sportsmen from the event.

Dirty tricks in the top echelons of bridge?

The world of bridge has been rocked by allegations of cheating, as a leading player has been accused of using dirty tricks to win games.



Humidifier 'steals' £200,000 wine cellar

A humidifier in a wine cellar has been accused of 'stealing' £200,000 worth of wine, as the owner has discovered that the wine is no longer drinkable.

Puzzles

Obituaries

TV listings

Weather



8 million foreigners living in Britain

Official figures expected to record influx as Europe struggles with migration crisis

With close to 8 million foreigners living in Britain, the country is expected to see a significant increase in its foreign population. Official figures are expected to show that the number of foreigners living in Britain has risen to 8 million, up from 7.5 million in 2011.



35 per cent

The proportion of British immigrants who are from the EU has risen to 35 per cent, according to new figures. This is a significant increase from 25 per cent in 2011.

Fish oil does not boost brain, says study

A study has found that fish oil does not boost brain function, as previously claimed. The study involved giving participants fish oil supplements and measuring their cognitive performance.

Train terror suspect faces court

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Plight of migrant children stirs Europe's conscience



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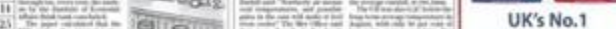


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Autumn SALE! SAVE UP TO 45%
PLUS UP TO 25% OFF MORE!

THE Autumn SALE! SAVE UP TO 45%
PLUS UP TO 25% OFF MORE!

Sandals

The Daily Telegraph

NEWSBRIEFING

Blue whale makes a return to UK waters

A blue whale has been sighted in UK waters for the first time in over 100 years. The whale was seen off the coast of Cornwall, and is thought to be a member of the same pod that was seen in 1902.

Blake-O'Neil tells fans of brain tumour

Actor Blake-O'Neil has told his fans that he is not a brain tumour. He has been diagnosed with a brain tumour, but he is not a brain tumour.

Labour faces Corbyn purge, claims activist

Labour is facing a purge of Jeremy Corbyn, claims an activist. The activist claims that the Labour Party is planning to remove Corbyn from the party.



Obama's Arctic Circle tour a presidential first

President Obama's Arctic Circle tour is a presidential first. He is the first US president to visit the Arctic region.

Housebuilding drives construction growth

Housebuilding is driving construction growth, according to new figures. The construction industry is expected to see a significant increase in its output.



Plight of migrant children stirs Europe's conscience



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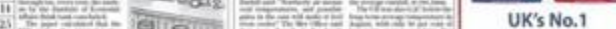


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For every stage in life, trust Vitabiotics

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VITABIOTICS

SCIENCE OF HEALTHY LIVING

Drinking water means icy weather this weekend

Drinkers are 'boon not a burden' for the taxpayer

Privacy

“The notion of the private delineates a sphere within which we are free to be intimate with others and pursue goals and interests we have without being subject to the public gaze.” (Kieran 1997, p.76)

Journalistic justifications for invasion:

- freedom of speech
- public interest
- “open slather”
- hypocrisy argument

Stoop to anything to get to a story
68-year history Sunday, 10 July 2011





- Watergate - 'The Godfather' Bob Woodward and Carl Bernstein, two reporters from the *Washington Post*, pulled a thread when investigating a reported break-in at the Democratic National Committee's offices in the Watergate hotel complex and found that the more they pulled the more unravelled, exposing a vast conspiracy that went all the way up to Tricky Dicky in the White House.



“Descended from the gutter to the sewer”

- This prompts the question: what failed?

Given that ethical behaviour is mostly shaped by values, rules (including laws and regulations) and leadership, it would be fair to conclude that they all failed. Values were abandoned, rules and laws were ignored, and leadership did not provide guidance - all reflecting an approach of "results at any cost".

Consequences and costs

- Sacked and or jailed
- Falling share prices and huge financial costs in the form of fines or legal settlements
- Reputational costs for individuals and organisations
- Andy Coulson was arrested for phone hacking and corruption allegations
- Clive Goodman jailed in 2007 for phone hacking
- Rebekah Brooks's resignation was followed by her arrest
- Neil Wallis arrested
- Resignation of Sir Paul Stephenson, commissioner of the Metropolitan Police Service and Britain's most senior police officer
- Pressure from the public and parliament, Rupert Murdoch announced that News Corporation would withdraw its proposed takeover offer for British Sky Broadcasting Group (BSkyB)

Who else bears the cost?

- Risks tainting the media, possibility of an over-reaction by the authorities, for example, in the form of regulation which will infringe the freedom of the press
- Erode public trust in the press and media

Lead to business closure

- Employees who lose their jobs also bear the cost
- This illustrates a particularly pernicious consequence common to many ethical failures, namely that the cost extends beyond the perpetrators to innocent victims who effectively "share" the cost
- People whose phones were hacked are also innocent victims "sharing" the negative consequences of someone else's unethical actions
- This adds to the public outrage and illustrates each time how much ethics matters

A start

- Admitting it "lost its way" is a start
- Their rapid closure of the NoW is noteworthy - although at a cost to others
- Questions over the leadership take responsibility for what happened on their watch, and what meaningful actions can make amends

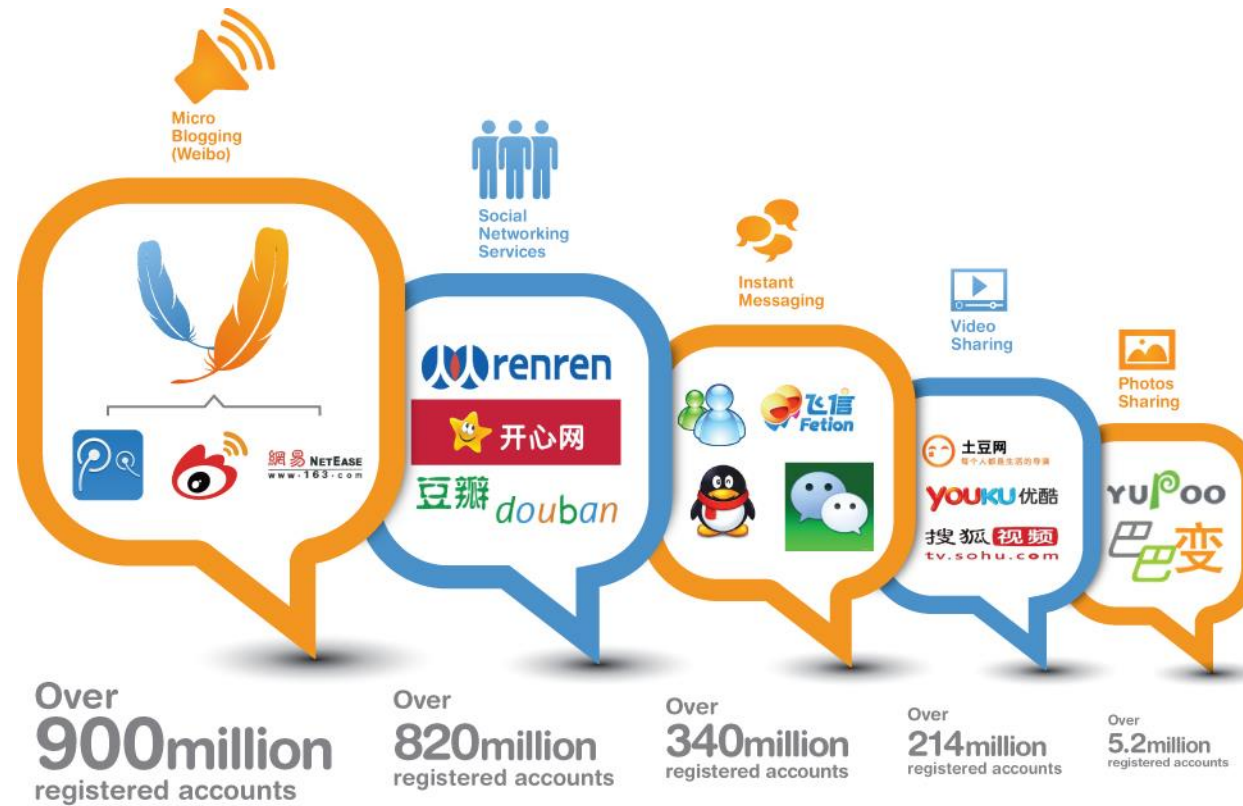
Social media

- Like never before
- Though can let us fight back

Social media and business



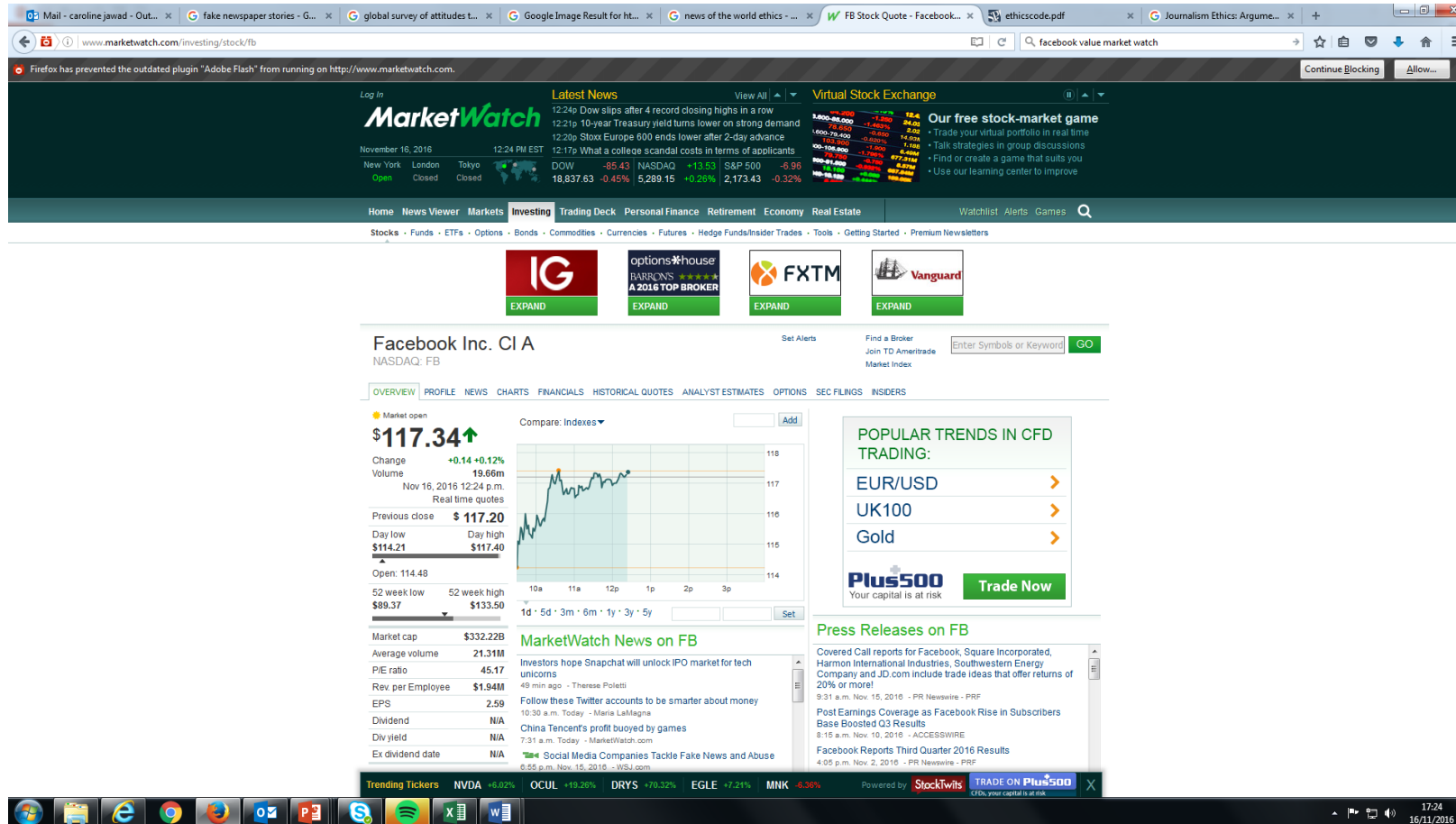
And in China



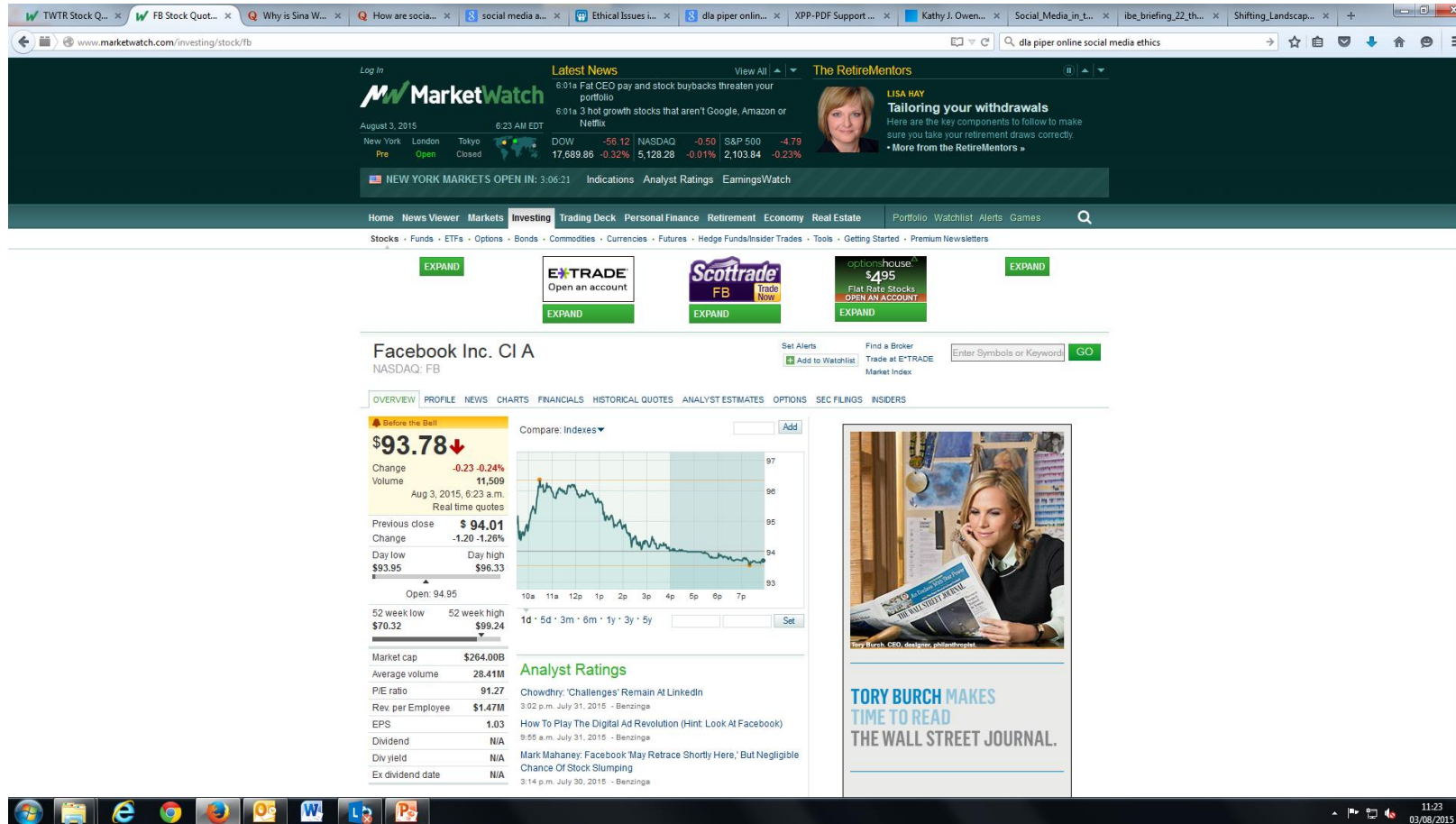
Social media

- Twitter, Facebook, Blogs, LinkedIn, etc., are some of the new tools in our online lives. On the positive side, social media offers opportunities for networking, research, marketing, and information exchange. On the negative side, it presents new opportunities for the unwary to engage in professional misconduct.

Facebook US\$332.22b 2016



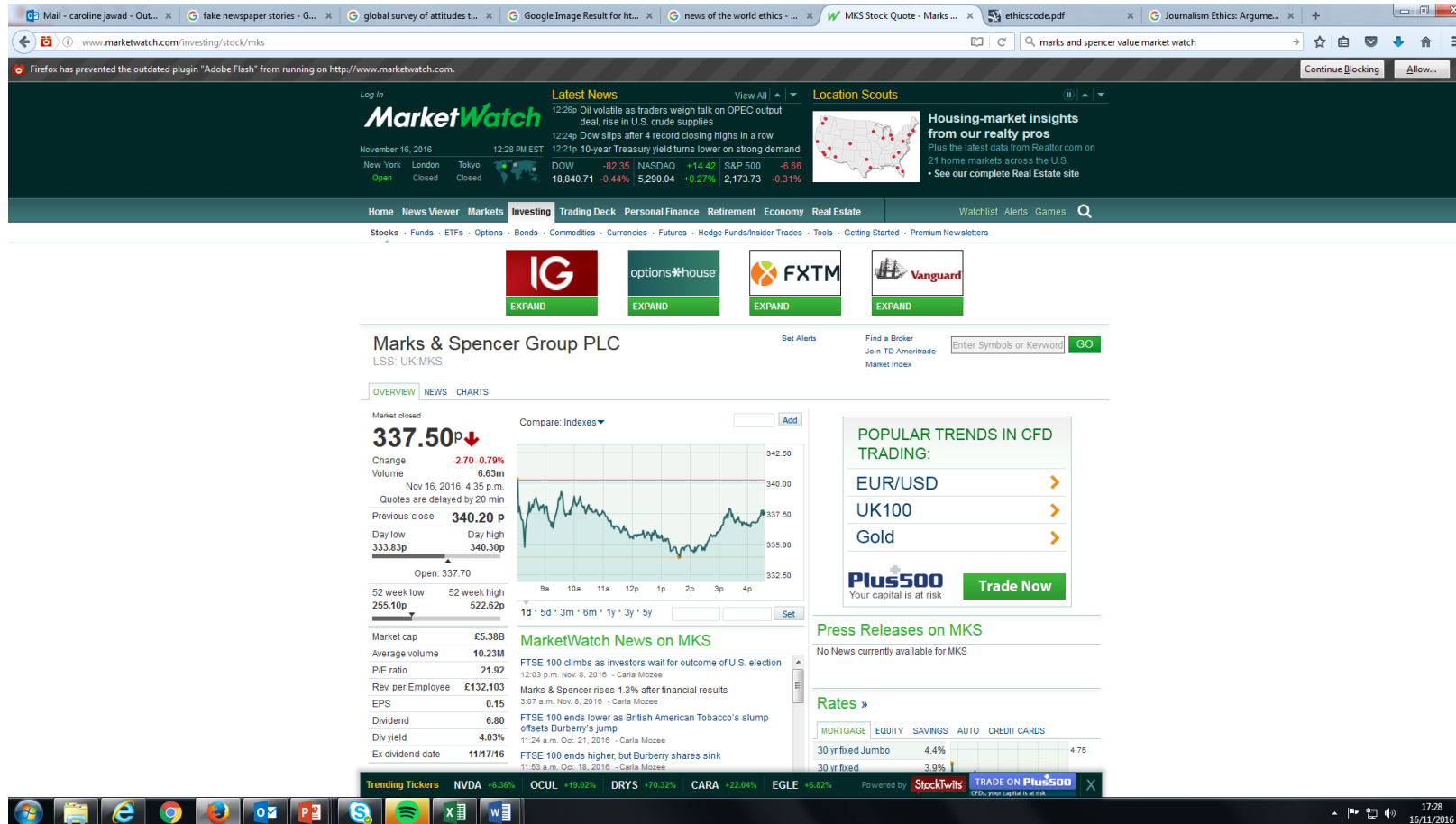
Facebook US\$264b 2015



Marks and Spencer

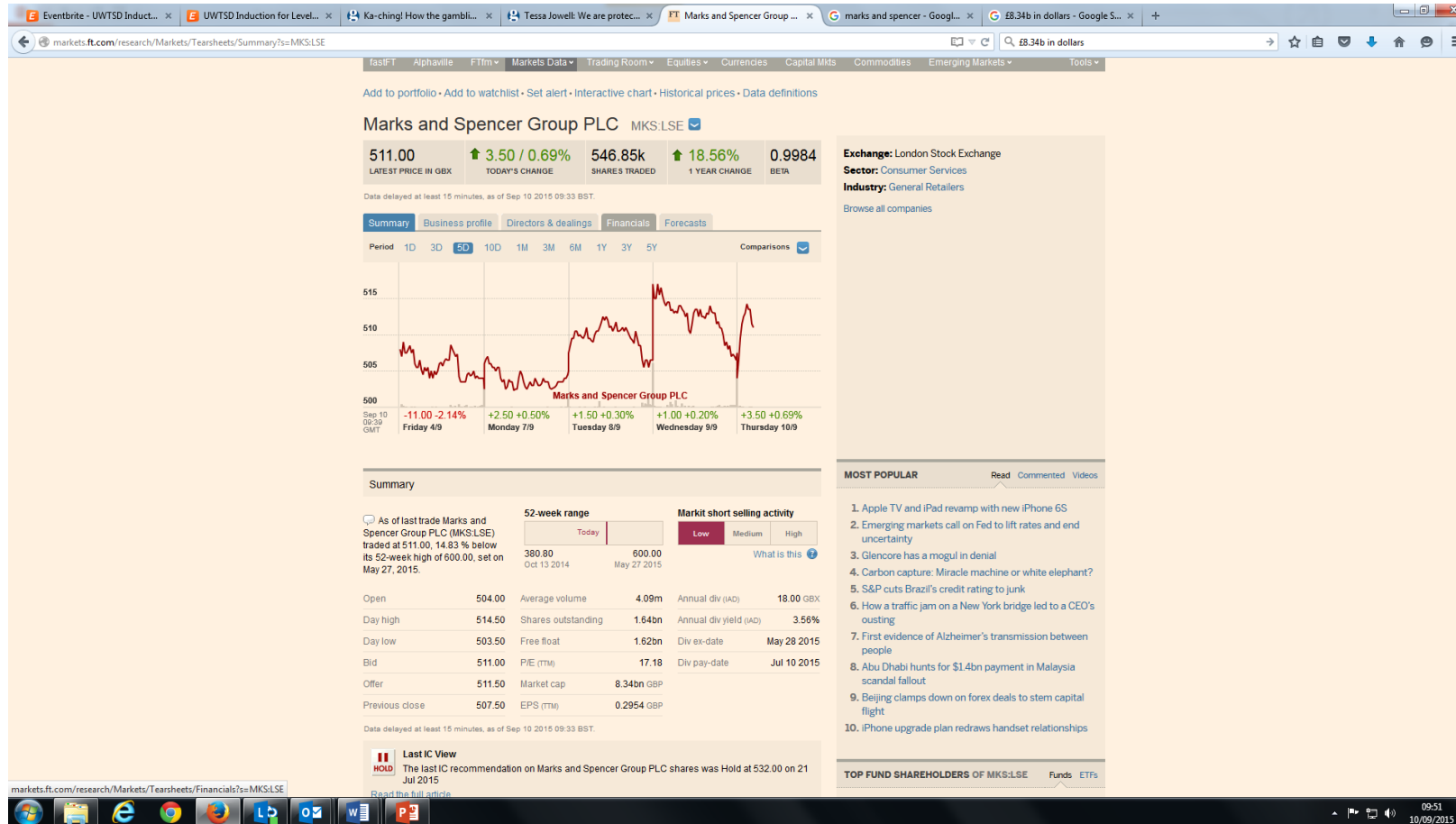


Marks and Spencer £5.38b 2016

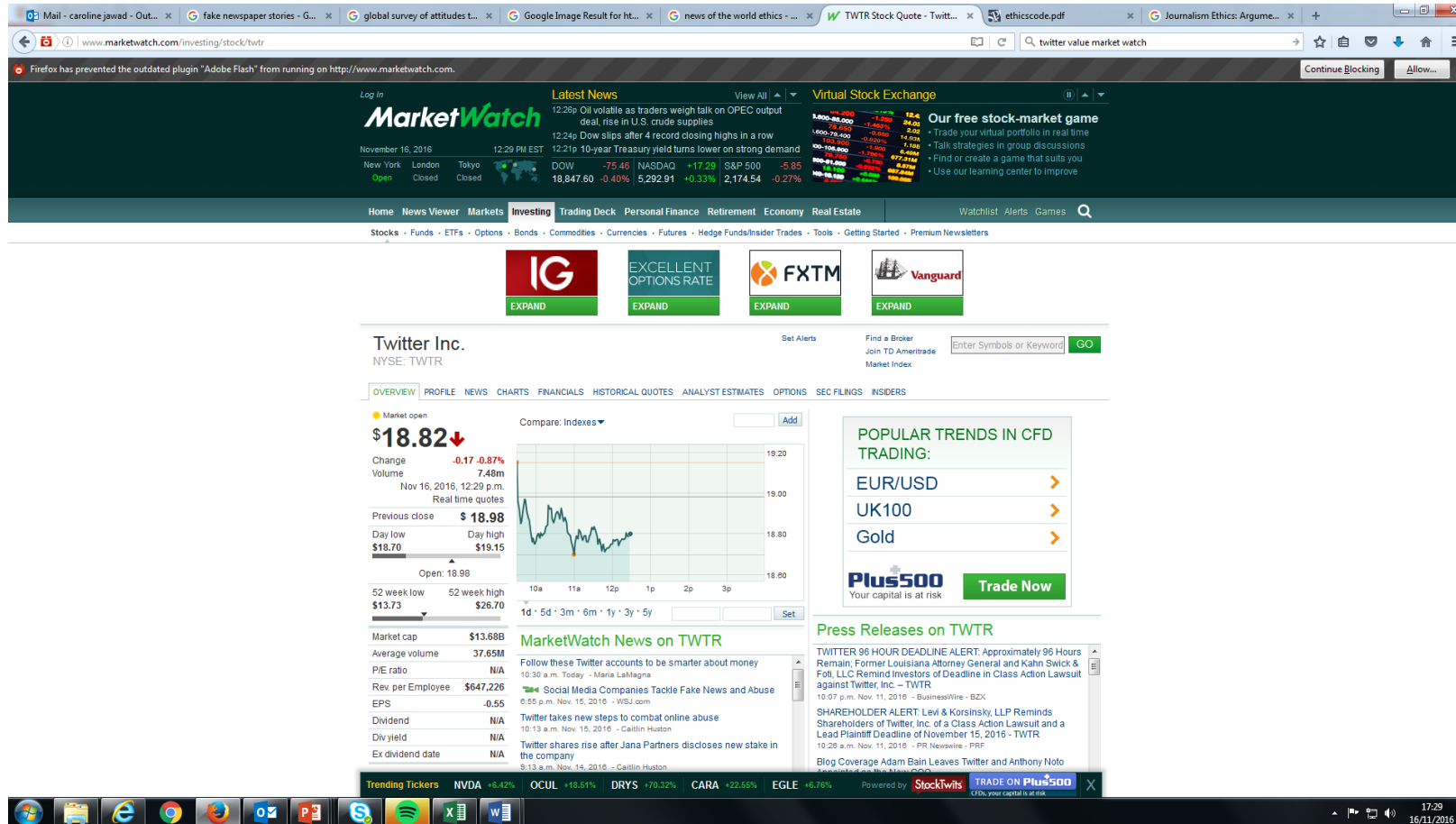


Marks and Spencer US\$12.8b 2015

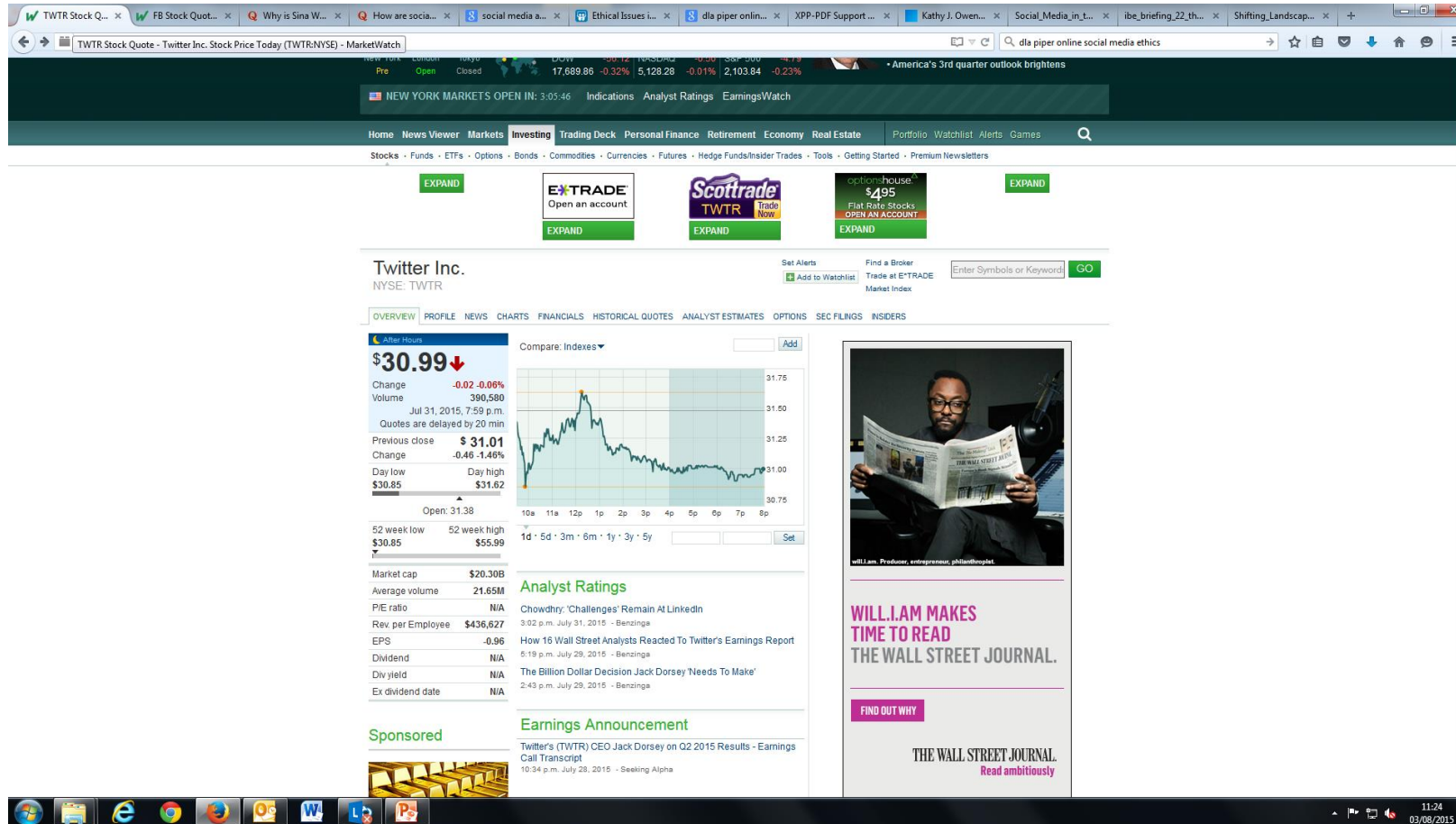
\$12.9b £10.3b



Twitter US\$13.8b 2016



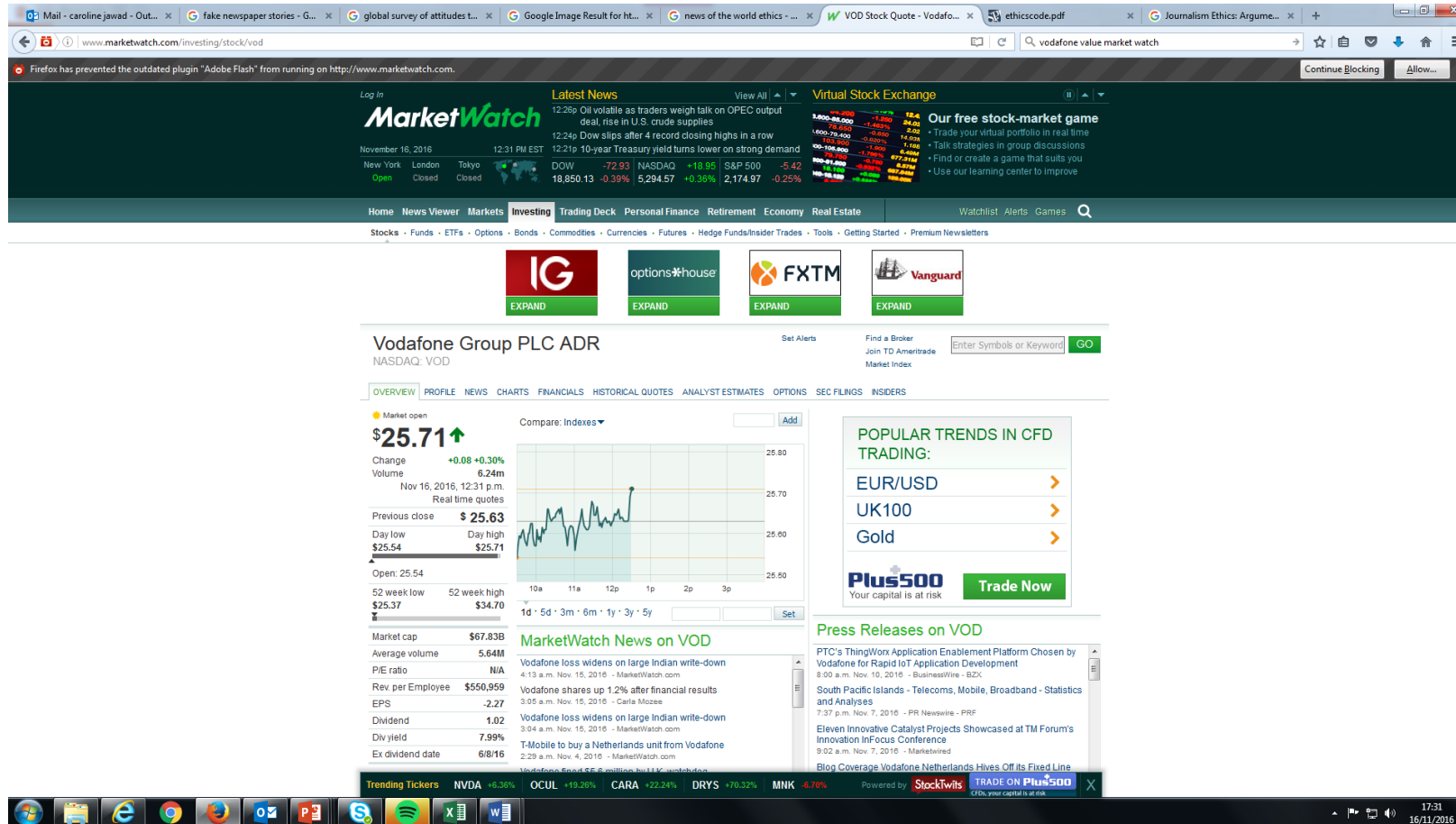
Twitter US\$20.3b 2015



Vodafone



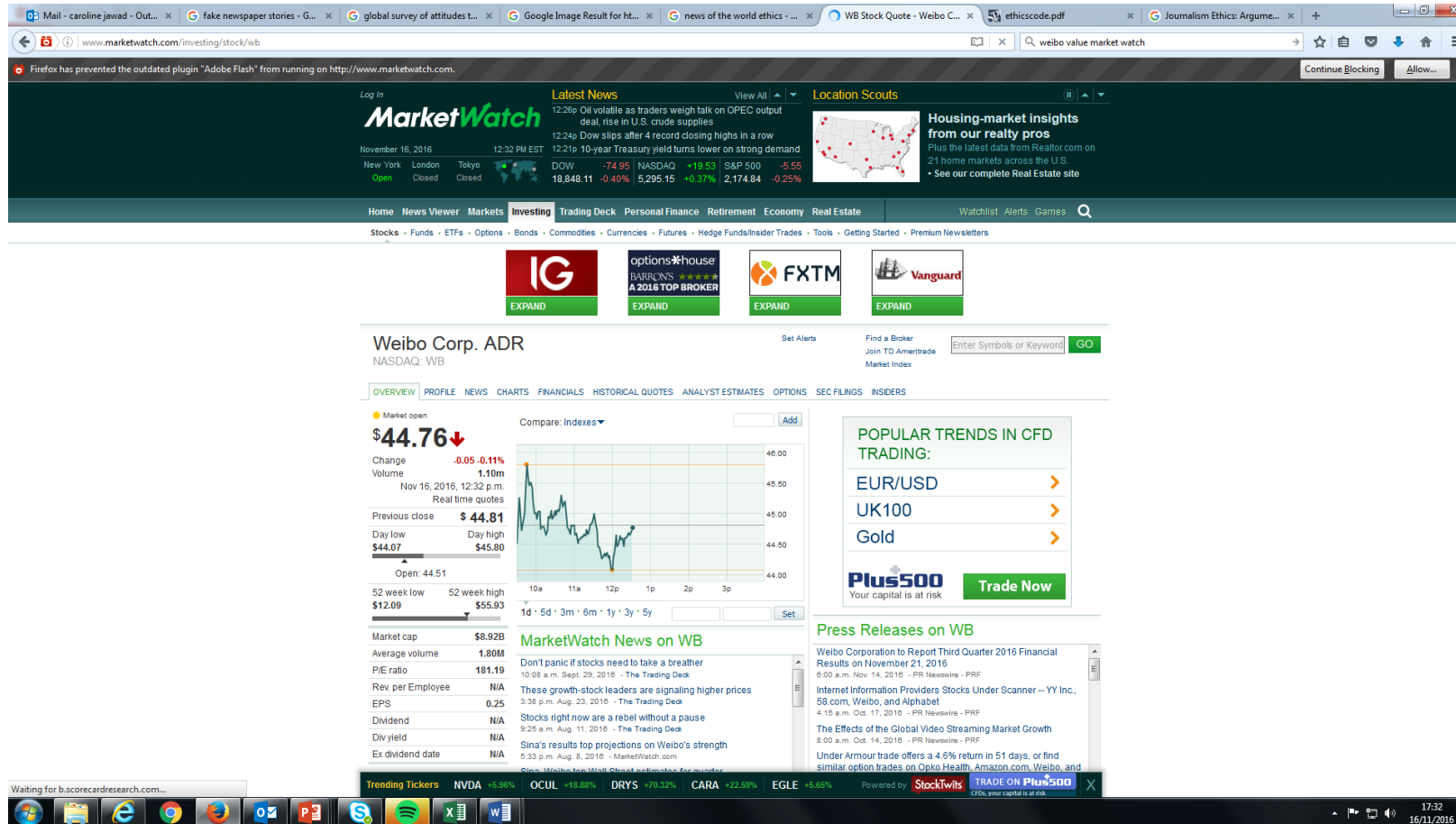
Vodafone \$68.8 2016



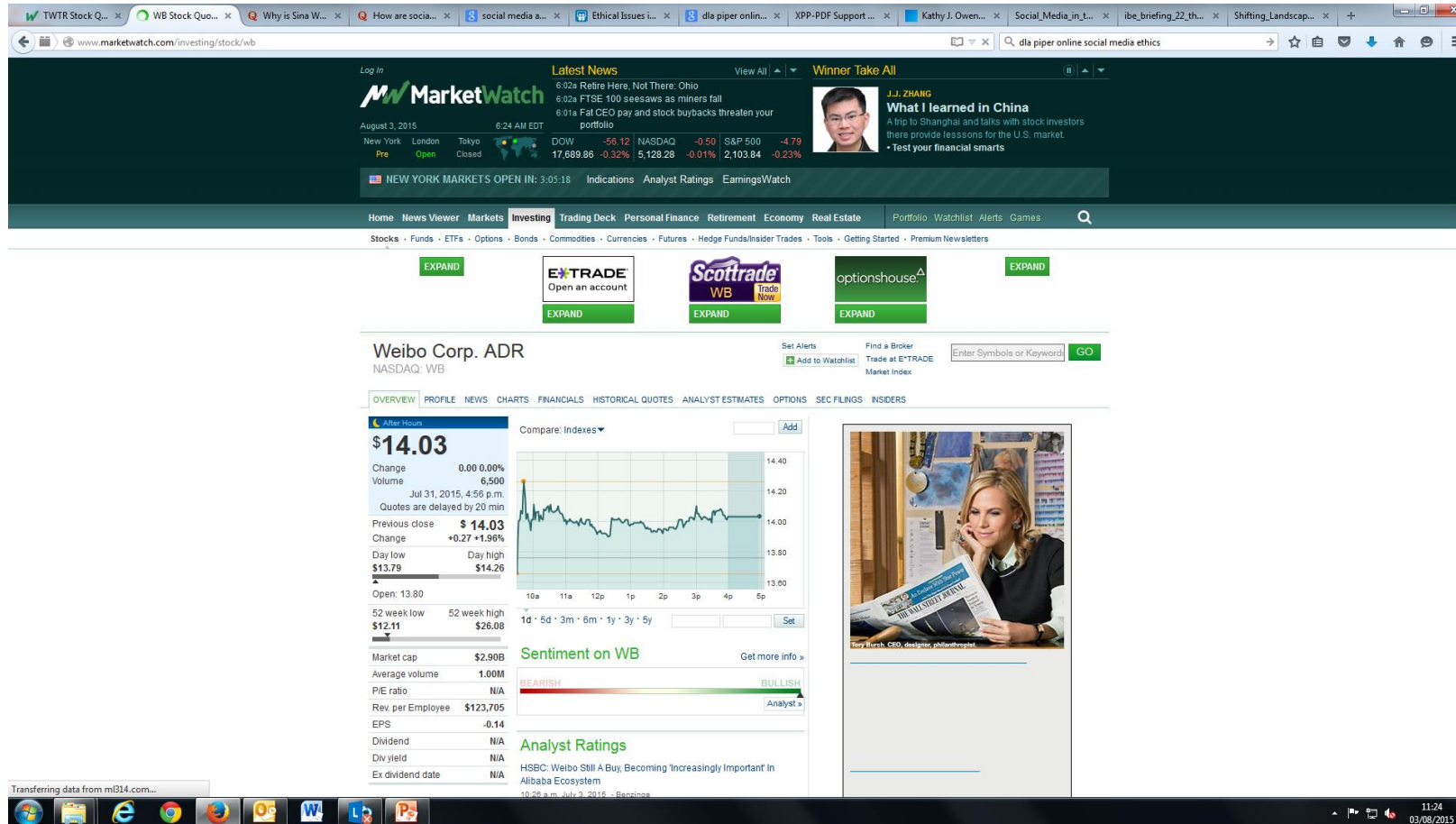
Vodafone US\$95.8b 2015



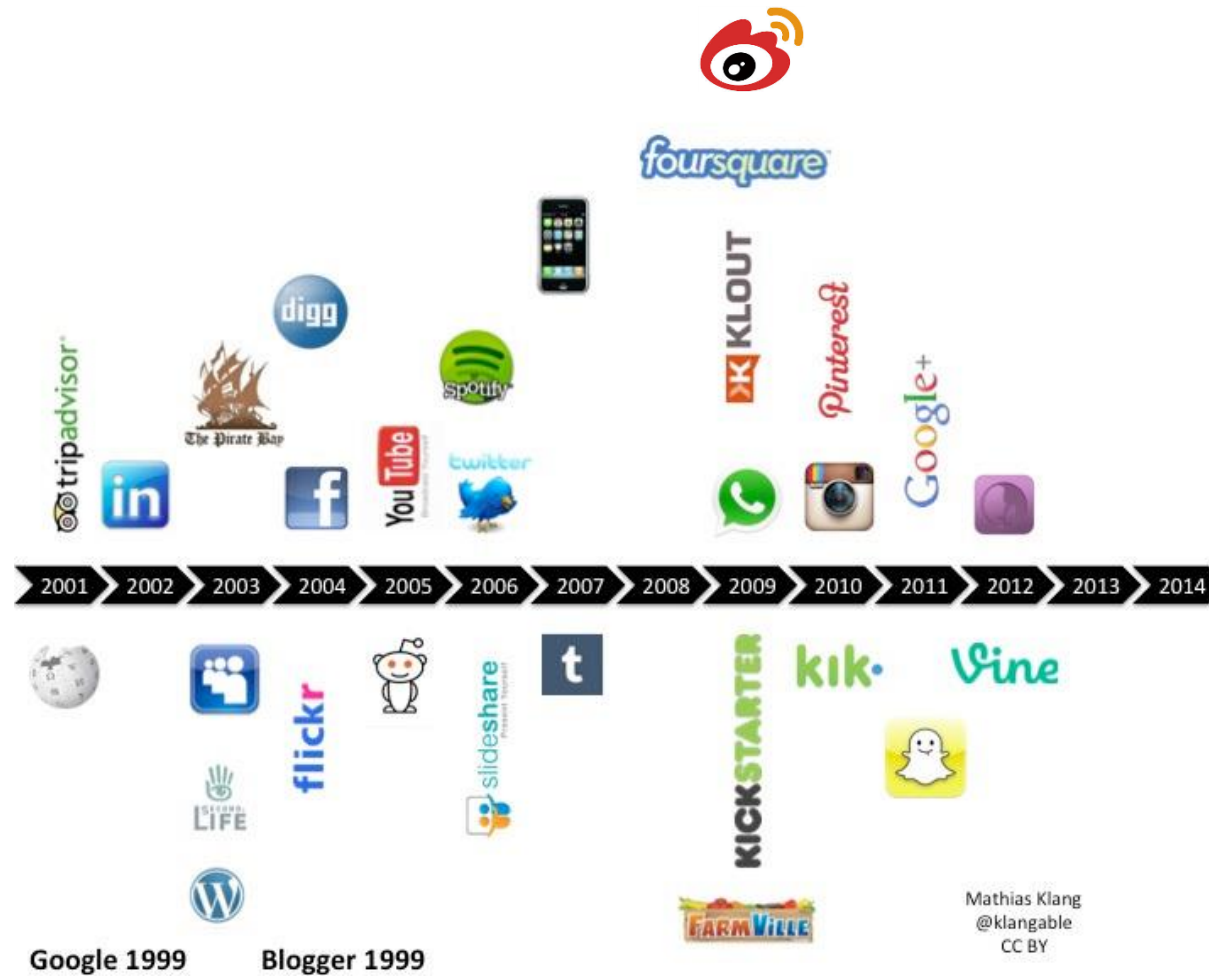
Weibo \$8.92b 2016



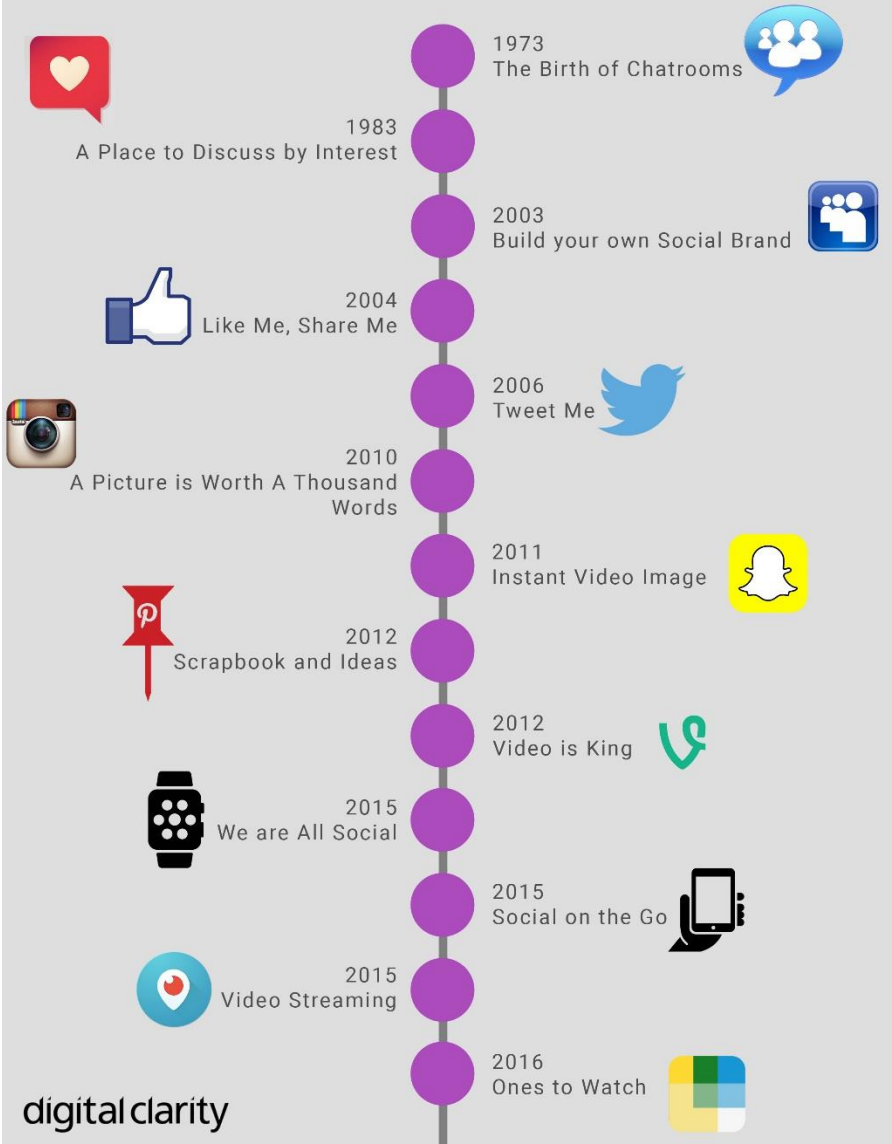
Weibo US\$2.9b 2015



Timeline of Social Media



Social Media Timeline



New technology = new ethical problems

- Traditional rules of conduct are not always applicable to a new medium
- A question that often arises: Should a device, a technique or technology be restricted because people can use it for illegal or harmful actions as well as beneficial ones?

Example

Mobile phones with cameras. Pupils at school take photos of other pupils in the shower, and publish the pictures on the Internet.

- **Discuss.** How to deal with this?

Social Media

- Unique characteristics when compared to traditional media forms.
- Its speed and scope means that once content is published it is available instantaneously, to a potentially global audience.
- Social media tools tend to be free or available at a very low cost relative to other forms of media and do not require users to have much technical knowledge.
- This allows larger numbers of individuals to access and publish material than with traditional media forms.
- Social media is usually interactive in a way that traditional media is not, so users can comment on and edit published material, making it difficult to control content.

Continued

- Social media blurs private/public boundaries when individuals' personal information and opinions enter the public domain.
- The boundaries between personal and work life also become blurred as companies make use of social media (originally designed for personal use) for business purposes, and likewise employees access personal sites while at work.
- A 2011 DLA Piper survey found social media is used for personal and work related activities by 95% of employees Available at:
- http://www.dlapipershiftinglandscapes.com/export/sites/shiftinglandscapesdownloads/Shifting_Landscapes_Social_Media.pdf

Recent headlines relating to social media

- 'Cyber bullying more harmful'
- 'Online monitoring of job candidates raises disturbing questions'
- 'Third of firms forced to discipline workers over social media tweets and updates'

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www.theguardian.com/technology/2015/mar/02/isis-threatens-twitter-employees-over-blocked-accounts-jack-dorsey

socialmedia headlines in the press

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Twitter

Isis threatens Twitter employees over blocked accounts

Terror group supporters threaten social network, as well as co-founder Jack Dorsey specifically

Alex Hern

@alexhern

Monday 2 March 2015
09:58 GMT

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Social websites harm children's brains: Chilling warning to parents from top neuroscientist

By DAVID DERBYSHIRE FOR MAILONLINE
UPDATED: 01:45, 24 February 2009



Social networking websites are causing alarming changes in the brains of young users, an eminent scientist has warned.

Sites such as Facebook, Twitter and Bebo are said to shorten attention spans, encourage instant gratification and make young people more self-centred.

The claims from neuroscientist Susan Greenfield will make disturbing reading for the millions whose social lives depend on logging on to their favourite websites each day.



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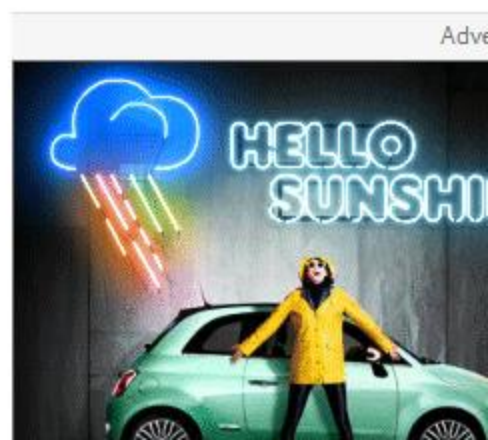
Matthew Woods 'joking' about April Jones on Facebook is sick, not criminal

John Kampfner

Sites such as Sickipedia may encourage offensive behaviour, but this should not
an be issue for the law

Tuesday 9 October 2012
13:17 BST

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Woman 'sacked' on Facebook for complaining about her boss after forgetting she had added him as a friend

By JULIE MOULT FOR MAILONLINE
CREATED: 10:26, 14 August 2009



95
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It's never a good idea to criticise your boss on the internet. But it's certainly not advisable to post an expletive-laden rant that he's able to see.

A young woman paid with her job after seemingly forgetting that she had made online 'friends' with her employer before launching into a tirade.

He could see every posting of hers on social networking website Facebook.

Enlarge



OMG I HATE MY JOB!! My boss is a total pervy always making me do stuff just to me off!!
Yesterday at 18:03 · Comment · Like



Hi, i guess you forgot about adding me on here?
Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret. Thirdly, that 'stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to do the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2

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The Telegraph

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Tweeting about a bad day could lose you your job

Employees who tweet or update their Facebook status saying 'I had a bad day at work' could face losing their jobs, says a leading employment lawyer.

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yma eto.**

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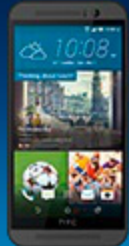


Gwasanaeth Gwaed Cymru

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TECH SOCIAL MEDIA

Nordstrom Employee Fired Over Racially Charged Facebook Post

Victor Luckerson @VLuck | Dec. 16, 2014



The post advocated that white police officers be killed in response to killings of unarmed black men

A Nordstrom employee in Portland, Ore. was fired Tuesday after a post appeared on his personal Facebook profile stating that white police officers should be killed.

Aaron Hodges, a sales associate for the retailer, seemed to be addressing the ongoing protests that have erupted around the

UK firm unfairly dismissed employee for Facebook comments, Tribunal rules

A worker who was sacked after criticising her workplace on Facebook was unfairly dismissed, an Employment Tribunal has ruled. | 26 Sep 2011

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EA Whitham was dismissed by her company, Ventura, after she posted comments about her workplace last September.

Whitham posted: "I think I work in a nursery and I do not mean working with plants". Following a reply by one of her colleagues Whitham further commented: "Don't worry, takes a lot for the bastards to grind me down. LOL [laugh out loud]". Another colleague responded: "Ya, work with a lot of planks though!!! LOL," to which Whitham replied: "2 true xx", the ruling said.

Two of Whitham's colleagues, who were also her Facebook 'friends', reported the comments to Whitham's line manager. The company conducted a disciplinary hearing and went on to suspend Whitham before later summarily dismissing her for gross misconduct, despite Whitham writing an "extremely contrite" and "grovelling" letter of apology for her comments, the ruling said.

Ventura was wrong to sack Whitham because the reasons given for her dismissal were not reasonable, the Tribunal ruled. The company had claimed that Whitham's comments had put the firm's reputation "at risk"

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TERMS APPLY

Bank worker fired for Facebook post comparing her £7-an-hour wage to Lloyds boss's £4,000-an-hour salary

By DAILY MAIL REPORTER
UPDATED: 07:46, 6 April 2011

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• New chief set for £13.5million pay package this year

A bank worker got the sack after she criticised her boss's £4,000-an-hour salary on Facebook.

Stephanie Bon, 37, from Colchester, Essex, was working as a £7-an-hour HR assistant for Lloyds Banking Group when she heard about her new chief executive's mammoth salary.

Miss Bon went on Facebook and posted 'LBG's new CEO gets £4,000 an hour. I get £7. That's fair.'

But after her bosses heard about the comment she was marched from the offices and fired.



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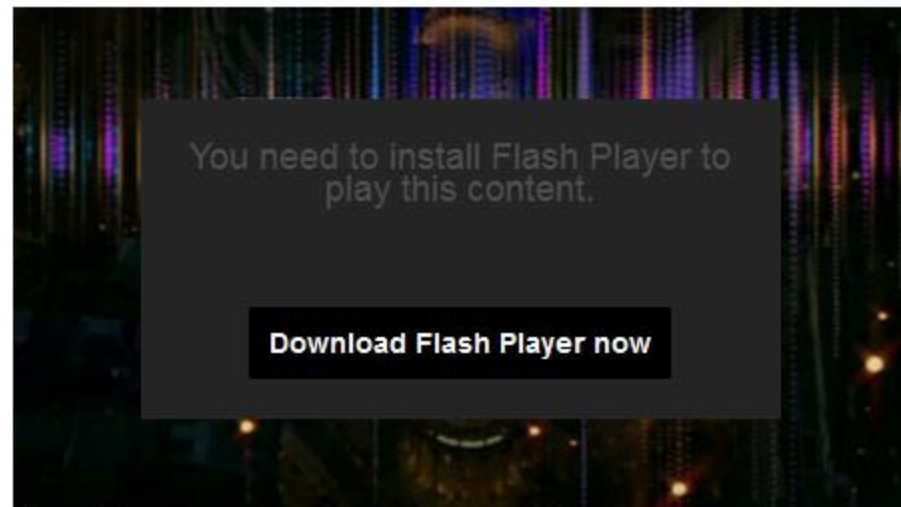
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10 November 2012 Last updated at 07:57



BBC apologises for Newsnight child abuse report



The apology statement read out at the start of the programme

The BBC has issued an unreserved apology for a Newsnight report which led to Lord McAlpine being wrongly implicated in the alleged sexual abuse of children at north Wales care homes.

It comes after a victim, Steve Messham, apologised to the former Tory

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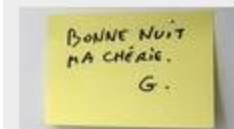
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Ethical Challenges

- In an IBE survey of large companies 6 of 7 respondents identified integrity risk as the main ethical challenge with regard to social media. When an employee uses social media in an irresponsible way either on behalf of the company or through their personal social media account, it can undermine the company's commitment to ethical practice and expose it to integrity risk.

Nestle

- In March 2011, an employee who was managing content on the company's Facebook Fan Page posted offensive comments in response to negative remarks by fans.
- The employee's behaviour violated the company's business principle of integrity and their commitment to "avoid any conduct that could damage or risk Nestlé or its reputation" and provoked a consumer backlash.
- Amidst calls to boycott Nestlé, members of the general public also joined the Fan Page specifically to criticise the Company.



Nestlé ✓
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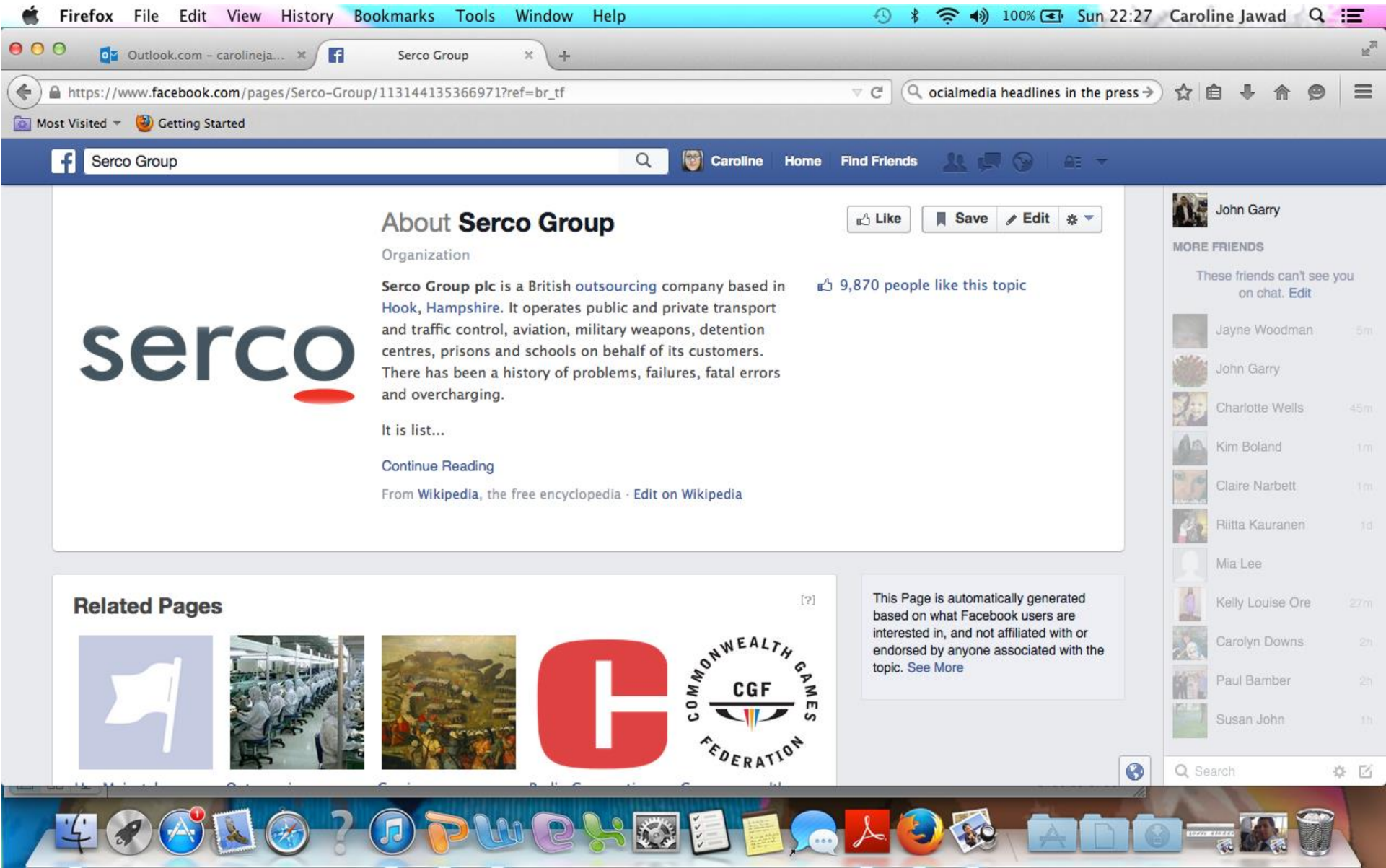
The plant that is helping to empower women and protect children in Côte

Continued

- Alternatively, employees might post negative comments about the company on their personal social media profile. This is harder for companies to control.
- The DLA Piper survey found that one third of employers had disciplined staff for inappropriate comments about the company on social media sites

Serco

- To ensure that work related discussion amongst employees is internal to the organisation, Serco Group, a large UK listed international services company, has developed an internal Facebook.
- This is for staff to use to discuss work topics with colleagues rather than using public forums, as a way of dealing with integrity risk.



Advertising and marketing practices

- The scope and speed of social media make it an effective medium through which companies market themselves and their products/services.
- With any form of marketing, companies have a duty to market responsibly.
- The interactive nature of social media provides companies with the ability to engage with customers more directly than other forms of media.
- This poses new ethical challenges.

Continued

- It has become common practice for companies to create profiles on social networking sites to advertise their goods and services.
- To avoid misleading consumers, employees can declare that they are representing/have an interest in the company e.g. if writing product reviews.
- A company's ability to meet fair competition guidelines can be jeopardised by employees using social media on behalf of the company; for example, if an employee, whilst representing the company, takes matters into their own hands and uses social media unethically, to discredit the reputation of their employer's competitors.

Recruitment practices

- A 2011 survey of 800 recruiters and HR professionals found that 64% make use of two or more social networks as part of their assessment practices when recruiting employees.
- There are also specialist organisations that provide social media employment screening services.
- This raises ethical challenges for employers around employees' right to privacy and fairness. Is it ethical or fair to judge an individual's ability to fulfill their employee responsibilities based on information about their personal lives, gained from their social media profile?
- In some cases, the information may relate to past activities in a job candidate's personal life.

Continued

- An Ethikos article cited a case where an individual was denied a job due to his activities posted online 20 years previously.
- Where an employer does use social media in recruitment screening/assessment of potential employees, whether this is done directly or outsourced, the company should have a clear policy and be open about it.
- Do you agree ?

Duty of care

- As highlighted previously, social media blurs the boundaries between personal and work life.
- When personal opinions expressed through social media (either on a personal profile or an online forum) refer to a company, it raises an ethical challenge.
- It is unclear what control, if any, the company has over comments communicated in this way and what action it can/should take.

Continued

- The blurring of personal and work life boundaries can make it difficult for companies to uphold their duty of care to employees. For example, it is hard to monitor cases of 'cyberbullying, particularly where employees use their personal social media account. One in ten UK workers believes that workplace cyberbullying is a problem and a fifth of employers have had to discipline staff for posting nasty comments about a colleague online (Reference ACAS Research Paper (2009), Workplaces and Social Networking: The implications for employment relations, pp.28, by Andrea Broughton, Tom Higgins, Ben Hicks and Annette Cox, The Institute for Employment Studies).

Continued

- The same survey found bullying and harassment and discrimination were two of the top five risks of social media for the workplace.
- The challenge for companies is identifying acceptable levels of monitoring employees' personal use of social media, without being seen to limit their freedom of expression.

Continued

- Companies which choose to monitor employees' personal use of social media need to communicate their policy to employees so that they are aware of the practice, what it means for employees, and why it is necessary.
- Clear guidance is needed to help regulate monitoring and set its boundaries to avoid potential abuses.

Cyberbullying stats 2014

- 25 percent of teenagers report that they have experienced repeated bullying via their cell phone or on the internet.
- Over half (52 percent) of young people report being cyber bullied.
- Embarrassing or damaging photographs taken without the knowledge or consent of the subject has been reported by 11 percent of adolescents and teens.
- Of the young people who reported cyber bullying incidents against them, one-third (33 percent) of them reported that their bullies issued online threats.

Continued

- Often, both bullies and cyber bullies turn to hate speech to victimize their target. One-tenth of all middle school and high school students have been on the receiving end of 'hate terms' hurled against them.
- Over half (55%) of all teens who use social media have witnessed outright bullying via that medium.
- An astounding 95% of teens who witnessed bullying on social media report that others, like them, have ignored the behaviour.

Continued

- Unfortunately, victims of cyber bullying sometimes, in an attempt to fight back, can shift roles, becoming the aggressor. Often, this happens as a sort of back-and-forth between victim and aggressor which tends to continue the behaviour.
- More than half of young people surveyed say that they never confide in their parents when cyber bullying happens to them.
- Only one out of every six parents of adolescents and teens are even aware of the scope and intensity involved with cyber bullying.

Continued

- More than 80% of teens regularly use cell phones, making them the most popular form of technology and therefore a common medium for cyber bullying
- About half of young people have experienced some form of cyber bullying; among them, between 10 and 20 percent experience cyber bullying regularly.
- The most common types of cyber bullying tactics reported are mean, hurtful comments as well as the spreading of rumours.

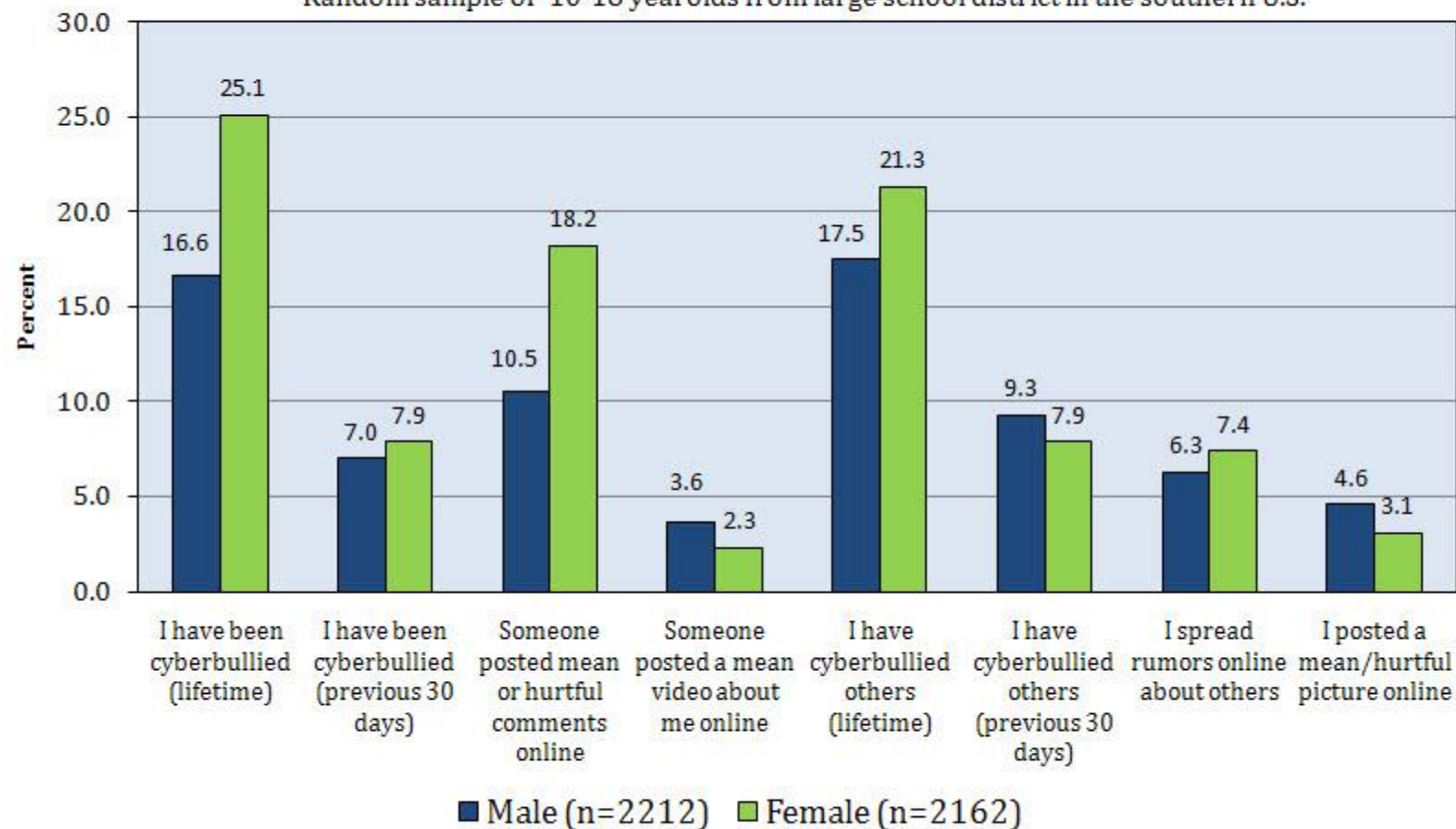
Continued

- Girls are at least as likely as boys to either be cyber bullies or to be targeted as cyber bullying victims.
- Boys are more likely to be threatened by cyber bullies than girls.
- Cyber bullying affects all races.
- Victims of cyber bullying are more likely to suffer from low self-esteem and to consider suicide as a result.

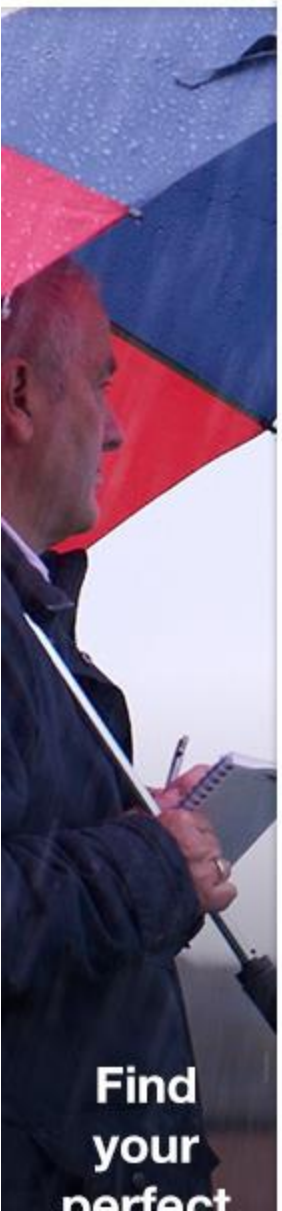
Sameer Hinduja and Justin W. Patchin (2010)

Cyberbullying by Gender

Random sample of 10-18 yearolds from large school district in the southern U.S.



Cyberbullying Research Center
www.cyberbullying.us



Coroner warns of dangers of Facebook after student, 19, targeted by young women bullies online hanged himself

- Lewis Thelwall died a year ago today after 'malicious' posts were put online
- The budding photographer from Port Talbot was known for his dyed hair
- Inquest hears he was upset by false Facebook rumours posted about him
- Neath and Port Talbot coroner says people must 'think of consequences'
- Coroner Philip Rogers recorded a verdict of suicide

By HARRIET ARKELL

PUBLISHED: 13:53, 26 November 2013 | UPDATED: 14:09, 26 November 2013



146 View comments

Two young women have been cautioned by police after a young man who was being bullied online hanged himself.

At the inquest into the death of 19-year-old Lewis Thelwall, who committed suicide after false rumours about him were put on Facebook, a coroner warned users of social networking sites to 'think of the consequences'.

Philip Rogers, coroner for Neath and Port Talbot, said the two women had written 'malicious and completely unfounded' posts about 'colourful' Mr Thelwall on the site.



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Heartbreak for family at funeral of 15-year-old who killed herself because of bullying - and are still bombarded with hate messages on Facebook tribute page

- Obscene and mocking images posted by sick cyber bullies
- 'We all loved Amanda, she was the life of the party', says mourner
- Mother and sister lay pink and white roses on her casket

By CRAIG MACKENZIE

UPDATED: 21:47, 7 January 2012



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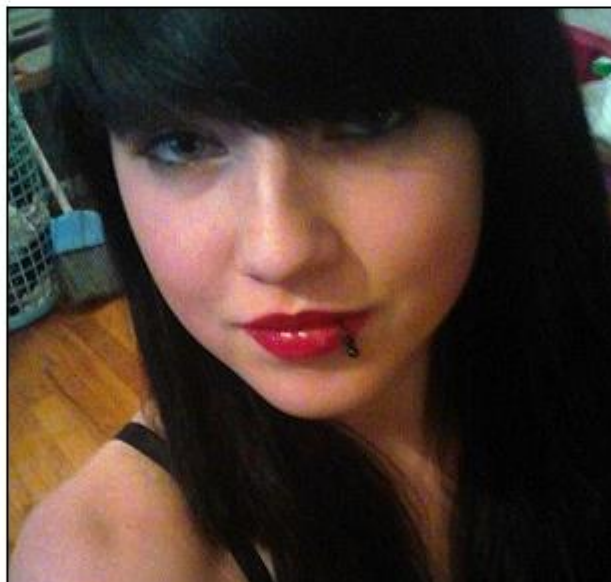
Teenager Amanda Cummings who killed herself after being 'tormented by bullies' is still being mocked in death.

Abusive message have been posted on her memorial Facebook page even as her family and friends attended her funeral yesterday in Staten Island, New York.

The page contains obscene and mocking images, videos and comments with some of them making fun of her for fatally jumping in front of a bus.

A message from Stephen Ephrem Green said: 'Bus was cummin' Bitch was watchin' Oh hurry Amanda Your bus cummin.'

But most of the postings were sympathetic with one writing: 'I hope all of you posting the bus



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2 December 2014 Last updated at 14:15



James Lock's death 'totally tragic' says coroner



Head teacher Hugh Davies said everyone at the school was shocked and saddened by James's death

The death of a 15-year-old Swansea boy has been described as "totally tragic".

James Lock was discovered hanged in Hendrefoilan Woods near Olchfa Comprehensive School in April.

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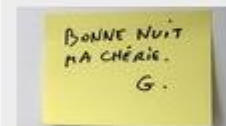
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Monitoring social media use

- Serco Group The key question is can we and should we (ethically) be enforcing our corporate policies relating to our employees (linked in many cases to our core values as an organisation) outside of work?
- In a recent case a member of the public complained to us that the views on an employee's Facebook page (potentially racist) were not in line with our company values and because they had listed us as their employer, basically the question was What are we going to do about it?
- The information in that case was clearly not being discussed in a work context, the only link being that the individual worked for us BUT, where do you draw the line?
- Should our policies prevent them from working for us?
- Therefore the Company has reserved the right to monitor such activity, and this is now highlighted in our code of conduct.

Argos

- In August 2011 Argos, the catalogue retail company, fired an employee for gross misconduct after he complained about his job on his Facebook page.
- The employee did not mention his employer in the comments, but the Company maintained the comments breach the Argos social networking policy and could “damage the reputation of the company”.

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Argos sacks cancer sufferer who moaned about job on Facebook



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"Argos sacking unjustified?"

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September 3, 2011 ·

<http://www.telegraph.co.uk/.../Employers-warned-about-snoopin...>



Employers warned about snooping on staff via social networks

Employers have been warned about snooping on their staff via social networks by Acas, the body which helps organisations improve relationships



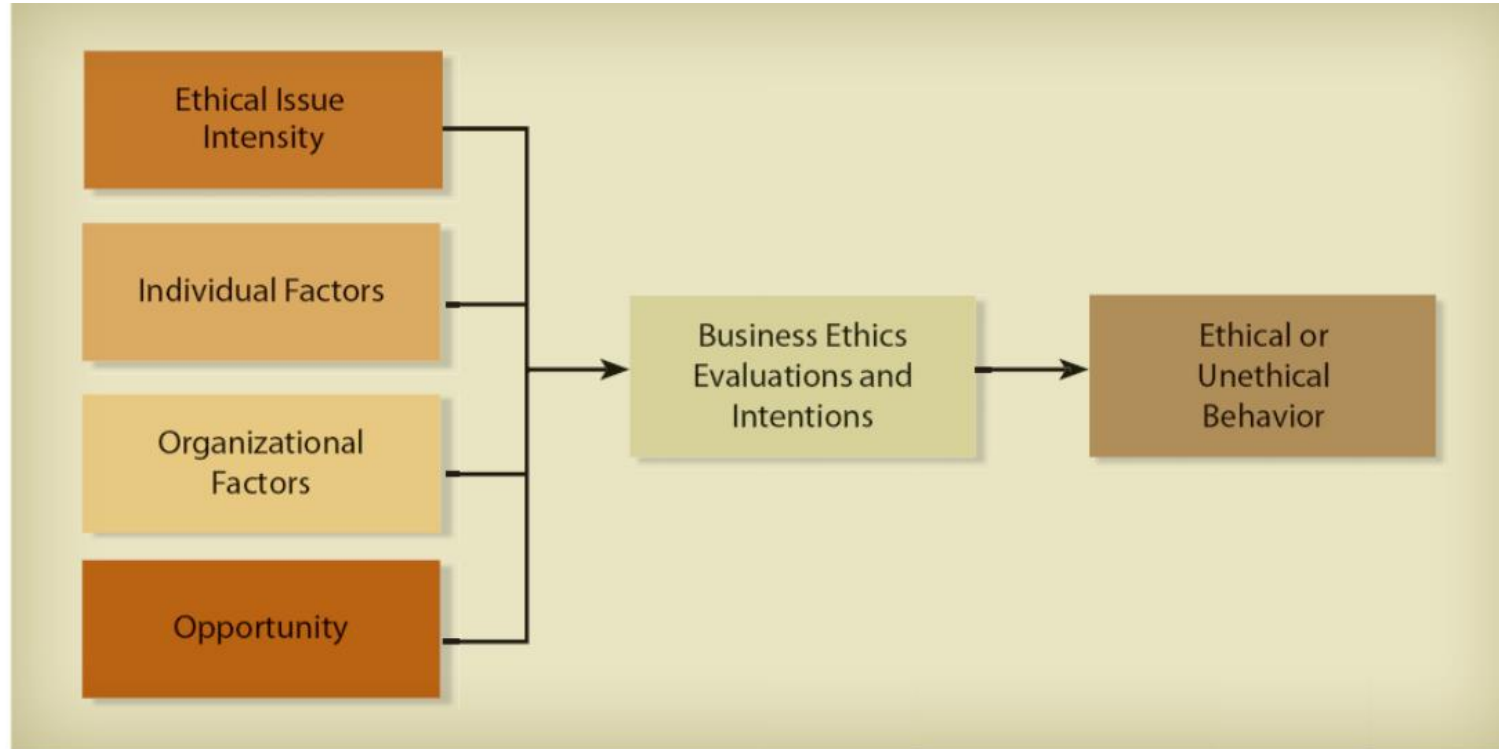
To conclude

- What responsibilities do organisations have ?
- To make as much money as possible ?

The Ethical Decision Making Process

- In business, people make decisions differently than at home
 - Organizational pressures have a strong influence
- The ethical decision making process includes
 - Ethical issue intensity
 - Individual factors
 - Organizational factors
- The framework for ethical decision making does not describe how to make ethical decisions
 - Outlines the factors and processes related to ethical decision making

Framework for Understanding Ethical Decision Making in Business



Ethical Issue Intensity

- The perceived relevance or importance of an ethical issue to the individual, work group, and/or organization
- Reflects the ethical sensitivity of the individual and/or work group
- Triggers the ethical decision making process
- Individuals are subject to six spheres of influence
 - Workplace
 - Legal system
 - Family
 - Community
 - Religion
 - Profession
- ***Moral intensity***: *Relates to a person's perception of social pressure and the harm his/her decision will have on others*

Locus of Control

- Relates to individual differences in relation to a general belief about how one is affected by internal versus external events or reinforcements
- Managers with
 - **External locus of control** go with the flow because that's all they can do
 - **Internal locus of control** believe they can control events; are masters of their destinies and trust in their capacity to influence their environment
- *Unclear relationship between locus of control and ethical decision making*

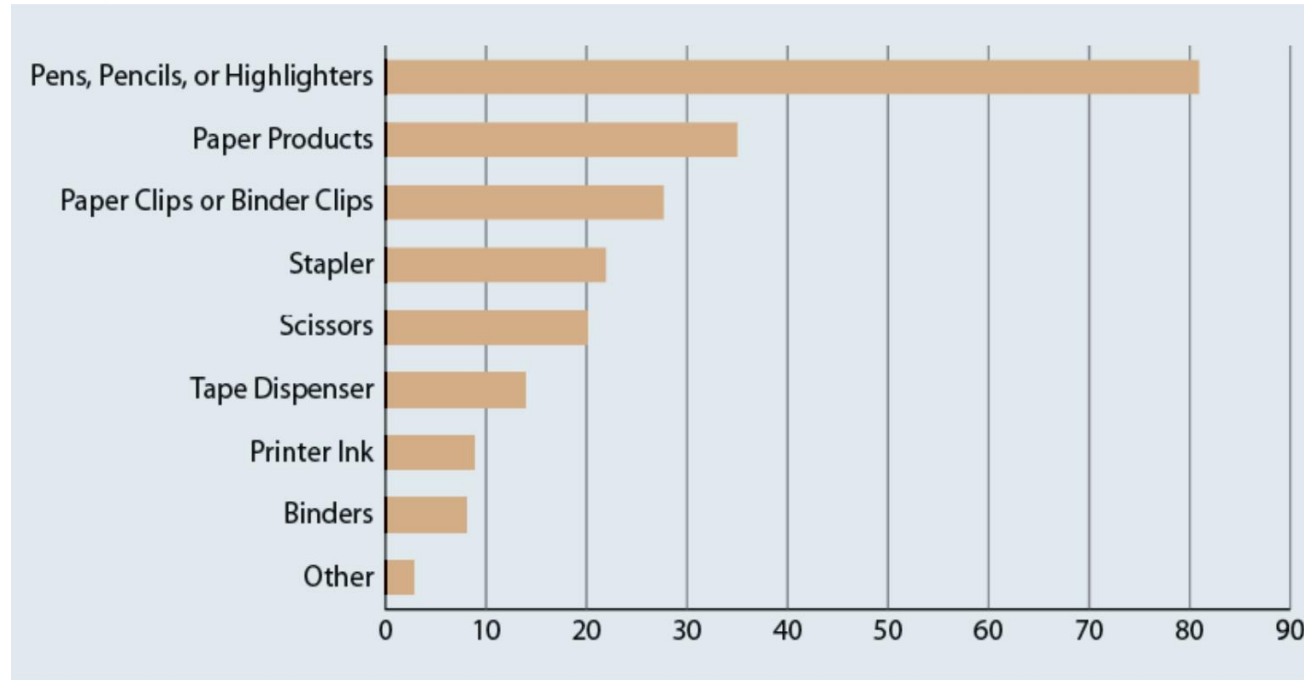
Organizational Factors

- Organizational culture has a stronger influence on employees than individual values
- **Corporate culture:** A set of values, norms, and artifacts that members of an organization share
 - **Ethical culture:** Reflects whether the firm has an ethical conscience; is a function of many factors
- **Significant others:** Those who have influence in a work group
- **Obedience to authority:** Helps to explain why many employees unquestioningly follow superior's orders

Opportunity

- The conditions in an organization that limit/permit ethical/unethical behavior
- ❖ **Immediate job context:** Where employees work, with whom they work, and the nature of the work
- ❖ Opportunities for misconduct can be reduced by establishing formal codes, policies, and rules
 - Aggressive enforcement is required
- *Knowledge can sometimes lead to unethical behavior*
 - *A person who has an information base, expertise, or information about competition has an **opportunity** to exploit knowledge*

Office Supplies Reported Missing Most Often



Source: "The Truth behind Disappearing Office Supplies," OfficeMax, May 2010, http://multivu.prnewswire.com/mnr/officemax/44541/docs/44541-Report_OfficeMaxWorkplaceUncoveredSurvey.pdf (accessed January 6, 2011).

Business Ethics Evaluations and Intentions

- Ethical dilemmas involve situations where rules are vague or in conflict
- Critical thinking skills and ability to take responsibility are important
- The final step is deciding what action to take based on a person's intentions
- Guilt or uneasiness is the first sign that an unethical decision has occurred
- *Most businesspeople will make ethical mistakes*

Using the Framework to Improve Ethical Decisions

- Impossible to objectively determine if a business decision is right or wrong
- Understanding how ethical decisions are made will not solve ethical problems
 - Business ethics involves value judgments and collective agreement about acceptable patterns of behavior
- Ethical decision making in business does not rely on personal values and morals
 - Organizations take on cultures of their own
 - Informal relationships enforce an ethical culture

Leadership in Corporate Culture

- **Leadership:** The ability or authority to guide and direct others toward achievement of a goal
 - Leaders provide a blueprint for an organization's corporate culture and ethics
- Leadership styles influence organizational behavior
 - Including employee's acceptance of/adherence to organizational norms and values
 - A challenge for leaders is gaining trust and commitment

The Managerial Role in Developing Ethics Program Leadership

1. Obtain organizational commitment from the board of directors and top management
2. Develop organizational resources for ethics initiatives
3. Determine ethical risks and develop contingency plans
4. Develop an effective ethics program to address risks and maintain compliance with ethical standards
5. Provide oversight for implementation and audits of ethical programs
6. Communicate with stakeholders to establish shared commitment and values for ethical conduct

Leadership Styles

- *Coercive leader*: Demands instant obedience and focuses on achievement, initiative, and self-control
- *Authoritative leader*: Inspires employees to follow a vision, facilitates change, and creates a strongly positive performance climate
- *Affiliative leader*: Values people, their emotions and needs, and relies on friendship and trust to promote flexibility, innovation, and risk taking

Leadership Styles (continued)

- *Democratic leader*: Relies on participation and teamwork to reach collaborative decisions
- *Pacesetting leader*: Can create a negative climate because of the high standards that he/she sets
- *Coaching leader*: Builds a positive climate by developing skills to foster long-term success, delegating responsibility, and issuing challenging assignments

Leadership Styles (continued)

- **Transactional Leaders:** Create employee satisfaction through bartering for desired behaviors/performance
 - Best-suited for rapidly changing situations, including those requiring responses to ethical problems or issues
- **Transformational leaders:** Raise employees' commitment and foster trust and motivation
 - Is best for organizations with high ethical commitment and strong stakeholder support

Habits of Strong Ethical Leaders

- Developed by Archie Carroll; based on Stephen Covey's *The 7 Habits of Highly Effective People*
- Ethical leadership is based on holistic thinking that embraces the complex issues that companies face

Habits of Strong Ethical Leaders

1	Ethical leaders have strong personal character.
2	Ethical leaders have a passion to do right.
3	Ethical leaders are proactive.
4	Ethical leaders consider stakeholders' interests.
5	Ethical leaders are role models for the organization's values.
6	Ethical leaders are transparent and actively involved in organizational decision making.
7	Ethical leaders are competent managers who take a holistic view of the firm's ethical culture.

Understanding Ethical Decision Making and the Role of Leadership

- *Ethical issue intensity, individual factors, and opportunity* result in business ethics evaluations and decisions
- An organizational ethical culture is shaped by effective leadership
 - Top level support is required for ethical behavior
- An ethical corporate culture needs shared values and proper oversight
- *The more you know about ethical decision making, the more likely you will be to make good decisions*