

Unethical Behavior

Two-Part Frontline Documentary: “The Facebook Dilemma”

Madi Webb

Business Ethics

15 July 2019

Introduction

Two-part Frontline documentary called “The Facebook Dilemma,” attacks the moral issues identified with the task of Facebook as social platform. The most interesting part "The Facebook Dilemma" - a two-section Frontline narrative – is that it reveals, when the five Facebook official attended an interview, all parrot a similar idea, recognizing that the organization was "excessively slow" to react to control rumor on the platform. The documentary shows the dilemma which faces the organisation as it does not know what to do to resolve its scandals. However, automated reverberation makes promises to fix the issue sound unconvincing.

Notwithstanding those present agents, Frontline chases down nine former Facebook staff members, just as a large group of writers and scholastics. Reporter James Jacoby (working with the Washington Post's Dana Priest) continues to archive Facebook's dangerous development carefully - there are clips about youthful CEO Mark Zuckerberg and his buddies - and its accentuation on the mantra to "move quickly and break things."

The issue is that Facebook extended so quickly the organization was unable to keep pace with it. The chances to control the stage, also, exponentially developed when Facebook manufactured a model that depended on reaping client information, bringing up issues concerning whether the popular government was one of the things "broken" in the deal.

Facebook as an Organization

Facebook is an organization which provides social media services. The developer of the platform is John Zuckerberg, a nonce student at Harvard University. He first tested the platform with his friends Eduardo Saverin, Chris Hughes, and Dustin Moskovitz. The organization has more than two billion clients. It earns from sales pages created to advertise market items. However, the Facebook platform enables new members to create personal accounts, which will allow them to communicate with friends with similar reports. The CEO of the organization always urges people to provide accurate details about themselves.

Majority of the organization clients are the youth who are very active with social media. They spend a lot of time exchanging information with one another or are actively selling their market items using the platform (Brügger 2015). For this reason, Facebook is an ever-busy platform which has millions of data fed daily. The organization, therefore, has a massive task of protecting that data from getting lost.

Currently, the organization liaises with other platforms like Google, online libraries, etc. to advertise items and facilitate effective services. For instance, when a person wants to log in to a particular website to download an issue, the system may present two chooses; either to open with Gmail or Facebook (Brügger 2015). It is evident that the platform is a superior social network and that it requires active management and sturdy organizational behavior and professionalism among the many employees of the organization.

The Main Organizational Actors

The actors of the organization include the management team, support team, account holders (individuals and business organization using the social media for advertisement) However, the

victims of the organization's unethical situations include individuals, the general community and the state. When the organization does not ensure security to the privacy of the country and individuals, then they violate the dictates of democracy.

The Unethical Situations

The association faces outrages for meddling into individuals' privacy and neglecting to maintain polished skill in managing delicate issues in their online life. A portion of the present atrocities confronting Facebook incorporate the accompanying:

First, members of the US Congress accuse the organization of having leaked information about the 2016 US elections to the Russian state.

Secondly, Monika Bickert, a topmost official in the organization, held a meeting in 2018 with a Vietnamese politician who wanted some sensitive information deleted entirely by the Facebook organization.

Lastly, some information leaked to an Australian newspaper about the organization boosting that it has the capability of helping the community track youth with personality issues. Thus, it is an indication that the organization intrudes into people's details on their accounts.

Why the Actions Are Unethical and Their Effects to the Party Offended

With the first unethical incidence about leaking state information to another country, the Facebook organization committed a professional mistake because it liaised with people with ill-intentions about the states (Affelt 2019). If the organization is patriotic, it could not disclose the endeavors of the US to the Russian community. The moral philosophy applicable in this situation is the failure to observe applied ethics.

Secondly, the organization did not observe ethics when selling people's information to advertising businesses. For instance, when people take private photos and send them to their confidants, a third party accesses them and sells them to strangers (Copp 2017). The community expects the management of the Facebook organization to ensure the security of people's privacy. The company needs to be guided by meta-ethics to determine the rightness or wrongness of their actions.

Thirdly, it is not the responsibility of the Facebook organization to know which youth struggles with issues of personality identity. By revealing that they can track people with personality issues, the organization confesses rather indirectly that they usually intrude into their customer's privacy without their knowledge (Copp 2017). They do that knowingly and therefore; they do not observe normative ethics.

By looking at the three examples, Facebook does not ask permission to the honors of the details they sell to the third party. The organization promised to protect people's circumstances, but it has breached the terms and conditions which they want their customers to observe. Any organization has a particular culture which bases on organizational ethics. Therefore, all the stakeholders in that organization must uphold ethics. However, Facebook's topmost officials embrace moral decadency by selling information of clients and the state to another party. The organization should be patriotic enough to safeguard the welfare of its clients.

Why the Unethical Situation Occurred

The unethical situations occurred because the organization's topmost officials do not uphold organizational behavior. The officials regard their identity as hidden and that the general public can not notice that their details leaks to a third party (Rodriguez & Obradovac, 2017). The

reasons why the unethical mistakes happen are that the officials want to maximize profit, which they tap from their clients. On the other hand, the wrong situations describes are beneficial to the person who made them to make the decision. For instance, Monika Bickert, a topmost official in the organization, held a meeting in 2018 with a Vietnamese politician who wanted some sensitive information deleted entirely by the Facebook organization. Therefore, Vietnamese politicians benefited. The organizational factors that facilitated the occurrence of unethical situations include:

- a. Poor observance to organizational behavior. The officials do not mind the welfare of the company's stakeholders, e.g., they view details of their customers.
- b. Lack of professionalism. The leak of US election data to Russia proves that the officials in Facebook do not practice professional behavior in their work.
- c. Poor leadership. The CEO of the organization should ensure that his juniors are assuring transparency and accountability in their work. When Monika meets a Vietnamese official, the company should have details of their meeting.

The unethical situations bring about adverse effects to the organization because it will lose customer loyalty and therefore, face some downturns. On the side of the victim, the condition causes emotional turmoil, interpersonal enmity, and insecurity of the state's political matters (Affelt 2019). However, the mistakes can be prevented if the company ensures professionalism in its undertakings. They need to set an organizational culture that will ensure respecting other people's details (Rodriguez & Obradovac, 2017). Other organizations should learn from the situations of Facebook that the people in the modern world know their rights and that whatever happens in the dark reveals in daylight. Therefore, they should treat their customers with a lot of integrity.

In conclusion, “the Facebook dilemma” will only resolve if the organization ensures regulation of the information getting in the platform. They should also protect information fed in their network by individuals and the general public. Selling of information to the third party is unethical and should be stopped immediately.

References

Affelt, A. (2019). References', All That's Not Fit to Print.

Brügger, N. (2015). A brief history of Facebook as a media text: The development of an empty structure. *First Monday*, 20(5).

Copp, D. (2017). Normative naturalism and normative nihilism: Parfit's dilemma for naturalism.

Hunt, T. (2019). HSS 408-474: Digital Sociology.

Rodriguez, J. T., & Obradovac, I. (2017). Comparative study on user's perception of privacy issues on Facebook: Young adults vs. adults in Sweden.