

CASE STUDY: FACEBOOK

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Introduction/Selection of Technology: Facebook

This case study is on the Facebook social media platform. I find that Facebook has pros and cons that are different depending on objectives for personal, business, and educational uses. I have used this resource for all three purposes and have had benefits and fallouts as well from all three in different ways that scare me enough to stop myself from continuing use, but the lack of using the application scares me even more.

Technology Case Study

Background

Four Harvard University students Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes founded Facebook in 2004. Today, it is the most popular social media used worldwide.

Use of Technology

Individuals or organizations share video, photos, events, and comments with other users on their page or in groups. Educators can also take advantage of using the social media to share with learners. Each item shared can be designated for who they are shared with or even specific privacy measures can be put in place to isolate viewing from.

Positive Effects

The positive effects that I have found is for keeping in communication with family, friends, community groups, invitations to events and making the world a little smaller and less isolating.

Negative Effects

I would say security breeches on passwords and private information, narcissism, and isolation if you are less popular, bullying, social activity replacement, technology addiction, less healthy activities and false information wrongfully being shared by users.

Intended Consequences

Facebook is free yet makes its money from the ads on the Facebook platform pages and can help companies have additional funding.

Unintended Consequences

As people are social, I am certain the intention was for others to have a free source to connect. In my own beliefs, I do not believe the creators foresaw the algorithms and background data would be passed to Google or other marketing purposes as is being done now.

Ethics and Social Responsibility Analysis

Ethical Responsibilities

Facebook has a policy where fake accounts cannot be made and checked through an authentication process. Children must be 13 to have an account (Heirman, et al., 2016). The corporate policies are public and transparent. It is run like any other company with stakeholders, code of conduct, conflict of interest statements and other regular legal documents other corporations would have.

Social Responsibilities

The philanthropic activities provided most are opportunities for education, technology, social justice, and economic advancement of all as persons and companies choose to use. Facebook will even collect donations for social needs and help people sell items or date online with security checks to also authenticate users and external accounts (Arnaldi & Bianchi, 2016).

Responsibilities of Intended Consequences

The responsibilities are laid out that it is Facebook employee's responsibilities to uphold the company policies. The intended consequences to promote businesses integrated within the social platform is transparent and even suggested for users to join in promoting their own purposes.

Responsibilities of Unintended Consequences

The unintended consequences are also the responsibility of Facebook by reporting the details they know. Possibly they cannot fix the consequences but reporting them honestly as they are aware or stopping the negative results can justify their attempts to minimize the effects (Gonzalez, 2015).

Risks

The largest risks are malware is sometimes snuck into advertisements, fake accounts and underage accounts will always be a challenge, privacy settings go back to default settings during upgrades, anything on Facebook can be deemed public information or even fair game. If it is not public, it may be subpoenaed for court. Accounts can be falsified, and everything should be deemed public. Ex-spouses can use items posted in court during court battles, if found and used out of context. Privacy of children's photos and private information can easily be shared with other parents. A person's location may be followed during use. Dating settings can show too much and once again false accounts. Your business and or personal affairs can be shamed with reviews or bashing without any way to stop it from continuing. Too much information can be shared and can be public for your entire lifetime. Sometimes the risks out way the benefits. Sometimes the benefits out way the risks.

Conclusion/Role of the Practitioner

Practitioner Actions

Following this case study, I would suggest using the application with an understanding that any and all information is public. Nothing is sacred and not to accept anything you see as real including the persona people post about their "wonderful" lives that are so much better than yours. I suggest reading the "small print" and decide again if you truly want to continue use.

My personal Actions

As of the beginning of 2019, I decided to delete anyone that I did not know. I was using Facebook for marketing, social groups, to meet new people, education, and every possible way it was available. I learned my lesson; my ex-husband used my posts against me by taking them out of context and making me look like a horrible person. I was simply friends with too many of his friends. During COVID and the election, it was tough for me to take in all the negativity, so I took a sabbatical. Currently, I have only females and friends that I actually know and talk to. I post minimally and will continue to do so. I chose to post on podcasts instead of social media due to the harassment and seeing negativity. This social monster made me more isolated than any technology I have ever wasted time on. I learned that both men and women agree that privacy is a major factor, with women wanting to maintain more privacy than men (Child & Starcher, 2016).

References

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