

ETHICAL THEORIES AND SOCIAL MEDIA-I

What are social media?

The information or digital age offers widespread use of social media. This is communication through websites and other online platforms that are used by large groups of people to share information, make social and professional contacts, and promote business.

SOCIAL MEDIA ETHICAL

The use of social media is associated with various ethical problems, raising the question of whether it should be restricted and controlled. Inappropriate use of social media can lead to ethical violations.

WHAT ARE ETHIC ISSUES?



Ethics can be defined as "the right thing to do" or the moral philosophy of an individual or group, and usually reflects what the individual or group considers good or bad.



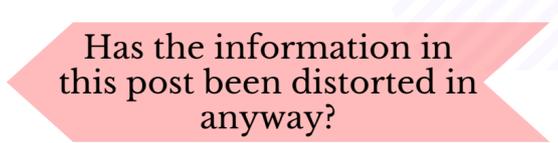
THE CRUCIAL QUESTION, HOWEVER, IS WHAT RIGHT THING IS?



In the realm of social media, some of the ethical questions that must be contemplated and ultimately answers are:



Can this post be regarded as oversharing?



Has the information in this post been distorted in anyway?



What impact will this post have on others?



ETHICS THEORY

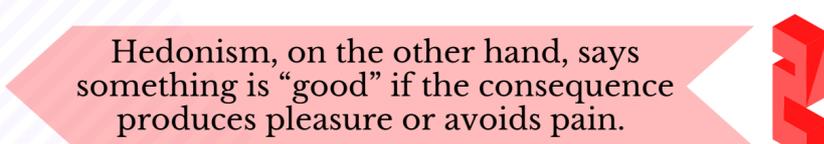
CONSEQUENTIALISM & UTILITARIAN ETHICS

Consequentialism is an ethical theory that judges whether or not something is right by what its consequences are.

Two examples of consequentialism are **UTILITARIANISM** and **HEDONISM**



Utilitarianism judges consequences by a "greatest good for the greatest number" standard.



Hedonism, on the other hand, says something is "good" if the consequence produces pleasure or avoids pain.



The appeal of this perspective may be that it seems to be a way to weigh the impact of behavior and determine the greatest good for the greatest number.

DEONTOLOGICAL ETHICS & KANTIANISM

The deontological ethics is associated with the father of modern deontology, Immanuel Kant.

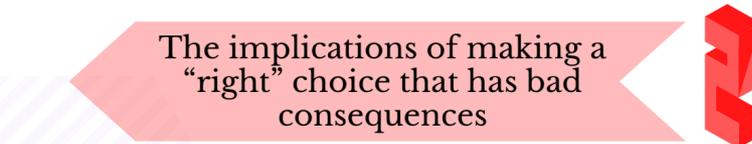
It could be ethics that in deontological ethics "people have a duty to respect other people's rights and treat them accordingly." This theory suggests that certain forms of human actions are intrinsically good or bad.



The challenges to this perspective include:



Conflicts that arise when there is not an agreement about the principles involved in the decision



The implications of making a "right" choice that has bad consequences



What decisions should be made when duties conflict?

VIRTUE ETHICS

A third and growing area of philosophical reasoning with ethics is known as virtue ethics, one that has gained more attention in public relations scholarship in recent years.

Virtue ethics require the decision-maker to understand what virtues are good for public relations and then decisions are made in light of those particular virtues.

According to Aristotle, by honing virtuous habits, people will likely make the right choice when faced with ethical challenges.



These three theories of ethics (utilitarian ethics, deontological ethics, and virtue ethics) form the foundation of normative ethics conversations.