



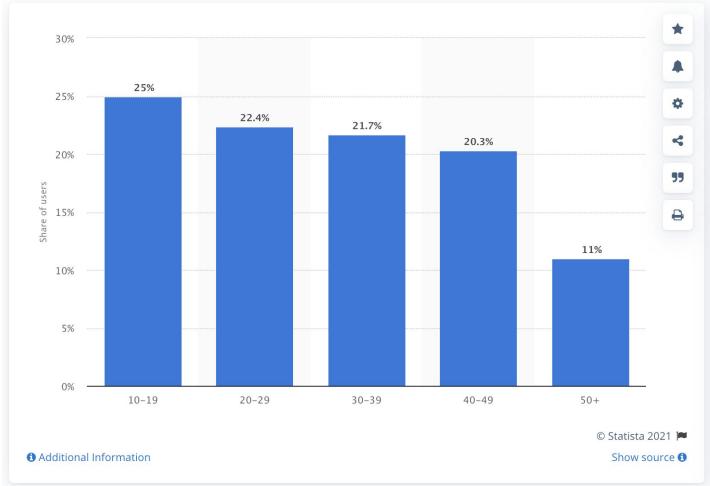
PRL 345.M002 The Ethics of Advocacy
October 17, 2021 | Online Zoom Presentation
Xiaoyu Jin, Jalynn Zhang, Ashley Chen, Wendy
Wang, Seline Zhou

Discussion Agenda

- **Background --TikTok(Douyin)**
- **Current Situation & Ethical Question**
- **Obligations & Things to Consider**
- **Utilitarian Framework**
- **Action Evaluation Process**

Company Background

- **TikTok (Douyin)** is a video-sharing focused social networking service owned by Chinese company ByteDance.
- Douyin originally launched in the **Chinese market** in September 2016.
- TikTok was released in 2017 in **international markets**.
- As of October 2020, TikTok surpassed over **2 billion mobile downloads** worldwide
- TikTok hit **1 billion** monthly active users globally.



As of March 2021, users in their teens accounted for 25 percent of TikTok's active user accounts in the United States.



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已为你切换青少年模式

未满14周岁的用户，可以在这里看到热门动画、
自然科普、人文历史、兴趣才艺等有趣视频。

我已满14周岁 >

我知道了



喜欢 31

Current Situation

On May 23, 2021, Douyin introduced a “**teenage mode**” for all registered users under 14 years old.

Users are allowed access to content exclusive for teenagers and will only be able to use for 40 minutes a day from 6 a.m. to 10 p.m.

Protection through content recommendation and search for users between 14 and 18 years old.

In August, TikTok has also add more privacy protection to teenagers to address concerns over their security.

”

Ethical Question:

Is it ethical to impose limitation on engaging the Internet community of teenager under 14 by restricting the production and access to content ?

Senior Leadership Considerations

Chief of Executive Officer

01

Consideration

- Strategic planning and direction
- Profitability
- Impact on reputation when making decisions
- Corporate Social Responsibility (CSR)
- Laws and regulations based on the countries' policies
- Employees and Consumers
- Shareholders

02

Obligations

- Maintain reputation among audience and the public
- Maintain effective communication on behalf of the company with shareholders and the public

03

Consequences

- Negative impact on brand's reputation
- Worsen relationship with customers and shareholders
- Damage to profitability which need to explain to the board by CEO

Senior Leadership Considerations

Chief of Financial Officer

01

Consideration

- Financial impact depending on decision
- Competitors
- Financial impact on stakeholders

02

Obligations

- Understand and manage risk when executing strategies
- Maintain positive relationships with stakeholders and shareholders
- Manage financial liquidity

03

Consequences

- Negative impact on brand's reputation
- Worsen relationship with customers and shareholders
- Increase in liquidity surge
- Negative impact on revenue

Senior Leadership Considerations

Chief of Legal Officer

01

Consideration

- Legal liability
- Compliance various laws and regulation from different countries and regions

02

Obligations

- Provide sound legal advice to the senior leadership team
- Professional code of conducts and ethics
- Monitor possible legal risks

03

Consequences

- Risk of lawsuit
- Cultural / Ethical violation - risk of being sue

Things to Consider from Douyin's standpoint

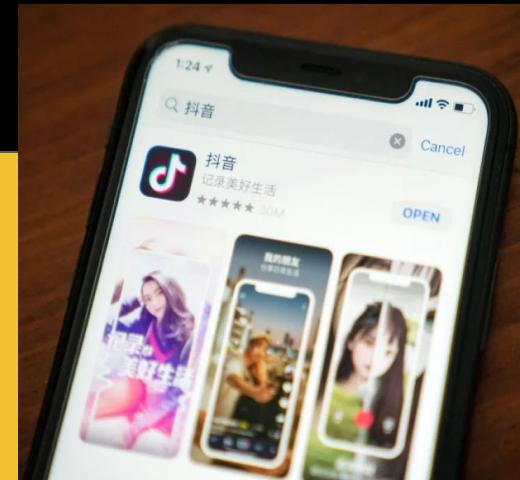
Discussion Questions



Cyberspace environment



Parent Intervention



Content quality

Utilitarian Framework

1. Describe the controversial action
2. List all potential affected (direct & indirect)
3. Discuss the major considerations
4. Specify the potential good and bad consequences in detail
5. Weight and evaluate the total good and bad consequences (good vs. bad)
6. Analysis the consequences for society as a whole
7. List potential alternatives and compare the results
8. Identify the action could provide the most good or the least bad

STEP 1: The Action

STEP 2: Parties Affected

STEP 3: Major Considerations

STEP 4: Good & Bad Consequences

STEP 5: Total Good vs Total Bad Results

STEP 6: Analysis for Society as a Whole

STEP 7: Summary of All Good & Bad Consequences

STEP 8: Alternatives

STEP 9: Final Decision

References

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