Should Technology Companies assume social responsibility?

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With the growth of the internet, more technology companies have been created over the last 10 years. Technology companies play an important role in shaping our economy, education, social interaction, and information access.

Despite its benefits, there are a lot of challenges and concerns. According to Planken's article" Definition of Social Responsibility", technology companies' social responsibilities include Data privacy and security, community engagement, sustainable practice, ethical AI, transparent reporting, sustainable practices, and the digital divide. Planken also talks about corporate social responsibility models such as Carroll's pyramid and Corporate Social Performance. He mentions through Carroll's Pyramid model, that social responsibility can be broken down into four different levels: economic, legal, ethical, and philanthropic. And how each level of social responsibility can those technology companies follow to contribute to the society. Additionally, some key perspectives in corporate social responsibility. Planken also mentions technology companies have wider social responsibilities that include ethical operation and giving back to the community beyond just making profits.

Now we understand what social responsibility in the context of technology companies is. But what are the benefits when technology companies assume social responsibility? In the Potocan's article "Technology and Corporate Social Responsibility", he talks about the important role that technology companies play in advancing Corporate Social Responsibility in our society. In this article, he uses a few big technology companies as examples to show the impact of technology companies assuming social responsibility. He discusses the positive impact of the Microsoft's Cybersecurity Investments on our

economy. Microsoft has spent over 1 billion annually on cybersecurity to protect its user's data and privacy. This investment not only supports the economic stability but also builds long-term brand loyalty and trust in the public. Their product also gained popularity over the past few years despite the rise of cyber-attacks in recent years. Additionally, the article also mentions how Google's AI Principle published a set of ethical AI development guidelines for developers to aggregate data without exposing individuals' private information. In my opinion, I think integrating corporate social responsibility into technology companies not only boosts their public trust but is also crucial for their long-term success.

Furthermore, technology companies like Tesla also bridging technology and sustainability. This leading EV maker not only produces reliable clean electric cars but also revolutionized the energy sectors by using sustainable energy solutions. Their sustainable product includes EVs, solar panels, solar roof, and more. According to the "Tesla 2022 Impact Report", they invested in creating a global network of electric vehicle charging stations, there are over 5000 global charging stations, and 100% are renewable. This investment not only allows Tesla user to charge their car but also allows its competitors to charge their cars at the station. Tesla demonstrates its collaborative responsibility by promoting the use of clean energy rather than maximizing profit by eliminating its competitors from the EV market. Moreover, Tesla avoids 13.4 Mmt CO_2e emissions and reduces 30% of global greenhouse gas emissions per vehicle. Tesla's manufacturing waste recycling program has a 90% recycled rate for its production waste. Despite the huge upfront investment in sustainable energy solutions, Tesla benefits from the carbon credits

it generates by selling sustainable products. Tesla earn 1.7 billion in 2022 alone by selling its carbon credits. In conclusion, by assuming environmental responsibility, the company can achieve long-term success.

The article "A History of Corporate Social Responsibility: Concepts and Practices", presents a comprehensive historical overview of the development of the Corporate Social Responsibility. The original creation of corporate social responsibility can be traced back to the Industrial Revolution in the mid-18th century. As more business opportunities arrived, more factories and companies were created, and as a result, more workers entered the market. Many businesses started providing healthcare and recreational benefits to their workers. This is the first time in history that the company has assumed social responsibility. At that time, there are no standardized frameworks or models to adopt in order to assume social responsibility. But it provides a good starting to for those who are looking to provide a better-quality living standard for their employees.

After 100 years of non-standardized corporate social responsibility practice, Howard R.Bowen argued that every business should held responsible to society rather than maximizing profit by any means necessary. This period saw the widening of corporate social responsibility's scope such as corporate decisions can affect the society in many different ways. Therefore, companies should prioritize their social interests when making decisions. This laid the groundwork for corporate social responsibility practices later seen in technology companies and many other industries. However, this is just a conceptual framework, and all the corporate social responsibility principles are voluntary but not mandatory, after 20 years, the Committee for Economic Development released the legal

corporate social responsibility framework, and new federal laws are aimed at environmental protection and workplace equality. Many companies have started to integrate corporate social responsibility into their company's core values.

In 1990, technological globalization acted as a catalyst for the adoption of corporate social responsibility worldwide. This period saw a great increase in technology companies stepping into the roles of social and environmental advocacy, promoting maximized social interest when developing their product. With the growth of the internet and the rise of AI and big data computing in the 21st century, concerns about data privacy have become more prominent in the technology industries. Many lawsuits happened in this period which resulted in much stricter corporate social responsibility practice in technology industries.

In 2018, big technology company Facebook faced a lawsuit for allowing improperly accessing the data of millions of Facebook users by a political consulting firm without user consent. This violation has raised serious concerns about Facebook's data privacy practice and resulted in the loss of many businesses when it was revealed to the public. In response to this scandal, Facebook took several measures to improve its corporate social responsibility in terms of data privacy. This measure includes increasing transparency about data usage and privacy policies, giving users more control over their information such as disabling sharing their information, and giving users permission to delete all their private information at any time. Moreover, Facebook committed to rigorous compliance with new data protection laws like the European Union's General Data Protection Regulation, adopting new measures to secure user data privacy. In my opinion, the development of the corporate social responsibility demonstrates the importance of this

social responsibility and provides more context why it is so important to integrate corporate social responsibility into the business model of technology companies. By integrating corporate social responsibility, technology companies not only improve their public image but also attract and retain talent because these companies tend to have better work environments.

As corporate social responsibility matured, several theories and models were developed to guide technology companies on how to better uphold social responsibilities. The Triple Bottom Line Theory argues that companies should not focus only on maximizing profit but also need to think about the impact of their business operating on the society and the environment. This theory points out the fact that technology companies can have significant environmental footprints and social impacts. The Stakeholder theories highlight the needs and impact of all the actors involved. For technology companies, this means not only considering the interest of shareholders but also the consumers, employees, government, the environment, and even its competitors. For instance, technology companies should consider how their products will affect others, and what measures should they implement to protect the public interest. The Carroll's corporate social responsibility pyramid added a structured hierarchy to corporate responsibility. Technology companies that operate at a global scale need to address more complex issues such as international labor law, global environmental impact, and its implications on the users. This framework works better for large technology companies that operate on a global scale because it ensures companies balance economic goals with legal, ethical, and philanthropic duties. In conclusion, these theories collectively highlight the importance for

technology companies to integrate corporate social responsibility into their business models. By doing so, technology companies can lower the risk of getting lawsuits, and improve company's compliance. Because technology companies tend to have many more users than small businesses, it can create many complex issues that can hinder technology companies to scale, but with these three theories, they can easier overcome those obstacles and allow technology company scale faster and easier than before.

Technological products have played a pivotal role in our society. From smartphones and social media platforms to smart home systems, we depend on these technologies nowadays. The innovation of technology provides great products that can boost our productivity and drive economic growth. Social media platform allows people to connect and communicate making it easier and more affordable for people to stay connected across long distances. Online courses, and digital textbooks allow individuals around the world to learn new skills from anywhere. In conclusion, the roles of technology companies are deeply intertwined with every aspect of our lives. The impact of technology companies' products is far beyond the impact of the product itself. Therefore, technology companies should not view social responsibility as an option but as a core principle of their business model.

Public attitude toward technology companies is polarized. On one side, people appreciate the convenience their products have provided. On the other side, people think technology companies violate their data privacy and sell their personal information to others in order to earn profit. The reason why there are so many different opinions about the technology companies is because people weigh different aspects of technology

companies' operations according to their values, experiences, and direct impact on themselves.

Capitol Technology University found the transition to AI-dominated products raises a significant ethical consideration that affects both the technology sector as well as all other industries. The research found most of the AI products are biased. One example is facial recognition technologies has faced a lot of criticism because it is biased toward people of color. Especially the faces of Black women, it tends to have a higher error rate when detecting their faces. This raises a lot of concern about how AI is being trained, and why it is biased toward certain groups of people. On the other hand, Microsoft's AI for Accessibility program integrated social responsibility when developing its AI product. Through this ethical AI practice, Microsoft exemplifies how technology companies can address those social challenges by enacting social responsibility. This ethical initiative not only committed to transparency in its development processes but also ensured their AI product are safe and reliable. This shows the importance of upholding social responsibility in AI development can contribute to the society in a sustainable, ethical, and inclusive way.

In the article "The Data Big Tech Companies Have on You", presented privacy and data protection as the biggest concern in the development of technology products. It mentions technology companies usually collect a large amount of user data to improve and develop their product. Moreover, collecting users' data to target advertisements is a huge concern in the social media sector, it not only violates user privacy rights but also has the potential for misuse by bad actors. The Equifax data serves as a clear example of the impact a data breach can have on our society. Approximately 147 million people's sensitive

information was exposed due to the security vulnerability in the Equifax software system. This made millions of people vulnerable to identity theft and financial fraud. This incident highlights the impact of failing to secure data and the importance of security measures to safeguard user's data to maintain public trust. Technology companies not only have the duty to protect user's information, but also must uphold their social responsibility to society.

In conclusion, I think it is very important that technology companies assume social responsibility. By integrated social responsibility into technology companies' business model, can boost employee productivity in the workplace. Furthermore, companies can build stronger relationships with their users. Embracing social responsibility also ensures technology companies maintain long-term success and improve a positive public image. Ultimately, technology companies that prioritize corporate social responsibility are more likely to attract and retain top talent due to their better workplace and better career development.

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