

Risks and Benefits of Facebook's Diversity Habits in Hiring and Marketing

ANALYZE CULTURAL LENS

The positive experience of the student's experience that I am analyzing, of being in a very diverse research study group, seems to be a very beneficially environment to work in and be a part of. Very little or no conflict being dealt with in that situation.

Whereas the group the student was a part of for a project in one of their classes last year, might have not been so nice to be a part of. The old American 36 year old man felt he had a moral compass, where since his age made him feel he had greater authority among the group, caused a case of feeling the reason to decide what goes or not. And then even with disparity and possibly some unconscious bias especially. Possibly not meaning to come off negatively with taking a greater amount of control within the group, but from multiple points of views, does come off to be that way.

The female member from Japan, might have been on the other end of some of that unconscious bias, because it be assumed because she was on the more shy side, and did not speak that much, by not putting much of her personal input into the project, prejudgments could have been made, basing the situation at hand off of some past experiences, along with even some stereotyping threat, just because she is from Japan and didn't talk much, there might have been some assumption she lacks a certain amount of relative knowledge and is then ignored. So definitely not an ideal situation or environment to be a part of when being a part of a very diverse group of three.

SYNTHESIZE

Overall, Facebook has the majority of their workforce being considered White at 55%, and then Asian being second at 36%, illustrating a lack of diversity in race throughout the company. With focusing our outlook mostly within Facebook's technical department of the company, men make up most of that area at 68%, having a slight unbalance with a diversity of gender within that department. Working towards in increasing the diversity within the race and gender aspect throughout the company, is an attempt Facebook is working towards to. But Facebook do prefers to keep with their "diversity slate approach," where they focus more on the pure talent of a potential employee than more on any other factors characterizing the individual.

EVALUATE

Virtue

The concept of virtue can be found in the company's hiring and market strategies, because they are trying to do the right thing through their eye, with their idea in what they set to be the best way to go in hiring employees for their company and the marketing tactics they are going with. The advantage is, I believe what they are doing is the right thing, with hiring employees that are best in what they do no matter who they are, and with marketing to many ages and race across the globe. But a disadvantage to their strategies can be that the range of employees they are hiring is not as diverse as it could be, which can grant many other benefit to their company, and then with then with their marketing techniques, in regards to who their users are, Facebook tends to tailor its ads based on who the user is. Trying to appear diverse in their advertising techniques to their user, may not that be diverse because they are usually always tailored to them, and no whole lot to other that are in some way from them.

Social Contract

Facebook tries their best to appear moral to society. They are capable in enforcing the rules that are lawful throughout their company and with their platform of Facebook to their users and society. They represent themselves through the Affirmative Action, Equal Employment Opportunity, and Transparency Pay with the company, and upholding their statement not to discriminate against any measures of identity including gender, race, sexual orientation, and among others.

ANAYLZE

Laws like the Affirmative Action, Equal Employment Opportunity, and Transparency Pay acts that they say they represent, there are also their willingness to accommodate veterans and disabled candidates throughout their hiring process, and also of course not to discriminate against any other personal characteristics of an individual. Upholding their idea that who are does not affect your skill levels at your job at Facebook.

They also do offer benefits that include assistance with anything an employee may be struggling with outside of work, such as with family, any disabilities, and even other ways to make their employees' lives easier on them, in the best way they can. And then also Facebook has a strong internship program that has been ranked #1 for multiple years.

Although, when you look at their current statistics throughout their company, what they represent doesn't always uphold to the state in some departments and areas among their employees. There is definitely more improvement for Facebook. And diversity wise, there is definitely more that they can do.

RECOMMEND

Even though Facebook puts on the face that they promote diversity throughout and for their company and their product, in reality, they struggle with the overall diversity within their company itself. A possible way to improve their global hiring and marketing problems in the technical areas and technology industries, is to take into consider the benefits of having a diverse group on individuals in the workplace. I believe that it is true that having a variety of skills and with the technical aspect at hand is important, which is what Facebook focuses on, but also having a variety of characteristic skills of an individual within a group working at the same idea or task in front of them, is greatly beneficial also. So implementing that idea with Facebook's global hiring and marketing process overall, would be a positive recommendation that I give to the company.