

Facebook has an ethical issue about disclosure.

Do you know that Facebook have 2 billion members worldwide? It is a kind of social media which allows people to share information all over the world. These data are used in a way that the members have not known before. In politics, personal information is studied to discover political behaviors. Then, this information is systematically processed for sending the ads to these groups. In the election 2016, Trump's team bought his supporting voters' data like racial discriminators, war lovers, and anti-China groups for unfair trade and intellectual property violation. These data were taken from the Facebook. They were retrieved by Application called by modern mathematics as "Algorithm". They attracted these people to like Trump and become his strong supporters.

Zuckerberg is a smart IT engineer but lacks ethics. He can cause a lot of problems. To be right based on my 8K's Theory, Ethical Capital must coexist with Digital Capital.

8 K's: basic in Human Resource Development

Human Capital

Intellectual Capital

Ethical Capital

Happiness Capital

Social Capital

Sustainability Capital

Digital Capital

Talented Capital

Nowadays, Big Data has both advantages and disadvantages. It varies based on the usages. It can be either ethically used or propagate. People use Facebook to build relationships with friends. Those data are private and legally protected. Facebook should exploit such information leading to unethical practice. As the world prospers, people must be able to protect their personal data (Privacy Law).

Referring to my last week article on Tim Cook's 7 leadership qualities, I would like to continue this topic in this article. I was impressed by Diversity. I would like the readers to pay attention to the difference and diversity because they can create more value added in these aspects

- Generation gap
- Organizational brand diversity
- Academic field diversity
- Others

Diversity is necessary but must be managed to create value added instead of causing conflicts.

The 8th quality is Belief in what he is doing. This is an important issue. If he has trust and belief, everything will be possible. In Thailand, belief in people is less important.

They think that it is not profitable and unimportant. They believe more in Finance and Marketing. Belief must come after mindset adjustment.

The 9th quality is leadership. He must have unique self-identity. I love this. Sometimes, it is called "Authentic Leadership". We can learn from other people but we have to be ourselves. Do not always follow what others do. This is Thais' weakness. They love copying other people and lack self-esteem.

The 10th quality is to write your own plan. Do not copy from a textbook. This is important. It is similar to 2R's Theory: Reality and Relevance.

The last one is transparent and measurable practice.

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Source: Learning from Reality with Dr. Chira Column. **Naewna**.
Saturday 14 April 2018, p.5