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RIT

Athena: A Digital Educational Experience for Visual Learners

by Adrianna Petrus

Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Fine Arts in Visual Communication Design at
the College of Art & Design, School of Design

Rochester Institute of Technology
Rochester, NY

August 3, 2021

Signatures

Adam Smith

Date

Associate Professor/Graduate Director of Visual Communication Design/Thesis Director/
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Date

Senior Lecture of Visual Communication Design/ Co-Graduate Director/ Committee Member/
Academic Advisor/ Thesis Advisor

Abstract

Athena is a design system for an online learning experience that uses motion graphics and information design along with succinct narratives and engaging web page browsing to help visual learners comprehend complex information. This system will leverage several theories, such as Pictorial Superiority Effect, which suggests vision is the most powerful pathway to the brain,¹ as well as Dual Coding Theory, explaining that two senses stimulated at once will increase comprehension.² Conveying content like “Marketing Ethics” in an effective way can be difficult. Visual education can bridge the pathway to these topics in an interactive way that incorporates animation, audio, and touch.

The desired audience are young professionals in the design and marketing field who respond well to a visual learning style and are interested in an interactive educational experience. As well as a person, group, or business interested in educating their viewers in an effective way such as people who are visual learners and want an alternative educational experience.

The objectives of this system are to motivate, stimulate, and engage the user. This can be achieved by motivating the viewer to feel excited about learning complex concepts by presenting the content in a relatable way using narratives and symbolic imagery. Making the content stimulating by presenting content in infographic structure will increase comprehension and retention. As well as incorporating multiple avenues to the information. Engage people by bringing entertainment into the experience by making the content fun and having interesting interactions. By reducing barriers to this information it can increase comprehension and retention and create a more enjoyable and beneficial experience.

Keywords

Visual Education, User Experience, Design Systems, Motion Graphics, Information Design

¹ Zadina, Janet. “Multiple Pathways to the Student Brain : Energizing and Enhancing Instruction,” John Wiley & Sons, Incorporated, 2014. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/rit/detail.action?docID=1687057>

² Mark Sadoski and Allan Paivio, “Imagery and Text : A Dual Coding Theory of Reading and Writing,” London: Routledge, 2012, accessed March 28, 2020, ProQuest Ebook Central

Dedication

Thank you to all the VCD and RIT professors.

Adam Smith, Mike Strobert, Joel Rosen, and Joyce Hertzson for helping me on the thesis journey.

Adam Smith, Mike Strobert for UI and UX education.

Daniel DeLuna for 3D graphics education.

Daniel DeLuna and Jason Arena for motion graphics education.

Christopher Corey for branding and design systems education.

Special thanks to Robert Barbato, Professor of Management, Saunders College of Business for providing Marketing Ethics content and education through MGMT 775 - Corporate Social Responsibility and Business Ethics.

A big shout out to all my fellow VCD friends who helped me along the way. Couldn't have done it without all of you!

Critical Analysis and Summary

Athena is a design system for an online learning experience that uses motion graphics and information design along with succinct narratives and engaging web page browsing to help visual learners comprehend complex information. This system will leverage several theories such as Pictorial Superiority Effect, which suggests vision is the most powerful pathway to the brain,³ as well as Dual Coding Theory explaining that two senses stimulated at once will increase comprehension.⁴ Conveying content like "Marketing Ethics" in an effective way can be difficult, but visual education can bridge the pathway to these topics in an interactive way that incorporates animation, audio, and interaction.

The subject matter of marketing ethics was important in shaping this project. It is a crucial discussion to have and can be a designer's way of affecting society. It is the initial relationship between a business and consumer. A company or entity has a fiduciary duty to respect the consumer's wellbeing, which includes integrity and freedom of choice, transparent sales practices, fair pricing, and truthful advertising; which are all key factors that denote ethical marketing.⁵

My curiosity with marketing ethics began in my undergraduate education. I also realized the importance of it during my graduate studies and felt there was a gap with business education for designers. The audience is young professionals in the design and marketing field, who respond well to a visual learning style and are interested in an interactive educational experience. The appropriate tone for this project is approachable, anecdotal, instructional, and dynamic.

At RIT I furthered my business ethics education by participating in MGMT 775: Business Ethics and Corporate Social Responsibility taught by professor Robert Barbato, Robert in the Saunders College at Rochester Institute of Technology.⁶ Please see appendix D for the content and knowledge that I received for that class. His lecture on marketing ethics greatly aided in the basis of this project.

My original idea sprung from "How am I going to explain Marketing Ethics to a graphic designer in the most interesting way possible?" Initially I wanted to create a live workshop discussion. I learned that the

³ Janet Zadina, "Multiple Pathways to the Student Brain : Energizing and Enhancing Instruction," John Wiley & Sons, Incorporated, 432014, ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/rit/detail.action?docID=1687057>.

⁴2. Mark Sadoski, and Paivio, Allan, "Imagery and Text : A Dual Coding Theory of Reading and Writing," London: Routledge, 2012, accessed March 28, 2020, ProQuest Ebook Central.

⁵ Robert Barbato, "Marketing Ethics," MGMT 775: Business Ethics and Corporate Social Responsibility. Class lecture at Saunders College at Rochester Institute of Technology, Rochester, NY, USA, October 27, 2020.

⁶ Robert Barbato, "Marketing Ethics," MGMT 775: Business Ethics and Corporate Social Responsibility

needs of the learner were that visuals and audio were necessary aspects for engaging with the subject matter. This led me down the path of a digital platform which would provide a space for the user to learn and interact at their own pace, especially when 65% of people are visual learners.⁷ The user survey I conducted agreed with that sentiment, yielding that 77% said they had a visual learning style and 69% said they like a combination of metaphors and imagery.⁸

The problems lie in a gap in communication between online education and visual learning for several reasons. The methods in which information is being presented doesn't consider the different styles in learning a person could have. These include visual, auditory, verbal, and physical, and that a student could have a combination of these.⁹ It is also difficult to convey complex concepts in an effective way with only text based information. Reading long articles of text with no imagery can be very tedious and frustrating for visual learners to understand, especially when focusing on abstract topics like ethics.

On the other hand educational videos are often fast paced and linear, not giving the viewer a chance to comprehend the information. They have the ability to move forward and backwards within the video but not in an interactive way. The videos are contained within a media player and there is no direct relationship between the video and the user. For example the google academy videos¹⁰ show infographics and visuals with people talking, but I often have to reverse and watch again because, they move so quickly to the next idea. The infographic on the page has motion yet is also static letting the user ruminate on the information. It is also accompanied by a definition in words to further clarification. The option of having the definition read out loud is even one more avenue for the senses to trigger understanding.

In order to resolve these issues the design system has three main objectives: motivate, stimulate, and engage. Motivate the user to feel excited about learning complex concepts by presenting the content in a relatable way, using succinct narratives, and symbolic imagery with information design. Making the content stimulating by presenting content in infographic structure will increase comprehension and retention, as well incorporating multiple avenues to the information. Bring entertainment into the

⁷ William C. Bradford, "Reaching the Visual Learner: Teaching Property Through Art," *The Law Teacher* Vol. 11, 2004, last modified December 7, 2012, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=587201.

⁸ "Online Learning Experience," Adrianna Petrus, Typeform survey, April 24, 2021, <https://ap5655.typeform.com/to/GYFS4HQy>.

⁹ The University of Kansas, "4 Different Learning Styles You Should Know: The VARK Model," KU, The University of Kansas: School of Education & Human Sciences, Online Degrees, Community, last modified July 31, 2019, <https://educationonline.ku.edu/community/4-different-learning-styles-to-know>.

¹⁰ "Google Analytics Academy," Google.com, Google Academy, date accessed April 2, 2021. <https://analytics.google.com/analytics/academy/course/6>.

experience by making the content relatable, fun, and interesting to interact with and aesthetically cool with engaging web browsing.

Step one is to motivate the student and increasing their interest to learn, we can do this by making the content resonate with their learning style for example infographics, narratives, and audio. It is known that animation increases motivation and enjoyment in learning.¹¹ As well we can leverage color which can increase comprehension by 73% when used as indicators for categorized information.¹² Furthermore, friendly illustrations can help visualize the information and progress the narrative and boost understanding.¹³

By presenting the information in an anecdotal way making the content relatable it can stimulate and engage the user. Driving this narrative are two characters, one representing a customer and the other representing business. During character development, I looked at tending styles and saw a lot of filled ovals as eyes and round features. You could see similar looks in the Microsoft teams interface.¹⁴ With this style of illustration in mind, I explored flat illustration in 3D using sketch and toon cel shading. This gave me the capability to easily animate the characters in a 360 view. Initially, I didn't want to singularly represent a race choosing blue skin for the characters. After further research the characters were best illustrated with realistic skin tones. In "*Virtual Character Design for Games and Interactive Media*" it explains that creators have the power to show representation in their work and be aware of bias.¹⁵ Also, the media can shape how we see other individuals in the world, so content producers need to be aware of this.¹⁶

¹¹ Kim, S. et al. (2007), "The effect of animation on comprehension and interest," *Journal of Computer Assisted Learning*, 23, 260 - 270.

¹² Xerox Corporation (2017), "20 Ways to Share Color Knowledge," Xerox Office Products and Solutions, <https://www.office.xerox.com/latest/COLFS-02UA.PDF>.

¹³ Don Zimmerman and Gregory Thayer (1994-2021), "Designing Documents: Using Illustrations," The WAC Clearinghouse, Colorado State University, <https://wac.colostate.edu/resources/writing/guides/illustrations/>.

¹⁴ "Microsoft Teams for your personal life," Support.Microsoft.com, accessed June 21, 2021. <https://support.microsoft.com/en-us/office/microsoft-teams-for-your-personal-life-08fd2b61-1c3e-47e2-821b-d312709b933d>.

¹⁵ Robin J.S. Sloan, "Virtual Character Design for Games and Interactive Media," Florida: CRC Press LLC, 2015, accessed June 21, 2021, ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/rit/detail.action?docID=2067932>.

¹⁶ Robin J.S. Sloan, "Virtual Character Design for Games and Interactive Media."

I took inspiration from the parallaxing scrolling effect like the Apple Big Sur¹⁷ website or Pioneer Corn Revolutionized¹⁸ sites. Content moved in and out of the browser as you scroll and had elements that could be manipulated with the cursor. Instead of linear, the layout is organized in a quadrant system similar to what you would see on a blueprint. You can view one quadrant at a time or zoom out to see the big picture. The blueprint is a metaphor for building knowledge.

The engagement component is fulfilled with multidirectional layout. The user has more control to skim and scan the information by moving through the webpage in multiple directions. The cursor has directional cues, the arrow changes orientation when it approaches a different quadrant, the illustrations/animations are movable and clickable. If you hover over the scene and the cursor changes to a 3D tool, which allows the user to rotate around the scene and zoom into and out of it. When hovering over a character the user can select them and the character will be front and center. They introduce themselves and how they contribute to the subject matter.

Another level of engagement, utilizing Dual Coding theory, of audio and visuals simultaneously triggered.¹⁹ User is seeing the word and hearing it at the same time. The text on the screen can be read to the user by clicking the speaker icon. The text will be highlighted when the narrator says the word. Similarly, by presenting complex material in more succinct amounts like an infographic, it will help the student to better grasp the information, because of a process called decomposition in which the brain needs more time to break down the patterns of animation in order to then adsorb the information being presented.²⁰

Like Athena the Greek goddess of wisdom and skill, this design system is a platform to learn and grow through insight and development.²¹ The goal is to provide an alternative learning experience that embraces multiple senses giving the users more power in the way they consume content. Athena will provide multiple avenues of interaction, such as moving content on the screen, listening to a voice over as the written content is highlighted on the screen, progressive narratives as you scroll around the page. Thinking outside of the box makes a web browser a multi-dimensional experience, other than just linear.

¹⁷ "macOS Big Sur," Apple.com, Apple, date accessed June 21, 2021, <https://www.apple.com/macOS/big-sur/>.

¹⁸ "Corn Revolutionized," Pioneer.com, Corteva agriscience, date accessed June 21, 2021, <https://go.pioneer.com/cornrevolution#>.

¹⁹ Mark Sadoski, and Paivio, Allan. "Imagery and Text : A Dual Coding Theory of Reading and Writing."

²⁰ Richard K. Lowe, Jean Michael Boucheix (2016). "Principled animation design improves comprehension of complex dynamics." Elsevier Ltd. Learning and Instruction 45, p.72 - 84

²¹ Britannica.com, "Athena." Encyclopedia Britannica, last modified Mar 2, 2021, <https://www.britannica.com/topic/Athena-Greek-mythology>.

Creating a multi-angled view much like the wise owl that is often associated with Athena, and is the symbol for this system and brand.

Please See:

Appendix A: Bibliography & References

Appendix B: Defense Presentation

Appendix C: Semplice Case Study

Appendix D: Content Research

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Thesis 2021

Appendix A: Bibliography & References

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Appendix B: Defense Presentation

Video Link: <https://drive.google.com/file/d/1E1IbQgdEIHLaPI1QWzM7KgvrGaObzPY0/view?usp=sharing>

Video Link with Captions: https://drive.google.com/file/d/1QgJi7D8G_xnBjL-Agu-HCOtPrr9vAoJ5/view?usp=sharing

PDF Presentation Link: https://drive.google.com/file/d/1br3ldSh0HA_D294_I9WsiS1kcK-ovGG5/view?usp=sharing



Marketing Ethics. Explained.

The initial relationship between businesses and customers.



CUSTOMER

BUSINESS



Adrianna Petrus

Thesis 2021 | Master in Fine Arts | Visual Communication Design | Adam Smith, Graduate Director; Mike Strobert, Co-graduate Director

College of Art & Design | Rochester Institute of Technology | Rochester, NY



A Digital Educational Experience for Visual Learners.

Utilizing **Motion Graphics** and **Information Design** along with succinct narratives and engaging webpage browsing to increase comprehension and motivation for learning complex topics.





Visual Learning

=

MOTION GRAPHICS

+

INFORMATION DESIGN

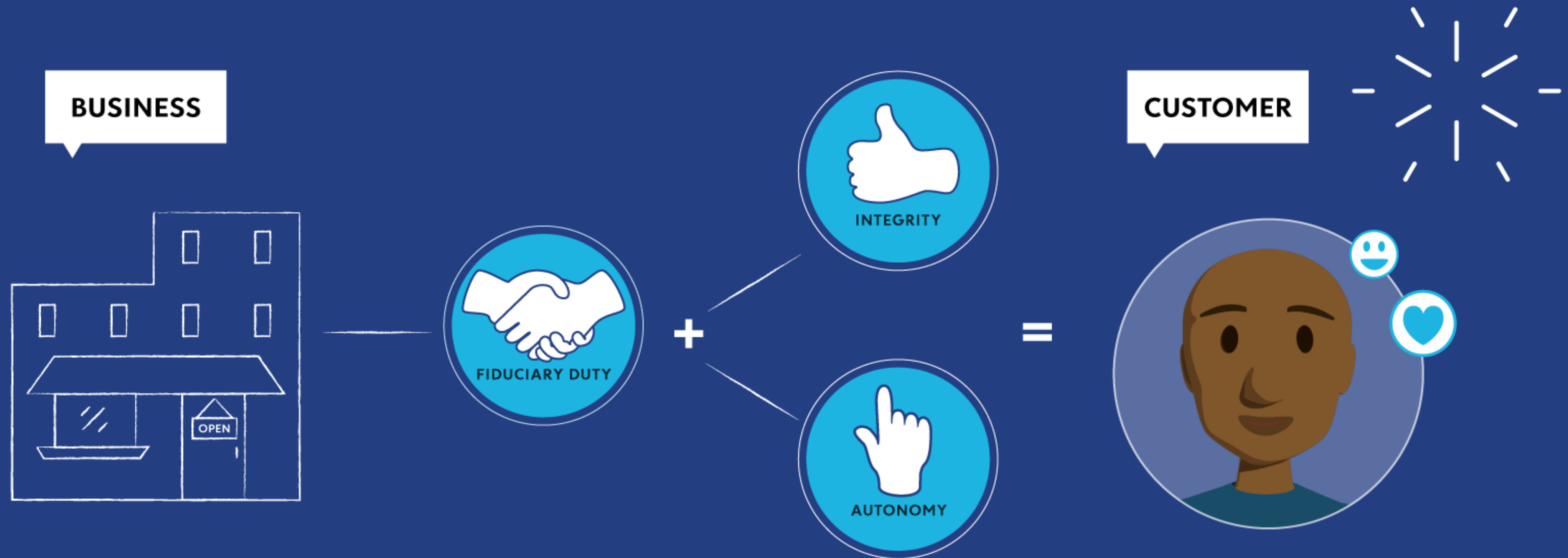
+

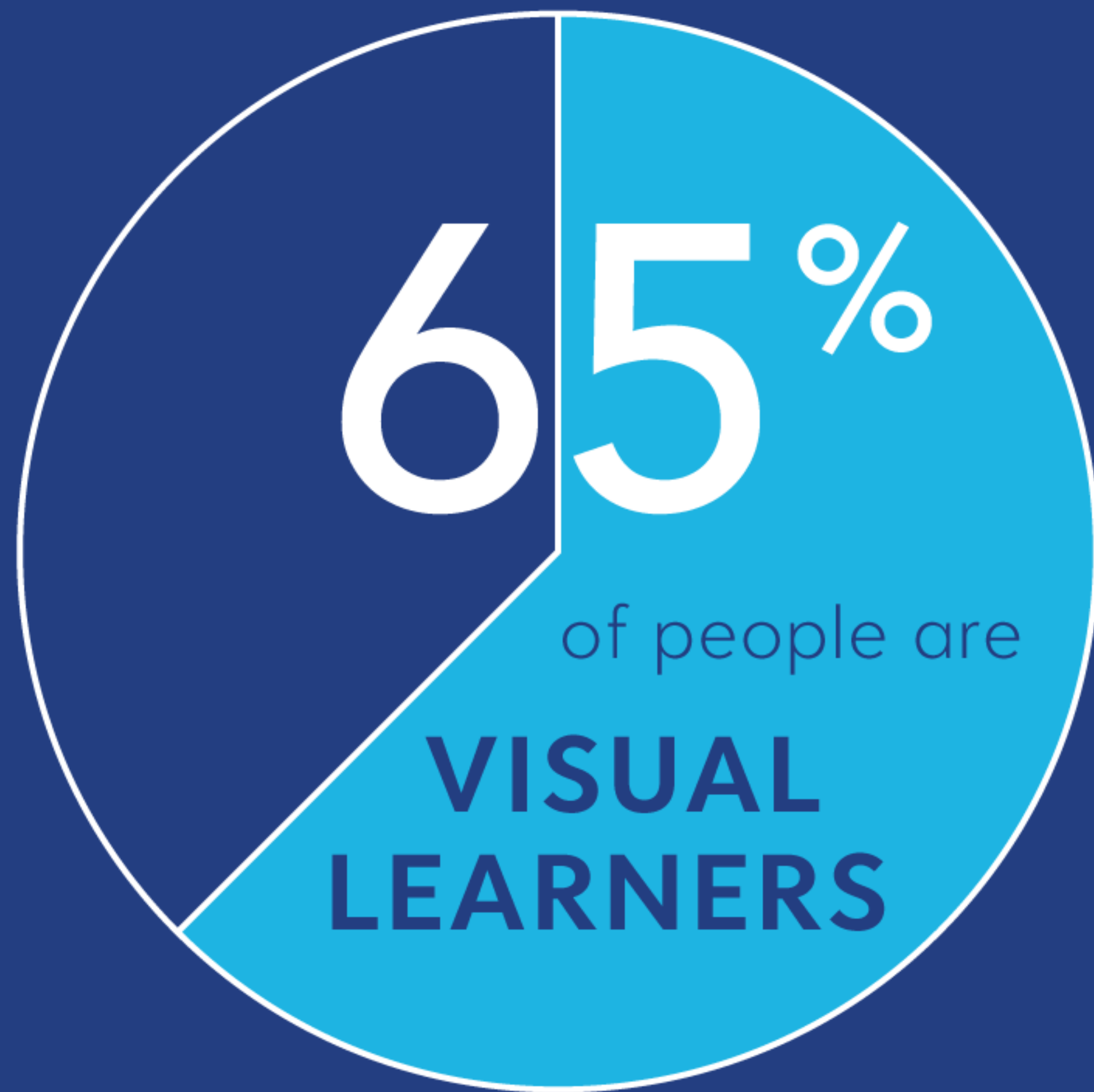
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Complex Topics Need Visuals.

It is hard to convey complex topics like ethics to visual learners with just text

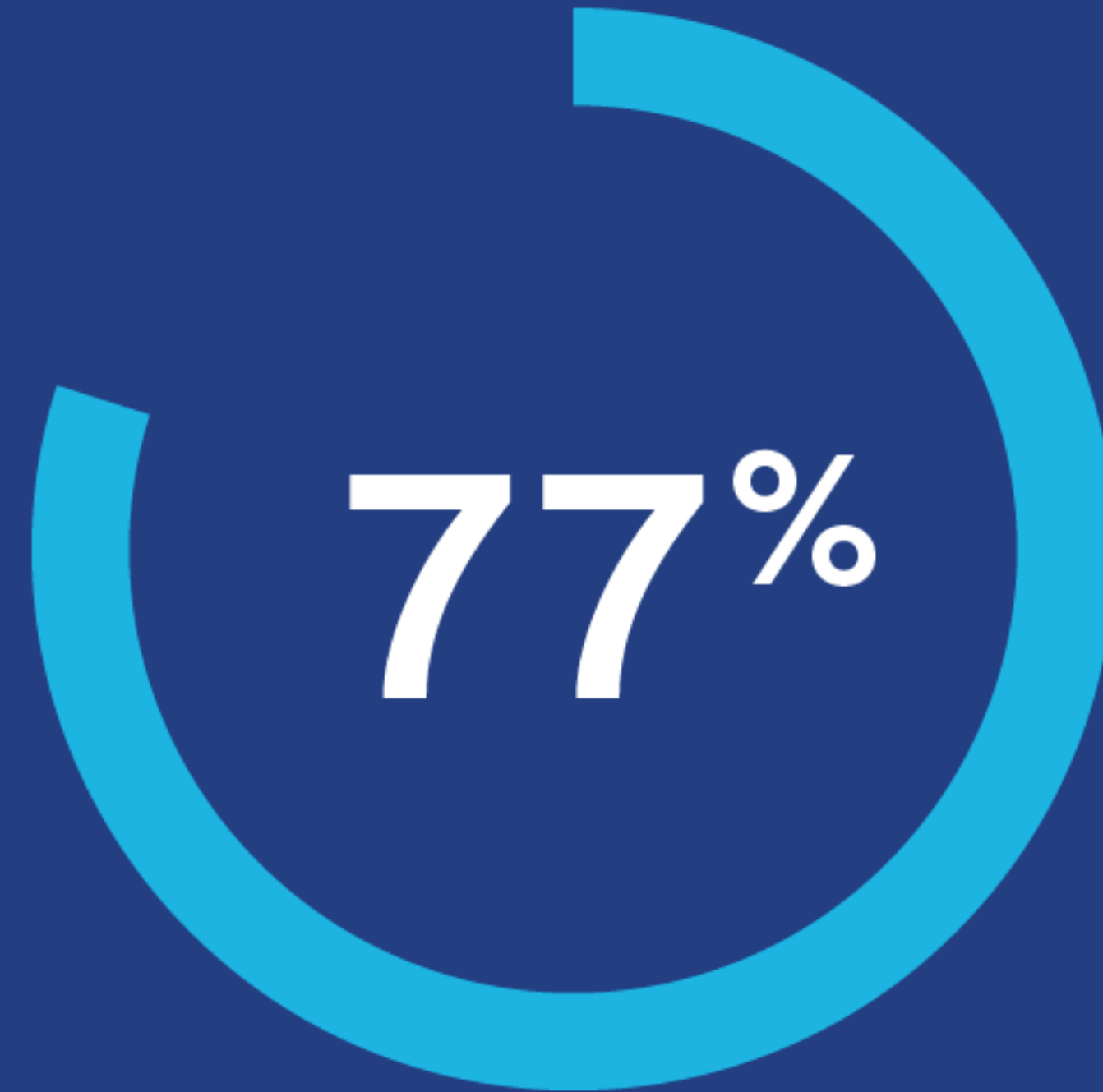




SURVEY RESULTS



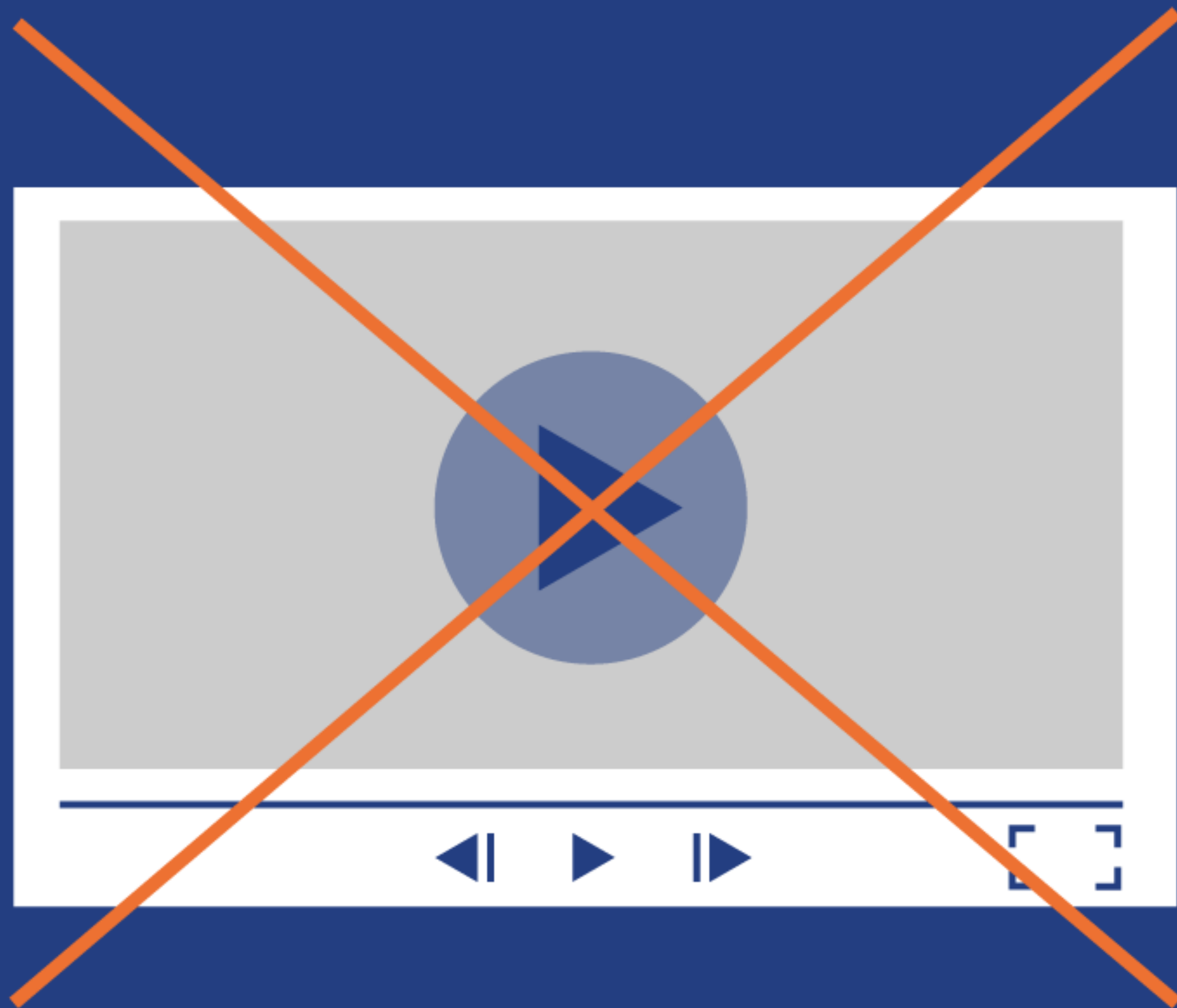
People said they like a combination of metaphors and data with text and images



Participants said they have a visual learning style

The Problem

Frustration and Lack of Motivation



The Solution

Motivate, Stimulate, Engage

Pictorial Superiority Effect



The Solution

Motivate, Stimulate, Engage

Dual Coding Theory



Apple = Manzana

(english)

(spanish)



+



Mark Sadoski, and Paivio, Allan. "Imagery and Text : A Dual Coding Theory of Reading and Writing," London: Routledge, 2012, accessed March 28, 2020, ProQuest Ebook Central.
4. Mark Sadoski, and Paivio, Allan. "Imagery and Text : A Dual Coding Theory of Reading and Writing," London: Routledge, 2012, accessed March 28, 2020, ProQuest Ebook Central.

The Solution

Motivate, Stimulate, Engage

Audio



Animation



Interaction



1. Motivate

- User should feel excited
- Relatable content and imagery

2. Stimulate

- Infographic structure will increase comprehension and retention

3. Engage

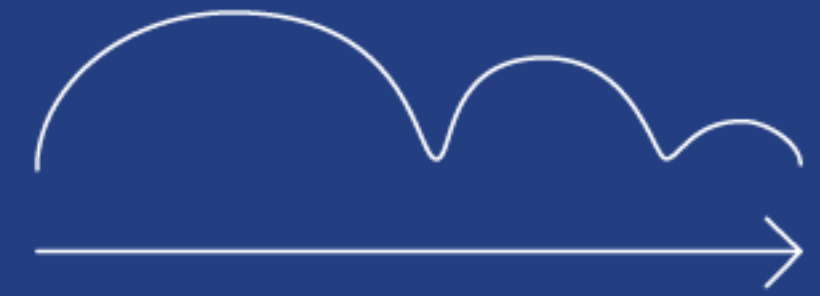
- Bring entertainment
- Fun and interesting interactions

Motion

Narratives

Information

Experience

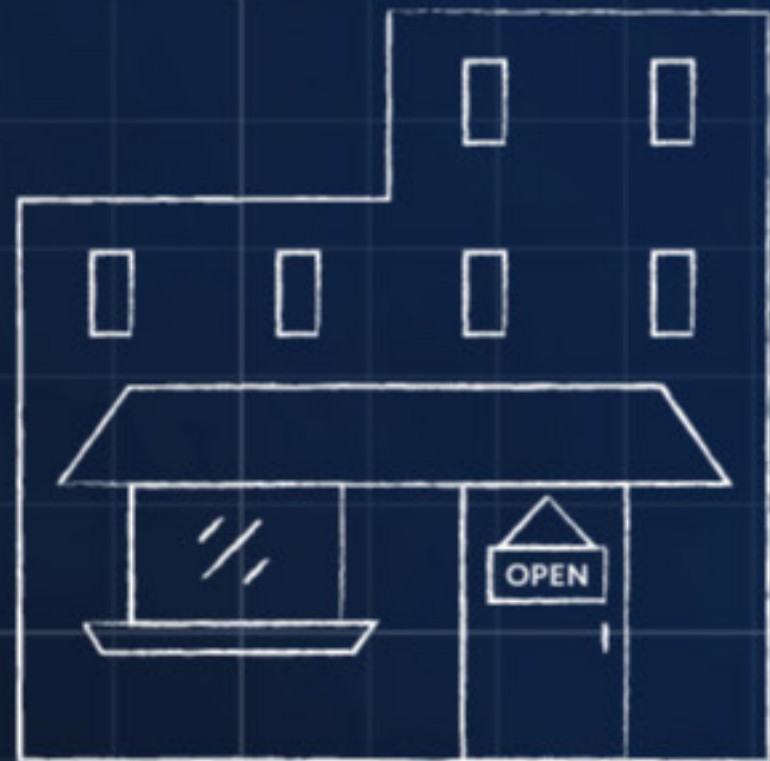




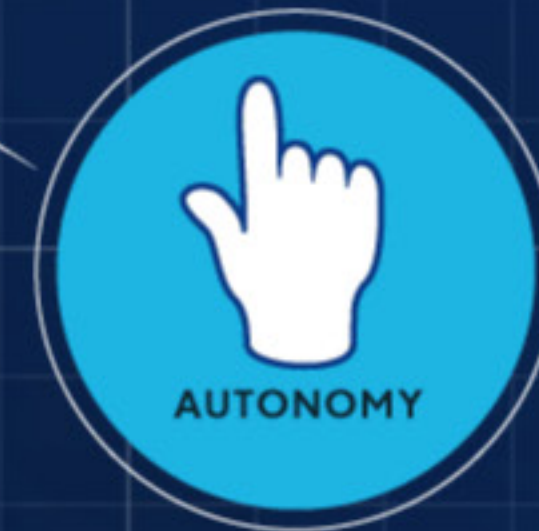
Ethics

Companies or entities have the fiduciary duty to respect the consumer's well being, which includes integrity and autonomy.

BUSINESS



+



=

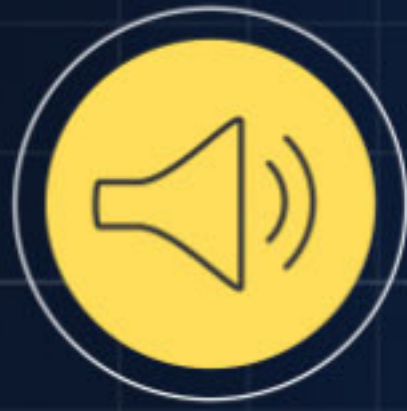
CUSTOMER



Decomposition

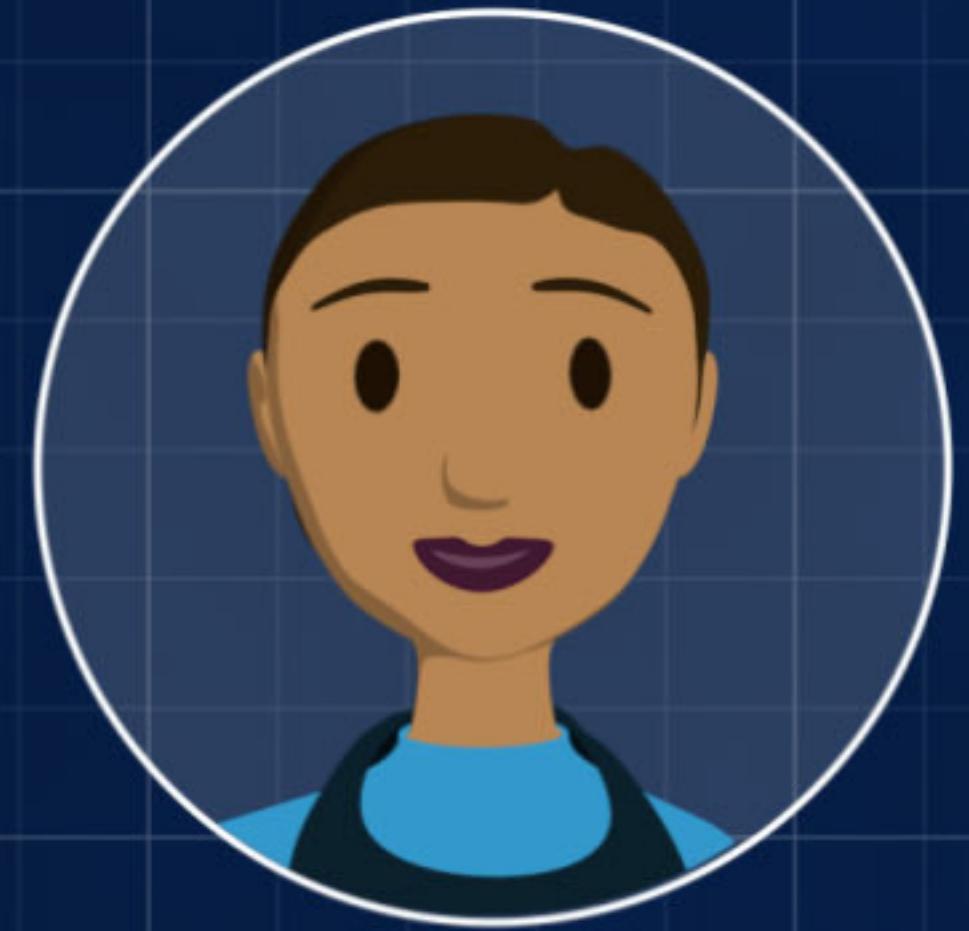


Richard K. Lowe, Jean Michael Boucheix (2016).
"Principled animation design improves comprehension
of complex dynamics." Elsevier Ltd. Learning and
Instruction 45, p.72 - 84



Fiduciary Duty

The obligation of a party in a contract to be trustworthy, honest, and ethical in a way that is considerate of the well being of another.



Marketing Ethics. Explained.

The initial relationship between businesses and customers.



CUSTOMER

BUSINESS



Marketing Ethics. Explained.

The initial relationship between businesses and customers.



Product Safety

Consumers trust companies to provide safe products, and companies have to follow certain rules and regulations to do so.



Ethics

Companies or entities have the fiduciary duty to respect the consumer's well being, which includes integrity and autonomy.



Marketing

Businesses first point of contact with potential and existing customers. Advertising is a medium in which businesses use to promote a product, service, event or campaign.



Marketing Ethics. Explained.

The initial relationship between businesses and customers.

1



4

Product Safety

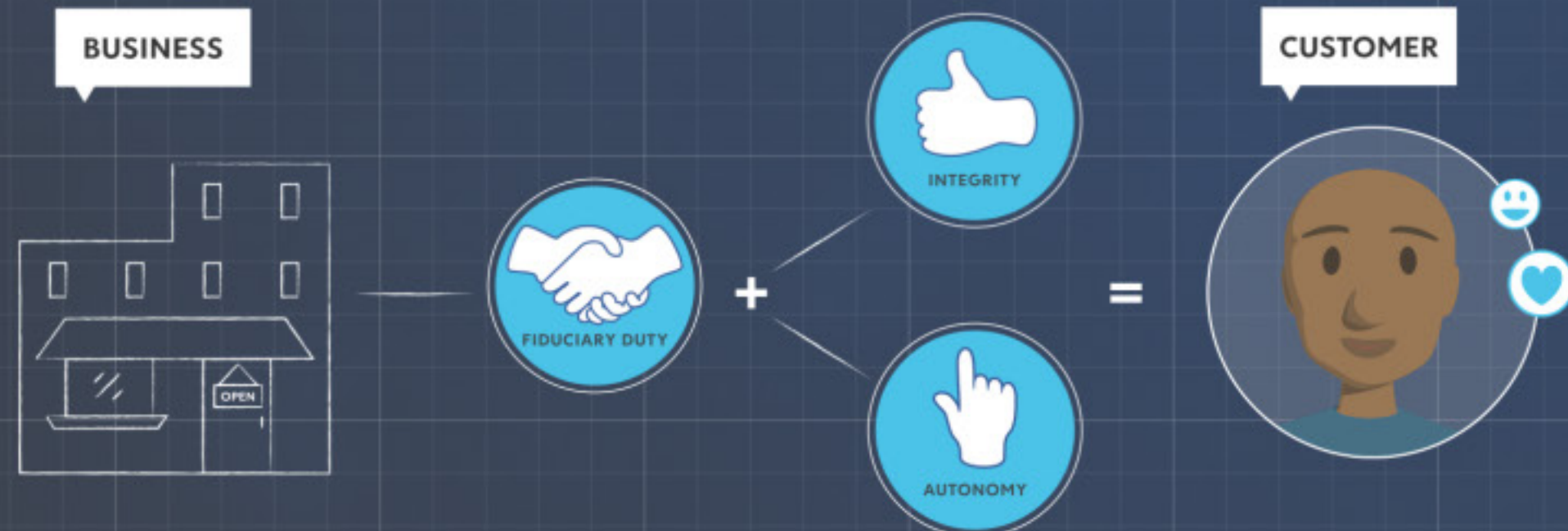
Consumers trust companies to provide safe products, and companies have to follow certain rules and regulations to do so.



Ethics

Companies or entities have the fiduciary duty to respect the consumer's well being, which includes integrity and autonomy.

2



3

Marketing

Businesses first point of contact with potential and existing customers. Advertising is a medium in which businesses use to promote a product, service, event or campaign.



Business

As owner of a coffee shop, I make sure my customers are safe and happy.



Customer

I enjoy going to Sam's coffee shop; it's a nice place and the coffee is great.



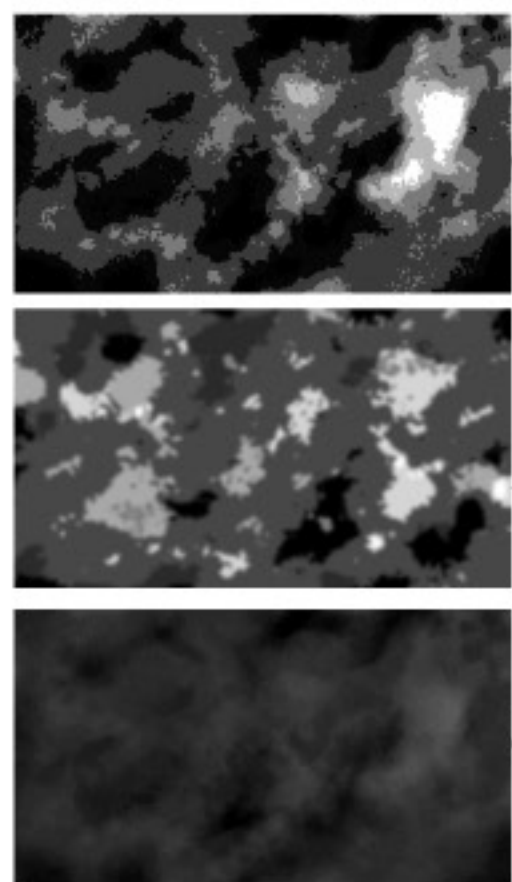
CUSTOMER

BUSINESS

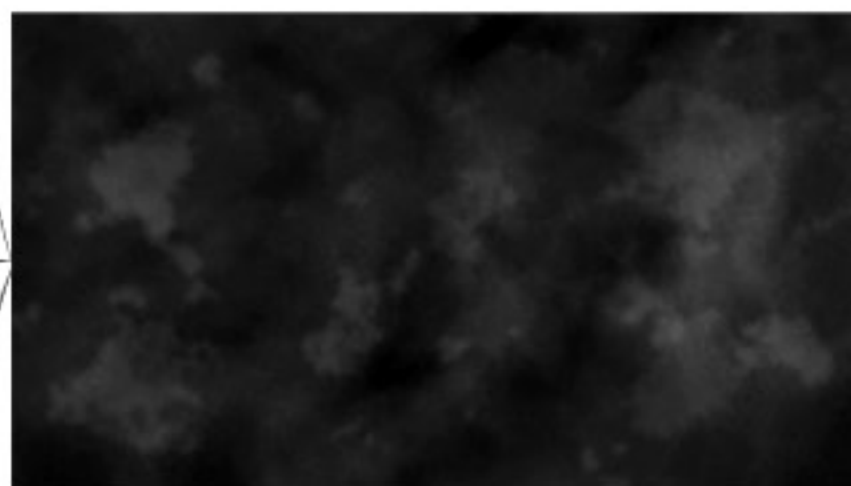


BUILDING THE BLUE PRINT BACKGROUND

Posterized digital charcoal
brush strokes



Multiplied together to
get a texture



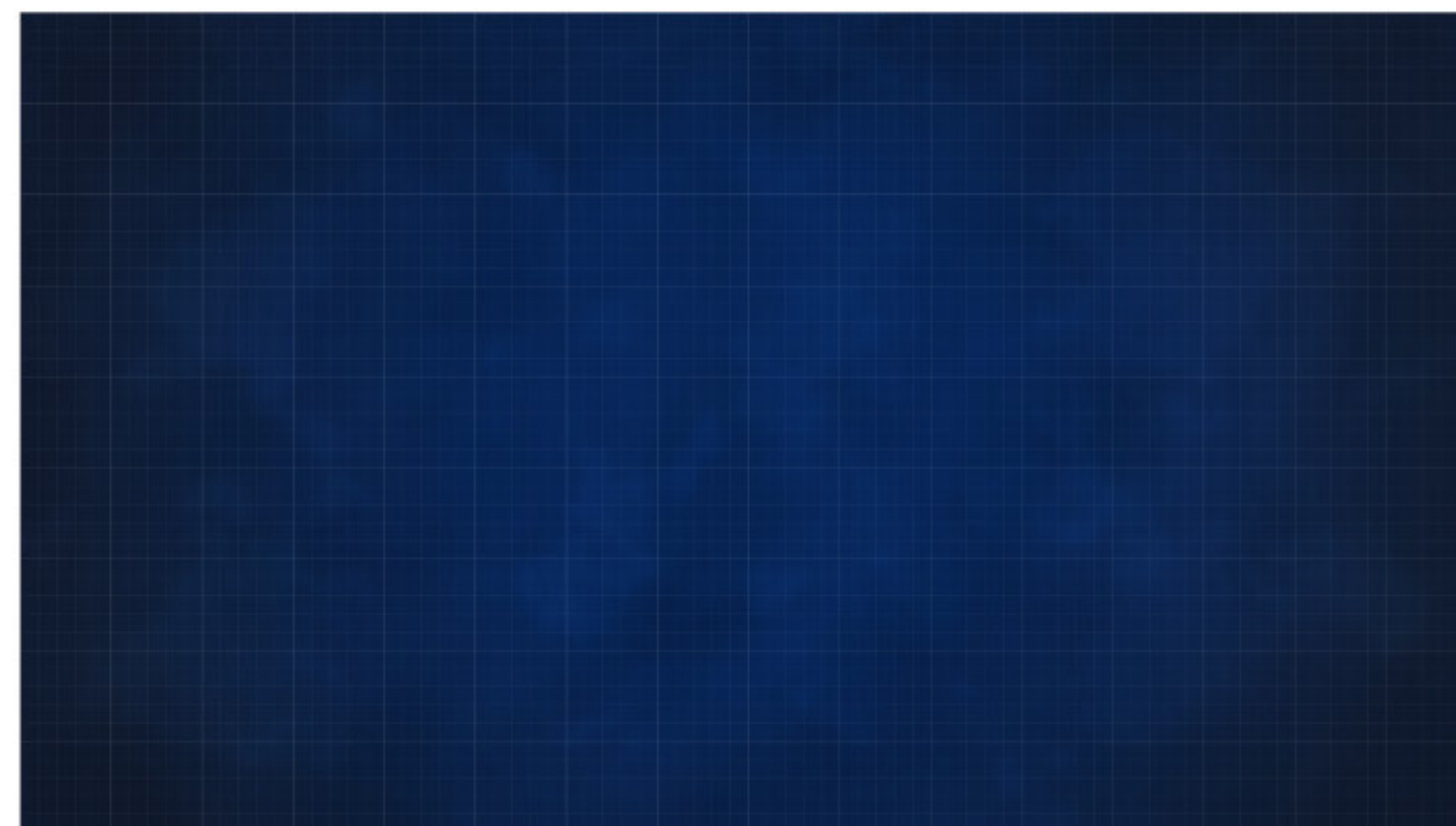
Blue vignette to add depth

Texture and vignette combined

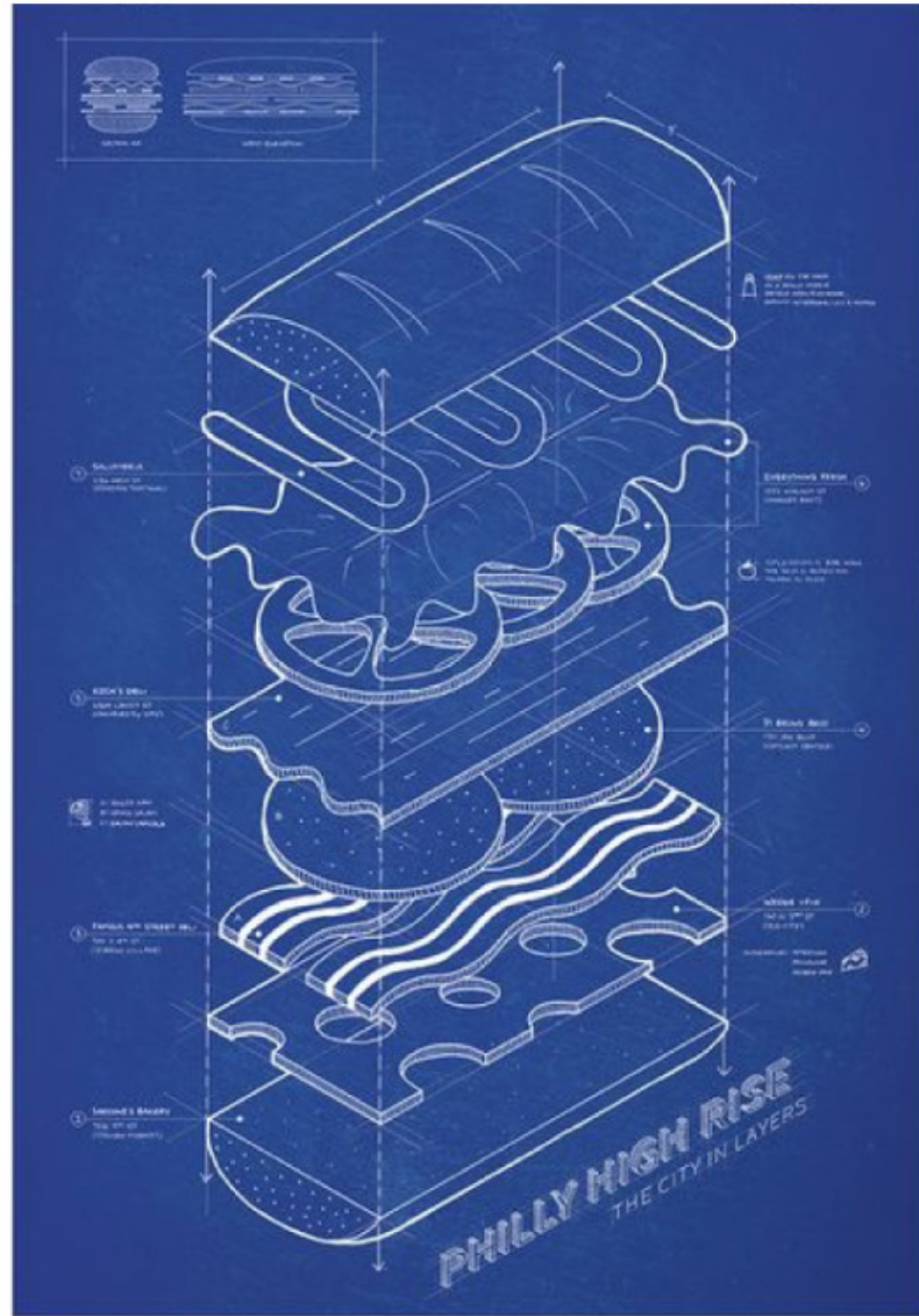


Grid lines to get the blue print look

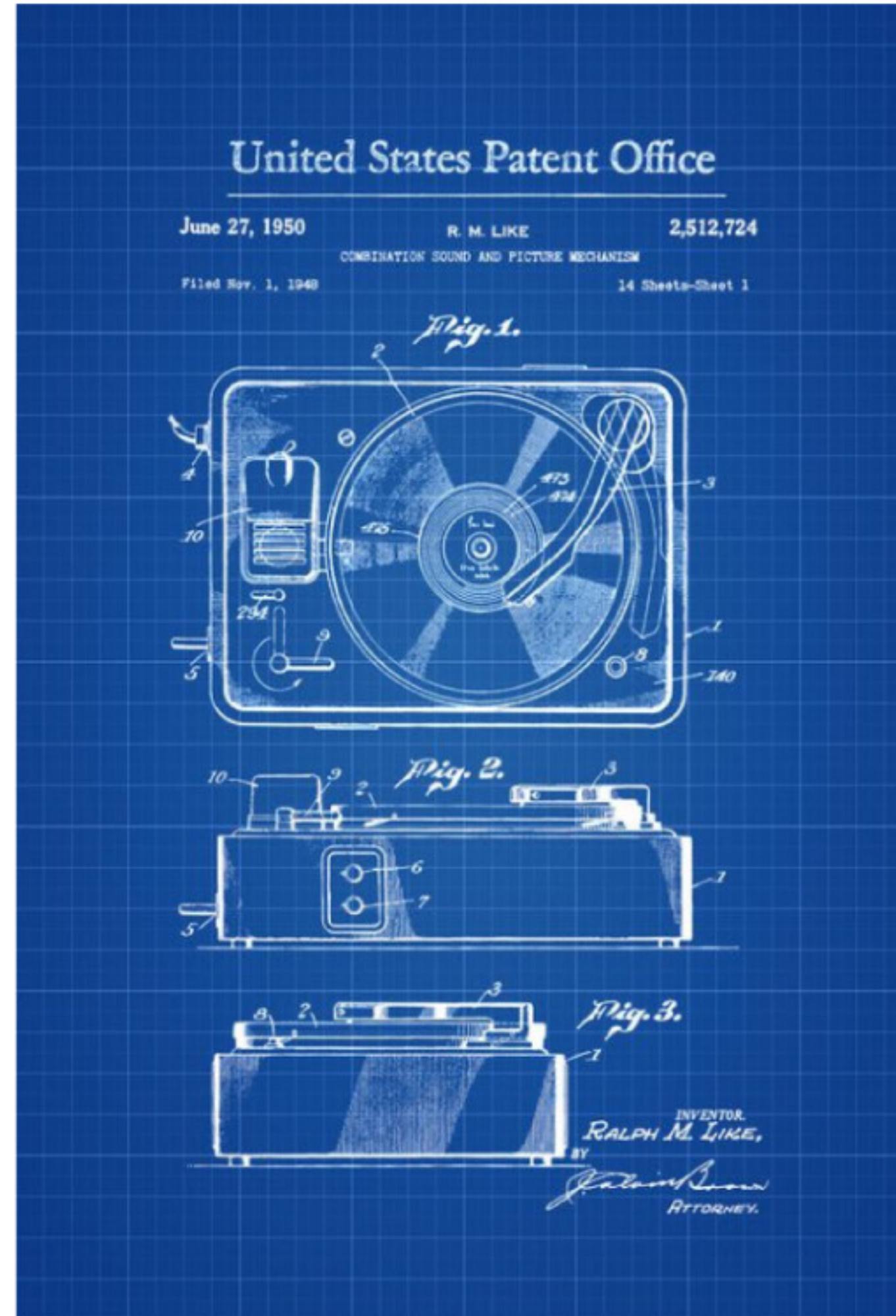
Combined the grid with blue texture to
create final blue print paper look



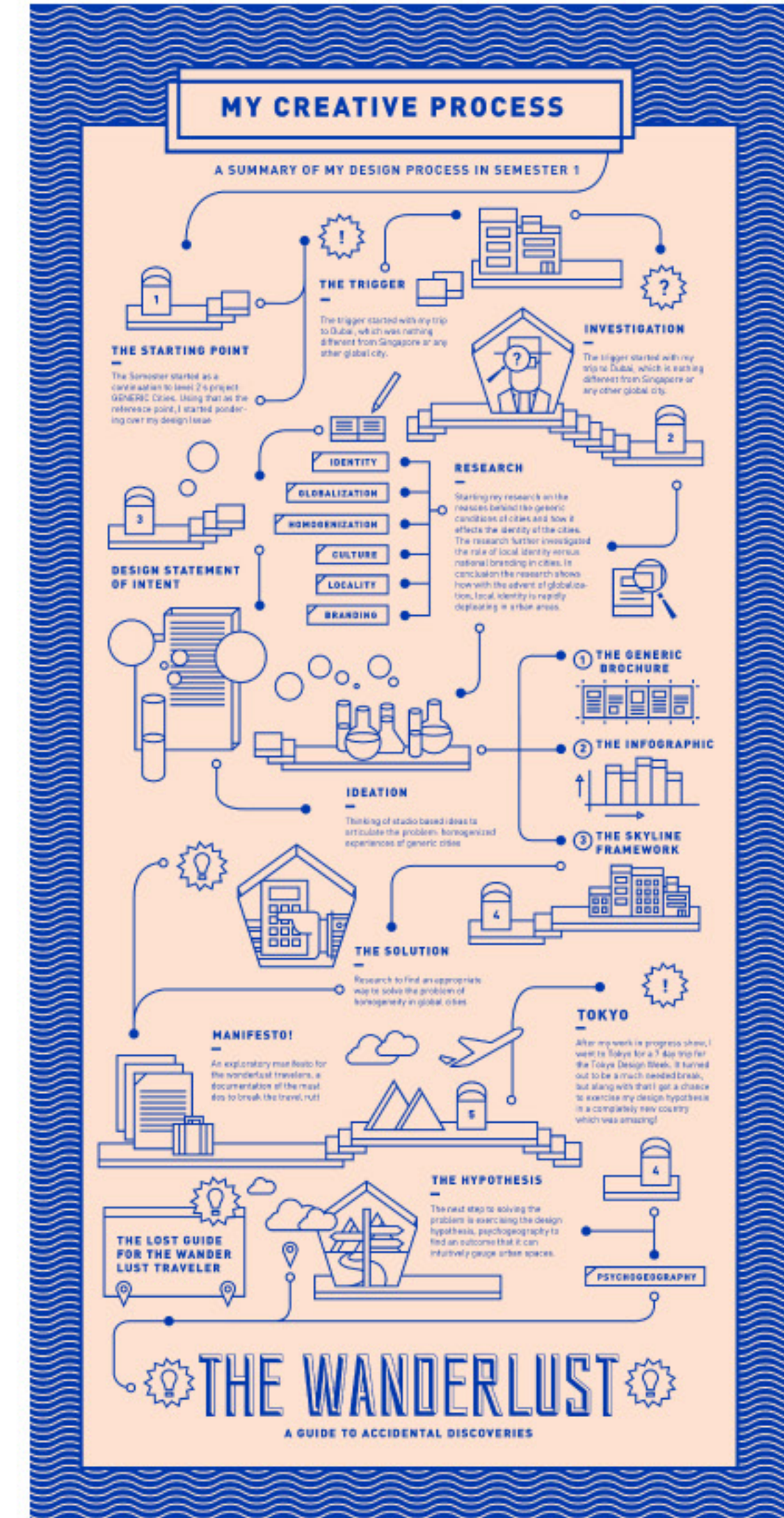
INSPIRATION



Boca, Jermaine. "Philly High Rise." Infographic. Accessed April 2, 2021. <https://jermaineboca.com/philly-high-rise-the-city-in-layers>.

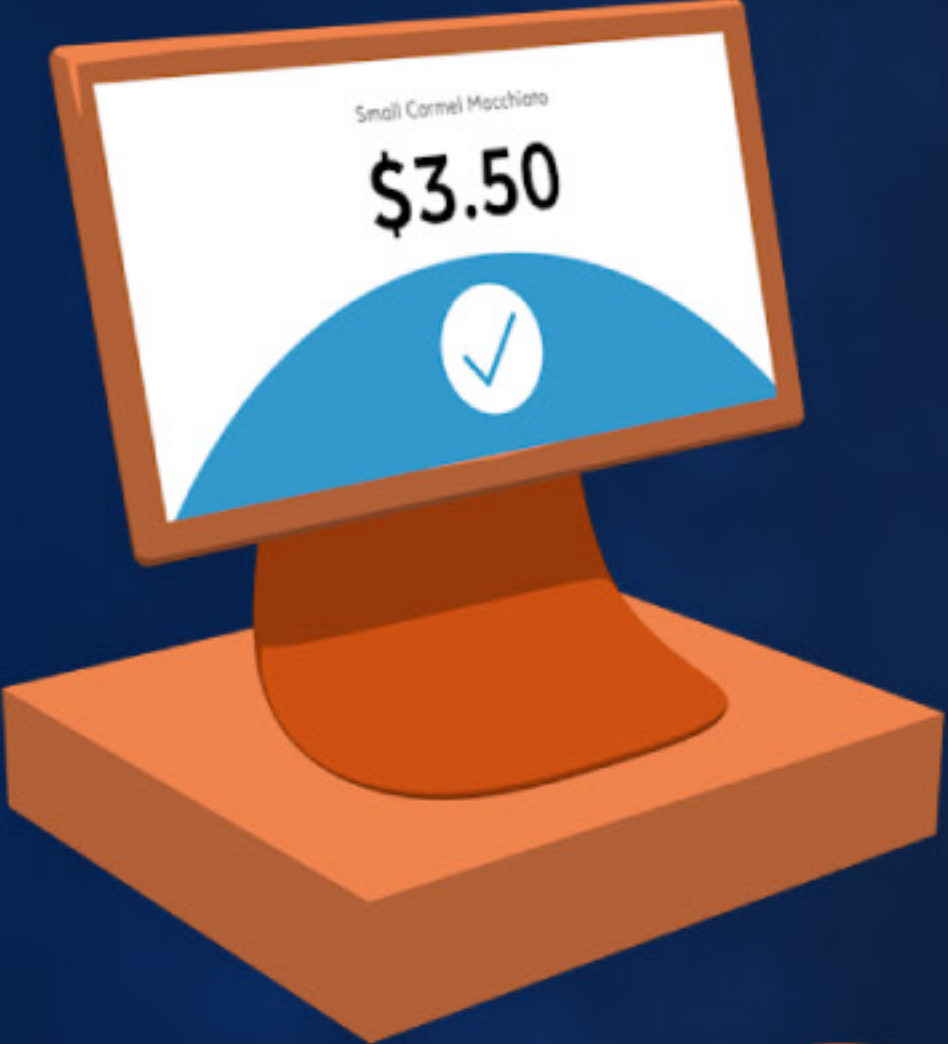


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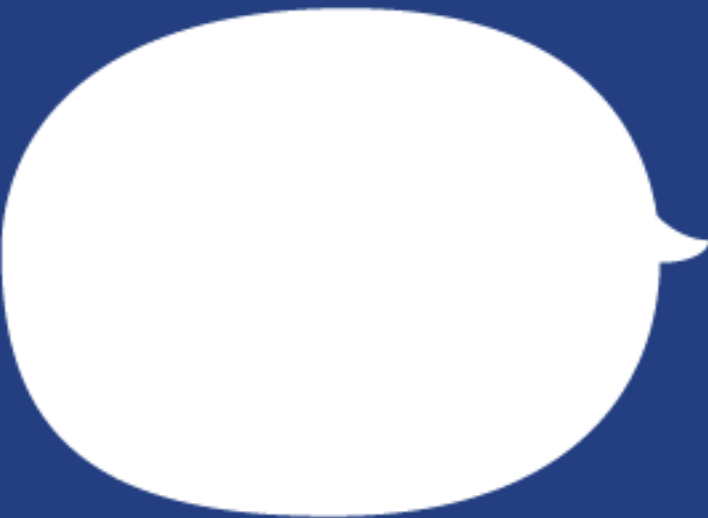


Drishti Khemani, "Creative Process Chart - Infographic," accessed April 2, 2021. <https://www.behance.net/gallery/13631641/Wanderlust-Process-Chart-Semester-1>

3D VISUALS



ILLUSTRATIONS



SPECIAL WATER

HEALTHY*
NUTRITIOUS*
GREAT FOR YOU!*



NAVIGATION



BUTTONS



- Marketing Ethics. Explained.
 - Ethics
 - Fiduciary Duty
 - Autonomy
 - Integrity
 - Marketing
 - Common Unethical Advertising
 - Corporate Social Responsibility
 - Product Safety
 - Implied Contract
 - Due Care
 - Strict Product Reliability



LOGO W/ ICON



ICON



LOGO W/ COLOR



LOGO W/O TAG LINE



TYPE

Felicity

clarika pro geometric regular

COLORS

LOYAL BLUE



C74, M57, Y0, K46

R36, G59, B138

#243B8A

REFRESHING BLUE



C75, M25, Y0, K20

R51, G153, B204

#3399CC



Athena 
observe, learn, grow



Athena 
observe, learn, grow



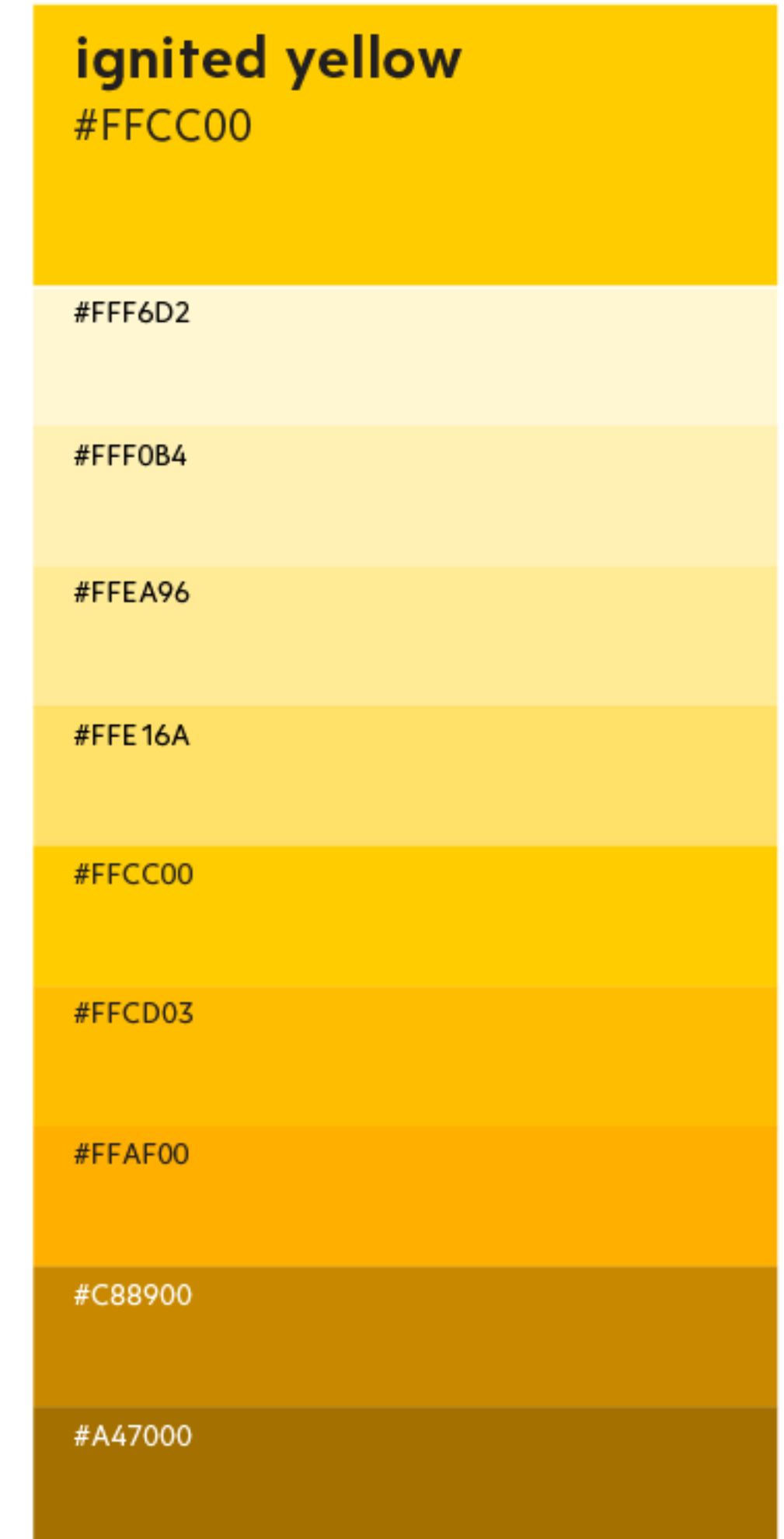
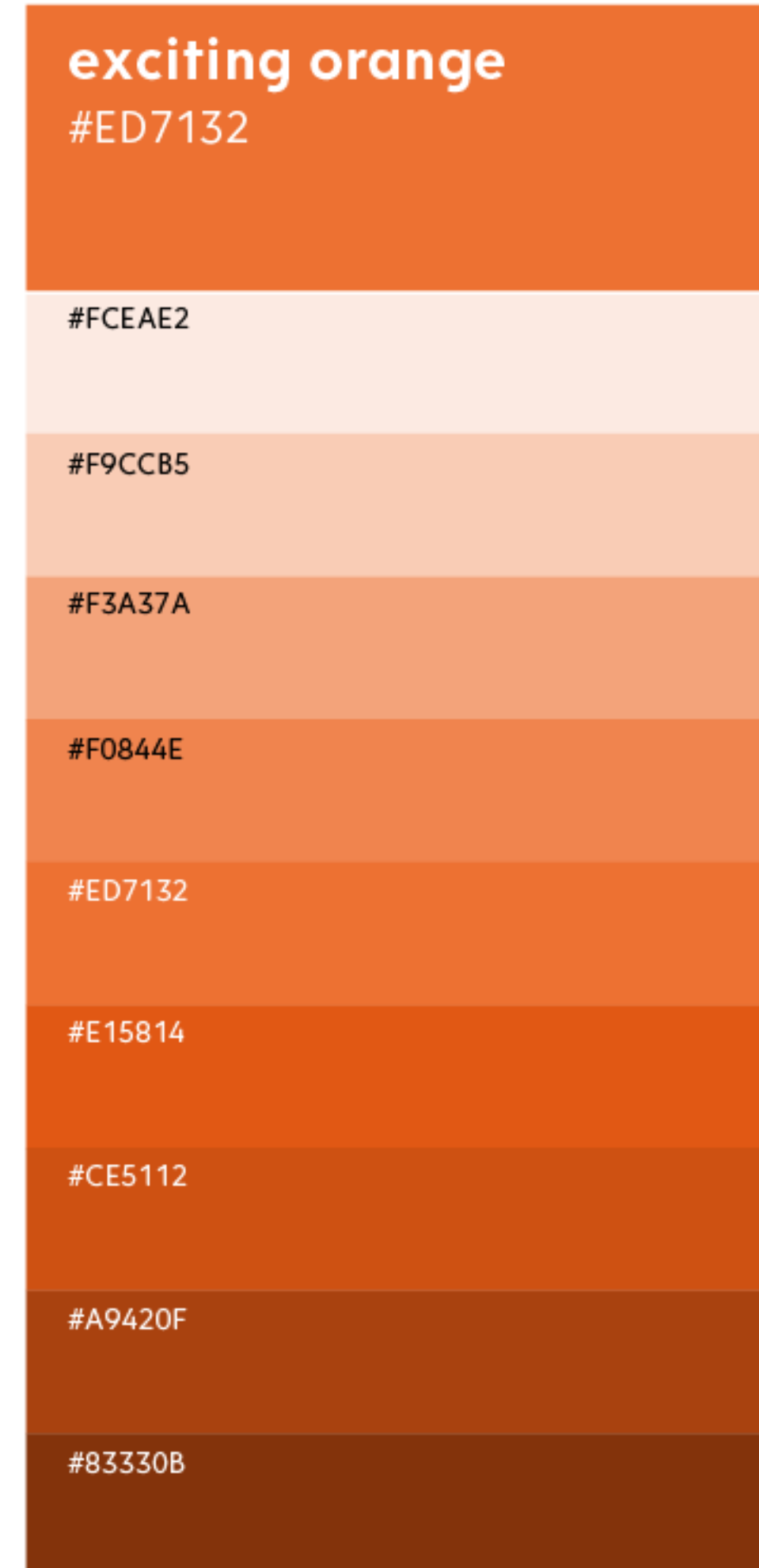
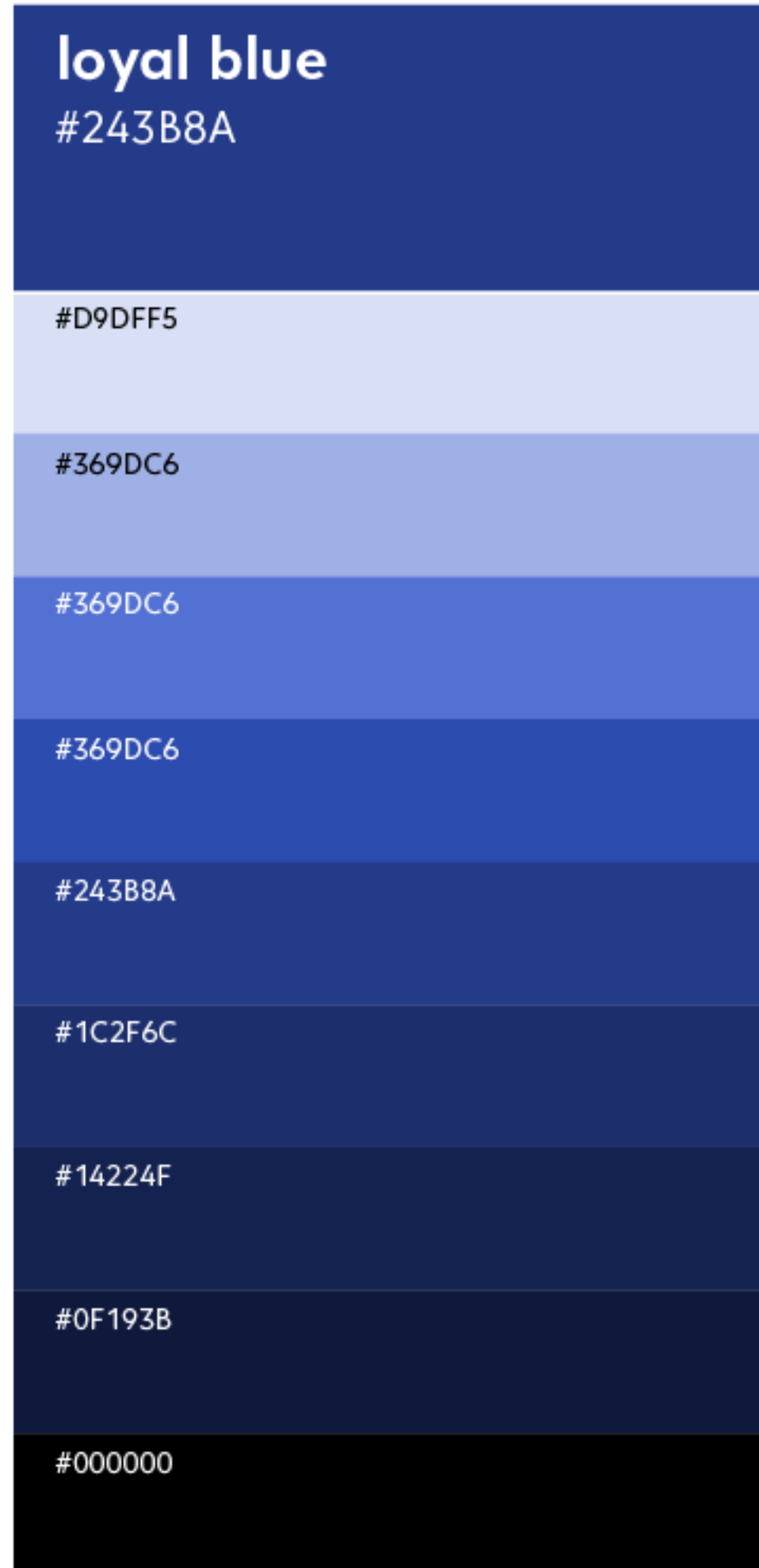
Athena 
observe, learn, grow

Blue - relaxed, cool,
dependable,
committed

Black - solid, smart,
polished

Orange - clever,
entertaining,
electrifying

Yellow - ignited,
alert, optimistic,
complimentary



Xerox Corporation (2017), "20 Ways to Share Color Knowledge," Xerox Office Products and Solutions, <https://www.office.xerox.com/latest/COLFS-02UA.PDF>.

Linda Foulkes, "PowerPoint Best Practices: Using Color Psychology," Video 4:00 minutes, Skillsoft Ireland Limited © 2016, <https://rit.skillport.com/skillportfe/main.action?path=summary/VIDEOS/107779>

H1 – Felicity Regular 140 pt.

H2 – Felicity Regular 100 pt.

Body 1 - Clarika Pro Geometric 36 pt.

Body 2 - Clarika Pro Geometric 20 pt.

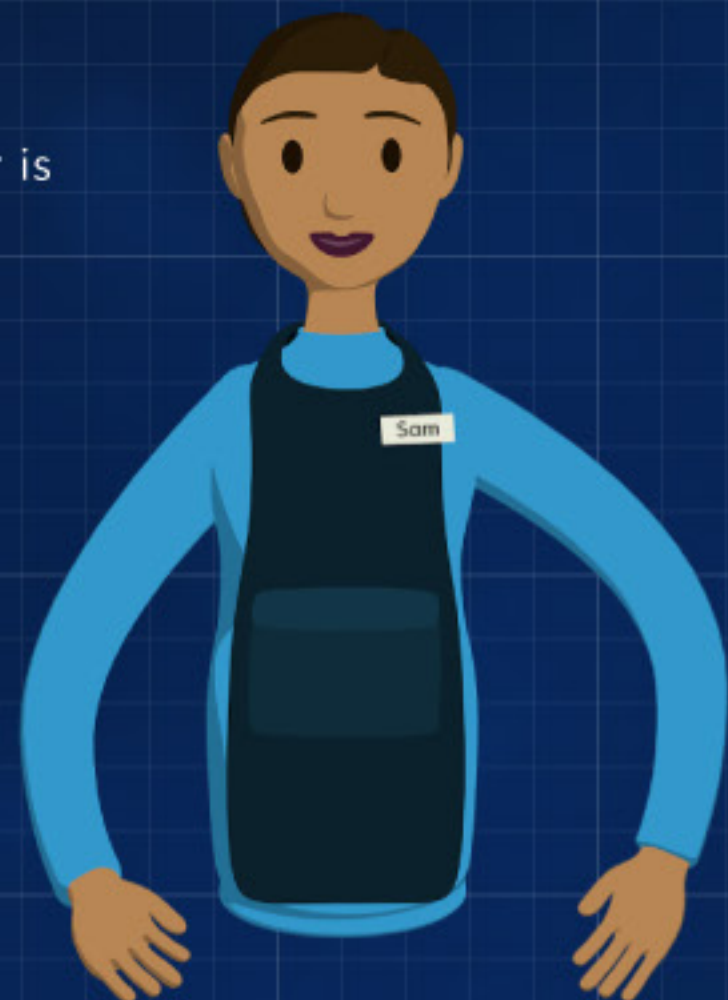
Label 1 - CLARIKA PRO GEOMETRIC BOLD ALL CAPS 28 PT.

Label 2 - CLARIKA PRO GEOMETRIC BOLD ALL CAPS 16 PT.

Fiduciary Duty

The obligation of a party in a contract to be trustworthy, honest, and ethical in a way that is considerate of the well being of another.

As owner of a coffee shop, I make sure my customers are safe and happy.



Integrity

Commitment to a moral code or set of values



wholeness, soundness, completeness, unimpaired, quality, character, virtue, honesty



Autonomy

Describes a person who is able to make decisions independent and free of the control from another party

I enjoy going to Sam's coffee shop; it's a nice place and the coffee is great.



Unethical Advertising

Advertisements that spreads false information can do real harm to consumer beliefs.



Consumers should be able to have autonomy and perform rational decision making. When this encroached upon it becomes unethical marketing.



Product Safety

Consumers trust companies to provide safe products, and companies have to follow certain rules and regulations to do so.



+



x



IMPLIED
CONTRACT



DUE CARE



STRICT PRODUCT
RELIABILITY



Fiduciary Duty

The obligation of a party in a contract to be trustworthy, honest, and ethical in a way that is considerate of the well being of another.

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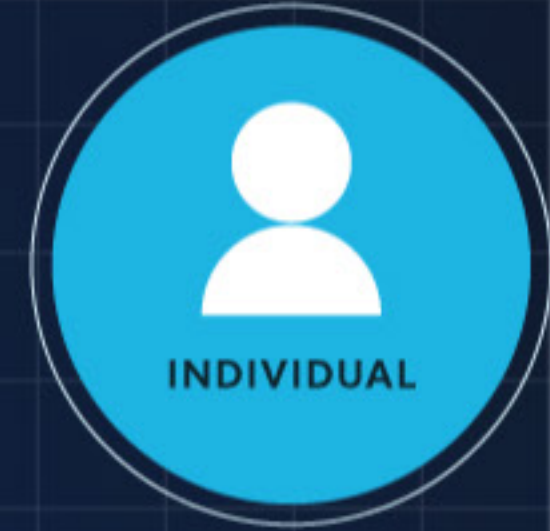


Integrity

Commitment to a moral code or set of values



**wholeness,
soundness,
completeness,
unimpaired,
quality,
character,
virtue,
honesty**



3 Main Features

AUDIO



Fiduciary Duty

The obligation of a party in a contract to be trustworthy, honest, and ethical in a way that is considerate of the well being of another.

MOTION

Product Safety

Consumers trust companies to provide safe products, and companies have to follow certain rules and regulations to do so.



+



→

IMPLIED CONTRACT

DUE CARE

INTERACTION



CUSTOMER

BU

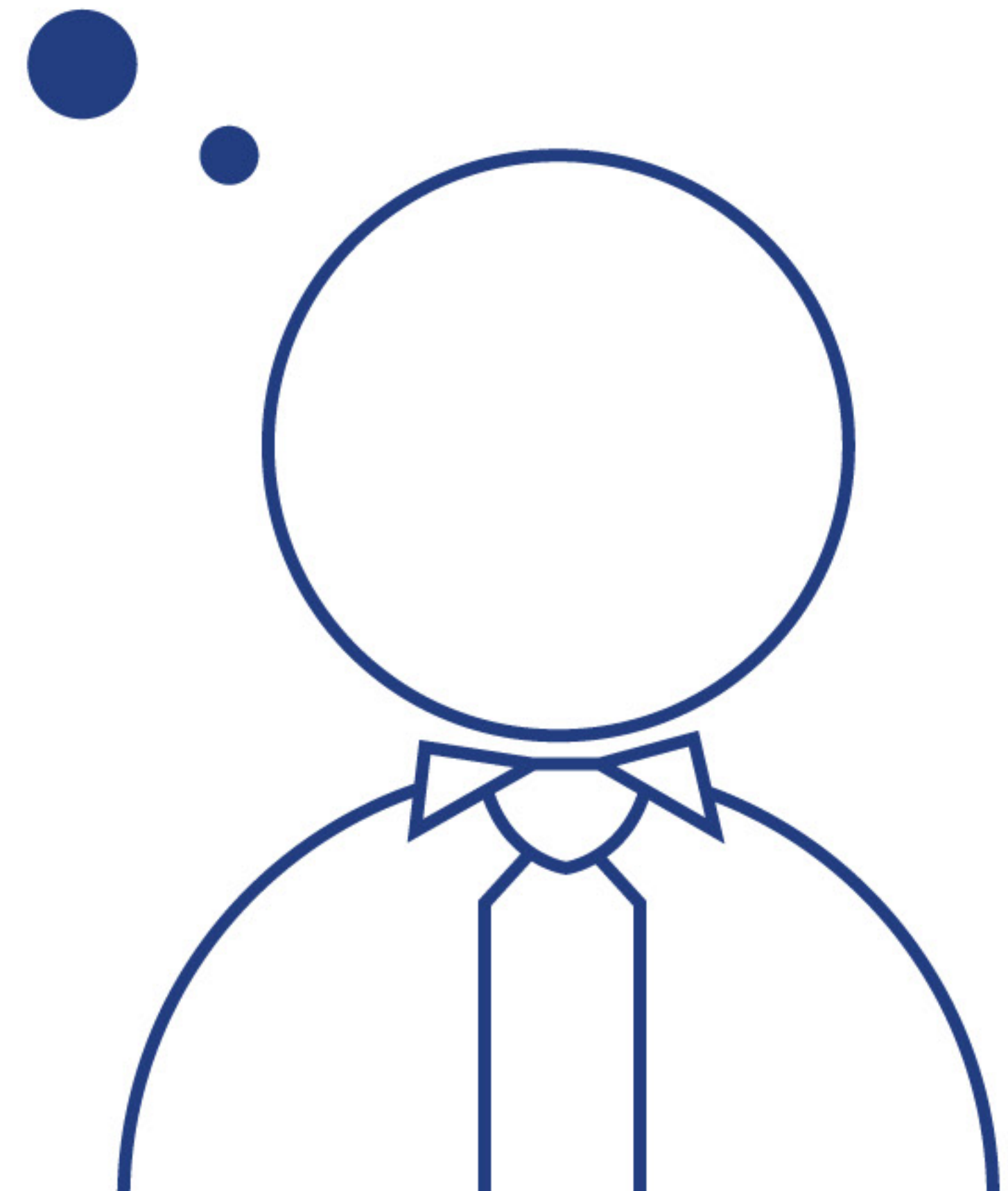


Tone: approachable, anecdotal, instructional, and dynamic.



Marketing Ethics. Explained.

Audience: young professionals in the design and marketing fields



Thank you!

Please see Appendix A for Bibliography & References

Adrianna Petrus

Thesis 2021 | Master in Fine Arts | Visual Communication Design

Adam Smith, Graduate Director; Mike Strobert, Co-graduate Director

College of Art & Design | Rochester Institute of Technology | Rochester, NY

Adrianna Petrus
Rochester Institute of Technology
Visual Communication Design M.F.A.
Thesis 2021

Appendix C: Semplice Case Study

Live Page Link: <https://designed.cad.rit.edu/vcdthesis/project/adrianna-petrus>

Semplice Page Link: <https://designed.cad.rit.edu/vcdthesis/wp-admin/admin.php?page=semplice-admin#edit/5716>

Imagine RIT Video Link: <https://vimeo.com/57470039>

Process Doc Link: https://drive.google.com/file/d/173G-G7t-tw8XDR6JBkJY_-I0sNWHq_P/view?usp=sharing



Appendix D: Content Research

Marketing Ethics

The initial relationship between businesses and customers.¹

Ethics

Companies or entities have a fiduciary duty to respect the consumer's well being, which includes integrity and autonomy.²

FIDUCIARY DUTY

The obligation of a party in a contract to be trustworthy, honest, and ethical in a way that is considerate of the well being of another.³

AUTONOMY

Describes a person who is able to make decisions independent and free of the control or influence from another party.⁴

INTEGRITY

Commitment to a moral code or set of values.

Wholeness, soundness, completeness, unimpaired, quality, character, virtue, honesty⁵

Individual

The validity of a person's word. When a person does not keep their word their opportunity for performance decreases. A person's word can represent a contract, expectations, truthfulness, stances, and moral ethical standards.⁶

¹ Robert Barbato, Marketing Ethics, MGMT 775: Business Ethics and Corporate Social Responsibility, Class lecture at Saunders College at Rochester Institute of Technology, Rochester, NY, USA, October 27, 2020.

² Robert Barbato, Marketing Ethics

³ Merriam-Webster.com, Duty, accessed February 25, 2021, <https://www.merriam-webster.com/dictionary/duty>.

⁴ Merriam-Webster.com, Autonomous, accessed March 3, 2021. <https://www.merriam-webster.com/dictionary/autonomous>.

⁵ Merriam-Webster.com, Integrity, accessed October 23, 2020, <https://www.merriam-webster.com/dictionary/integrity>

⁶ Werner Erhard, Michael Jensen, Putting Integrity Into Finance, Rotman Management, Spring 2014, accessed October 14, 2020. <https://hbsp.harvard.edu/download?url=%2Fcourses%2F748134%2Fitems%2FR0T229-PDF-ENG%2Fcontent&metadata=e30%3D>.

Martha Stewart Case:

- Martha Stewart, a popular tv personality; entrepreneur; and author in the United States, She marketed herself as a wholesome family centered individual with her business focused around home. So people were shocked when she was indicted by that SEC for insider trading and served a 5 month prison sentence.⁷
- Stewart's stock broker Peter Bacanovic told her to sell her stocks based on unreleased information from the FDA. A drug manufactured by ImClone, the company in which Stewart owned stocks, was not approved by the FDA; which would tank the stock. Stewart then sold her stocks before the information was released to the public, giving her an unfair advantage.⁸
- At the time Stewart was acting on the advice of her stockbroker; she made a bad decision when following another's unethical choices and when questioned about it lied to authorities.⁹ This is the perfect example of when good people are susceptible of doing bad things.
- Although, for awhile Martha Stewart's reputation was severely tarnished; with hard work she was able to redeem herself and has resumed a successful career.¹⁰ A luxury that most individuals who have committed corporate crimes have rarely seen.
- What lessons can we learn from Martha Stewart? She was able to re-market herself and used her experiences as a way to show that people are capable of redemption.

Organizational

The respect of a company towards its stakeholders, which includes employees, customers, partners, and investors. The contracts, products, or services they provide must be unimpaired and serve the purpose it was intended to.¹¹

Product Safety

Consumers trust companies to provide safe products, and follow certain rules and regulations to do so.

IMPLIED CONTRACT (CAVEAT EMPTOR)

The responsibility is put on the consumer to make smart buying choices, manufacturers only have to provide the bare minimum safety required.¹²

⁷ Melvin Backman, Five famous insider trading cases - Martha Stewart, CNN Money, last updated June 02, 2014, <https://money.cnn.com/gallery/investing/2014/06/02/insider-trading-famous-cases/index.html>

⁸ SEC.gov, SEC Charges Martha Stewart, Broker Peter Bacanovic with Illegal Insider Trading, U.S. Securities and Exchange Commission, press releases, last updated June 4, 2003, <https://www.sec.gov/news/press/2003-69.htm>

⁹ Robert, Barbato, Why Do Good People Do Bad Things, MGMT 775: Business Ethics and Corporate Social Responsibility, class lecture at Saunders College at Rochester Institute of Technology, October 27, 2020.

¹⁰ Bill Schneide, Martha's recipe for redemption, CNN.com, CNN Politics, last updated March 4, 2005, <http://www.cnn.com/2005/ALLPOLITICS/03/04/martha.release/>

¹¹ Werner Erhard, Michael Jensen, Putting Integrity Into Finance

¹² Robert Barbato, "Marketing Ethics." MGMT 775: Business Ethics and Corporate Social Responsibility. Class lecture at Saunders College at Rochester Institute of Technology, Rochester, NY, USA, October 27, 2020.

DUE CARE

The manufacturer has more expertise on the product, so they bare the responsibility to provide safe products, if consumer is injured, the producer will be held accountable.¹³

STRICT PRODUCT RELIABILITY

Producers are liable for any harm or injury caused by their product after due care even if the producers was not aware of the defect before circulating the product.¹⁴

Leibeck v McDonalds Case:

- A pivotal example of the consequences of a company neglecting their duty to properly provide safe products to their customers is Leibeck v McDonald's. In 1992, Stella Liebeck sues McDonald's because of burns sustained from extremely hot coffee in faulty cup resulting in safer cups and liquid temperature checks today.¹⁵
- McDonalds did not properly inform Stella Liebeck of the temperature of the cup of coffee although one would think that would be implied never-the-less McDonald's still needs to warn customers of the potential danger to fulfill their side of the contract and ensure consumes practice due care. When Leibeck bought the coffee she was under the assumption that it would not harm her. Furthermore, in this case McDonalds failed to make sure the temperature of the coffee was safe for human consumption, they served her and extremely hot cup of coffee at a temperature that resulted in severe burns.¹⁶
- One more layer to the case was the cups in which the coffee was served had a major flaw which made it difficult to remove the lid to add the sugar and cream.¹⁷ For all these reasons Liebeck won the case against McDonald's which led to improvements in the way coffee is served which is now safer for the consumers and subsequently protects the company from future liability.

Marketing

Businesses first point of contact with potential and existing customers. Advertising is a medium on which businesses use to promote a product, service, event, or campaign.¹⁸

CORPORATE SOCIAL RESPONSIBILITY

¹³ Robert Barbato, "Marketing Ethics"

¹⁴ Robert Barbato

¹⁵ Ibid

¹⁶ Consumer Attorneys Of California, "The McDonald's Hot Coffee Case," accessed October 28, 2020, <https://www.caoc.org/?pg=facts>

¹⁷ Consumer Attorneys Of California, "The McDonald's Hot Coffee Case"

¹⁸ Merriam-Webster.com, "Advertisement," accessed March 3, 2021, <https://www.merriam-webster.com/dictionary/advertisement>.

When business acknowledges their environmental and societal impacts and following regulations of law and governmental agencies. Every company develops a “Code of Conduct” outlining their responsibilities.¹⁹

FTC

The Federal Trade Commission protects consumers and promotes fair competition and in the United States. As well monitor and regulate the integrity of businesses under the law.²⁰

FDA

The Food and Drug Administration ensures the safety our the food, medical, biological; cosmetics for the consumption of humans and animals in the U.S.²¹

SEC

The U.S. Securities and Exchange Commission promote a trustworthy, fair, and efficient market for investors in the U.S.²²

UNETHICAL ADVERTISING

Advertisements that spread false information can do real harm to consumer belief. Consumers should be able to have autonomy and perform rational decision making. When this encroached upon it becomes unethical marketing.

Common Unethical Advertising²³

- Psychological Manipulation tactics
 - Appeal to our primal urges, ie. Hunger and lust
 - Use celebrity influence
- Pricing Misrepresentation
 - Targeting low income individuals and offer high interest rate long term payments
 - Sales prices with fine print
- Perpetuating Stereotypes
 - Discriminating against a specific group of people by misrepresenting them in a negative connotation
- Attack Self-Image
 - Using body shaming to sell diet pills
- Subliminal Messaging
 - Use of innuendos and hidden symbolic imagery imbedded in the content of the ad
- Supporting Monopolies and Oligopolies
 - Large television networks only advertising large companies like coco-cola and Pepsi opposed to smaller businesses.

¹⁹ Kasturi V. Rangan, et al, “The Truth About CSR.” SOCIAL RESPONSIBILITY, Harvard Business Review. January–February 2015 Issue, accessed October 29, 2020, <https://hbr.org/2015/01/the-truth-about-csr>

²⁰ [FTC.gov](https://www.ftc.gov), “About the FTC,” Federal Trade Commission, About the FTC, accessed on February 26, 2021, <https://www.ftc.gov/about-ftc>

²¹ [FDA.org](https://www.fda.gov), “What we do,” U.S. Food & Drug Administration, About FDA, last updated March 28, 2018, <https://www.fda.gov/about-fda/what-we-do>

²² [SEC.gov](https://www.sec.gov). “What We Do,” U.S. Securities and Exchange Commission. About. <https://www.sec.gov/about/what-we-do>. Last updated December 18, 2020.

²³ Robert Barbato, “Marketing Ethics”

- Dominate the market drive up national advertising pricing campaigns

Case against Vitaminwater

- Rohan Oza's marketing wit combined with 50 Cent's Celebrity Power hinged Vitaminwater on its health benefits represented in packaging, product names, and marketing. The website made claims to prevent disease and cancer.²⁴
- **2007** - Coca-Cola Acquired Glaceau, Rohan Oza continues as head of marketing, 50 cent departs and sells shares.²⁵
- **2009** - Advertising Standard Authority (ASA) ruled the drink unhealthy due to its high sugar content of ~30g comparable to most soft drinks.²⁶
- The Center for Science in the Public Interest files class action lawsuit against Coca-Cola/Vitaminwater. Lead council member of the CSPI, Stephen Garden says "...we're all scared of dying...companies like Coke...they prey on those fears..."²⁷
- **2011** - The National Consumer League files complaint with the Federal Trade Commission (FTC), claiming Vitaminwater falsely advertised health benefits.²⁸
- Coca-Cola's response: Consumers couldn't possibly mistake Vitaminwater as a healthy beverage. They said advertisements like "Flu shots are so last year" were part of Vitaminwater's "fun, humorous and engaging personality."²⁹
- **2016** - The lawsuit was settled and Coca-Cola was ordered to change labeling to include "with sweeteners" in multiple locations and to remove claims of preventing disease.³⁰

²⁴ BBC Worldwide Learning. "The Men Who Made Us Spend: Part 2." Infobase: Films on Demand. 2014. Video [29:46 - 35:45] . Accessed October 29, 2020. https://fod-infobase-com.ezproxy.rit.edu/p_ViewVideo.aspx?xtid=58805#

²⁵ BBC Worldwide Learning, "The Men Who Made Us Spend: Part 2"

²⁶ Ibid

²⁷ Ibid

²⁸ Bret Hovell and Lara Salsahi, "Consumer Group Demands Crackdown on Vitamin Water Advertising Claims," ABC News, last updated February 3, 2011, <https://abcnews.go.com/Health/ColdandFlu/consumer-group-demands-crackdown-vitamin-water-advertising-claims/story?id=12831027>

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