

## Corporate Bad Behavior Project

**Background:** Throughout American history people and corporations have created products and innovations that were designed to make the lives of Americans easier, more efficient, and better. The result of all the adaptation and innovation can be seen daily. Americans can now purchase a product online and have it delivered to their home the next day. Americans can stream a limitless number of shows to any device while sitting anywhere in the world. Americans now have a smartphone in their pocket that does the job of telephone, answering machine, caller id, computer, calculator, GPS, camera, and photo album.

While many companies have worked to make life better for Americans, that is not always the case. American companies have a long history of accidents, scandals, negligence and “bad behavior” that have harmed Americans as opposed to helping them. Corporate “bad behavior” is more common than you think, and the effects have had a profound impact on society.

**Activity:** You will select an example of corporate “bad behavior” from the list below and research it. You will investigate what was done, who was affected, and explain the long term effects of the incident.

**Procedure:** Students will complete the following steps:

- Students will select an example of corporate “bad behavior”
- Students can select an example from the list, or they can find their own
- Students will investigate the example they have selected and answer the following questions
  - What corporation was involved, and what did they do? (Basic overview)
  - Who was affected? What were the short term effects? What were the long term effects (if there were any)?
  - Was the corporation punished for its actions? Were any individuals punished? Were laws enacted to ensure this did not happen again?
  - Why is this important? What did you learn? Here is where you can be cynical toward big corporations.
- Students will write their answers in the boxes provided below. This will become your script.
- Students take their answers/script and adapt it into a 2-3 minute video using WeVideo. The WeVideo should have a serious tone, but it should also be entertaining as well as informative for the audience.

### What should YOUR WeVideo look like?

*Watch our example and as a class let's come up with some criteria and requirements*

- Need background information
- Pictures that relate to the topic and what you are saying
- Different points of view
- Timing is everything!!! Organize your editing and timing

- Background music
- When speaking, vary your speed, volume and tone
- HAVE TRANSITIONS
- End with credits
- Need a name card for each person speaking TWO OR MORE (lawyer, consumer, scientist, politician, CEO, worker, victim, villain, witnesses)
- Voiceovers for your pictures
- FACTS, CORRECT INFORMATION, needs to flow well

**Potential Topics:** Here is a list of potential topics to investigate. You can select one of these or one of your choosing.

Bernie Madoff Ponzi Scheme	HealthSouth	Tyco LTD.	Enron Corp.	Arthur Anderson
Bear Stearns Companies INC.	Adelphia Communication s Corp.	Global Crossing LTD.	Martha Stewart insider trading	Hewlett-Packard spying scandal
Siemens and the 2000 Olympics	WorldComm	Facebook Data Security Scandal	Exxon Valdez	Allied Crude Vegetable Oil Corp
Texaco	Lincoln Savings and Loans Association	Long-Term Capital Management	Bayou Hedge Fund Group	Refco
Lehman Brothers	AIG	Washington Mutual	Food recalls <i>(pick a specific one)</i>	Product Recalls <i>(pick a specific one)</i>
BP Deepwater Horizon	Volkswagen Emissions	Turing Pharmaceuticals	Wells Fargo Account Fraud	Johnson and Johnson Baby Powder
Round-Up Weed killer	Tobacco Industry	Fen-Phen Diet Supplements	American Indian Trust	AOL Time Warner Accounting Fraud
Zillow Manipulating Home Prices	Theranos	PPL Loan	Covid Testing (Pop up stands)	Twitter Hack
Tesla-Moving to Texas over masks and taxes	McDonalds CEO (sexual harassment)	CNN CEO (sexual harassment)	Bill O'Reilly (sexual harassment)	Amazon  (list continues)

Flint, Michigan Water	Tesla (car recalls)	Corporations not paying taxes	Robinhood Investing	Zach Horwitz
FTX (Crypto Currency)	Southwest Airlines	Purdue Pharma	FTX Crypto	Boeing 737 Planes
				Anything you come up with

What corporation was involved, and what did they do?

Who was affected? What were the short term effects? What were the long term effects (if there were any)?

Was the corporation punished for its actions? Were any individuals punished? Were law enacted to ensure that this did not happen again?

Why is this important? What did you learn? Here is where you can be cynical toward big corporations.