

## Ethics Assignment

As the head of public relations for Airbnb, I would choose Option 1. If Airbnb were to release a service with known flaws or poor quality, my responsibility would be to address the public first, instead of a short-term cover for the company. The PRSA Code of Ethics emphasizes the importance of honesty and transparency in practitioners to “adhere to the highest standards of accuracy and truth” and in “revealing all information needed for responsible decision making.” Although the service’s flaws are not dangerous to the public, it is the practitioner’s role to keep an open and honest line of communication on behalf of their company. Selecting certain social media comments to delete would break the two-way line of communication and create distrust from the public.

In public relations, selective truth can be just as harmful as outright lying. By choosing specific information to release or withhold, practitioners would be manipulating the narrative or the public’s opinion. Under the PRSA Disclosure of Information, lying by omission is an example of improper conduct under this provision and could give “a misleading impression of the corporation’s performance.” In addition, this would violate the principle of Free Flow of Information, which directly specifies acting “promptly to correct erroneous communications for which the practitioner is responsible.” Airbnb is a company built on customer reviews and comments, so deleting useful feedback would further hurt the company.

In response to my boss’s request, I would suggest an alternative route that focuses on taking accountability as a company. Instead, I would address the flaws or make a public statement and clarify the steps being taken to resolve the conflict. This approach applies to the principle of advocacy, which focuses on “providing a voice in the marketplace” and “aiding

public debate.” I would keep the public comments as long as they do not violate community guidelines or spread misinformation. In order to protect Airbnb’s long-term reputation, it is important to take accountability in the moment rather than silencing criticism.

In addition, I would remind the company of the importance of building trust and reliability. Deleting comments would provide immediate relief; however, it would backfire for the company. If the company’s attempt to provide immediate relief is exposed, it could result in long-term damage to its reputation. In today’s digital world, deleting comments, posts or making edits are ineffective and scandalous due to long-lasting digital footprints.

Regarding the AI scenario, if I accidentally entered confidential information in ChatGPT, I would disclose it to my boss immediately. Pages 9 and 10 of the PRSA AI Guidelines state the importance of protecting data and privacy. Failing to disclose any use of AI would be violating the PRSA’s code of honesty and accountability. By combining the AI guidelines with the PRSA Code of Ethics, it is important to use correct judgment and do what is morally right. In conclusion, it is important to be honest and transparent to avoid greater disaster, even in uncomfortable situations.

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