Abstract

This diploma thesis describes and analyzes the ethical dimension of content marketing practice on social networks. The rapid pace of technological progress, shaping the birth of participatory Web 2.0 and social networks, has led to an ever-increasing gap between the everyday online experience and the discourse of applied ethics. Three main goals of this thesis are met. First, current academical knowledge (and its limits) in the field of marketing and information ethics is described. Secondly, with the help of Luciano Floridi's Information Ethics, a unified ethical framework for assessing specific moral dilemmas on social networks is constructed. Lastly, this framework is verified in an extensive Reddit case study, where each of the six pillars of the constructed ethical framework (which affects fundamental parameters and manifestations indicating unethical activity) are tested on manifestations of unacknowledged marketing activity. At the same time, the existence and emergence of the so-called ethical vacuum are illustrated, indicating that there is a need to update the theoretical approaches of applied ethics for the specifics of social networks and the infosphere in general.