

Corporate "Social Justice" and Organizational Ethics

**A CASE STUDY OF DIRECT-TO-CONSUMER
GENETIC TESTING ORGANIZATIONS**

Dr. Beatriz Nieto - Fernandez

**WEDNESDAY, FEBRUARY 28TH,
4PM.**



This talk utilizes an organizational communication framework lens to understand the discourses used by the two-leading direct-to-consumer (DTC) genetic testing organizations 23andMe and AncestryDNA. These for-profit organizations use technology to analyze

genetic material to trace ancestry, connect with extended family, discover inherited health patterns, and create composites of race/ethnicity. Historically, these types of technologies have contributed to ongoing ethical conundrums regarding privacy, medical racism, and racial identity (TallBear, 2013; Merz, 2016; Benjamin, 2019). Dr. Nieto-Fernandez will explore these organizations' corporate responses to the murder of George Floyd and the ensuing 2020 #BlackLivesMatter protests in the United States, seeking to answer the questions: How can corporations truly engage with social justice or 'genuine' care work with their customers? In which ways can DTC genetic testing be beneficial to communities that it has historically failed?