



Ethics of Society and Ethics of Communication Working Group

Abstracts of papers accepted for presentation in the Online Conference Papers of the
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Does Mobile Payment Make Us Trust Others More? Mediating Role of Privacy Concern

Authors

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Abstract

From living payment to daily consumption, the popularity of mobile payment has brought great convenience to national life. As a transaction-related technology, its impact on trust is worth investigating. Based on Chinese General Social Survey, this research explores the relationship between the use of mobile payment and generalized trust from perspective of both effect and mechanism. The results show that the use of mobile payment has a negative impact on generalized trust, between which privacy concern plays a mediating role. In addition, this intermediary path is also moderated by age. The elderly are more likely to aggravate privacy concern in the process of using mobile payment, dispelling generalized trust. The study reveals the potential social trust risk of mobile payment technology, especially provides a salutary warning of the technical adaptation of the elderly.

Submission ID

109

Media Ethics in India – Professional Practice and Pedagogy

Authors

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Abstract

While journalism and media education in India has exploded over the past two decades, with numerous public and private universities now offering programs both at bachelor's and master's levels, ethics education is conspicuous by its absence. Also, there is no ethics training for new employees or professional skill development opportunities related to ethics for working journalists entering the workforce, even at the elite and well-established media houses. The prolific growth in the media industry has not translated into sound ethics education and given the breadth and size of Indian news media, journalism ethics education for students and journalists largely remains non-existent. Through interviews with seasoned journalists and inputs from media academics, this paper seeks to highlight the necessity to introduce journalism students as well as working journalists to a process for making ethical decisions – before they are faced with a tough call on deadline. The paper then discusses, with the help of actual case studies, an outline of the journalism and communication ethical issues and concerns that must be incorporated in the college-level and professionally oriented course on media ethics and the pedagogy to be adopted to develop the ethical consciousness and decision-making skills among journalism students as well as working journalists. The paper in the final section argues that media

ethics trainers, as well as experts, must be conscious not to adopt a generic one-size-fits-all approach to identify and understand the ethical questions in any story they are working on. However, journalists and media students must be familiar with media ethics theory as well as global ethical practices and how they can be applied to their own work to forge the expansion of normative ethical principles in the Indian newsrooms.

Submission ID

212

Normative Ethics as Remedy in Mitigating the Challenges in the Emerging Social Media Landscape in Nigeria

Authors

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Abstract

The explosion of information via social media has been welcomed with a lot of enthusiasm among Nigerian citizens. Through the opportunities offered by different social media networks, Nigerian citizens are now more active in contributing to different discourses that affect Nigerian society. Issues previously handled by knowledgeable people can now be handled by anybody as long as the person has a smartphone or knows someone who has. People make videos and write articles on any topic under the sun and upload on any social media of their choice. However, it is indisputable that the emergence of social media networks has encouraged diverse and minimally controlled platforms for social interaction which have significant consequences. Social media have enabled a lot of Nigerians to engage in social networking, interactive media, photo, and video sharing, blogging, and other mundane activities via their desktops, laptops, and smartphones. This engagement cut across the digital divide, religion, ethnicity, social class, politics, etc. The resultant effect is that everyone can post anything through any aspect of social media without proper thinking or consideration of the ethical dimensions and implications of the posts. The constituents of ethics in communication to delineate between good from bad was partially absent or undermined in regulating the social media landscape in Nigeria. This paper is aimed at establishing the relevance of ethics as a remedy to mitigate the challenges of the emerging social media landscape in Nigeria. The study will conduct a quantitative and theoretical review of the challenges associated with the emerging social media landscape in Nigeria and the relevance of ethics as a remedy in mitigating them. The arguments therein will be guided by Aristotle's Virtue ethics theory and Kantian Deontology theory. The choice of these theories was hinged on the inherent rationality of the human person and his actions which played critical roles during the major events that shaped Nigerian history in recent times.

Submission ID

554

The Ethical Challenges in Constructing the Discourse of “the Other” during the COVID-19 Pandemic

Authors

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Abstract

The spread of the COVID-19 pandemic is a symptom of the increasingly interconnected world today. During the pandemic, the active global network has accelerated the spread of the virus and increased social panic. In the face of many uncertainties, in the social climate of panic and self-preservation within and among nation-states, the use of “the Other” to construct or maintain self-identity, highlighting other differences and thus creating the meaning of “not-us” (Ni, 2003:9-16) is a typical discursive practice in the communication system to seek psychological consistence and security.

The issue of “Othering” has been widely criticized for its distinctly Western-centric and egocentric ideology, and its resurgence has been accompanied by new features and mechanisms during the COVID-19 pandemic. The destructive potential of the “Othering” narrative is confirmed in the global governance of the COVID-19 pandemic, which strongly deconstructs the rationality of intra-regional exclusionary relations and the dichotomy between global and local. When grounded in the fact that cross-cultural communication is necessary, the dialogue between local experiences and global perspectives becomes even more critical. As the country witnessing the earliest outbreak of the COVID-19 pandemic and implementing effective control over the spread of the virus, the ethical challenges China faced in are typical and pressing. Thus, reflections on the ethical problems arisen in its communication system will contribute to the reconstruction of the ethical order.

This study adopts both content analysis and textual analysis, on a basis of the concept of “the Other”, and takes CGTN's epidemic reports as the research object. Time span of the report is from the outbreak of the COVID-19 pandemic to January 24, 2021, one year after the Wuhan lockdown. CGTN, the international branch of China Central Television (CCTV), is a powerful representative of China's national voice, and its coverage has focused on the spread of the COVID-19 epidemic within China and globally, providing a perspective on the discourse of “the Other” within the nation-state and cross-cultural context, which has the ethical problems of the tendency to reinforce an unequal power order based on geographic distribution, but also shows the ethical demonstration effect of cross-cultural humanistic care. The study will explore this phenomenon at three levels.

The first question focuses on the changes in the characteristics of the image of “the Other” and the mechanisms of the construction of “the Other” in CGTN's unethical reports during the COVID-19 pandemic. The study requires a comparative perspective from the existing literature and experience.

The second issue focuses on the manifestations and causes of ethical failures in the reported construction of “the Other”, and analyzes the explanatory power of Hall's power relations model (Hall,1997:259-262) or cultural identity, two theoretical approaches to the study of “the Other”, on the issue of ethical failures.

The third issue focuses on the creative interpretation of the discourse of “the Other” of CGTN in the management of the COVID-19 pandemic, and considers how the discourse of “the other” can contribute to ethical communication practices in the context of cross-cultural communication from local experiences.

Submission ID

737

The media and ethnic hegemony: (mis)representation of ethnic minorities in the Kenyan newspapers.

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Abstract

The media and ethnic hegemony: (mis)representation of ethnic minorities in the Kenyan newspapers.

The Kenyan media landscape has been expanding fast in the last two decades. Newspapers, television, radio, and online platforms, though urban based, cover all parts of the country. News, information, and entertainment largely capture all aspects of Kenyan social economic aspects. To a casual observer the Kenyan media reflects the true picture of the country’s society. But a critical look at the media content shows a different picture. Kenya has 42 ethnic communities well distributed all over the country and well represented politically and administratively. When it comes to media coverage, however, only the interests of the dominant ethnic groups are reflected across the media milieu. In many tourism promotion fairs all over the world, the Kenyan stands are likely to have a photograph of an ethnic minority member in full traditional regalia on display. This attracts many tourists to Kenya who hardly see these people on television or read about them in newspapers when they arrive in the country. Media studies scholars have attributed this symbolic annihilation to the dominant ideology of media ownership. It is important to note that none of the mainstream media institutions in Kenya is owned by members of the minority ethnic communities. Available literature show that leading media houses in Kenya are owned by five wealthy families, whose communities also dominate the middle class, the highly educated and the business class in the country. This could explain why ethnic minorities are either underrepresented or misrepresented in the mainstream media. The extent of ethnic minorities are misrepresented and underrepresented in the Kenyan media is not well documented as it is hardly investigated as an academic problem. Literature on representation in media texts from other parts of the

world indicate that corporate media texts have always represented ethnic minorities as criminals, abnormal, a threat to society, lazy, immoral, and even unimportant. Minorities are rarely represented as ordinary citizens. The aim of this paper is to investigate misrepresentation of ethnic minorities in the Kenyan media, specifically daily newspapers. We shall investigate, news stories, photographs, cartoons in two daily newspapers to find out how these texts represented members of the minority groups in Kenya. Using Stuart Hall's (1997) theoretical framework of representation, we intend to demonstrate that the media does not reproduce reality but presents its own reality. We shall employ textual analysis to study *The Standard* and the *Daily Nation*, the country's two leading and widely circulating newspapers. We shall analyze August-December 2020 newspapers, including their weekend editions using Roland Barthes' semiotic analysis approach to unearth ideological nuances of representation of ethnic minorities in these texts.

Submission ID

1013

Trust – it's complicated. The EBU Net Trust Index: an indicator to contextualize trust in media across Europe

Authors

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Abstract

In recent years, media practitioners and scholars alike have reacted to what seem to be signs of shrinking trust in media, such as much-applauded attacks on the media by populist leaders. This has led to calls to restore public trust through a visible commitment to media ethics, signalling credibility through transparency (e.g. Fengler and Speck, 2019).

Yet, measuring trust is tricky given its multidimensionality and contextuality. Studies tracking trust in the media across markets worldwide (e.g. Edelman Trust Barometer, Reuters Institute Digital News Report) apply different methodologies and definitions, explaining conflicting results on whether trust in the media declines or remains rather stable. The assumption of a universal decline of trust remains challenged (Hanitzsch et al., 2018). Moreover, trust in "the media" or "the news" can come in all shapes and sizes, such as trustworthiness of media formats (newspapers versus TV), media organizations or brands (tabloid brands versus public service media), or of journalists as a profession (Blöbaum, 2014). The trustworthiness of news in general may be juxtaposed to news sources people themselves use (RISJ, 2020), moving beyond simple "trust / distrust" dichotomies.

The European Commission's Standard Eurobarometer constantly checks levels of trust in different institutions across EU member states and candidate countries. The autumn editions of this biannual survey ask whether citizens tend to trust or tend not to trust the media, differentiating between TV,

radio, the written press, the internet and social networks (for the most recent study see European Commission, 2020).

The Net Trust Index has been developed by the European Broadcasting Union's Media Intelligence Service (EBU-MIS) to better capture the levels of trust each country's citizens place in different types of media. Using Eurobarometer data, the index is defined as the difference between the percentage of the population answering 'tend to trust' and 'tend not to trust'. The index values may range from a minimum of -100 to a maximum of +100 (for the latest index data see EBU, 2020). The data proves a persisting "trust gap" between legacy media – radio, TV, and the written press – on the one hand and social networks and the internet on the other, with levels of trust in the latter declining more significantly (EBU, 2020).

The paper aims to contextualize Net Trust Index data by examining developments over time as well as trying to explain main geographic differences. Trust in social networks and the internet tends to be higher in countries of Central Eastern and South Eastern Europe, where major news outlets suffer from media capture (Schiffrin, 2018) and may thus be perceived as government or business mouthpieces. By contrast, debates about misinformation online may lead to deteriorating levels of trust in information obtained through social networks elsewhere. Contextualizing perceptions of trust helps to obtain a finer-grained image of what often appears a universal decline of trust at first sight and to reshape ethics strategies build around that assumption.

Submission ID

1025

When Communicators breach their own Code of Conduct. An Analysis of Health-Related Claims (H-RCs) Endorsed by Radio Personalities

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Abstract

The deontological code for Spanish journalists Point 7 asserts that journalists must not accept, directly or indirectly, payments or rewards from third parties to promote, guide, influence or publish information or opinions of any nature (FAPE, 2017) in a similar way with the Code of Ethics of the American Society of Professional Journalists (2014). When communicators are used as endorsers,

advertisers take advantage of their credibility, opinion leadership and audience trust (Morimoto, 2020; Schouten et al., 2020; Wong et al., 2020). The present work focuses on the radio medium because it is considered the most trust-worthy source of news by 44% of Spanish people (Toharia, 2017) and 59% of European citizens (European Commission, 2019), and establishes the correlation between radio personalities and product health-related information. The objective is to analyze H-RCs in food supplements radio mentions endorsed by radio personalities.

Social responsibility theory proposes that media ownership has obligations to society, they must follow codes of ethics and professional conduct (McQuail, 2005). According to Bardeel & d'Haenens (2004) journalists are members of a professional group, in which acting responsibly is associated with professionalism. However, that advertisers favor the use of journalists as spokespersons for the brand, and of mentions, taking advantage of their social influence and recognition as public opinion leaders is increasingly common. In this way, with the aim of guiding listeners' purchasing decisions, the boundaries between editorial and advertising content are broken, violating the principle of journalistic independence.

This empirical work conducts a content analysis of all food supplements radio mentions broadcast throughout 2017 on news/talk radio stations with the largest audiences. The final corpus is composed of 437 radio mentions.

Radio hosts (55%) predominate over collaborators (45%), with function claims as the most prevalent type of claim (99.5%), followed by disease claims, which are prohibited by law. Additionally, collaborators mention non-authorized claims more frequently than radio hosts. Regarding mandatory information on product content, 79% of radio mentions of food supplements do not refer to any mineral that supports their alleged benefits.

Advertisers exploit the reliability of opinion leaders and use of radio personalities to endorse food supplements. These personalities are clearly inadequate to recommend this type of substances, which implies a great risk to consumers' health. The significant and illicit use of H-RCs for the promotion of food supplements endorsed by radio personalities demands more restrictive legislation and stricter control mechanisms by self-regulatory authorities. Although advertisers are solely responsible for the illicit endorsement, the responsibility must be extended to media owners and radio personalities, due to their potential persuasive power, for a greater protection against illicit health-related advertising.

Submission ID

1247

Communication values and censorship: Diversity versus freedom?

Authors

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Abstract

Neoliberalism has diluted the concept of freedom, perhaps to a point of no return. Freedoms of expression and information are suffocating from concentration of media ownership, corporate censorship, and copyright censorship. It seems fitting to reformulate one of the core principles based on the concept of freedom: the rejection of censorship. We are accustomed to opposing censorship with freedom, as, for instance, in the First Amendment of the U.S. Constitution (1791) or §19 of the Universal Declaration of Human Rights (1948), among many basic laws. But this concept of freedom was never necessarily an inclusive one. The land of the free was there for the free; but the unfree, the slaves, the dispossessed, and the women, were just as essential. Similarly, the very first laws banning censorship, in Sweden (1766) and Denmark-Norway (1770), were not introduced for inclusivist reasons. Rather, “[i]n all three countries, leaders realized that they were going to have to share power and govern by manipulating and steering public opinion rather than suppressing it.” (Laurson, 2005).

But freedom is not the sole opposite of, strategic resource against, or antidote to, censorship. The principle presented here is the concept of media diversity with full inclusivity, situated within a wider context of cultural diversity, which, in its turn, is situated within an even wider context of biodiversity. This paper argues against censorship with a Kantian-normative approach (the deontological position of the categorical imperative), using conceptual analysis, pragmatism, constructivism, and international legal scholarship, from the standpoint of a humanity-wide duty to safeguard and promote cultural diversity and biodiversity. Increasingly visible weaknesses of the argument against censorship from the utilitarian standpoint of freedom, a negative argument, can be avoided in this way. Diversity, on the other hand, both biological and cultural, is argued to be instrumentally good, and intrinsically good, though the latter only if balanced by equality of basic rights. Censorship as a whole, including self-censorship, is pervasive and fundamental. It is as inevitable as selection/elimination in the evolution of life on this planet; and it relates to diversity similarly. Natural selection is like censorship. And media diversity is like genetic and behavioral variation. In both cases it is often impossible, and usually difficult, but human beings can have a say in what gets selected and saved, and what gets eliminated. And, we can have a say as to whether there will be more or less selection/elimination as a whole, whether there will be more or less diversity, both with regard to biodiversity and cultural diversity, including media diversity.

The concomitant moral and legal imperatives are to support, safeguard and promote diversity and thus to minimize both censorship in culture and selection/elimination in nature, but only to minimize them, simply because they cannot themselves be eliminated. It is impossible to eliminate elimination. This becomes abundantly clear when one considers self- and soft censorship. At least in the wide sense, censorship is inevitable – but sustainable development is impossible without strict minimization of censorship.

Submission ID

1295

Privacy Protection in the Platformization Era——Take Online Crowdfunding Platform ‘Shuidichou’ as an Example

Authors

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Abstract

Technology has made it easier to access personal data and raise public concerns about privacy. However, there is not a unique general accepted definition for the privacy (Alibeigi, 2019:1-35). According to Warren and Brandeis (1890), the scope of privacy can be broadly defined as the personal information that is unwilling to be disclosed, while the right to privacy is defined as the right to control and to decide how to use their individual information.

In the era of Platformization, privacy protection is facing new challenges. Mansell (2015) proposed that “a platform is a kind of intermediary... thus influencing data flow and ultimately making profits...most platform enterprises are businesses”. Therefore, a platform can be regarded as a common digital infrastructure that are capable to collect, process, and transmit information. So the privacy problem is more obvious in the cross-platform user data sharing and commercializing individual data.

This study takes Shuidichou as an example to study the privacy issues in the era of Platformization. Patients in need can register a Shuidichou account to post information for help, which can be integrated and found in social media like Wechat. As a popular online crowdfunding platform, Shuidichou demonstrates a duality of user’s identity: help-seeker and donor. Help-seekers are required to upload ID card, property, cellphone number, medical records and other private information, while donors are required to provide cellphone number and personal location information. Different identities lead to different attitudes towards privacy protection and management. Additionally, Shuidichou belongs to the same parent company as some other companies. There is the flow and distribution of user information among the parallel subsidiaries, which ultimately generates commercial interests. Therefore, it is worth exploring how Shuidichou handles user information. Three perspectives have been proposed to study private information in Shuidichou: the dual identity of users and the platform.

Based on the theory of Communication Privacy Management, three hypotheses have been proposed in the paper:

[H1]: Because of the different disclosure amount of private information, the privacy concern of seekers is greater than that of donors.

[H2]: The help-seekers have a negative attitude towards information collection by the platform, but have to give up part of their privacy for fundraising.

[H3]: Despite the duality of user identity, the identity difference between help-seekers and donors will not cause differences in the acceptance of personal information disclosure.

Questionnaires were designed according to the CFIP scale and Likert scale was used to measure. The effective questionnaires were quantitatively analyzed by checking the chi-square and finding the average value.

It was found that the help-seekers would give up some privacy to obtain funds. Second, there were no more privacy concerns of help-seekers than the donors; Third, the identity difference between help-seekers and donors does not make a difference in the degree of acceptance of personal information disclosure. Additionally, as a platform, Shuidichou should also take corresponding measures to balance data openness and privacy protection of users.

Submission ID

1323

Privacy protection in the development and utilization of data resources in intelligent advertising

Authors

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Abstract

Intelligent advertising is the future of advertising development, involving the three main bodies of "Internet platform-brand-consumer". In this process of development, data privacy security problems always exist. Information collection and the use of data resources have become a major issue in the protection of personal privacy. How to protect users' personal privacy and reverse the current adverse situation of user data leakage need to be solved. This paper first introduces the concept and characteristics of intelligent advertising and the world research of data privacy related issues. After analyzing the data privacy protection laws and regulations of many countries, it puts forward the "New China Intelligent Advertising Model", which includes six marketing closed-loop processes of "identify, customize, match, bid, engage and retain". It discusses the possible data privacy problems of intelligent advertising and puts forward some suggestions. Some solutions mainly include the establishment of privacy regulation principles and the improvement of privacy protection technology, including blockchain empowerment of consumers, fake advertising click and so on. It is worth noting that we should not only develop data resources to protect consumer privacy, but also make good use of data resources to create new wealth, give full play to the role of data resources as the cornerstone of national information, establish the concept of data sharing, find a balance point in data resources, and realize the closed-loop use of private data .

Submission ID

1347

La dimensión axiológica del videojuego en la vida cotidiana. Caso Assassin's Creed

Authors

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Abstract

De acuerdo con cifras de la consultora NewZoo en el 2020 los videojuegos registraron una derrama económica global de 159 mil millones de dólares (NewZoo 2020), lo cual los convierte en la industria del entretenimiento más rentable del mundo. Es importante mencionar que, sumado al crecimiento acelerado que la industria ya registraba en años anteriores, un factor que acentuó el consumo de videojuegos durante el 2020 fue el contexto sanitario y social generado por la pandemia de COVID-19, pues unas de las principales medidas de prevención que implementaron la gran mayoría de países fueron el distanciamiento social y las cuarentenas; teniendo como resultado el incremento en el uso de los dispositivos digitales para actividades cotidianas como el trabajo, la escuela o el entretenimiento.

Relacionado a esto, generalmente los videojuegos han sido encasillados como medios de ocio y entretenimiento que promueven conductas negativas en los videojugadores, como violencia, poca tolerancia a la frustración, adicción y sedentarismo; sin embargo, lejos de esta postura determinista, los videojuegos son un fenómeno que ofrece elementos y potencialidades que pueden aplicarse en la resolución de diferentes problemas y conflictos sociales y culturales. Un ejemplo de esto es que a comienzos de la pandemia la misma Organización Mundial de la Salud (OMS) recomendó jugar videojuegos en casa para cuidar la salud mental durante el confinamiento (OMS 2020).

El presente texto es un esfuerzo por actualizar dicho debate; objetivo es analizar el impacto los videojuegos en el ámbito axiológico en la vida cotidiana de los usuarios. A partir de un análisis con base en la metodología de hermenéutica profunda (propuesta por John Thompson) en tres diferentes fases (contexto, fenómeno y recepción), se pretende analizar el contenido axiológico y la recepción del mismo por parte de los videojugadores de la saga de videojuegos Assassin's Creed.

A lo largo del texto se desarrollará un panorama teórico general sobre la importancia de los valores en los videojuegos y posteriormente se expondrán los resultados de las técnicas de investigación aplicadas a los usuarios (3 entrevistas en profundidad y dos grupos de discusión).

Cabe mencionar que la presente investigación se deriva del proyecto de posgrado del autor del texto, titulado *Análisis del discurso ideológico de "lo occidental" en el videojuego histórico. Caso la saga Assassin's Creed*, adscrito al programa de Maestría en Comunicación, en el Posgrado en Ciencias Políticas y Sociales de la Universidad Nacional Autónoma de México (UNAM). Si bien los objetivos de ambos trabajos son distintos, vale la pena mencionar que los resultados de las entrevistas en profundidad y los grupos de discusión aplicados en el proyecto de posgrado, permitieron generar una

discusión más amplia en torno a la ética y valores del videojuego que se aborda a lo largo de la investigación.

Submission ID

1348

How can Facial Recognition Technology (FRT) regulations employ universal ethical principles beyond borders?

Authors

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Prof. Min Wang - author

Abstract

Facial recognition technology (FRT) has been rapidly applied in multiple aspects of life given the availability of digital images of individuals' faces as well as the ever-improving algorithms that recognize the unique identities of such facial images (Acquisti, Gross, & Stutzman, 2014). However, the prevalence of cameras in public places also creates ethical dilemmas because of the low precision, function creeps of consent principles, particularly privacy concerns because algorithms can invisibly match individuals' faces with their identities (Schneier, 2020). It is crucial to find sound solutions in protecting individual's privacy, particularly biometric information, from FRT. Currently, the US, EU, and China have different legal and ethical judgments when FRT is abused in some contexts.

The Illinois Biometric Information Privacy Act (BIPA), regarded as the most important biometric privacy law in the US, is the first state law to regulate biometrics (Woodrow, 2020). Facebook has been fined 550 million dollars to settle facial recognition lawsuits because its image tagging suggestion and sharing functions involved illegal retention, disclosure, and destruction of biometric data under BIPA (Bannerman, 2020). In the EU, the first facial recognition fine based on the General Data Protection Regulation (GDPR) has been issued to a Swedish school, which used facial recognition software to monitor the class attendance of 22 students. The school intruded on students' sensitive information without prior consultation and did not conduct a data protection impact assessment (European Data Protection Board, 2019). In such a context, FRT might alter the nature of schools and engender some social challenges (Andrejevic & Selwyn, 2020). In China, the first facial recognition lawsuit involves a commercial zoo's collection of customers' biometric information, including facial images and fingerprints (Zhang, 2021).

Using these three cases from the US, EU, and China, this study explores how universal ethical principles are employed beyond borders in three different contexts—social media, schools, and commercial occasions, by analyzing how those legitimate authorities distinguished legal and illegal use of biometric information. We also designed a questionnaire survey based on the Technology Acceptance Model to investigate public attitudes towards the rationality of these ethical principles found through the case study. The survey was targeted at respondents mainly from the US, Sweden, and

China, who have engaged with FRT in social, educational, and commercial contexts. By identifying universal ethical principles, the study aims to provide possible international standards for regulating FRT, which is often applied and abused in broad contexts beyond borders.

Keywords: facial recognition technology, ethical principle, privacy concerns, biometric information, case study

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(The rest of the references are listed in the reference section)

Submission ID

1354

Pandemic versus Infodemic: A Comparison of English and Urdu Press in Pakistan

Authors

Dr. Firasat Jabeen - Forman

Abstract

On the 23rd of March, 2020, Daily *Nawa-i-Waqat* (one of Pakistan’s leading Urdu newspapers) published the picture of a lion released in Russia to enforce the lockdown because of the COVID-19 outbreak. A day after the publication of the picture—which became a front page story—however, the *Nawa-i-Waqat* published a corrigendum about the false news. The bombardment of media messages in the wake of the pandemic led the World Health Organization to rightly declare the situation an ‘infodemic,’ wherein the spread of misinformation and rumors not only increased the atmosphere of uncertainty but also gave rise to an uncanny milieu of anxiety. In Pakistan, the Urdu Press manifested a failure to maintain the responsibility of fact checking. By contrast, English newspapers in the country appeared to maintain the standards of accuracy in the provision of news related to the pandemic. This suggests that the English Press in Pakistan—albeit having low circulation because of the language barrier—is more meticulous and professional.

The particular situation of the coronavirus pandemic helps us identify the different functioning of two types of newspapers in the country that are not only linguistically different, but also vary in terms of practicing journalistic standards that raise and uplift the taste and morale of people. By employing the

methodology of Critical Discourse Analysis, I analyze an Urdu (*Nawa-i-Waqat*) and an English (*Daily Dawn*) newspaper in Pakistan for the presentation of information related to the pandemic. Following Shoemaker's media gatekeeping theory, I argue that studying the COVID-19 news in two different strands of newspapers is a perfect case in point to exhibit the chasm of English versus Urdu Press in Pakistan.

Submission ID

1427

Societal impact of disinformation in Spanish journalism. Challenges and opportunities from the perspective of professionals and experts

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Abstract

The concept of disinformation is not new. However, numerous entities have offered definitions in recent years (Rodríguez Andrés, 2018; Fallis, 2015). According to the EU High-level Expert Group on Fake News and Online Disinformation (HLEG, 2018), the term refers to all forms of false, inaccurate or misleading information designed, presented and promoted to intentionally cause public harm or for profit. This 'new disinformation' represents one of the greatest challenges for journalism nowadays, something that has become evident during the Covid-19 pandemic (Mauri, Ramon, Rodríguez, 2020).

The negative effects of this phenomenon on society suggest the need to evaluate its real impact while identifying its dissemination mechanisms and developing tools to fight it. In this regard, fact-checking has become a relevant activity to effectively combat disinformation and raise social awareness (Amazeen, 2020; Graves, 2016; Moreno-Gil, Ramon, Rodríguez-Martínez, 2021).

The aim of this communication is to identify the impact of disinformation in the Spanish media context while offering a deeper understanding of the fact-checking initiatives that have been launched in Spain in recent years. The study employs in-depth interviews with media scholars and experts in the field of media and communication in order to address the topic from a broad perspective: scholars specialised in disinformation, viewers' associations representatives, journalists, media professionals specialised in

social media, fact-checking sites' founders and editors, and representatives of media self-regulation bodies.

Results show the extent to which the Spanish media context has certain characteristics that make it more vulnerable to disinformation and help to identify the tools that have been developed so far. Moreover, the findings reflect not only the challenges but also the opportunities that the current context of disinformation offers journalism — with the right tools, the sector can become instrumental and take on a greater responsibility with the aim of restoring public trust.

Submission ID

1592

Audiovisual media and online sexual contents during adolescence. Political issues in Europe

Authors

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Abstract

Audiovisual media expose adolescents to the vision of sexual contents on the Internet. Within public debate, online availability of material “likely to harm” or “seriously harming” children generates forms of moral panic. A major concern derives from sexual risks, such as pornography, sexting and child-pornography. At the European political-institutional level, the measures implemented are based on auto-regulatory, co-regulatory and regulatory solutions. Among these initiatives, the most important ones have been the Safer Internet programme and two directives respectively focused on children protection with regards to Audiovisual Media Services (2010/13/UE) and on combating the sexual abuse and sexual exploitation of children and child pornography (2011/92/UE).

Methodologically, the thesis analyzes 45 debates of the European Parliament which dealt with these issues between 2001 and 2016. This corpus has been examined through an original quali-quantitative protocol, with a content analysis and the Alceste method applied via the softwares ATLAS.ti and IRaMuTeQ. This work wishes to contribute to research on audiovisual media, online sexual contents, adolescents and children, by proposing an original point of view on European policy.

The main hypothesis has been that European parliamentary debates are limited in terms of representativeness of national cultures ; starting from this premise, several aspects have been surveyed, either juridical, scientific, ethical and political issues. The main results respectively refer to different elements : 1. the variety of political-juridical interpretations of some concepts and the definitions of a few terms, besides the study of some juridical principles involved ; 2. the descriptions of online audiovisual sexual risks and the difficulties of European policy retrieved within parliamentary debates ; 3. the limits of European scientific knowledge in terms of representativeness of national culture, through the analysis of mentioned statistical data and studies; 4. the multiplicity of ethical

considerations, even based on different national cultures ; 5. the choice to favor self-regulatory measures.

Submission ID

1694

Giving Voice, Taking Part: traveling the border between reporter and interviewee

Authors

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Abstract

‘Giving voice’ is the purpose of much contemporary journalism and audio media is often thought particularly able to realise it; its capacity to re-present the voices of principal protagonists has the potential to take listeners more powerfully into their circumstances. But ‘giving voice’ in any media context is an act of both selection and framing. While the relationship between presenter and listener contributes to the meaning of an audio text, so too the relationship between presenter and other participants in a podcast or broadcast program, particularly interviewees, influences the understanding of the ‘voices’ that take part. This latter relationship forms the territory of this paper, as it scrutinises the boundary between presenter/reporter and interviewee/talent in audio documentary.

The paper analyses three recent podcasts that have each explored the predicament of refugees, remote from home, and unable to enter the country in which refuge is sought. Refugee situations are similar the world over, but the particularity of each border is specific; localised physical, cultural and political geographies determine opportunities for ‘giving voice’. The three podcasts to be examined are *This American Life’s* ‘The Out Crowd’ (2019), examining refugee camps on the US/Mexican border; the Australian podcast *The Messenger* (2017), which included an extended exchange of voice messages between a detained asylum seeker in Papua New Guinea and a journalist in Melbourne; and *The Wait* (2020), also an Australian podcast, which was co-presented by an Australian journalist and an Iranian refugee unable to leave Indonesia.

The three podcasts are crafted productions, each covering a period of time, with an extended cast of contributing voices. For this study, a methodology has been devised to analyse the use of sound and audio techniques used in the podcasts, in addition to the approach to temporality, subjectivity, listening and agency, in order to understand how meaning can be made in the cause of ‘giving voice’. Each podcast was made with the access and opportunity it found and created, as well as production decisions whose full impact can be unpacked with reference to the work of Hendy, Lacey and Zelizer. These are stories of our time; the urgency with which they must be told and heard warrants a close reading.

Submission ID

1711

Training the new European fact-checkers: An analysis of EUfactcheck's values, practices and output

Authors

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Abstract

The Reporters' Lab at the Sanford School of Public Policy at Duke University notes that there are currently 300 active fact-checking sites in 84 countries (Stencel & Luther, 2020). As part of a global movement, these entities alert citizens to online disinformation, scrutinize the claims of public representatives and contribute to the fight against political polarization (Hameleers & van der Meer, 2020). In the process, they attempt to “revitalize the ‘truth seeking’ tradition in journalism” (Graves, 2016, p. 6). Fact-checking organizations are remarkably diverse but can be classified under the two models described by Graves and Cherubini (2016): the ‘newsroom model’ and the ‘NGO’ model. Over the last few years, digital technologies have lowered production barriers (Singer, 2018), enabling new actors to enter the fact-checking landscape. This includes non-profit independent projects, platforms linked to NGOs or developed by or in collaboration with universities, such as the *RMIT ABC Fact Check* in Australia or *FactChecking.cl* in Chile (Farrer, 2017; Moreno-Gil, Ramon-Vegas & Rodríguez-Martínez, 2021).

Focusing on the European context, this paper aims to expand the understanding of how fact-checking is performed by *EUfactcheck* (<https://eufactcheck.eu>), a project of the European Journalism Training Association (EJTA) that intends to build a sustainable curriculum unit on fact-checking within a European network of journalism schools. The project, launched in the run-up to the 2019 EU Parliamentary elections, is now integrated by institutions from 20 countries. Each publication made by *EUfactcheck* between January 2019 and January 2021 ($N= 294$) has been examined through content analysis to scrutinize the publication formats, the range of topics analysed, the sources and multimedia elements employed, and the outcomes of verifications. A deeper insight into the editorial philosophy of the project, the underlying practices behind the content, main challenges, and audience data is offered by consulting decision-makers and by attending *EUfactcheck* meetings and workshops, including the train-the-trainer bootcamp organized in Utrecht in January 2019.

Shifting away from hyper-accelerated cycles (Usher, 2018), *EUfactcheck* promotes in-depth research to scrutinize issues of political, social, environmental, and economic nature. Verifications on the Covid-19 pandemic and topics related with social Europe have recently gained weight in the output. The project has developed a step-by-step flowchart to help students and faculty follow a rigorous and consistent verification process (Vissers, 2020). Journalism students employ a broad range of sources to check information (databases, experts and researchers, scientific literature), while embracing open-access

digital tools. High-quality content is reinforced by carefully-designed infographics and multimedia elements. To ensure the broadest dissemination possible, fact-checks are published on the *EUfactcheck* website and its social media accounts.

EUfactcheck shares some of the challenges that hinder the development of fact-checking, such as limited visibility, resource and time constraints (Humprecht, 2020; Lowrey, 2017). The project aims to counteract these limitations by introducing innovative formats, fostering cross-national cooperation and establishing collaborations with media companies. In a time characterized by profound challenges, *EUfactcheck* is making a unique contribution by helping European universities to introduce verification practices and modules to curricula, thus contributing to cultivating future journalists' verification skills.

Submission ID

1720

Algorithm Gatekeeper: Assess or Access? Research on the construction of Media Social Responsibility (MSR) Index System

Authors

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Abstract

With the growing presence of artificial intelligence(AI), the personalized recommendation algorithm has become widely adopted in every sector of the society. The technology indeed empowers media to deliver personalized information to the public, while the emerging problems of losing intellectual property, privacy invasion and cyber stalking inside the black box(Rai, 2020) have underwhelmed and disturbed the masses. The absence of gatekeeper in digital era has urged us to rethink, reassess and rebuild the social responsibility of media and enterprises.

Data are considered so valuable that some firms are cashing in on the trend and even overstep the boundary of media ethics. The concept of Corporate Social Responsibility(CSR), which was actions to further some social good, beyond the interests of the firm(McWilliams, 2001), raised a more sophisticated view of corporations as having a social remit while balancing the profit maximization(Heli, 2016). Nowadays, facing the pessimism about recommendation algorithm, we

propose to build an evaluation model for Media Social Responsibility(MSR) as an extension of CSR in the media field of the dig data era.

Existing media management research was conducted from different perspectives, including system model and reformation(Viljakainen, 2016), legal system construction(Fengler, 2015), morality and ethics(Ward, 2014). However, studies are scattered and lack systematisms. Therefore, we raised the following research questions.

RQ1: From which aspects can MSR be comprehensively evaluated in the AI era?

RQ2: What are the evaluation indices that consist MSR?

To explore the research questions, we introduced three dimensions of media internal management, media ethics and regulations, media algorithms to construct MSR. Based on the theoretical framework, we adopted Delphi method, which is a comprehensive group decision-making method that can effectively avoid collective obedience, including steps of open research, evaluation and re-audit. Interviews and questionnaires were used in Delphi method respectively. Furthermore, analytic hierarchy process(AHP) was applied as an assessment method for hierarchical weight decision making(Zhou, 2013), which can not only facilitate the analysis of the integration of qualitative and quantitative data but achieve overall and individual aspects of data results.

The overall research is divided into *Collection of initial factors*, *Revision of factors*, *Creating judgment matrices*, *Conducting a consistency check*, and *Ranking the factors*. We completed the collection and modification of factors through in-depth interviews with 40 experts. Then AHP was used to summarize the ratings and calculate the respective weights, forming an indicator system for evaluating the MSR.

For decades, journalists played as gatekeepers to judge which ideas could be publicly discussed(Ferreira, 2018). However, as UGC content gradually increased, algorithms have gradually grown into new generation of "media gatekeepers" to shoulder the responsibility of facilitating a more fair, transparent and open cyberspace. Therefore, this paper explores the factors that influence the MSR which is proposed to meet the urgent demand for balancing media interests and social responsibilities through a multidisciplinary research approach. A three-layer evaluation model was formed to prompt media to take social responsibility, fulfill its commitment to society, users and operators more actively and earnestly to maintain healthy development of the cyberspace.

Submission ID

1722

The BBC takes a Reality Check: the digital verification platform of the world's oldest public service broadcaster

Authors

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Abstract

Fact-checking is, as we know, the new buzzword in the latest journalism debate vis-a-vis the profession's self-proclaimed mission to corroborate claims made by public servants and institutions and, through the creation of verification mechanisms, to project a collective image of greater professional rigour. Almost all major media outlets worth their salt proclaim to dispose of and to deploy such tools in their quest for transparency and accountability.

This paper examines the latest initiative in this direction taken by the BBC: the Reality Check project. According to the BBC website the Reality Check team has two functions: on the one hand it investigates news stories both home and abroad and is "dedicated to examining the facts and claims behind a story to try to determine whether or not it is true" while on the other - and in compliance with its *raison d'être* as a public service broadcaster paid for largely through its 27 million licence fee tax payers- it places its reporters at the disposal of the general public in order to investigate stories on their behalf. The BBC couches this fact-checking service in the following terms:

*What would you like us to investigate? It could be something you've heard said about Brexit or climate change or a story in the news or on social media that just doesn't feel right. Or it can simply be something you've always wanted to know the truth about. If your question is chosen we will try to get to the bottom of it and publish the findings on the **BBC Reality Check page**.*

The BBC encourages its users to send their claims, fact-checking ideas and questions to the Reality Check team through an online form and says it will "be in touch if we look into your question".

The project provokes many questions: How does it work? When and why did it start? How many reporters make up the Reality Check team? How much time and resources are dedicated to this? How many stories have they "reality checked" so far and how many subjects have been the result of public requests? What is their relationship with the Google and Facebook-funded "Credibility Coalition"?

In an attempt to shed light on some of these issues, this paper aims to take a look at the work of the Reality Check project at the BBC through a combined qualitative and quantitative approach and if possible through some preliminary ethnographic work with those involved.

Submission ID

1760

Fact-checking and visual verification across cultures

Authors

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Abstract

Concerns about disinformation grow as the impact of "fake news" on free and information-based decision making is documented; also, modern technological devices facilitate the creation, generation and distribution of manipulated content (Bryant 2018; Rapp and Salovich 2018, Britt et al. 2019; Fletcher et al 2018). Verification presents a poignant challenge for today journalism around the world, but there is scarce research on the use of tools for verification across cultures (Kovach and Rosenstiel, 2007). In this paper we provide an in-depth analysis of the use of the free verification plug-in InVID-WeVerify in 143 countries. Launched in a First Draft News event on July 3rd 2017 and funded by the eponym 2020 Horizon European project, InVID provides journalists and news organizations -such as AFP and DW (partners of the InVID project), BBC, France Info or *The New York Times*, as well as international fact-checking sites- with tools to verify content from social media. Our research questions were: RQ1. Which are the features and trends in current content verification?; RQ2. What specific content verification problems face today journalists? By analyzing 22968 queries of 6,094 InVID users from 143 countries (19/11/2017 to 19/11/2018) we were able to identify key content features and trends in content verification and debunking around the world. During the period taken into consideration for the present research, the large majority of users were located in France (1510) followed by India (576), United States (546), United Kingdom (434), Germany (412), Spain (191), the Netherlands (160), Switzerland (146), Brazil (134), Canada (122), Ukraine (122), Italy (121), Belgium (112), Breece (111) and Iraq (103). The queries were varied, concerning videos from YouTube (27.2%) and Facebook videos (15.9%), Twitter videos (8.6%), but also a lot of Twitter advanced searches (33.3%) and pictures (8.7%). Other sources objetct of verification were Instagram, DailyMotion, Vimeo, Liveleak and others. Lecheler, Kruikemeier and De Haan (2019) wonder if explicit forms of verification replace implicit or hybrid forms in future journalism generations, but our results point to a transformation regarding the use of tools are taking place in the present generation, with expectations of greater evolution.

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Submission ID

1965

Beyond user agreements: ludic capital and ethical issues in gaming streaming

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Abstract

As social networks grow, they create models to monetize the content produced, helping them earn money while attracts content creators that gather audience and attention (SRNICEK, 2016). Twitch (online at twitch.tv) became a reference for game streaming, powered by Amazon, and helped (while helping) titles such as Fortnite to acquire popularity (TAYLOR, 2018). Inside this machine, players and the audience applies their attention expecting to earn money or social capital (BOURDIEU, 1998; LIN, 2004). This leads to the development of ludic capital (PASE, DALLEGRAVE & FONTOURA, 2020), the result of an effort that works as a currency inside and even outside these spaces.

Powered by the performance – in-game, live, chatting by text, or using cheers and bits –famous streamers create sessions that go beyond a turn of a regular job, recommendation systems and the website home creates the “perfect storm” for attention. The search for an income through videogames (JOHNSON & WOODCOCK, 2017; JOHNSON, CARRIGAN & BROCK, 2019; JOHNSON & WOODCOCK, 2019) creates new ethics, a combination of entertainment and the act of entertainment. Last year, the platform announced that established a Safety Advisory Council, composed of active players, academics, and authorities in civil rights online (TWITCH, 2020). According to the press release, it will seek to improve policies, safety, and diversity. One important goal is “Promoting healthy streaming and work-life balance habits”, an important discussion about the time spent online. But when you create barriers for the usage of one app or network, creators can jump to another one, using their whole array of networks to turn time spent online into capital.

We saw a great exposure to media in the past, such as radio or TV, but this time is different, due to participatory culture and the nature of the medium itself. So, there should be limits not only about the content broadcasted but about time and other systems that stimulate this scenario?

Through case study methodology (YIN, 2001), this proposal will analyze Twitch guidelines (TWITCH, 2021) and how one recognized streamer (LOEYA, 2021) performs online, famous for daily sessions that last more than a couple of hours. After this, the investigation will observe if the sessions do not configure a behavior that could influence others to unhealthy and non-ethical usage of the service. This research is part of an on-going investigation about videogame and social communication.

Submission ID

2010

MPS paper: Risks for the Democracy in Myanmar

Authors

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Abstract

Using the situation in Myanmar as a case's study, the paper analysed the current situation of ethics, communication and democracy in the country. After 50 years of military rule, Myanmar opened up towards democracy in 2011. During this time the government also opened up towards the democratic media development, understood in this paper according to UNESCO and IMS (2016): the censorship was abolished in 2012, private newspapers have got licences to operate, exile media were allowed to operate within the country a Press Council was established and telecommunication operators were allowed to establish services with the effect that social media usage was on the uprise.

In 2015 the oppositional NLD party under Aung San Suu Kyi won the first free general elections. The NLD entered a quasi-civilian government, in which 25% of parliament seats were hold by the military. The armed conflict against the ethnic group of Muslim Rohingya in 2017 has shown that the dissemination of hate speech on social media caused a damage of large disinformation (Reuters, 2018). Most Burmese media publish content exclusively on Facebook, while restrictive laws such as Art. 66d of the Telecommunication Law caused concern for many journalists and led to self-censorship.

The military coup on February 1 2021 in which the military seized the newly elected government of the NLD and detained Aung San Suu Kyi provoked protests in Myanmar and it provoked fears among the media community itself. State media was seized by the Military. The very few existing private media in Myanmar such as exile TV and Radio channels have been immediately suspended from broadcasting. The internet as well as social media networks have been blocked partially by an military order and made access for journalists and users impossible. Fears of being monitored by the military on social media increased and journalists have been ahead a huge challenge: How to report to the public when Facebook is not safe or accessible, Twitter blocked, state and private media seized by the military?

The research concludes that the problem is a missing crisis approach. The current monopoly structure of the social media giants such as Facebook, Twitter and Instagram proves not to be sufficient and sustainable as a communication channel for the dissemination of relevant and verified information in crisis situations. The solution should be found in developing new pluralistic social media

communication structures for the future in order to assure that information flow can be provided and is not a danger to the journalistic profession. By creating pluralistic social media channels, accessible for journalists without fear of being monitored by the military is probably one of the solutions.

Submission ID

2018

MPS paper - Violence against journalists in Brazil

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Abstract

The paper analysed the current situation of violence against journalists in Brazil. Using the case studies as the main method, the authors studied how journalists face an increasingly polarised society (Rocha & Solano 2020;). Based on a theoretical framework on ethics, journalism and democracy (Waisbord 2011), populism (Ward 2018), and violence against journalists (Fowler 2018; Gillers 2019), the text debated the risks of the current scenario for the media workers and, in extension, all Brazilian society. These are uncertain times. The fear for their health, work, and freedom currently dominate many journalists' lives due to the Covid-19 pandemic. In Brazil, an intense political polarization aggravates this scenario, which draws a "double pandemic."

On the one hand, the virus spreads without control, forcing people to stay at home and give up much of their freedom. On the other hand, illiberal opinions escalate fast, threatening the journalists' safety that worsens day by day. Harassments, attacks, and delegitimization had become part of many media workers' workload.

Different surveys about press freedom and journalists' working conditions show the pandemic's extent in the Brazilian journalists' lives. They reported high anxiety and stress levels (IFJ, 2020; Fenaj 2020; Figaro et al., 2020). These professionals also had an increment of workload, shifted their coverage focus, and faced different pressure types, from poorly working environments, lack of equipment, and difficulty to reach sources to delegitimation, lawsuits, threats, and physical assault (Fenaj, 2021; RSF, 2021).

During this "double pandemic," 2020 became the most dangerous year since the 1990s. According to the Brazilian Federation of Journalists, the violence against the press workers rose 105,77% last year, encouraged by Jair Bolsonaro's actions. The president alone was responsible for 40,89% of it. He made 152 attacks discrediting the media.

Especially female journalists in Brazil suffer from the alarming development of this scenario. Last election campaign, the journalist Patrícia Campos Mello discovered that business people illegally financed a disinformation campaign for Bolsonaro via WhatsApp. When these allegations got more public, Bolsonaro and other politicians spread the allegation that she had received the information from an involved man for sexual favors. These lies triggered a wave of sexualized, misogynistic insults and threats against the journalist.

In addition to the Bolsonaro government's attacks, the Parliament is passive in these actions. There are few expressions of support from parliamentarians to journalists, which weakens the work of the press. The Supreme Court also does not dare to contempt Bolsonaro and his allies. Comments by judges and politicians circulate in the media; however, without practical actions to stop violence against journalists, the speeches are nothing more than a disapproving reaction, too weak to prevent further violence.

The paper concluded these problems necessarily depend on the reaffirmation that journalism is important for Brazilian democracy from political institutions, economic elites, private initiative, and organized society. Media organizations and the professional category of journalists, in turn, can implement specific protection programs for female journalists, guaranteeing them dignified and safe working conditions.

Submission ID

2029

MPS paper: Media Accountability in Mexico

Authors

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Abstract

This paper analyses the current stage and challenges of Media Accountability in Mexico. In order to accomplish this, the authors have developed a case study taking into account both norms and practices directly related to the connection between media outlets, ethics and democracy.

In the last fifteen years, Latin American countries have institutionalised coregulation models for media accountability instruments (Ganter & Paulino 2020). They have focused on improving ethical practices

in public media and/or on guaranteeing media audiences' rights. These countries have also modified their media regulations and highlighted the importance of ethical codes.

During the same period of transformation, the phenomenon of disinformation, as well as misinformation (regarding media outlets' social responsibility towards audiences as much as the spread use of social media for circulating fake news) opens a question on the reach of effectiveness on these attempts for institutionalising media accountability instruments. This has faced a couple of crucial events: presidential elections and the attention to the global pandemic for Covid-19.

Reviewing Mexico's situation in the last eight years, the country presents important improvements on media regulation and the creation of media accountability instruments, such as the mandatory figures of the Ombudsperson and the Defensorías in commercial, public and community media outlets (Martínez, 2019). These coregulatory figures are one of the basic elements for transparency in public management.

Nonetheless, an analysis of the structural and institutional limitations that both Ombudspersons and Defensorías face becomes evident when they are created merely by broadcasters' self-interests. Ethical practices in digital platforms and social media are not considered important. This scenario not only brings back the political economy of communications perspective related to media's property analysis, but it also bridges itself with digitalisation processes.

The research concluded that in the current context of sharing institutionalised media accountability instruments to civil society's efforts become the next greatest challenge that connects media accountability instruments with the possible actions to tackle disinformation and misinformation. This is true, for example, in fact-checking initiatives, as well as governmental projects on approaching the tools for a digital culture based on media literacy.

Submission ID

2045

MPS paper: Communication and media development

Authors

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Abstract

International efforts aimed at developing a specific region's or country's media sector commonly involve both local actors (usually from the Global South) and external actors (usually from the Global North). Within media development practice, there has been a growing consensus that "local ownership" is crucial for implementing media and democracy projects – especially because journalistic practices and ethics are fragmented across world regions (Waisbord, 2016).

Through a mixed-methods study, the paper examines how "local partners" in international media development perceive their ability to conceptualize, initiate and design such projects autonomously. Dependency theory suggests that "local partners" are (stuck) in a relationship with development

agencies and donors in which “Western” notions of journalistic ethics, communication and democracy are imposed on them – and not necessarily to their advantage (e.g. Barker, 2008; Nyamnjoh, 2005; Tietaah et al., 2018)

Bureaucratic imperatives and institutional dynamics especially within funding agencies have been identified as strong determinants of media development practice (Noske-Turner, 2015; Waisbord, 2008; Waisbord & Jones, 2010) Yet, recent empirical insights into donor-funded journalism in Nigeria point to local partners’ ability to assert their own strategies in the face of donor power which can be interpreted as agency (Myers, 2018) Overall, “local partners” remain an under-researched group of actors within the actor’s constellations of international media development and their perspective on “local ownership” of notions of journalistic ethics, communication and democracy is unclear.

Against this background, this contribution presents the methodological design and preliminary results of a mixed-methods study on perceptions of “local ownership” of notions of journalistic ethics, communication and democracy among partners in the target countries of international media development. Following a triangulation approach, the study used online focus groups to give the participants a chance to articulate their own experiences and points of view in full complexity before it collects more standardized evidence as part of a quantitative online survey. The focus groups were conducted with participants from various world regions such as Latin America, Africa, Middle East and North Africa as well as South-East Asia. Once key themes, challenges, and priorities with regard to “local ownership” in international media development practice was identified in the parlance of those concerned, the online survey is supposed to be distributed to “local partners” of members of the international “Global Forum for Media and Development” and the German “Forum für Medien und Entwicklung”. The results offer important insights into the negotiation of journalistic ethics, communication and democracy within partnerships in international media development.

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2063

Complejidad e incertidumbre ética del modelo de negocio de los agregadores

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Abstract

En estos momentos el periodismo tiene que adaptarse a soportes y formatos emergentes, a herramientas tecnológicas sofisticadas, a la creciente fragmentación de unas audiencias más y mejor informadas a las que hay que involucrar (Lee-Wright, Phillips, & Witschge, 2013; Jarvis, 2013; Pavlik, 2008), a una

competitiva y constante actualización de las noticias y a modelos de negocio nuevos que buscan la manera de sobrevivir en el mercado de manera estable. La generalización del uso de teléfonos inteligentes abrió nuevas perspectivas informativas, y su facilidad para acceder a la red desde cualquier lugar ha sido decisiva para facilitar la adaptación a diferentes perfiles de usuario (Aguado & Castellet, 2015) y ha condicionado las propuestas comunicativas de los últimos años. Hemos presenciado, además, la imparable expansión de empresas como Google o Yahoo, convertidas en agregadores gigantescos que absorben y proporcionan cantidades ingentes de información gratuita y que han sido acusadas por los medios de robarles el negocio (Lee & Chyi, 2015; Jeon & Nasr, 2014; Quinn, 2014; Dellarocas, Katona, & Rand, 2012; Isbell, 2010).

En trabajos anteriores (Edo, Yunquera, Bastos, 2019) hemos abordado el estudio de otro tipo interesante de agregadores con características diferentes, de menor tamaño, vinculados a aplicaciones como revistas personalizadas y que han conseguido millones de seguidores. Nuestra investigación se centró en analizar si son informativamente útiles, ya que hacen la sindicación de contenidos con menos problemas confirmando la teoría de la disrupción de Harvard (Christensen & Skok, 2012), o por el contrario contribuyen a disminuir los valores del periodismo (McBride & Rosentiel, 2013; Kunelius, 2006; Kovach & Rosentiel, 2003). Habitualmente rastrean e indexan automáticamente noticias de Internet como los grandes agregadores y, aunque algunos de ellos tienen un editor humano, son habitualmente los algoritmos los que hacen la selección de noticias (Diakopoulos, 2014). Confirmamos las hipótesis de partida y mostramos algunos aspectos positivos como la gran cantidad de información o la facilidad de acceso, entre otros. Sin embargo se pudo demostrar que desde la perspectiva ética tienen efectos negativos que se resumen en una falta de jerarquización profesional que, con un número tan elevado de noticias, podría relacionarse con una falta de profesionalidad en la información periodística que exige nuevas competencias del «gatekeeper» en un espacio múltiple y cambiante.

Surgió otra cuestión importante que merece un nuevo análisis y abordamos ahora: es un negocio competitivo y complicado en el que solo unos pocos pueden mantenerse. Y es también polémico porque en muchos países los medios se quejan y consideran que los «snippets» o extractos de noticias deben pagarse. Nuestra pregunta principal de la investigación es: ¿Cómo puede mantenerse activos? Estudiamos los modelos de negocio de una selección de 50 mediante una ficha para el análisis de contenido, una recopilación en Excel de los datos de las diferentes categorías, la solicitud a los agregadores seleccionados de la respuesta a un cuestionario fijo y completaremos la investigación con una serie de entrevistas a expertos y responsables de los medios que pueden verse afectados por estos nuevos formatos informativos.

Submission ID

2159

Selfish Purposes, Social advocacy or Serving the Profession: The Contradicted Roles of Local journalists in Upper Egypt

Authors

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Abstract

In the Egyptian context, journalists have to struggle to survive after losing the openness they enjoyed for months after the Arab Spring. The new controlled republic launched after ousting Muslim Brotherhood backed president imposed more serious restrictions that impede journalism functions that are badly needed in developing societies like watchdog journalism. Egyptian media system unjustly distinguishes between journalism practitioners. Journalists Syndicate does not acknowledge equal rights for those who are not members. The situation is getting worse at the local journalism level. Local reporters or correspondents of media organizations in the governorates away from Cairo, the capital of the country, are having less benefits and more responsibilities of covering wide areas. A journalist in Qena, Upper Egyptian governorate located 600 km south of Cairo where this study has been conducted, is expected to follow the stories in large scale where it is about 160 km distance between the northern part and the southern part of the area. The average salary is almost the same as the national minimum wage, about 1200 Egyptian pound (less than \$80). The tribal society and mostly rural nature of the Qena is the most significant demographic variable which shapes the residents identification.

Those local journalists couldn't need more gratifications of their work rather than a source of income. This multiple methods qualitative study investigates journalists' gained material and psychological rewards which help them to continue in this profession. Research questions include RQ1 which roles they prioritize while working as journalists?and Why? RQ2 How would their roles be perceived by their audience? RQ3 How much their adaptation strategies might impact the profession and adhere to its ethics?

The study conducted in two phases; the first one depended on thematic content analysis of 120 posts, and related comments and reactions published during the month of November 2020 in the the personal Facebook accounts of 12 local journalists representing the media landscape in the area. 5 of them are working in national online newspapers, 3 of TV channels, 2 of local Radio stations, and 2 of local online newspapers. In the second phase the researcher conducted in-depth interviews during the month of December 2020 with 8 of those media people. The average time of each interview was 65 minutes.

The initial findings of the study suggest that the journalists' roles overlapping with their professional roles include sustaining benefits for self or the tribes they belong like getting favorable treatment from people power The second role depends on developing credibility in the community which enables them to practice philanthropic activities like fundraising for single mothers debtors, purchasing home appliances needed for poor brides, calling for blood donors for urgent cases. Those activities ultimately end to get the journalists community leadership which helps some of them to run and win political posts like membership in the Egyptian parliament. To conclude the results conclude that the

overwhelming roles played by journalists are not sufficient to their expectations as practitioners still cannot afford stopping them.

Submission ID

2212

COVID-19 and Vaccine Nationalism: A Levinasian Response

Authors

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Abstract

Faced with a global pandemic that has affected every facet of human existence, taking the lives of over a million people and making more than a 100 million sick, countries the world over are taking measures to protect their citizens. Part of the global efforts to deal with COVID-19 is to produce effective vaccines to protect people against the infection of the virus. Currently, scientists and pharmaceutical companies have been able to successfully produce some vaccines approved by regulatory bodies as effective against COVID-19. Yet, so far, only rich and powerful countries are able to afford the available vaccines. For these countries, their responsibility in the face of the global pandemic is only to their citizens; citizens of poor countries are not their responsibility. Such a response ignores the fact that COVID-19 is no respecter of national borders and that until a majority of the peoples of the world gets vaccinated, no one is safe. Accordingly, this project calls for a global response informed by Emmanuel Levinas' construct of the face of the Other. For Levinas, the Other is always presented to me in all their vulnerabilities. This vulnerable Other holds me hostage, calling me not to kill but protect them. A Levinasian response thus calls on global leaders to abandon vaccine nationalism, and, instead, embrace the ethical call presented by poor countries. The existential reality of their poverty is an ethical call to rich and powerful nations to help acquire enough vaccines to protect their citizens. By heeding the ethical call and supporting poor countries to acquire enough vaccines for their citizens, rich and powerful countries will not only be identifying with their poor counterparts, but they will also be conveying their obligation to save the world. Their very humanity consists in being sensitive to the human needs of poor countries and offering to help.

Submission ID

2248

El dilema político: subsidiar a los medios privados o impulsar a los medios públicos

Authors

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Abstract

Durante años, el Estado mexicano ha destinado enormes recursos a la compra de publicidad en los medios privados. Esta práctica, que equivale a un subsidio, absorbió casi 6 mil millones de dólares del presupuesto del gobierno federal entre 2002 y 2018. En cambio, durante ese mismo lapso, los recursos fiscales que se destinaron a los medios de comunicación operados por agencias federales sumaron apenas 1.8 mil millones de dólares. Durante décadas, los gobiernos encabezados por el Partido Revolucionario Institucional (PRI) y el Partido Acción Nacional (PAN), no tuvieron el menor escrúpulo para decidir discrecionalmente la asignación de estas partidas, pese a que, desde finales de los años 90 del siglo XX, se emitieron regulaciones al respecto, especialmente para intentar regular el gasto en publicidad que se destina a los medios de comunicación privados. Sin embargo, en 2018 se registró una ruptura política que condujo a que en 2019 tomaran el poder una nueva constelación de fuerzas políticas encabezadas por el Movimiento de Regeneración Nacional (MORENA), que se propone desarrollar un proyecto de cambio del régimen político denominado la *Cuarta Transformación*. La nueva administración, si bien ha emprendido una serie de reformas, no ha elaborado una nueva línea de acción frente al dilema: dinero para los medios privados / dinero para los medios públicos. Sin embargo, sí ha reducido severamente el gasto publicitario que terminaba en las arcas de las empresas privadas de medios de comunicación. El dilema, pese todo, persiste: ¿el dinero público debe de emplearse para financiar a los medios privados o a los medios públicos?, ¿o a ambos? ¿Cuáles son los criterios que deben regir la distribución de estos recursos? ¿Qué marco ético debe regir la solución de este problema político?

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2255

"Transnationals of Faith" and "Migrants from Another World" (CLIP series): contributions from Latin America to overcoming the global-local dichotomy with transnational journalism

Authors

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Abstract

This paper considers two series coordinated and carried out by the Latin American Center for Journalistic Investigation (CLIP, in Spanish), and how they dialogue with trends in media ecosystems offering alternative ways of reaching international (and regional) audiences and paths to overcome a global/local dichotomy in communication.

More than disclosing stages and strategies of work, the paper aims to assimilate Latin-American contributions to journalistic innovation, especially its ability to explore transnational collaboration in the humanization of the sources of information (in the social construction of the immigrant) and sense of observation (as the initial point of “Transnationals of Faith”, as reported Giannina Segnini). The classic Canclini hybrid cultures concept could help us to analyse some aspects of those skills.

With similar characteristics, we can illustrate these works by numbers, such as the “Migrants” serie – 18 media outlets from 14 countries, more than 40 press professionals in 9 months of work; including European organization Occrp (Organized Crime and Corruption Reporting Project) and allies from Cameroon, India, Nepal. “Migrants from Another World” and “Transnationals of Faith” deal, respectively, with migrants who cross Latin America to North countries and the influence of a group of fundamentalist Christian leaders linked to the White House in the public policies of Latin America.

The paper argues that the contributions of so-called transnational journalism (Alfter, 2019; Melgar, 2019), in general, came from sharing narratives capable of sensitize populations for asymmetries of globalization and provide information to intervene on public debate (Demeneck, 2016). Contrary to several transnational series such as publications of ICIJ (International Consortium of Investigative Journalists, e.g. SwissLeaks), in the CLIP example we have selected the data journalism is not determining to illuminate issues related to transnational corporations, comparative histories and “chain histories”, usual in transnational journalistic agenda (Alfter, 2019). And it is possible to work with subtle skills as highlights the edited by the Colombian María Teresa Ronderos for “Migrantes” – “[Maybe] these brave migrants inspire us to imagine a more humane world”.

Those series dialogues with topics proposed for the IAMCR 2021 Conference, in Nairobi. The first one because of the social construction of the immigrant, and the second one shows how the to impose a moralist agenda blurs the boundaries between “Church and State” and accentuates the de-democratization phenomenon (to use the terminology that only tends to be more applied and re-meaning – Tilly, 2003; Brown, 2006; Agh, 2015; Szymański, 2017).

Part of this reflection has as a starting point discussion held during the Beca Coseha Anfibia, in Argentina (but in e-learning procedures because of the covid-19 pandemic), a training that involved 16 Latin American journalists from August to December 2020, seeking to think about the future of journalism.

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2350