



**IAMCR  
Lyon 23**



**IAMCR  
OCP 23**



## **Ethics of Society and Ethics of Communication Working Group**

Abstracts of papers presented at one or both of the 2023 conferences of the  
**International Association for Media and Communication Research**

IAMCR Lyon23 – Lyon, France 9 to 13 July

IAMCR OCP23 – Online 26 June to 12 September

**lyon2023.iamcr.org  
July 2023**

This abstract book includes original abstracts of papers accepted for IAMCR 2023 and included online at OCP23 and/or presented at Lyon23 in France

Version: 27/07/23

## Table of Contents

Digital Self and the Ethics of Contemporary Sociability among Adolescents in Nigeria.....	6
"Algorithmic Ethics: An Examination of the Implications of Automated Journalism" .....	7
Exploring the Social Responsibilities of Pakistan's Media Perceptions of the Audience .....	8
Composing a therapeutic ethos though the TV 'counselling' talk shows : A textual analysis of .....	9
"Self-discipline Brings No Freedom": Ethic design of wearable fitness technology .....	10
Examining The Status of Transparency and Authenticity Studies in Corporate Communication in the Digital Age: Review of Recent Literature .....	10
A Preliminary Study on the Concept of Corporate Social Irresponsibility and the Media's Attention to CSiR .....	13
"We Care": A Critical Discourse Analysis of Spanish Zoo, Aquarium and Animal Theme Parks' Lobbying Ethics.....	14
Attitudes and Perceived Risks of Face Recognition: Introducing a Modell for Ethics of 'Somatic Interfaces' .....	16
Ethics and the emerging role of AI in journalism in this era of precarity .....	18
Journalism Ethics in Fact-checking: A Cross-platform Comparative Study on Interaction Mechanism of Social Media .....	19
The Perspective of Chinese "Guanxi": Privacy Behavior and Balance Principles in the Sharing of Chat Screenshots in WeChat Moments .....	21
Corpo como vestígio no imaginário da imortalidade tecnológica a partir de Altered Carbon .....	22
Explanatory journalism: a reformulated, old new trend in fact-checking .....	23
Dehumanization: Construction of Otherness in media discourses.....	25
Understanding User's Algorithmic Resistance: Embodying Algorithmic Ethical Factors .....	26
AI justice and autonomy ethics relate to AI support among university students.....	28
Factors Influencing Social Media Forgiveness Behavior and Cyber Violence Tendency among Chinese Youth: Moderating Effects of Forgiveness Climate and Risk Perception.....	29
How does social media use affect privacy awareness? Unpacking the roles of different usage patterns and privacy risk perception .....	30
Buy, eat, and be happy: advertising and childhood obesity in Spain. Analysis of the food advertising offline and online discourse aimed at Spanish children between 2018 and 2022 .....	32
Misinformation and disinformation as communicative acts in cinema and television: An ethical assessment.....	32
"Find out why it happened," news media professionals attitudes towards guidelines and codes of practice when covering cases of murder-suicide .....	35
Fact checking the fact checkers: The pursuit of objectivity and presence of relative subjectivity among fact checking websites in India .....	36

Documenting auto-ethnographic reflections of a media ethics educator in India.....	37
Key Paradoxes in Journalistic Praxis .....	38
Paradoxical Equality in China’s Internet Industry: Explore Everyday Work Practices Among Interns .....	39
Ethical Perspectives of safety training interventions: Case Ukraine .....	41
The Ethical Concerns of Agenda-setting in the Reports of Lin Shengbin in the Hangzhou Nanny Arson Case: Research on the Chinese Media The Paper .....	42
El nuevo escenario mediático y los desafíos éticos para el periodismo: estudio comparativo de la cobertura de medios tradicionales, independientes y alternativos al Proceso Constitucional chileno.....	44
Reflections on Big Data in the Social Science Research: A Postgraduate Student Focus.....	46
Media Ethics of Belief and Superstition Content in Digital Television Programs in Thailand .....	47
Recreating “ethical” camera consciousness: Camera blockers and in/visibility practices of mobile communication devices among Chinese young women.....	48
Analysis of Factors Influencing the Ability of Chinese Adolescents to Mind and Protect Their Online Privacy.....	50
Imaginaries about ethics of artificial intelligence in user online comments in Germany .....	51
Journalism, revolutionary technologies and preventing future harm: Proposing the Flaming Torch Media Ethics Theory and the Ten Tenets Field Guide for ethical communication on science and technology’s cutting edge .....	53
Media literacy: the case of the Catholic clergy in Portugal based on the COVID-19 experience ..	54
Blurred bottom line:Destructive Innovation of Short Video Marketing Advertising of E-Commerce Enterprises .....	55
Disinformation among older adults: analyzing the impact of fact-checking on news credibility..	57
Des principes éthiques fondamentaux pour le Web.....	59
Ethique des algorithmes et journalisme automatisé .....	61
Missing POVs: Social Media Participants’ Data and Thorny Research Ethics.....	61
The Question of Ethics in Philanthro-Journalism for Social Change in Ghana.....	64
Digital Media Literacy, Stakeholder Engagement, and Connective Democracy: Combating Misinformation in India.....	65
Privacy Research Hotspots, Evolution and Frontiers in the Media Perspective - CiteSpace visual analysis of Wos and CNKI literature .....	67
A media-based investigation of the moral consciousness of users of the metaverse.....	68
Autonomy Enhancement via Technology: ‘Alexa’ in disability contexts .....	69
Content curation as a distinguishing ethical and journalistic value in news aggregators .....	70
The Inherent Ethics of Short-form Media: 100 days of Itaewon Tragedy .....	72

Exploring the role of ethics in Digital Marketing Communication Mix .....	73
Media Ethics in the Digital Age: Deepfakes and Behavioral Intention .....	74
Moral crusaders dealing with crises on social media: how radicalization is fueled online .....	76
Study on the Ethical Responsibility of News Dissemination Entity in the Intelligent Era .....	77
Discurso y credibilidad en los procesos de verificación de hechos .....	79
The presentation and representation of Family space by TV Media : Research on narrative ethics of the “family of origin” in Chinese family dramas since 2000 .....	80
Towards a sociology of journalistic ethics: A praxeological view from small-town India .....	82
You Can Never Close the Door: Media domestication and Reconnection in China.....	83
Sustainability in the Media Industry: An Exploratory Study .....	85
Algorithmic Games in the Age of Artificial Intelligence: Technology and Ethics .....	87
Adolescents' Privacy Concerns and Privacy Boundary Management Behaviors in Social Networks .....	88
Facing power: understanding everyday practices of internships in the Chinese public relations industry .....	90
Ethical Challenges of Emerging Adults Moving into Media Industries .....	91
Model Construction and Empirical Evidence on the Influence of User Privacy Disclosure Behavior on Online Shopping Platforms .....	93
Finding common ground: The role of communication in transformation in higher education .....	94
Los ejes semánticos entre lo público y lo privado. Análisis de la serie Intimidación. ....	94
Media accountability e transparência jornalística nos portais brasileiros da Agência Pública e The Intercept Brasil .....	96
The Production, Characteristics and Mechanism of Virtual Gossip and Group Prejudice -An Empirical Study based on the Text of Video Comments under the Tag of “Rural Influencer” on Tik Tok .....	98
Question éthiques du journalisme engagé .....	100
The Crisis of 'Good Faith' (Bonafides) in An Age of Information and Misinformation .....	102
Profit or Humanity: Research on the Ethical Constraints and Changes of Computational Advertising in the Era of Artificial Intelligence.....	104
Would you co-author a story with ChatGPT? Ethical dilemmas in local Ibero-American newsrooms.....	106
Consortios y proyectos periodísticos colaborativos en América Latina: los ejemplos de “Política Falaz” (CLIP, 2022) y del CVI (2020-2023) contra la desinformación .....	108
#Ad or not? Examining influencers’ ways of sponsorship disclosure: guidelines for transparency .....	110
ChatGPT in the UAE media landscape: An artificial threat or a real opportunity?.....	111

Ethical Risks of Algorithmic Systems in Multicultural Organizations .....113  
Toward An Ethic of Witnessing as An Ethic for Surviving..... 114

# Digital Self and the Ethics of Contemporary Sociability among Adolescents in Nigeria

## Authors

Dr. Ngozi Okpara - Pan-Atlantic University, Lagos, Nigeria

## Abstract

Discussions about the meaning of the word *Self* are as old as humankind. Scholars have tried to describe the self as a person, an object of its own reflective consciousness. To expand our understanding of the word *Self* we should look at the word from perspectives. Philosophers describe the nature of the *Self* as being rational, moral, or whether man's self-identity is made possible by his consciousness. Psychologists opine that the self is either the cognitive, affective, or psychomotor representation of one's identity or the subject of experience and how we can relate them to our behavior through; self-identity, self-esteem, self-regulation, and self-improvement. Other psychological angles are; human motivation, cognition, affection, and social identity. Sociologists claim that the Self can be perceived as who we are in relation to ourselves, others, and social systems such as social agents like the family, peers, media, school, church, cultural norms, societal forces, etc. in the formation and construction of the self which includes a person's self-efficacy, self-image, self-concept, and self-esteem. Digital self, cuts across the philosophical, psychological, and sociological explanations of the Self. Digital Self is a person's identity, character, personality, and behavior while interacting with others through different modes of communication technology. In the contemporary world, the internet through a network of selves is able to find expressions that go beyond cultural restrictions. The individual selves on the internet can be seen in the form of 'profiles' and are apparent in professional and social networks. The internet thus makes it difficult to define a stable meaning of 'self' because we are once again faced with the issues of defining our identity online which is different from our true 'self' in the real world. Ethics is the study of what constitutes right or wrong and the application of what we should do as rational beings in our social and professional lives. Man, as a social being cannot survive alone because he is social by nature. However, the mode of interaction among human beings has changed because of technological changes in media and communication. Therefore, there is a need to understand the ethics of contemporary sociability among adolescents in Nigeria because time and space have been blurred by communication technology and so sociability among adolescents has expanded. This paper seeks to analyze the digital Self and the ethics of contemporary sociability among Adolescence in Nigeria. The main objectives of the paper are to discover whether Nigerian adolescents live the unity of life online and offline, identify the way Nigerian adolescents express their digital selves, and analyze the ethics of contemporary sociability among them. The paper will use qualitative and quantitative research designs and will be anchored on suitable theoretical frameworks.

## Key Words

Keywords: Adolescence, Contemporary sociability, Digital self, Ethics, Nigeria. Self

# "Algorithmic Ethics: An Examination of the Implications of Automated Journalism"

## Authors

Mr. Bhavesh Chhipa - Central University of Haryana

## Abstract

The increasing reliance on algorithms and automated systems in journalism has raised important ethical concerns. On the one hand, these tools have the potential to improve efficiency and objectivity in news production. However, they also raise questions about accountability, bias, and the impact on the quality and diversity of news content.

This study aims to explore the ethical implications of using algorithms and automated systems in journalism, with a focus on three main areas: accountability, bias, and impact on content.

In terms of accountability, there is a risk that the use of algorithms and automation could lead to a loss of transparency and accountability in news production. With traditional journalism, reporters and editors are held accountable for the content they produce. However, with automated systems, it can be more difficult to trace the sources of errors or biases. This lack of accountability could have serious consequences, particularly in cases where automated systems are used to disseminate false or misleading information.

Bias is another important ethical concern when it comes to algorithms and automated journalism. These systems can reflect and amplify the biases of their creators and the data they are trained on. This can lead to the exclusion of marginalized voices and perspectives, and the reinforcement of harmful stereotypes. It is important for journalists and media organizations to be mindful of these issues and take steps to mitigate bias in their use of automated systems.

Finally, the impact of algorithms and automation on the quality and diversity of news content is a key concern. While these tools may be able to help media organizations produce more content more quickly, there is a risk that they could lead to a homogenization of news and a decrease in the depth and breadth of coverage. It is important for journalists and media organizations to carefully consider the potential consequences of using these tools and to ensure that they are used in a way that promotes the production of high-quality, diverse, and accurate news.

Overall, the ethics of algorithms and automated journalism are complex and multifaceted. It is crucial for journalists and media organizations to be aware of the potential consequences of using these tools and to take steps to ensure that they are used in an ethical and responsible manner.

## Key Words

Ethics, Algorithms, Automated, Journalism, Accountability

# **Exploring the Social Responsibilities of Pakistan's Media Perceptions of the Audience**

## **Authors**

Dr. Vinay Vikram Singh - United University Prayagraj UP India

Mr. Prahlad Tiwari - United University Prayagraj UP India

Ms. Shipra Singh - United University Prayagraj UP India

## **Abstract**

### **Abstract:**

The media must adhere to a set of rules, laws, and ethics in order to protect the privacy of the people. The Pakistani media is widely seen as deficient in this regard. The purpose of this article is to determine the level of social responsibility displayed by Pakistani media. It also examines the perceptions of Pakistani audiences on the deterioration of Pakistani culture due to improper foreign media content in Pakistani media. A questionnaire was used to gather information from 324 people. According to the findings, the public's perspective of media's social responsibility varies depending on the type of media outlet. Female respondents felt that television had a greater sense of social responsibility. According to the survey participants, television is more socially responsible than radio, newspapers, and magazines. Television, on the other hand, is widely regarded as the most detrimental medium in terms of exposure to offensive foreign content. People over the age of fifty, government workers, and those with advanced degrees are more likely than others to believe that television undermines civic responsibility.

## **Key Words**

**Keyword:** Responsibility, media outlets, Media Ethics, Sensationalism



# **Composing a therapeutic ethos though the TV 'counselling' talk shows : A textual analysis of**

## **Authors**

Prof. Ji Hyeon Kim - Hanyang University

Mr. Woo-Been Suh - Yonsei University

Ms. Yunhee Cho - Yonsei University

## **Abstract**

'Healing Media', whose narrative is based on psychological therapeutic discourses, has been widely consumed in South Korea over the last decade. This study focuses on how a recent case of the healing media, TV 'counselling' talk shows, mediatizes 'therapeutic ethos' and legitimates the ideas of spending, consuming and individual fulfilment. Although the neoliberal discourses prevailing in healing media have been well documented and criticized for their identifying solutions to social issues as individual efforts, specific examples of therapeutic language and the psychological counselling mode underlying such media discourses have been under-explored. We thus selected and analyzed 17 episodes of the TV Talk show <Dr. Oh's Golden Clinic> as a recent case of healing media, adopting the critical perspective from Anthony Giddens and Eva Illouz on the contemporary structural change of intimacy and the phenomenon of therapeuticization. Our analysis illustrates that <Dr. Oh's Golden Clinic> shows how the guests' private troubles are reconstructed by the host with professional authority, as a problem fundamentally (and partially) resulted from their relationship with their toxic parents, and how such issues can be cured by a rational management of emotion. While the host emphasizes rationality through various professional techniques, the show's panels emphasize emotionality by showing sympathy with the guests. This type of mediatized therapeutic ethos not only shows that therapeutic language has become an essentialized aspect of the South Korean society but also demonstrates a risk of confining our ability to develop and maintain our emotional capacities to the repetitive consumption of such therapeutic discourse.

## **Key Words**

healing media, intimacy, therapeutic ethos, emotion-rationality modal configurations, narrative analysis

## **“Self-discipline Brings No Freedom”: Ethic design of wearable fitness technology**

### **Authors**

Ms. 晨梁 - Communication University of China

### **Abstract**

People using smart wearables are trapped in a so-called entanglement stage with technology now and then. Some depressing actions like over-sporting, eating disorder and so on are considered the result of applying smart wearables in self-quantification. Ethic of technology claims that technological design should be responsible for formation and change in social ethics. By taking in-depth interviews with smart wearable users, this research managed to identify whether there exists ‘a link between depressing self-quantification actions and the ethical design of smart wearables and, if so, how the design lacks of morality. Content analysis identifies flaws in ethical design of smart wearables at three levels: presentation of data and information, function structure and role of technology. Firstly, context provided by popular smart wearables highlight quantitative results like data and numeric information generated from self-tracking, while lacking interpretation and communication of deeper meaning. Users are drowned in meaningless message consists of numbers instead of acquiring informative explanation or useful personal knowledge. Secondly, most self-tracking devices communicate a general sense of instability and incomplete to people by setting periodic training plans and unachievable targets. It is very likely to miss oneself in the endless training games and virtual rewards. According to functions and rules within smart wearables, manufacturers are persuading users that smart devices represent scientific standard. As a result, people are convinced that only by following technology instructions can they get better self-control, physic wellness. Overall, the smart wearable places itself in a position of medical authority thus causing imbalance in the relationship between human and technology. In order to technology bonds with human tightly by creating a ‘human-technology corporation’ or ‘automatic subject’. Ultimately, this research gives a brief view of the source of ethic of self-tracking technology design. Both capital and society should be accountable for moral design of smart wearables. On one hand, big companies aim at accumulating digital capital, commercial profit and occupying customers’ attention. On the other hand, gaze and discipline from public society permeate into the ethic of technology.

### **Key Words**

Quantified-self, Ethic of technology, Self-tracking,

## **Examining The Status of Transparency and Authenticity Studies in Corporate Communication in the Digital Age: Review of Recent Literature**

### **Authors**

Dr. Khaled Zamoum - University of Sharjah

## **Abstract**

This study uses quantitative content analysis of the recent literature in Scopus, EBSCO, ProQuest, and Google Scholar to identify the most important recent research topics, conceptual and theoretical frameworks, and methods used in literature specialized in transparency and authenticity in corporate communication. The findings indicate that there are many theories used in the articles reviewed such as: CSR Theory (n = 10.76%), Legitimacy Theory (n = 5.88%), Reputation Management Theory (n = 5.66), Situation Crisis Communication Theory (n = 3.44%), Critical Discourse Analysis (CDA) (n = 2.44%). Regarding the methods applied, the conceptual analysis (37.70%) is the most used, followed by case study (29.50%), quantitative method (survey) (14.75%), content analysis (9.01%), discourse analysis (6.55%) and literature review (2.45%). The most important topics that the reviewed articles focused on were the definition, description, and practices of CCT (47.54%), followed by practices and effects of digital CCT (31.96%), and stakeholders' perceptions of CCT (20.49%).

Keywords: Transparency, Authenticity, Corporate communication, Stakeholders, Digital technology.

## *Method*

This study uses quantitative content analysis. The recent literature constitutes the main source for the data collection for this research.

The study sample was selected according to the following conditions: the articles should be fully published and not just the abstract in the Scopus, EBSCO, ProQuest, and Google Scholar databases web. They should be in English or French, and the subject and results of the study should focus on corporate communication transparency and authenticity and digital technology impact because the concept of transparency is covered by a wide variety of academic articles, especially in the field of marketing, business ethics and communication law and ethics. The review time range is from 1999 to 2022.

All studies with the following keywords were selected: Corporate transparency communication and authenticity, digital technology and corporate transparency communication and authenticity, corporate transparency and authenticity in online communication.

To determine the study sample, the PRISMA checklist was used because it fits with systematic review studies (Moher, et Al., 20210). In the first stage, a random sample of abstract (n=944) was coded. In the second stage, the summaries were read to select the articles related to the subject of the study. Then, at the third stage, abstracts (n = 822) that did not correspond to the study's objectives were excluded. One hundred twenty-two articles were collected and included, and 12 (10 %) were randomly selected.

## **References**

Moher, D., Liberati, A., Tetzlaff, J., Altman, G; PRISMA Group. (2010). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *International Journal of Surgery*, 10(8), 336-341. doi: 10.1016/j.ijssu.2010.02.007.

**Key Words**

Keywords: Transparency, Authenticity, Corporate communication, Stakeholders, Digital technology.

# **A Preliminary Study on the Concept of Corporate Social Irresponsibility and the Media's Attention to CSiR**

## **Authors**

Prof. Yie-Jing Yang - Department of Public Relations & Advertising, Shih Hsin University

## **Abstract**

CSiR(Corporate social irresponsibility) is an emerging research topic that is not yet fully developed in academic theory. This study adopts the quantity analysis of media coverage to explore the media attention to CSiR, and uses focus group interviews to conduct a preliminary exploration of CSiR concept. In terms of media attention, the five print media of Taiwan for 11 years have found a total of 841 news reports. The results show that 2019 was the year with the most news reports, with a total of 106 news reports, while 2012 had the least number of reports, with only 8 news articles. It can be seen that the media does not pay much attention to CSiR. The results of focus interviews with experts and scholars show that the concept of CSiR is initially summarized as follows: 1. CSiR is a new concept for interviewees. 2 CSiR is the concept of coexistence (orthogonality) in practice field. 3. As long as it violates ethics, it is CSiR. 4. CSiR should be judged from the motivation, and result of the enterprise engaging in CSR. 5. Crisis is equated with CSiR, and it must be judged based on the cause of the crisis. Finally, this study discusses and concludes based on the research findings, and puts forward the limitations of this study and possible future research directions.

## **Key Words**

Corporate social responsibility, corporate social irresponsibility, media attention, concept discussion

# **“We Care”: A Critical Discourse Analysis of Spanish Zoo, Aquarium and Animal Theme Parks’ Lobbying Ethics**

## **Authors**

Mx. Olatz Aranceta Reboredo - Universitat Pompeu Fabra

Dr. Nuria Almiron - Universitat Pompeu

## **Abstract**

Communication ethicists and PR scholars consider ethically reinforcing public relations theory and practice a priority. However, more often than not, critical approaches in communication leave out a concern for nonhuman animals and their suffering. In our view, this neglects that an ethics of persuasion that incorporates compassion and avoids condoning animal suffering is unavoidable for ethical communicative practices. Recent critical research on interest groups (IGs) related to industries exploiting animals has shown that vested interests shape discourses, contribute to inaction, manipulate knowledge to manufacture consent, and enact a lobbying practice we’ve labelled elsewhere as “lobbying against compassion”.

To this day, however, there is a need for more research on the public relations of the animal-based entertainment industry, particularly on the ethics of their communicative practices and how these might affect the compassionate responses of the public. By animal-based entertainment industry, we refer here to the businesses that exhibit or use nonhuman animals for human amusement and leisure, including zoos, thematic parks, circuses and all sorts of traditional festivities. This paper provides the results of a critical discourse analysis conducted on a sample of Spanish IG’s related to this industry: AIZA (Iberian Association of Zoos and Aquariums), AICAS (Iberian Association of Wild Animal Keepers), Federación Fauna, Fundación Parques Reunidos and Loro Parque Fundación. These groups represent and include Zoos, Aquariums, Animal Theme Parks and Aquatic Parks, as well as terrarium keepers and people with falconry or aquarium hobbies involving nonhuman animals. The methodology we used to analyse the IGs’ sample of texts is discourse analysis with a critical discourse analysis perspective, which allowed us to identify ideological frames. We used a template of analysis that distinguished between three discourse levels: the representation and actions ascribed to the exploited nonhumans, the exploiting industries and the consumers. We examined the explicit (literal) and implicit (implied) arguments for each group, paying special attention to how compassion is negotiated; that is, whether it is encouraged or discouraged, and if it presents either an authentic or a manufactured narrative. Additionally, the template includes a cross-analysis of capitalism, speciesism, and androcentrism, here considered underlying and reinforcing factors for the entertainment-oriented exploitation of animals.

Results show that the ethics of persuasion of the Spanish animal-based entertainment industry instrumentalises the public's compassion to continue business as usual in spite of the harms the industry produces to other animals. According to our findings, interest groups predominantly represent themselves as protectors of nonhumans and their well-being. The industries’ workers

are depicted as highly professional, knowledgeable and with science on their side. Overall, nonhumans are presented as part of a genetic Noah's Ark for a better future. This perspective collectivises and puts ecological interests (through the protection of species) on top of the interests of the captive individuals. Nonhumans are also said to benefit from the “care” and “animal welfare” of the institutions with seemingly selfless motives. Yet, they are also presented as tools for education and entertainment —human-centred interests.

**Key Words**

Public Relations, Persuasion, Interest Groups, Lobbying, Ethics, Nonhuman Animals, Entertainment

# **Attitudes and Perceived Risks of Face Recognition: Introducing a Modell for Ethics of ‘Somatic Interfaces’**

## **Authors**

Prof. Caja Thimm - University of Bonn

Mr. Phillip Engelhardt - University of Bonn

## **Abstract**

New technological systems for facial recognition and their increasing use in diverse contexts have opened up new challenges for ethical implications on personal autonomy in relation to technology and surveillance. Based on biometrics, human body movements, and particularly characteristics of the human face, these the automated recognition systems measure, identify and compare human faces in order to determine the identity of a person. Hence, the face is becoming an integral part of a technological interface which enables a variety of surveillance measures. Many of the situations in which face recognition systems are used are touching on personal autonomy issues and are regarded as threatening or unethical (FRA, 2019) in relation to human rights. Particularly border crossings, policing surveillance purposes, or public transportation have come under critical view in some countries (Kosta, 2021). On the other hand, as more and more practical uses based on AI tools have come into play, such as phone unlocking, smart home control systems or fully digitized food stores, other studies call for a more in-depth and more contextualized evaluation.

In order to understand better, how attitudes on face recognition have evolved with more personal technology, we carried out two empirical studies.

Study (1): online questionnaire among younger individuals (n=239).

Study (2): focus groups studies (same/mixed sex groups, n=12).

In study (1) we not only tested for situated acceptance, personal use and previous experiences, but we also focused on the fact that the face, being an intimate part of the body, has turned into an interface for the technology. The results show that individuals make clear differences between function and situations of use. But we also found notable differences on the basis of digital literacy, gender and overall attitudes toward technology. Clearly, participants contextualize face recognition based on a variety of categories. In order to deepen these results for future use, we carried out focus groups with highly skilled individuals in gendered and gender-mixed settings. Here we particularly looked at the mode of digital practices and body images for technological use in reference to perceived personal autonomy.

Based on these results, we propose a model for “ethics of somatic interfaces”, reconfiguring the face as technical information surface, endangering human autonomy by being integrated into a larger data pool by automated technical systems.

Kosta, G. et al. (2021). Facial recognition technology in the eyes of citizens in China, Germany, the



United Kingdom, and the United States. *Public Understanding of Science* 2021, Vol. 30(6) 671–690.

FRA (2019). *Facial recognition technology: fundamental rights considerations in the context of law enforcement*. Vienna: EU publications

**Key Words**

Face Recognition, Ethics, Autonomy

# **Ethics and the emerging role of AI in journalism in this era of precarity**

## **Authors**

Dr. Rahul Das - Bennett University

Dr. Anvesha Sharma - Bennett University

## **Abstract**

Artificial Intelligence (AI) may certainly have dramatically transformed journalism, but it has also brought to the fore urgent and pressing issues like ethical practices in this age of algorithms and automation in newsrooms.

Automation has speeded up the newsroom workflow and improved the turnaround time for news output. That alone may not be enough to warmly embrace this rapidly emerging technology.

AI-based ChatGPT has taken the world virtually by a storm. However, ChatGPT does not offer any attribution -a prerequisite for ethical journalism. There are other AI tools that are promising to forever change the way we practice journalism.

Reflection on ethics and journalism is distinctly out of tune with the temper of our utilitarian times (Sanders, 2004). Of course, journalists are often under pressure, or at the very least perceived pressure, from others, such as editors, to stretch ethical elasticity to its limits and sometimes beyond (Frost, 2016).

Does it matter whether a 'real' journalist publishes the information or you read it on a blog or your friend's Twitter feed or Facebook page? We say it does. (Patching & Hirst, 2014).

The larger question is what happens when AI starts generating and distributing news that are clearly beyond the ethical boundaries.

This study simulates three scenarios: First, it looks at ethics from the standpoint of AI as an evolving tool in journalism. Second, it envisages how a bigger role played by AI in journalism may stretch ethical practices. Third, it studies a possible scenario where different AI tools play a dual role of generating stories and gate keeping and how this may lead to possible questionable ethical practices in computer-computer interface.

This exploratory study takes a careful look at how AI may push the boundaries of ethical journalism.

## **Key Words**

Keywords: Artificial Intelligence, Journalism, Ethics, Automation

# Journalism Ethics in Fact-checking: A Cross-platform Comparative Study on Interaction Mechanism of Social Media

## Authors

Ms. Xin Zheng - Shenzhen University

Mr. Hu Peichen - School of Journalism, Fudan University, Shanghai, China

## Abstract

Fact-checking has undergone a structural revolution and turned into "fact-checking news." (Jingyi M., 2021) Through the literature review, we found that China's fact-checking had generally focused on politics, current affairs, and technologies in the past five years. We could barely find any empirical research covering the whole field. As the third level of agenda setting, network agenda setting is the latest evolution of agenda-setting theory in recent years, arousing widespread attention in worldwide academic circles. However, relevant research is still rare. There are only a few review articles about NAS in China (Shi Anbin & Wang Peinan, 2017; Xi Yipeng, 2018; Yang Lu, 2017), lacking any relevant empirical research.

This article selected the Chinese fact-checking professional media "Fact Paper", the Chinese Internet Rumor-refuting Website, the platform media "Tencent Jiaozhen", the social media "NJU-Hezhenlu" and the self-media "Evident Verification" with more than 1,000 reposts in 2022. There are 504 articles in total. According to the content of the text, they were divided into 10 categories of topics such as politics, economy, emergencies, social security, and diet health. 100 sample (10 for each category) was selected as the research object. Then, use the web crawler tool to collect the forwarding chain data of each fact-checking news (including the user name of the forwarder, forwarded content, time, etc.), as the data source of the research. Finally, we cleaned the data, eliminated meaningless content, and determined the nodes and edges to build a communication network.

Statistics showed that the top 10 nodes of the three types of centrality indicators are not the same. In all samples, the average path length of the network ranges from the shortest 2.116 to the longest 22.453, and 77 networks have an average path length of 6, which is consistent with Stanley's theoretical hypothesis of the "six-step separation" of social interpersonal networks. Through the correlation analysis of indicators, it is found that in the global network, the correlation between node degree and betweenness is strong, and the correlation between proximity centrality and the other two indicators is weak; but when measuring nodes with large degrees, different centrality The correlation difference of the centrality index pair is reduced; the correlation of each centrality index is different depending on the network. Associations of the media with the implicit and explicit public agenda networks were detected using QAP correlation analysis. According to the results, the media and the public agendas are significantly related. Specifically, the agenda network of the media report attribute, the implicit public agenda network ( $r = .23, p < .01$ ), and the explicit public agenda network ( $r = .15, p < .01$ ) show a significant positive correlation. The results

reveal a NAS effect: a strong agenda-setting effect of the media agenda on the public's understanding of the implicit and explicit agendas of fact-checking news content.

Future research can specifically examine agenda networks with emotional attributes analyzing and comparing positive and negative attributes of the fact-checking platform organizations in the media agenda (Kiousis & McCombs, 2004; Wu & Guo, 2017).

**Key Words**

fact-checking, journalism ethics, Network Agenda Setting, Cross-platform, Fake News

# **The Perspective of Chinese “Guanxi”: Privacy Behavior and Balance Principles in the Sharing of Chat Screenshots in WeChat Moments**

## **Authors**

Ms. Huizhen Dong - Shenzhen University

## **Abstract**

From the perspective of Chinese “Guanxi”, this study explores the action strategies that people adopted in the “WeChat” platform, a half-acquaintance network, by examining the sharing behavior of chat screenshots in WeChat Moments. The findings of this study show that privacy behavior as a generic process occurs in the sharing of chat screenshots in WeChat Moments, and for the first time propose and validate the effectiveness of the structural balance model as a behavioral mechanism for regulating the desired level of privacy, which could be helpful in exploring the mechanism of privacy in contemporary China. At the same time, this study also validates and extends the theoretical interpretation framework of Zhai Xuewei’s structural balance mode from the perspective of social media, pointing out that in the environment of multiple relationships in WeChat Moments, the principle of balance exists not only in the same type of relationships, but also among different relationships.

## **Key Words**

Guanxi, chat screenshots, structural balance mode, privacy behavior, computer-mediated interpersonal communication

# Corpo como vestígio no imaginário da imortalidade tecnológica a partir de *Altered Carbon*

## Authors

Ms. MARTA GUEDES - Universidade Paulista - UNIP

## Abstract

O presente artigo tem por objetivo principal demonstrar como o imaginário da imortalidade tecnológica, ostentado pela cosmovisão transumana, exibido nas mídias, mormente pelo gênero de ficção científica, reflete de forma hiperbólica o fenômeno do apagamento do corpo na pós-modernidade, bem como a ética do espírito da época. Observamos que nas últimas décadas o número de produções sobre o tema imortalidade aumentou substancialmente. Enquanto de 1983 a 2002 tivemos 214 produções tratando do tema, de 2003 a 2022 o número saltou para 484, contabilizando 698 produções, sendo que dessas, 226 são do gênero de ficção científica, segundo dados do site IMDb, o que representa 32% do total de produções sobre o tema imortalidade. Diante da expressividade do percentual, bem como dos recentes investimentos da big science no prolongamento da vida, a reflexão sobre o imaginário de uma imortalidade promovida pela tecnologia se mostra relevante. Assim, a fim de discutirmos a irrupção do fenômeno, para esse estudo escolhemos como objeto a série de ficção científica *Altered Carbon*, veiculada no streaming Netflix, que traz a temática da tecnoimortalidade, a partir da implantação de um cartucho na coluna vertebral de todas as pessoas com um ano de idade, cartucho esse que seria o centro da consciência humana. Na série, o corpo que é chamado de capa, não é mais do que mero objeto, reduzido a suporte do cartucho. O corpo-invólucro pode ser trocado quantas vezes for possível, desde que se pague por isso. No mundo distópico retratado, a vida humana perde a sua configuração de materialidade e de identidade, e a imortalidade passa a ter um preço e uma qualidade, podendo ser experienciada no corpo-suporte com as seguintes configurações: 1. corpo virtual; 2. corpo sintético; 3. corpo orgânico 4. clonagem. Portanto, a morte real só ocorre com destruição do cartucho, não estando relacionada com a morte do corpo. Neste cenário, em que ciência a partir do postulado da objetividade e detentora do ideal do Bem (BAUDRILLARD, 2002), separou saber e ética (MORIN, 2007), e que o corpo se torna uma função inútil (BAUDRILLARD, 2002), a imortalidade vira mais um objeto a ser consumido. Para Baudrillard, esse desejo é nada mais do que um sintoma de involução, pois “a natureza criou em primeiro lugar, seres imortais, e foi somente por termos ganhado a morte com muita luta que nos tornamos os seres vivos que somos” (2002, p.33). Como a morte seria uma conquista pela aquisição da consciência, um movimento *contra naturam*, a busca pela imortalidade científica seria na verdade um movimento de involução total (BAUDRILLARD, 2002), a partir de uma ciência que caiu nas malhas do interesse econômico e que sofre da ausência da consciência de si (MORIN, 2007). A fim de não cairmos numa involução total, NEUMAN (2021) propõe que abandonemos a velha ética, que pauta a ciência atual e expurga o Mal (centrado no corpo), para adotarmos uma nova ética, que “repousa sobre a conscientização das forças positivas e negativas da estrutura humana” (NEUMAN, 2021, p.82).

## Key Words

Imortalidade, Imaginário, Distopia, Transumanismo, Corpo, *Altered Carbon*

# Explanatory journalism: a reformulated, old new trend in fact-checking

## Authors

Dr. Victoria Moreno-Gil - Carlos III university

Dr. Ruth Rodríguez - Universitat Pompeu Fabra

Dr. Marcel Mauri-Ríos - Universitat Pompeu Fabra

## Abstract

Among all the functions traditionally attributed to journalism, it is those of surveillance and citizen empowerment that fact-checking has taken on with greater zeal. Explanatory journalism is the latest example of the close connection between both spheres. This phenomenon is making a comeback in relation to modern verification and data journalism (Dan & Rauter, 2021; García Vivero & López-García, 2021; Graves, 2018; Singer, 2019) due to the need to make complex issues accessible to the public (Bielik & Višňovský, 2021) and amid the rise of false content that is going viral on the Internet and social media, and which, in many cases, is related to topics affected by recurring disinformation (Rodríguez-Pérez, 2020).

This research delves into the main aspects of explanatory journalism through the analysis of four fact-checking platforms from different geographical contexts, all of which are signatories of the International Fact-checking Network (Newtral in Spain, Observador in Portugal, Décodeurs in France, FactcheckNI, Northern Ireland). A dual method has been used for this purpose: quantitative and qualitative analysis of a selection of explanatory texts and interviews with representatives of the aforementioned organizations. The aim is to examine such texts in relation to different aspects – frequency of publication, core topics, average length, methodology, global importance compared to *fact-checks* – as well as the origin of the phenomenon itself and the reason for its resurgence within modern fact-checking.

The first results show that the number of explanatory texts has risen in recent years in parallel to the need to counteract growing disinformation circulating on the Internet and, more specifically, the need to respond to the verification requests made by the public, which, due to their complexity or their difficult fit within the classic verification ratings, have forced fact-checkers to approach them in a different way. Furthermore, many of these explainers are based on current issues that raise doubts among citizens since they generate a lot of “noise” on social media and traditional media.

Explanatory texts usually do not present a fixed periodicity and have lesser presence than traditional fact-checks. However, in many cases, they are published in specific sections and are usually written by fact-checkers. They do not have a standard extension and format – although they clearly show reporting style aspects – and do not end with a final rating (true or false label) either. From a formal point of view, these texts allow greater 'freedom' than classic fact-checks. In addition, explainers use the information provided by experts not only to corroborate a fact, but also to go into detail about less obvious or even unknown aspects of reality. Finally, the

interviewees highlight the coexistence between classic fact-checks and explainers, as well as their contribution to fact-checkers' permanent objective of media literacy.

**Key Words**

Explanatory, journalism, fact-checking, media literacy, ethics, Europe



# **Dehumanization: Construction of Otherness in media discourses**

## **Authors**

Dr. Yanshuang Zhang - Guangxi Normal University

## **Abstract**

Throughout history, from the social discursive podium and the establishment, it has been possible to dehumanize, demonize and devalue social groups that are perceptively located in a subordinate place, thus creating a negative image of the other. Dehumanization leads to an attitude of distrust in public opinion, which removes moral restrictions, intending to turn the others into morally inferior beings, criminalizing their views, radicalizing the discourse, and distracting and polarizing society. News media as massifiers of the constructs of reality, play an essential role in introducing dehumanization into society and in promoting all its consequences since they use discursive instruments such as metaphors, euphemisms, and symbolic polarization, among other resources, which distort the vision of those who receive these messages by making a conceptual simplification, fundamental for the understanding of public opinion.

This article studies the process of dehumanization, its consequences and how media discourses contribute to the formalization of its axiology. The dehumanization of particular people aims to create social subjects that fit into the idea of 'other' by exposing them to offence, humiliation and even hatred. Through the analysis of multiple cases, the article examines how Otherness is constructed by media's deployment of dehumanizing strategies consciously or unconsciously. Particularly, the article argues that media participates in mediating constructions of particular people, mobilizing familiar metaphors in representations that fabricate an Other who is dehumanized, de-individualized and ultimately expendable. This dehumanizing discourse usually takes the form of unhuman imagery (e.g., animal, insect) that reduces human traits with sub-human behaviors. It is argued that such dehumanization constitutes motivated representations that have ideological importance and consequences of more than rhetorical, setting the stage for racist backlash, refugee crisis and even genocide. A responsible, moral media should reflect on and stay vigilant for dehumanization, and reinvent Aristotle's appeals of logos, ethos, and pathos as counterstrategies against the discursive derogation. This article contributes to the current knowledge on dehumanization in media discourse by unpacking the rhetorical mechanisms through which these processes occur.

## **Key Words**

dehumanization; otherness; media discourse

# Understanding User's Algorithmic Resistance: Embodying Algorithmic Ethical Factors

## Authors

Ms. Peiying Wu - School of Journalism and Communication, Tsinghua University

Ms. Yi Hou - University of Essex

## Abstract

### **Background:**

In the era of artificial intelligence, algorithms have been embedded in humans'daily lives and have been profoundly shaping the information ecosystem, acting as a mediator for human-machine interaction. However, the ethical risks associated with algorithms can't be ignored.

"Algorithmic resistance" is an intervening digital dynamic practice of user domination and control over algorithmic rules upon entering the digital space (Karizat et al., 2021), which has received attention recently. But the mechanism of algorithmic resistance by users is inadequately studied. This study aims to find out why people resist algorithm by considering the role of algorithmic ethics.

### **Method:**

According to the technical resistance model proposed by Liette Lapointe, we propose an algorithmic resistance model that takes algorithmic ethical factors and user's personal factors into account to explore the mechanism of algorithmic resistance.

The algorithmic ethical factors contain fairness, accountability, transparency, and explainability, which can be summarized as "FATE". The personal factors contain algorithmic literacy and algorithmic addiction. The "FATE" and personal factors influence the user's perception of algorithmic threats and affect technical resistance behavior.

The study used the survey to collect data. Since algorithmic systems are the frontier technology of artificial intelligence, college students are well educated and therefore can better understand the operation mechanism of algorithms and the questions in this survey. Therefore, this study distributed questionnaires to students who have used algorithmic systems or platforms in Beijing, Shanghai, Guangzhou, and Shenzhen. A total of 781 questionnaires were received, 520 valid questionnaires were returned, with an effective rate of 66.6%.

### **Results:**

Due to the complexity of the relationships between multiple variables to be examined in the study, this research uses structural equation modeling (SEM) to explore the relationships between the various latent variables. Model construction and data analysis are conducted using the statistical software AMOS and SPSS respectively.

The results show that algorithmic fairness, algorithmic accountability, and algorithmic explainability are negatively related to the willingness to resist algorithms. However, algorithmic transparency is not related to the perceived threat. Users' algorithmic literacy and algorithmic addiction are positively related to the willingness to resist algorithms. Perception of algorithmic threats is positively related to resistance willingness. Throughout the above relationships, the perception of algorithmic threats plays a mediating role.

***Conclusion:***

This study provides quantitative empirical evidence for understanding the algorithmic resistance behavior of frontline algorithm-using groups. It also demonstrates the significance of algorithmic ethical factors in the development and usage of algorithms.

The issue of algorithmic ethics is ultimately about power. Complicated power relations and capital interests are intertwined in the digital relationships reconstructed by algorithms, which leads to a power imbalance between people and technology and platforms, raising the risk of algorithmic ethics at the individual, technological and social levels. Meanwhile, algorithmic systems are integrative in nature. Users are consciously or unconsciously involved in algorithmic systems and engage in continuous information reception, creating problems such as information overload and social burnout, which leads to resistance to algorithms.

**Key Words**

algorithmic resistance ; algorithmic ethics; perceived threat; mediation effects

# **AI justice and autonomy ethics relate to AI support among university students**

## **Authors**

Prof. Weiyu Zhang - National University of Singapore

Ms. Jingyi Xie - National University of Singapore

Dr. Alex Mitchell - National University of Singapore

Dr. Eric Kerr - National University of Singapore

Dr. Bimlesh Wadhwa - National University of Singapore

## **Abstract**

Information and Communications technology (ICT) offers tremendous opportunities to benefit society but raises concerns over harming social good. ICT Education has focused on advancing the technologies but lagged in embedding ethical considerations in the learning of ICT. There is an increasing level of public worry over the unethical consequences emerging out of ICT development and usage. This study utilized a survey among 128 university students who mainly major in communication and media, to examine the importance they assigned to different AI ethical considerations and the relationships with their attitudes and trust in AI technologies. First, we constructed six tech ethics principles based on prior literature and UNESCO's AI ethics guidance. The six ethics principles are beneficence, non-maleficence, autonomy, justice, responsibility, and explicability. All six scales showed good reliability (Cronbach's alpha > .70), which means that we can use these measures to examine the public's ethical considerations regarding emerging technologies in the future. Then, we found that among various tech ethics principles, the students assigned non-maleficence the highest importance, followed by responsibility. Although the perceived importance was still positive, our respondents rated autonomy the least important. This finding suggests that more complicated ethical considerations such as preserving human independence, compared to more straightforward considerations such as doing no harm, were less recognized by the students. Student attitudes towards AI was generally positive although the trust in AI technologies was only slightly higher than neutral. This is probably the result of knowing about the recent incidents involving AI (e.g., driverless cars killing passengers). Correlational analyses show that assigning higher importance to justice and autonomy relates to more positive attitudes towards AI and higher trust. This finding is intriguing, showing that the students actually hold more positive views about AI if they think AI should (therefore, may be capable of) fulfill the more complicated ethical considerations. This study shows that communication and media students need to be educated more about the justice and autonomy issues AI technologies bring about, in order to encourage a thoughtful usage of AI (in contrast to mindless avoidance).

## **Key Words**

AI ethics, tech ethics, university students, AI education, ethics education

# **Factors Influencing Social Media Forgiveness Behavior and Cyber Violence Tendency among Chinese Youth: Moderating Effects of Forgiveness Climate and Risk Perception**

## **Authors**

Mr. Zhirui Chen - University of Chinese Academy of Social Sciences

Mr. Wenchen Guo - Peking University

Prof. Qingxiang Zeng - Chinese Academy of Social Sciences

## **Abstract**

Over the past years, the issue of cyber violence has gradually become a key focus of social media studies. Most previous studies of cyber violence in social media have focused on superficial behaviors, with less attention given to implicit psychological factors, particularly on forgiveness behaviors and their effects. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT), this study selects Chinese youth as the subject of analysis, and specifically examines the factors influencing their social media use forgiveness behaviors and cyber violence tendency. The study finds that empathy, trust, commitment, and anger rumination all positively influence forgiveness intention, and forgiveness intention significantly predicts forgiveness behavior, with forgiveness climate and risk perception playing a positive moderating role. In addition, the end of the structural equation modeling demonstrates that forgiveness behavior significantly predicts the tendency for cyber violence, which is the evidence of the importance of forgiveness behavior on cyber violence that cannot be ignored. This study provides a new path for understanding the causes of social media forgiveness behaviors among Chinese youth, and also provides a reference for emerging variables to mitigate cyber violence.

## **Key Words**

Forgiveness; Cyber Violence; Social Media; Risk Perception; Anger Rumination; UTAUT

# How does social media use affect privacy awareness? Unpacking the roles of different usage patterns and privacy risk perception

## Authors

Dr. Yulong Tang - School of Journalism and Communication, Beijing Institute of Graphic Communication

Ms. Qing Wen - Institute of Communication, Communication University of China

Dr. Chen Luo - School of Journalism and Communication, Wuhan University

## Abstract

**Background:** The burgeoning development of social media technologies makes social media use an integral part of most people's daily lives. On the one hand, social media's diversified affordances meet different user demands (Zhang & Jung, 2022). On the other hand, users have to give up some privacy for a better user experience, which sparks heated debates about privacy risks during social media usage (Shen, 2015). However, a paucity of research has discussed how different social media usage patterns would affect privacy awareness, especially in China, where the social media user scale is rapidly rising but the privacy protection system is incomplete. Therefore, drawing upon the stimulus-organism-response (S-O-R) theory (Mehrabian & Russell, 1974) and the protection motivation theory (PMT; Rogers, 1975), which proposes that risk appraisal is a prerequisite for subsequent coping behaviors. We construct a mediation model to investigate how different social media usage patterns (S) would trigger privacy awareness (R) through the cognitive mediation of privacy risk perception (O). Our research contributes to the existing scholarship by decomposing social media usage into specific patterns, affording a more nuanced understanding of the association between social media use and privacy concern. Moreover, introducing privacy risk perception as the mediator helps to zoom into the detailed psychological mechanism behind privacy protection in the social media setting.

**Methods:** An online survey was conducted in November 2022 in mainland China following the snowball sampling strategy. 1,086 Chinese college students aged 16 or above were recruited and answered the questionnaire. Factor analysis and structural equation models (SEM) were adopted to extract different social media usage patterns and examine the proposed mediation mechanism. The PROCESS Macro was additionally employed to cross-validate the findings.

**Results:** Factor analysis revealed three distinct social media usage patterns: news-seeking ( $\alpha = 0.85$ ), entertainment ( $\alpha = 0.77$ ), and payment ( $\alpha = 0.90$ ). SEM's results demonstrated that news-seeking ( $\beta = 0.24$ ,  $SE = 0.04$ ,  $p < .001$ ) and payment ( $\beta = 0.33$ ,  $SE = 0.04$ ,  $p < .001$ ) were positively associated with privacy risk perception, while entertainment had no significant relationship with it. Furthermore, a positive relationship existed between privacy risk perception and privacy awareness ( $\beta = 0.75$ ,  $SE = 0.02$ ,  $p < .001$ ). Regarding the mediation effects, privacy risk perception fully mediated news-seeking's effect on privacy awareness ( $ab = 0.18$ ,  $SE = 0.03$ ,  $95\% CI = [0.13,$

0.23]) and partially mediated payment's effect on privacy awareness ( $ab = 0.25$ ,  $SE = 0.03$ , 95%  $CI = [0.19, 0.30]$ ). Results of the PROCESS Macro bolstered the findings.

**Conclusions:** Our findings confirm the explanatory power of the S-O-R theory and the PMT in social media privacy protection by showing that social media use triggers privacy awareness through the mediation of privacy risk perception. Specifically, different usage patterns function differently in the mediation process. When seeking news on social media, it is inevitable to encounter reports about privacy infringement, which may raise people's risk perception. This explanation is especially true in China since disputes over privacy protection are increasingly frequent. Payment, on the other hand, is closely associated with personal information and individual property, which is particularly sensitive in the Chinese context and easily leads to threat appraisal of privacy leakage. However, entertainment on social media is always based on strong ties, such as watching videos recommended by one's friends. Interpersonal trust embedded in close ties somewhat buffers privacy risk perception. Privacy risk perception's mediating role conforms to PMT's propositions, suggesting that cognitive appraisal of privacy risks serves as a psychological impetus for coping appraisal (e.g., privacy awareness) and may further elicit privacy protection behaviors. In summary, this study enriches our knowledge of how diverse social media usage patterns influence privacy concerns, which bears significant practical implications for social media platform governance and individual privacy awareness enhancement.

### **Key Words**

Privacy awareness, social media use, privacy risk perception, privacy protection

## **Buy, eat, and be happy: advertising and childhood obesity in Spain. Analysis of the food advertising offline and online discourse aimed at Spanish children between 2018 and 2022**

### **Authors**

Dr. Monika Jiménez Morales - Universitat Pompeu Fabra

Dr. Mireia Montaña Blasco - Universitat Oberta de Catalunya

Dr. J Roberto Sánchez Reina - Universitat Pompeu Fabra

### **Abstract**

40% of Spanish children are obese or overweight. This figure has been increasing progressively over the last decade and has placed Spain at the forefront of Europe regarding overweight minors. During all this time, scientific literature has revealed the incidence of advertising in consuming unhealthy foods and the need for regulation. The Spanish Consumer Ministry announced in 2021 a legal measure to veto offline and online unhealthy food advertisements aimed at children. The regulation was to begin to be applied throughout 2022, however, it is still awaiting application.

This research delves into the evolution of the language used in food advertising most viewed by Spanish children over the last five years, considering the progressive increase in obesity rates among this population in that period. The study addresses both, online and offline advertising, which has minors as its target audience.

The results show that, even though the number of overweight children in Spain is increasing year after year, the advertising discourse of unhealthy products uses more and more emotional arguments. The main findings indicate an association between low nutritional value food advertisements and a discourse based on hedonistic elements. The lower the nutritional value of the advertised products, the greater the emotional charge of the advertising discourse: happiness, fun, friendship, amusement, or success, among others, are the promises around which the discursive strategy of most unhealthy food advertisements is developed. The conclusions also point out that there are no significant differences between the discourse used in online and offline advertising: regardless of the format, there is a clear predominance of emotional discourse that appeals to the well-being and happiness of children through product consumption.

The research also highlights the need not to continue delaying the entry into force of the regulation, as well as an ethical commitment on the part of the Spanish food industry, and agencies with the aim that the self-regulation of advertising content is effective in the fight against childhood obesity and overweight.

### **Key Words**

Advertising, food, children, ethics, responsible communication, obesity

## **Misinformation and disinformation as communicative acts in cinema and television: An ethical assessment**

### **Authors**

Mrs. MARIA JOSE ARROJO - Universidade da Coruña



## **Abstract**

**I** - Misinformation and disinformation are communicative acts, not mere content expressed through language. There is a component of communicative intent. As such, they are usually free human acts. On this basis, communicative acts can be evaluated ethically, as well as epistemologically. Their ethical evaluation depends on the type of communicative act performed, which can be locutionary, illocutionary or perlocutionary. These three types of acts can have their equivalent in audiovisual language. Thus, together with words, images can go in any of the three directions.

There can be misinformation with locutionary acts, especially when the cause of the corresponding fake news is ignorance. There can also be misinformation with illocutionary acts, but then the ethical effects are greater, since in this type of acts they involve commitments of some kind or a *de facto* acceptance for the one who emits them. Disinformation is more characteristic of perlocutionary acts, insofar as behavior is sought in others. It is when an attempt is made to persuade, dissuade, convince or move individuals, groups, organizations or institutions to action. Here the ethical factor is clear, but it can be negative, if harm is sought.

**II** - Movies and fiction series can generate fake news. Through audiovisual language, there are many more ways of proposing false information (misinformation) or offering biased or tendentious information (disinformation). All audiovisual fiction involves communicative action, which is human and free. Through dialogues, sound settings, shots and their sequencing there is narration, which is ethically evaluable. The Internet serves as a technological support, but it also modulates contents. The use of the Web layer for distribution and consumption of films and television series brings novelty and does so in terms of complexity:

(i) From an internal perspective, there are changes in terms of audiovisual language: 1) original and shocking content is sought; 2) the narrative varies; and 3) the duration of the works adapts to the new type of audience. (ii) From an external perspective, there are important changes in the social environment: a) viewers have a leading role in the selection of films and series; b) access to content is immediate; and c) audiovisual proposals have a planetary scope.

There is therefore a double ethical debate: the "internal" and the "external". The problem of fake news arises especially with the production of content based on real facts. There can be two contrasting planes: (a) respect for what really happened, the right to honor, privacy and image; and (b) freedom of expression, information and creation.

For the analysis of disinformation and misinformation in films and TV series based on real events, two steps are followed: first, a taxonomy of "audiovisual work based on real events" and, second, a study of several cases (films about Richard Nixon and "The Crown").

## **Key Words**

misinformation, disinformation, ethic, cinema, television series, communicative acts, fakenews



# **"Find out why it happened," news media professionals attitudes towards guidelines and codes of practice when covering cases of murder-suicide**

## **Authors**

Ms. Audrey Galvin - University of Limerick

## **Abstract**

The media as agents in agenda setting and public opinion can play a pivotal role in society's understanding of complex social issues such as murder-suicide. Guidelines and codes of practice seek to encourage responsible reporting of these cases and not to perpetuate myths, engage in sensationalised reporting or indulging in idle speculation. Based on 12 in-depth semi-structured interviews, this study seeks to explore the attitudes of news media professionals towards codes of practice and guidelines in an Irish context. In reporting on cases of murder-suicide, this study found that news media professionals have a largely positive attitude towards guidelines and codes; however, news media conventions and routines can conflict with recommendations. Furthermore, interviewees' sense of duty to the public, to provide a full and frank disclosure of information, outweighed their duty to any guide or code of practice in the context of covering cases of this nature. When employing episodic news writing frames, they fall back on routine newswriting conventions that violate recommendations. This study raises questions about the media's role as truth tellers versus further traumatising communities and families of the bereaved.

## **Key Words**

ethics; codes of practice; Ireland; news media; journalism

# **Fact checking the fact checkers: The pursuit of objectivity and presence of relative subjectivity among fact checking websites in India**

## **Authors**

Dr. Velayutham Chandrashekar - Anna University

Dr. Tamilselvi Natarajan - Bayan College

## **Abstract**

The Internet and telecommunications have become the basic needs of human beings. India has 78 million internet users which is projected to increase to 1.5 billion by 2040 (statista.com). The vast ocean of information also carries the debris of fake news in many forms. The intensity at which hate speech and fake news spread in social media is manifold when compared to the efforts taken by factcheckers to curb them. While there are many causes for the spread of fake news, the main cause is believed to be the hidden biases we carry. It is agreed that consistent practice is needed to overcome these biases, but a question arises whether fact checkers are really objective in fact checking. Can they tame their mind to present facts, even if their perception bias is glaringly present? Can they present facts of fake news spread by a political party that they support without any bias? All human beings are biased and that probably is the only unbiased thing that exists. Fact checkers are no exception, and in the attempt to analyse facts, seldom are they aware of their own political and ideological values that affect the way they tell the truth, a phenomenon called selective perception by psychologists.

This study aims to find out the existence of such bias by comparing two highly popular IFCN (International fact checking network) fact checking websites in India and checking for the biases they carry intentionally. Fake news is prone to cause more damage when the message spread is related to sensitive topics like religion, politics and health. Hence this research aims to focus on these three aspects while checking for bias in fact checking websites.

To find out the existence of bias in fact checking websites, content analysis of the websites for a period of one month will be done analyzing fake news debunked in both the sites in the domain of politics, religion and health and the results will be analyzed to find out whether the fact checking sites exhibit favoritism to any political party or religion. In-depth interviews of the founders of these websites will also be conducted to understand their political orientation, religious beliefs to comprehend their perception and confirmation biases. The study tries to bring out the harmful effects such a bias will have on the ethics of truthful communication and the ability of citizens to make informed decisions.

## **Key Words**

fake news; objectivity; confirmation bias; communication ethics; selective perception

# **Documenting auto-ethnographic reflections of a media ethics educator in India**

## **Authors**

Ms. Sneha Mehendale - Symbiosis International University

## **Abstract**

This paper documents auto ethnographic reflections of an educator teaching the media ethics course to postgraduate students for the past six years. The paper has a two-fold purpose- of reporting the ethical conundrums faced by journalism students concerning professional practice as well as of tracing my evolution as a media ethics teacher with a focus on dealing with those conundrums. Data was collected through my personal journal notes kept over the years and by referring to secondary documents such as detailed course plans, students' assignments, and feedback documents. Data analysis is done drawing upon the traditions of ethnographic enquiry as well as narrative research.

The paper reports three major ethical dilemmas faced by students. They concern the traditionally held notion of journalistic objectivity, the crossing over of audience into the production fold and the new digital journalism practice that judges the journalist's value based on 'clicks'. My engagement with these raised dilemmas has transformed over the years, and my reflections narrate of challenged convictions, cognitive dissonance, existential questions and questioning professional authority. I conclude by elaborating on my transformation as a media ethics educator and the need for reflexivity towards one's own course content and course delivery.

The reflections are contextualised in the contemporary journalism domain plagued by several fractures. Considering that most Indian textbooks on media ethics are written in an era of not 'influx' journalism and media, they are hardly helpful in addressing ethical dilemmas. The role of an actual educator thus becomes more necessary than ever for the student, who will join the journalism practice soon and must face the issues head-on. For journalism practitioners, the paper raises points that the practice needs to be aware of and perhaps make suitable collective modifications. For media educators, the paper suggests that nuanced understanding of one's external sociocultural contexts and conscious reflexivity is warranted to maintain the educator's relevance.

## **Key Words**

journalism ethics, media ethics course, auto ethnography, media educator

# Key Paradoxes in Journalistic Praxis

## Authors

Dr. Mónica Codina - Universidad de Navarra

Prof. Sandra Borden - Western Michigan University

## Abstract

Among the issues centered at IAMCR 2023 are the moral implications of the vastly changed logics and habitus characterizing news media in the 21<sup>st</sup> century. News has been greatly shaped by such forces as digitalization and socio-political polarization. A moral challenge for journalism is to be efficient in this emerging landscape without losing its sense of purpose.

Following Alasdair MacIntyre in *After Virtue* (2007), Borden (2009) suggested that journalism can be conceived as a practice; that is, as a cooperative activity with standards of excellence for pursuing goods that uniquely define it. The ultimate goal that drives the practice is producing civic knowledge that “helps citizens know well in the public sphere” (p. 50). However, as MacIntyre points out, practitioners’ ethics cannot be separated from the conditions of the moral culture in which they perform. If so, we can find some key paradoxes that could hinder journalism’s mission of public service:

1- If Journalism cannot be separated from the social culture, how can journalism perform its function in a polarized society? Is polarization a social state, a reflection of public opinion, or a reality accentuated by an exercise of polarizing journalism? How can polarized or polarizing journalism manage society polarization? (it seems impossible)

2- Journalism needs to be carried out through media outlets that provide resources for access to information and provide news credibility. However, disinformation and media outlets’ requirements for efficiency endanger journalism as a liberal profession with a public service mission. External pressures become strong because of journalism’s unstable business model and make journalism weak in citizens’ perception.

3- Digitalization allows data journalism as well as segmented consumption of information. Algorithms are responsible for providing information according to the preferences of users. Despite managing large amounts of data, do journalists know and provide citizen knowledge?

To create spaces where citizens can cultivate practical rationality and deliberate about the common good in these cultural conditions, journalism must reflect on the standards of the practice while at the same time better integrating excellence and efficiency. To do so, as the conference call suggests, “seminal notions” like the “public,” “citizens” and “knowledge” may need to be interrogated at a fundamental level.

## Key Words

digitalization, polarization, praxis paradoxes, journalism purpose, civic knowledge

# **Paradoxical Equality in China's Internet Industry: Explore Everyday Work Practices Among Interns**

## **Authors**

Ms. Zijun Tang - Beijing Normal University-Hong Kong Baptist University United International College

Ms. Xin Li - Beijing Normal University-Hong Kong Baptist University United International College

Ms. Yuhan Zhao - Beijing Normal University-Hong Kong Baptist University United International College

Mr. Liming Liu - Beijing Normal University-Hong Kong Baptist University United International College

## **Abstract**

In China, the Internet industry expands at a high speed supported by a series of in-home preferential policies and foreign investments. In this case, to achieve industrial diversification patterns, a growing number of employees and interns are in demand (Yuan, 2022). For many university students, they also pursue an internship because it has been necessary to develop employability skills that higher education requires and expects, which has been a grown-up trend among university students (Margaryan et al., 2022). China's students involved in the wave of internship struggle in a hard situation due to the unequal treatment in the workplace: Interns are considered as cheap labor and are in a lower position from the perspective of digital labor theory (Xia, 2019). Although internship in China has already been studied in nursing, hospitality, and teaching, and broad analysis focuses on the intersection of university education and internship, inadequate academic literature sheds light on the unequal experiences of internship in the Internet industry. This research aims to investigate interns' experiences in the Internet industry, trying to answer whether and how unequal relationships exist in the interns' everyday work and how their hard work and efforts conquer.

By applying social exchange theory from Blau (2017) to demonstrate the social exchange between employers and interns, this study interviewed 16 Chinese university students about their internship experiences in China's Internet industry. After collecting data by employing in-depth interviews, a three-dimensional Critical Discourse Analysis raised by Fairclough (2013) is applied, which analyzes interview contents on textual, discursive, and socio-cultural levels. This study shares preliminary findings that China's industry shows the paradoxical condition of internships: Although interns are offered an easy-going atmosphere and they perceive no gender or education discrimination in the workplace, they are exploited in terms of violated rights, unreasonable salaries, and relatively high working intensity. Specifically, the right of interns is not protected by China's legal system and the treatment promised by the Human Resource is not the same as received. Moreover, limited salaries cannot cover basic living expenses and interns even need to pay out of their own pocket. Similar to formal employees, interns are also required to work

overtime and sometimes do extra work. However, most of the interns acquiesce to all situations discussed above, because they mainly want to gain internship certificates for postgraduate application, prepare for career development, and follow the internship trend. This study further discusses the equal atmosphere is pseudo-equality in China's Internet industry. Specifically, although the exchange between companies and interns follows a reciprocity principle, it can also be seen as an unequal social exchange because employers exploit interns by utilizing interns' intention of internships. Although Internet company's exploitation is within in the law in China, the inequality on the process of social exchange reveals interns experience the unethical treatment in the workplace.

**Key Words**

Interns, pseudo-equality, China's internet industry, social exchange theory



# **Ethical Perspectives of safety training interventions: Case Ukraine**

## **Authors**

Prof. Georgios Terzis - Vrije Universiteit Brussel

Dr. Thomas Siomos - University of Crete

## **Abstract**

*This paper will include the conclusions reached from the analysis of 12 interviews with managers of the leading Development Operator DT Global and others who are realising safety trainings for journalists through the EU4IndependentMedia Emergency Support for Ukraine as part of the media support programme for the Eastern Neighbourhood countries and the trainers employed to implement those and policy makers.*

*The purpose of this paper is to attempt an ethical analysis of the use of safety training interventions and discuss through the lenses of utilitarian contractualist, cosmopolitan deontological, discourse and care ethics theories five basic questions: Why use safety training interventions, What are the best programmes for such interventions, When and Where should those interventions be deployed and finally Who is the best agent to do that. Those questions will also be placed in the general theoretical framework of the social determinants of journalism such as political and economic pressures, technological and organisational constraints, and source tactics and professional culture during times of conflict.*

## **Key Words**

*utilitarian, contractualist, cosmopolitan deontological, discourse and care ethics theories*

# The Ethical Concerns of Agenda-setting in the Reports of Lin Shengbin in the Hangzhou Nanny Arson Case: Research on the Chinese Media The Paper

## Authors

Ms. Mi ZOU - Communication University of China

## Abstract

**Background** As the only survivor in the Hangzhou nanny arson case, Lin Shengbin created personal Weibo account and built a persona of grievous husband and father. After gaining attention and sympathy from the public, Lin, however, remarried and was suspected of tax evasion. The inversion and crumbling of Lin's persona caused controversy and the inspection of the agenda-setting in the reports of Lin.

Scholars have discussed the characteristics and influencing factors of agenda-setting. Gan (2003) argues that network agenda-setting is influenced by the public, diverse in topics and derivatives, but limited in the scope. Gao (2011) holds that in the new media environment, the agenda setting is not limited to a single research center or media, but to the community and the individuals using the media. Based on Erving Goffman's Dramaturgy (1959), Hsu & Chen (2022) believe that with the improving importance of clout, the defocusing of agenda-setting is resulted from the space, subject, topic, and mechanism of communication.

**Method** What factors result in the agenda-setting in the report of Lin? What ethical concerns will be caused by the agenda-setting?

*The Paper* is one of the biggest, most influential and credible news omnimedia in China, producing and agglomerating original news in politics, economy, culture, etc. Based on *The Paper's* official Weibo account, this paper conducted textual analysis and comparison analysis on the reports related to the Hangzhou nanny arson case. From 2017 to 2022, 51 related reports in total are categorized and compared by 3 criteria: the type of the event, the main character(s), and the number of likes. This paper finds that 23 reports out of 51 focus on Lin's property dispute, posts on personal Weibo account and behavior including tomb sweeping and claim of establishing a foundation, while 8 reports focalize victim Zhu Xiaozhen and 1 report has relevance to Zhu's parent. Other reports center the process of the arson or the trail procedure, encompassing various characters.

## Results

1. Agenda-setting of Lin's report in *The Paper* violates the objectivity, authenticity and credibility of the news.
2. Continuously focusing Lin's personal behavior and response after the end of the trial is suspected of chasing the clout and economic interest, questioning the balance between the

business attribute and the industrial attribute of Chinese media in the socialist market economic system. This may lead to a further media anomaly of rent seeking.

3. With partial attention on different characters of the agenda-setting in the case, *The Paper* may have led the public's opinion and indirectly caused controversy over the trial and even cyber violence, which is on suspicion of trail by media.

**Conclusion** Lin's reports by *The Paper* manifest the negative influences and ethical concerns of agenda-setting. Firstly, it violates the objectivity by lacking diverse voice from different sides. Secondly, it may overweigh the industrial attribute of Chinese media, leaving aftereffect of rent seeking. Lastly, trail by media and the consequence of cyberbully are potential. All these ethical concerns should be taken into meticulous consideration by the media.

### **Key Words**

agenda-setting, objectivity, business and industrial attribute, trail by media

# **El nuevo escenario mediático y los desafíos éticos para el periodismo: estudio comparativo de la cobertura de medios tradicionales, independientes y alternativos al Proceso Constitucional chileno**

## **Authors**

Dr. Fernando Gutiérrez Atala - Universidad Católica de la Santísima Concepción (UCSC, Chile)

Mrs. Sofía Caamaño Fuentes - Universidad Católica de la Santísima Concepción (UCSC, Chile)

## **Abstract**

Con la aparición de las nuevas Tecnologías de la Información y Comunicación (TIC), el panorama mediático dio un giro con las redes sociales que facilitaron el proceso de aparición de medios alternativos, los cuales adquirieron el respaldo de la reciente generación tecnológica. Según Natanson (2014, p. 50) los medios de comunicación que atraviesan una etapa de crisis profunda (...) en primer lugar, tecnológico, pues la irrupción de las nuevas tecnologías de la información y la comunicación (de internet a las tabletas y los celulares inteligentes, de Twitter a los portales de noticias) está cambiando a toda velocidad la forma en que se conciben los medios, su relación con el público y los procesos de construcción de la noticia.

Este fenómeno originó una crisis de confianza y credibilidad hacia los medios tradicionales, ya que se evidenció la existencia de un escenario crítico en donde la comunicación se encuentra centralizada y concentrada, es decir, el campo informativo se encuentra capturado y manejado por los grandes conglomerados de comunicación que están presentes en mayor medida en la capital y zonas centrales.

Frente a esto, la adquisición de poder de las redes sociales, visto en forma de una gran movilización de contenidos y acumulación de audiencias, ha ampliado la oportunidad de entrar al área de las comunicaciones a todas las personas, incluso si estas carecen de formación en periodismo o medios. Esto ha provocado un incremento en la aparición y movilización de fake news o noticias engañosas, además de que algunos autodenominados “medios de comunicación” muchas veces generarían contenidos con un gran componente ideológico y valoraciones personales, incumpliendo así con la ética periodística y sus deberes legales .

Para Corrales y Hernández (2009, p. 18 y 26) una de las limitantes de la comunicación alternativa es la falta de credibilidad debido a que “al ser medios creados por individuos (en su mayoría) ajenos a los medios tradicionales, los medios alternativos se plantean como dudosos y/o tendenciosos”, además afirman que “en su práctica acertada, tienen la posibilidad de lograr concientización social (...) Sin embargo, dentro de este boom de medios alternativos, encontramos a muchos que más que alternancia generan confusión” .

Además, Rodrigo y Cerqueira (2018, p. 229-232) afirman que: “las redes sociales han sido, por un lado, uno de los principales vehículos de las fake news para producir posverdad” por lo que, en un escenario digital (dónde incluso los medios tradicionales pueden caer en noticias engañosas) en el

que circulan contenidos alternativos “es fácil perder la credibilidad y la confianza del público”. Finalmente, los autores agregan que “no se le puede exigir lo mismo a un profesional del periodismo que a un ciudadano en la producción de la información”.

Aparece entonces la pregunta ¿cuáles son las diferencias en la cobertura de los medios tradicionales, independientes y alternativos? ¿existe tan diferencia? ¿por qué los medios alternativos despiertan tanto interés en las audiencias? ¿cuáles son los desafíos éticos que esta nueva realidad impone a los profesionales de la información?

Esta ponencia resume los resultados de un estudio exploratorio realizado en Chile a fines del 2022, en el contexto complejo política y electoralmente en Chile como fue el proceso de redacción de una nueva Constitución. Se seleccionaron hitos informativos publicados en la plataforma Instagram por medios tradicionales, independientes y alternativos. El análisis de contenido de la información recogida indica, como primeros hallazgos, que no es posible distinguir diferencias significativas entre ellos observando, además, como deficiencia, que los medios profesionales de comunicación no están generando el valor agregado que se espera, por lo que los medios independientes y alternativos, que si utilizan las nuevas herramientas digitales a su favor, logran mayor reconocimiento y alcance de público.

### **Key Words**

Medios, Medios independientes, Medios alternativos, Periodismo, Ética Periodística, Instagram

# Reflections on Big Data in the Social Science Research: A Postgraduate Student Focus

## Authors

Ms. Zhang Mengmeng - Tsinghua University

## Abstract

Big social data offers many opportunities and challenges for the Social Science Research (SSR). The social science community are benefited from people's footprint in the social media. However, just because it is accessible does not make it ethical. This study maps big social data to workable ethical theories to discuss **three clusters of ethical issues of big data SSR: data ownership, informed consent and potential harm to research subjects**. Most of the existing research have investigated these issues from the view of users' ethical perceptions and examined the principle of institutional review boards. Although the researchers actually do data mining and processing, their insights are not taken seriously enough. Postgraduate researchers in SSR actually have access to data those generated and collected by social media platforms and the means to manipulate them. **Focusing on the postgraduate researchers**, this study explores the ethical dilemmas in such research and potential harm to users based on their own experience of data mining and progressing in SSR, which can help us rethink the ethical issue combining reality. To learn better about their experience of SSR, semi-structured interview is adopted as the research method. All subjects in this study have personally hosted and participated in at least one complete study based on social media data, and the sample size is determined based on repeated interview results and no new content appearing. **The results revealed** that the researchers do not regard the terms of service as a form of informed consent, although the latest privacy policy does mention that academics may use users' data as part of their research. This is because that most users do not completely read and understand the content and they have no other choice. At the same time, the researchers acknowledge that seeking informed consent from all participants is impracticable. Faced with the dilemma, researchers legitimize their own research according to Kant's principle of greatest happiness. Adding a hashtag to their posts usually represent a kind of informed consent. When users actively seek greater exposure and attention, they should be self-aware that their posts can be viewed by millions of users and his content is no longer considered personal information. Similarly, the ownership disputes of big social data are mainly between users and the public and hashtag is the distinguish while few researchers agree that social media platforms have the ownership. Regarding potential harm, the majority of respondents admitted that anonymity does not completely prevent privacy invasion. Beyond the privacy, data discrimination is another concern. Data sets are likely to represent some people at the expense of others, so inequities are secretly embedded and further amplified by the publication of research results. The exploratory study with a focus on postgraduate researchers does not attempt to discuss whether the big data should be employed in SSR, but to foster the best ethical practice decisions.

## Key Words

Ethics;Big social data;Social Science Research;Privacy; Informed Consent;Data ownership

# **Media Ethics of Belief and Superstition Content in Digital Television Programs in Thailand**

## **Authors**

Dr. Chanettee Tinnam - Chulalongkorn University

Mr. Metha Sereethanawong - Chulalongkorn University

Dr. Jessada Salathong - Chulalongkorn University

Dr. Tortrakool Ubolwatra - Kasembundit University

Dr. Visawat Panyawongsataporn - Chulalongkorn University

## **Abstract**

Thai society can be accounted as multiculturalism which containing diverse cultural beliefs. In addition, common practices of Thai people embrace beliefs and superstitions as the attached characteristics with distinctiveness. The other side of the coin virtually reflects the act of violence. Abundant adverse effects of the presentation of media content on superstitious beliefs in Thai society pervasively lead to gambling, frauds, and exploiting goods and services. Media content presenting various belief and superstition stories has been highly popular in Thai society. As a consequence of its popularity, every hour of the morning news program will present the content on beliefs and superstitions with the rough estimate of 2.23 minutes. It is better for Thai media to find a balance in presenting cultural diversity regarding these beliefs and superstitions to still exist in the society. In accordance with the role of media as a watchdog, the content on beliefs and superstitions should be definitely screened to prevent the harmful effects towards the society. Thus, this study aims to indicate media ethics and regulation governing belief and superstition content. The proposed proposals are developed with regard to the analysis of belief and superstition television content. In addition, this study has also administered a public opinion survey of 5,000 participants in conjunction with the focus group discussion including digital television operators, consumer network, and the relevant academics with a total of 129 participants. Consequently, the findings revealed six aspects of media ethics for regulating digital television programs to be presented to the media regulatory bureau in Thailand, The News Broadcasting Council of Thailand (NBCT). These six aspects exhibited within the frame of principle of accuracy, objectivity, human rights, diversity, balance and fairness, and social responsibility.

## **Key Words**

Media Ethics, Belief, Superstition, Digital Television

# Recreating “ethical” camera consciousness: Camera blockers and in/visibility practices of mobile communication devices among Chinese young women

## Authors

Ms. Chunyan Yu - Nanjing University

## Abstract

When the portable camera became a ubiquitous tool at the end of the nineteenth century, people were caught up in a wave of surveillance culture without warning. Photographic technology, a landmark in the history of media surveillance, was metaphorically presented as “aggression” and “violence” that could cause social harm (Lauer, 2012). The prevalence of photographic and camera on mobile phone makes it easier and closer to connect individuals, and with everyone under the connection being able to watch and be watched surveillance. Modern surveillance society has taken on a fluid transparency. The webcam brings surveillance into a more private space, where “the front and back stage” can shift anytime and anywhere. Embedding with such contexts, many Chinese, young women in particular, adopt various tools to block the camera of their laptop, tablet or smartphone to control how they are watched by others or even avoid being watched by the “imagined remote anonymous others”.

For what reasons do people use webcam covers? How do people become aware of camera consciousness, perceiving the presence of the webcam and the self (Mc Cosker & Wilken, 2020)? Does this consciousness imply socially structured inequalities? How does the imagery of 'being watched' shapes the perception of boundaries and the management of privacy in the digital age? These are the questions the study aims to explore. The primary research method is in-depth interviews, through searching for content containing 'webcam covers' on Chinese social media platforms Weibo and Little Redbook and snowballing to recruit suitable interviewees. The interviewees were people who use or have used webcam covers on the camera of a mobile device, and who have a certain motivation for using it, rather than simply for decorative purposes. The interviews were based on three dimensions: (1) the specific scenarios in which camera covers were used; (2) the user's imagination of 'being watched'; (3) the psychological and behavioural changes after using covers.

The study summarises the specific use scenarios for webcam covers into two categories. First, When the viewer is a visible audience in an online video conference room, users are making a conscious self-presentation. The webcam cover can reduce the risk of failing the performance, avoiding being watched when they look not so good. As a precautionary measure, it reflects a possible traditional “surfing” mentality of Chinese Internet users: the tendency to make the real self invisible and the re-idealisation of the virtual self. Second, When the viewer is only an imaginary object, the webcam cover becomes an outward expression of people’s sense of privacy protection behaviour, which refers to the protective behaviour and handling methods that people



adopt when they perceive the risk of privacy breach. Several interviewees said that one of the reasons for blocking the webcam was the fear that their naked body parts might be exposed through the webcam, although they were not sure if the surveillance existed.

This study finds that gendered morality correlates with the creation of “ethical” camera consciousness. Among the users of webcam covers, the proportion of women far exceeds that of men, reflecting the inequality of gender social structure. The concern for privacy leakage of female webcam cover users is mostly directed to the body. In China, “indecent photos” and “photo scandal”, as specific products of male-dominated moral standards, proliferate enormous social memes on social media and discourses related to female body shame and the male gaze. People’s reactions to them are often associated with less-clothed women or their pornographic images. The camera embedded in the device is seen as a horrifying eye ready to satisfy the voyeuristic desires of the male gaze, and the webcam cover as a self-protective strategy is also an active struggle to physically cut off the risk of “being watched” at source.

Hoping to provide a complementary perspective to the research of modern surveillance societies and related ethics, the study focuses in particular on the communication pattern mediated by mobile device cameras, which has a high social presence because of the camera and the specific images. The attempts of a specific group of people to block the webcam can be seen as a microcosm of modern surveillance society, but also present a certain cultural mentality and gender inequality in Chinese society.

### **Key Words**

surveillance society; webcam covers; camera consciousness; visibility; gender; self presentation

# **Analysis of Factors Influencing the Ability of Chinese Adolescents to Mind and Protect Their Online Privacy**

## **Authors**

Dr. Fang Zengquan - Beijing Normal University

Ms. Yue Qin - Beijing Normal University

Mr. Pu Wenyue - Beijing Normal University

Ms. Qi Xuejing - Beijing Normal University

Dr. Ying Yuan - Beijing Normal University

## **Abstract**

To preserve the protection of personal information in an online environment, it is crucial that adolescents have a high level of care for their online privacy as well as the ability to protect their privacy. This study, which is based on privacy-related theory, uses questionnaire surveys (PCP scales) and interview methods to conduct a thorough investigation of the current state and characteristics of adolescent concerns about online privacy and privacy protection, as well as the influencing factors at the level of individuals, families, and schools. It then offers useful recommendations to maintain the privacy and security of adolescents in online environments and raise their level of network literacy.

Overall, the scores of the dimensions of adolescent privacy concerns and their privacy protection ability are fairly balanced. In terms of influencing factors, “gender”, “average daily online time”, “network self-efficacy” are all impactful at the individual level. “Family communication atmosphere” is a factor at the family level, along with “frequency of discussions about online information with parents”. “Taking information technology literacy courses”, “the degree of learning objective attainment of students in corresponding courses”, “regulations on the management of internet devices”, and “frequency of mobile phone use by adolescents during class time” at the school level all have a significant impact on the ability of adolescents to be concerned for and protect their privacy.

## **Key Words**

Privacy concern; Privacy protection; Adolescents

# Imaginarities about ethics of artificial intelligence in user online comments in Germany

## Authors

Dr. Laura Sūna - University of Siegen

Prof. Dagmar Hoffmann - University of Siegen

## Abstract

Technologies of artificial intelligence (AI) are more and more present in everyday life. Following Bucher (2017) people develop AI imaginaries while encountering with these technologies in their digital environment. Such folk theories shape user's knowledge and opinion about, attitudes towards and appropriation of AI (Ytre-Arne & Moe 2021). Consequently, the question about ethical aspects of AI arises. There are different ethical questions about how AI should be used, and there has been growing concern surrounding issues such as AI's effect on the job market, bias and discrimination in AI (Long & Magerko 2020). The extent to which users are aware of these ethical aspects, however, has been rather little researched so far. Surveys show that users rarely perceive algorithmic curation of various digital media, or do not see it as problematic or unfair (MeMo:KI 2020; Overdiek & Petersen, 2022). An informed, reflective and critical interaction with AI is necessary for a self-determined and sovereign life with digital media technologies. This involves assessment of ethical aspects of AI technologies.

When it comes to technological innovations such as AI systems, narratives and representations of the technology in media discourse play a significant role in users' subjective imaginaries of the technology. The way that developments of AI are communicated to and perceived by the population have an impact on the adoption and use of this technology (Cave et al. 2019). Research shows that while the topic of AI is increasingly covered in media discourse, most articles focus predominantly on economic issues (Zhai et al., 2020). Unlike the international media, the issue of AI ethics is rarely addressed in the German-language media (MeMo:KI 2022). Our paper shows to what extent users of digital technologies address and discuss questions of ethics when assessing AI technologies. We conducted a qualitative content analysis of online comments on AI in Germany that refer to the media discourse on AI. Our sample consists of 15 high reach posts from online news websites, YouTube, Facebook and Instagram and additionally all associated user comments. In total, more than 8000 comments were undergoing a qualitative content analysis (Kuckartz, 2019).

The results make clear that in contrast to the lack of presence of the AI ethics topic in media discourse, commentators consider it significant. Following imaginaries concerning AI ethics we found in the analyzed online comments:

- Ethical responsibility of AI systems: Questions about the power relations and responsibility of various actors such as online platforms, digital industry, regulation and users where negotiated.

- Experiencing and dealing with possible unethical behavior of AI systems and questions of fairness of AI systems.
- Ethical questions in the context of data protection, surveillance and possible manipulation by AI systems.
- Ethical and moral issues in the context of the possible overstepping of the human-technology boundary.

The study shows a multi-layered discursive negotiation of AI ethics in online comments. Users' abilities and skills became visible, which make it possible to critically evaluate and question the decisions shaped by AI systems. Such competences are necessary for sustainable "*inhabiting the planet*". They enable a self-determined participation of citizens in the digital transformation of society and enables users to assess the impact of technology on their individual and social lives (Dogruel et al. 2021; Swart 2021).

### **Key Words**

Ethics; imaginaries of artificial intelligence; digital literacy; user comments

# **Journalism, revolutionary technologies and preventing future harm: Proposing the Flaming Torch Media Ethics Theory and the Ten Tenets Field Guide for ethical communication on science and technology's cutting edge**

## **Authors**

Dr. Fanie van Rooyen - Stellenbosch University

## **Abstract**

Revolutionary emerging technologies and scientific discoveries can radically enhance human lives and capabilities, but can also negatively disrupt and harm society – especially if they challenge prevailing world views, well-established ways of doing things, or core human beliefs. And yet, no simple, practical field guide exists for how people, especially science journalists and -communicators, ought to talk about technologies and discoveries ethically so as to limit fear, misinformation and harmful disruption. This study proposes the novel Flaming Torch Media Ethics Theory and its underlying Ten Tenets Field Guide for more responsible, ethical communication of potentially disruptive emerging technologies and discoveries in the public sphere. The draft version of the theory was informed by a thorough literature review that examined logical key lessons from historical mass communication efforts relating to polarising, disruptive discoveries around (1) anthropogenic climate change, (2) the theory of evolution, and (3) nuclear energy. Through a set of in-depth, semi-structured interviews, the theory was then presented to various top experts from three current emerging technologies with the potential for massive societal disruption – (1) Bitcoin/blockchain, (2) artificial intelligence (AI) and (3) human gene editing – to refine the theory and to assess its usefulness. The resulting, reworked Flaming Torch Theory and the simplified Ten Tenets Field Guide, as its outflow, are presented here. A chief aim was to create a practical field guide simple enough to be fit for the era of social media, where there is very little control over who communicates what new science or technologies to which audience.

## **Key Words**

emerging technologies, science journalism, science communication, media ethics, social media

# **Media literacy: the case of the Catholic clergy in Portugal based on the COVID-19 experience**

## **Authors**

Dr. Miguel Lopes Neto - University of Huelva

## **Abstract**

Based on data obtained in a study carried out during the COVID-19 pandemic with a significant sample of the Catholic clergy in Portugal, the concepts of the network society (timelessness and virtuality) are related to the concepts of community and Christian identity, identifying how digital technologies, media and social networks - the Internet in general - contribute to their formation. It then discusses how the Magisterium of the Church points out the opportunity and relevance of using all the media available to pastoral agents for their ministerial work. Based on this analysis, a quantitative research study is presented to find out how digital media and social networks are used in the pastoral and ministerial practice of the Portuguese clergy, as well as their opinion of the potential of these resources, media and channels for their missionary action. Some of the points identified as necessary to improve the presence and missionary performance of Portuguese Catholic priests in the current "digital society" are: training that results in better digital literacy; an adaptation of language and its appropriate use in the different types and formats of digital environments; and less info-exclusion. Some lines of research are identified that indicate how to improve educommunication of the clergy, given that, according to the study, some insufficiencies and distrust in the use of these media in their missionary and evangelising service are evident.

## **Key Words**

Catholic Church; social networks; media literacy; digital media; digital media

# **Blurred bottom line: Destructive Innovation of Short Video Marketing Advertising of E-Commerce Enterprises**

## **Authors**

Mr. Yushan Liu - Communication University of China

Mr. Linhai Chai - Communication University Of China

## **Abstract**

At the beginning of the 21st century, China's e-commerce industry has developed rapidly, and a number of world-class e-commerce platforms have sprung up like mushrooms. Pinduoduo, as an emerging community e-commerce platform, has quietly become a dark horse in the industry, and its commercial achievements are related to its disruptive innovation model. As early as 1997, some scholars put forward the destructive innovation theory which is used to explain the process of small, resource disadvantaged new enterprises entering and challenging large enterprises from low-end market segments ignored by large enterprises. The business process of Pinduoduo in recent years was also called "Pinduoduo phenomenon".

However, on the other hand, Pinduoduo has succeeded in competing with existing market players by redefining its platform positioning. There are also widespread disputes caused by its problems in product quality, promotion mode and advertising. Among them, Pinduoduo's short video marketing ads, which have been put on mainstream short video platforms in China for a long time, are particularly eye-catching and cause some controversy. The focus of the dispute is that Pinduoduo's short video marketing ads in social media are suspected of false publicity, sloppy production, too many routines, and the sensitive topics such as gender differences, differences between rich and poor, and professional discrimination involved in the advertising plot, which are uncomfortable, but it still enables Pinduoduo to achieve the commercial purpose of such advertising.

This research conducted semi-structured interviews and participatory observations on 16 e-commerce platform users by means of media "go long" and coded and analyzed the interview transcripts with the help of Nvivo 12.

First of all, this study showed the actual communication effect of the controversial Pinduoduo short video marketing ads under the guidance of the destructive and innovative business model, and found that such ads can indeed trigger the user behavior required by the ads in specific situations and groups to achieve business purposes, but this also made more people have a bad impression on the corporate image of Pinduoduo. Secondly, the study found that the commercial success of such ads (referring to the clear purpose of achieving ads, such as downloading apps, registering accounts, etc.) is inseparable from the direct plot, clear meaning, simple interaction and other factors in the production characteristics. The user's fluke mentality of buying high-value products at low prices and the investigation of the authenticity of such advertisements advertised in the video are important reasons for users to cooperate in registering accounts and downloading

apps. Third, the study found that even the active users of Pinduoduo are usually unwilling to actively forward such ads in any form in social media, which means that the spread of Pinduoduo's short video ads in social media can only be limited to paying for social media platforms. The platform's recommendation-oriented model does not form large-scale active user communication or even interaction. In addition, the researchers also discussed this research in more detail. It is worth noting that these studies are carried out in the context of Chinese culture.

**Key Words**

Social E-commerce, Advertising



# Disinformation among older adults: analyzing the impact of fact-checking on news credibility

## Authors

Dr. Xavier Ramon - Universitat Pompeu Fabra

Mr. Aleix Martí-Danés - Universitat Pompeu Fabra

Dr. Reinald Besalú - Universitat Pompeu Fabra

Dr. Carles Pont - Universitat Pompeu Fabra

## Abstract

As it has been demonstrated during episodes of heightened importance such as general elections, geopolitical conflicts, and the COVID-19 pandemic, the rise of disinformation has become a central threat that poses “vexing problems on democratic decision-making” (Hameleers and van der Meer 2020, 230). Myriad factors account for such rise, including the increasing polarization of media and society, citizens’ distrust towards institutions, and the psychological biases and social rewards that drive individuals to share disinformation (García-Marín 2020; Moreno-Gil et al. 2021). The multiplication of digital platforms has also facilitated the expansion of ‘disinformation tactics’ (Karyotakis 2023) that particularly target vulnerable segments of the population that are less equipped to assess the credibility of information, such as older adults.

Previous work has demonstrated that due to lower levels of digital literacy, older people have more difficulties in discriminating between true facts and false news and therefore, are more prone to share disinformation (Besalú et al. 2021; Brenes Peralta et al. 2022; Guess et al. 2019). In addition, older people “are more likely to be affected by disinformation that comes from close sources” (Valera-Ordaz et al. 2022, 30). Arguably, fact-checking platforms should play a critical role in bridging this digital divide (Brashier 2020) and help older publics “navigate through disinformation circulating in high-choice media environments” (Kyriakidou et al. 2022, 1).

Bearing this context in mind, this paper expands the relevant literature on fact-checking and credibility to (1) analyze how older adults in Spain evaluate the credibility of online news; and to (2) examine the effect of fact-checking in this evaluation. The study is informed by an experimental online survey conducted in October 2022 that drew on N=1,203 participants of +60 years. Respondents were divided into three symmetrical groups. Each of the groups was exposed to four news items about current events (COVID-19, Ukraine war, immigration, and pensions) and was asked to evaluate two factors for each piece –credibility and shareability– using a Likert scale. While group 1 received these items without any verification marks, groups 2 and 3 were respectively exposed to news that were correctly and incorrectly verified.

Findings from the study reveal that older adults demonstrate a good ability to identify disinformative content, as they attribute a higher level of credibility to true content and a lower level of credibility to false content. Fact-checking has a relevant impact on their assessment. When

respondents were presented with news items that were verified and labelled as 'false', they showed greater precautions to believe and share such information. When asked about the main sources they would use to verify news, participants highlighted official databases and fact-checking platforms. However, part of the sample was not aware about the existence of these platforms. The results have clear implications for media practice, signaling that fact-checking organizations should delve into the use of warning labels as a countermeasure to the spread of disinformation (Koch et al. 2023) and encourage media literacy activities aimed to train citizens so that they can make informed decisions about the content they consume.

### **Key Words**

Disinformation; Fact-checking; Credibility; Older Adults; News; Journalism; Ethics; Spain

# Des principes éthiques fondamentaux pour le Web

## Authors

Prof. Roger BAUTIER - Université Sorbonne Paris Nord - LabSIC

## Abstract

(Paper in French and PPT in English)

Depuis la naissance du Web en 1989, son créateur, le physicien Tim Berners-Lee, a abordé plusieurs fois ce qui fait l'objet principal des recherches du groupe de travail *Ethics of Society and Ethics of Communication*. C'est pourquoi la communication proposée visera à examiner plus précisément l'évolution de sa réflexion en se référant à ses principales prises de position (souvent mal connues), afin de montrer aussi bien la richesse des perspectives qu'il a tracées que les limites de plus en plus nombreuses qu'elles ont rencontrées.

Pour Berners-Lee, la société est fractale, ce qui signifie d'abord qu'il existe en son sein des structures à divers niveaux, depuis ce qui concerne les intérêts domestiques et de voisinage jusqu'à ce qui relève des questions propres à l'évolution du monde dans son ensemble. Ce qui signifie aussi que les êtres humains ont besoin de s'intégrer à cette fractalité, le bonheur des personnes étant considéré comme dépendant largement de l'existence d'un équilibre entre ces relations, dont l'absence, au contraire, est génératrice de frustration.

Cette aspiration éthique à l'harmonie sociale est censée se refléter dans le développement du Web, qui est lui-même fractal, puisque, quelle que soit l'échelle envisagée, on peut y trouver des configurations semblables (on parle aussi d'autosimilarité). Berners-Lee considère que la fractalité permet un compromis entre la stabilité et la diversité. Il en résulte une vision normative : à tous les niveaux du Web, ce qui est considéré comme souhaitable, c'est d'éviter, à la fois, trop de connexions, ce qui créerait de la surcharge cognitive, et pas assez de connexions, ce qui empêcherait des informations importantes d'être transmises.

Cependant, le cadre éthique ainsi défini semble bien fragile. Au cours des dernières années, Berners-Lee a fréquemment attiré l'attention sur le fait que le Web tend à se transformer en un archipel fait d'une série de mondes fermés, lorsqu'un site de réseau social, un moteur de recherche ou un navigateur est capable de limiter fortement la circulation sur le Web. Il n'hésite pas à affirmer que les plateformes numériques des géants de l'internet y restreignent l'exercice de la démocratie par le recours à des algorithmes manipulateurs, mettant ainsi à mal le fonctionnement d'un espace dédié initialement à la créativité, à l'innovation et à la libre expression.

L'heure est donc maintenant à l'élaboration d'une véritable politique reposant sur la formulation d'une série de principes éthiques fondamentaux que le *World Wide Web Consortium* pourrait s'efforcer de faire respecter. On notera que ces principes impliquent désormais les impacts environnementaux. Il reste, bien sûr, à savoir si les conditions sociales et économiques ne freineront pas fortement la traduction de cette politique dans les faits. (434 words)

**Key Words**

Web, société, principes éthiques, fractalité, politique.

# **Ethique des algorithmes et journalisme automatisé**

## **Authors**

Dr. Nathalie Pierre-Charles - Université Sorbonne Paris Nord - LabSIC

## **Abstract**

La théorie algorithmique de l'information ou théorie de la complexité de Kolmogorov est basée sur le résultat de l'indépendance entre le programme et la machine utilisée. La notion de complexité de Kolmogorov ou de contenu informationnel de Kolmogorov correspond à la notion de valeur de l'information obtenue. L'algorithme est un ensemble de règles de fonctionnement dont l'application permet la résolution d'un problème énoncé au moyen d'un nombre fini d'opérations.

De cet aspect théorique découle la question des biais algorithmiques définie par B. Friedman et H. Nissenbaum bien qu'il serait incongru de parler de neutralité des algorithmes. De l'utilisation des algorithmes émanent certaines décisions qui pourraient avoir de fortes conséquences humaines et donc un impact sur la société. L'éthique algorithmique serait liée à un principe de vigilance. Par ailleurs, les algorithmes en charge de tâches cognitives de plus en plus complexes entreraient en concurrence avec l'intelligence humaine. L'autonomie plus ou moins grande des algorithmes implique une responsabilité dans leur utilisation et un contrôle humain sur l'algorithme.

De ces enjeux, nous pouvons tirer des limites en évoquant l'autonomie humaine face aux machines. L'exemple de ChatGPT nous aide à discuter. Une autre limite se trouve dans la discrimination et l'exclusion. La personnalisation et les logiques collectives seraient des échecs algorithmiques ; l'équilibre entre les mégafichiers et le développement de l'intelligence artificielle nécessite d'être ajusté ; les données fournies à l'intelligence artificielle en termes de qualité, de quantité et de pertinence devraient être limitées ; et, un dernier point concernant l'identité humaine peut être induit face à l'intelligence artificielle. Le numérique et la gestion des données sont au cœur de la question éthique algorithmique. L

Le journalisme voit ses pratiques, les modèles économiques des médias et l'organisation des rédactions se bouleverser. Ce journalisme robotisé affinerait son offre d'informations et combinerait des compétences journalistiques et techniques.

Enfin, la régulation des algorithmes en termes de transparence et d'équité est actualisée, d'autant plus que la transparence algorithmique est devenue obligatoire le 1er juillet 2020. La régulation des algorithmes se traduirait alors par des normes juridiques et par l'ajustement des pratiques.

## **Key Words**

Éthique des algorithmes, biais algorithmiques, journalisme automatisé, Big Data.

# **Missing POVs: Social Media Participants' Data and Thorny Research Ethics**

## **Authors**

Dr. Katie Mackinnon - University of Toronto

Ms. Brittany Melton - Western University

Dr. Jacquelyn Burkell - Western University

### **Abstract**

Researchers engage with social media data by accessing, downloading, integrating, and analyzing information online often with little or no notice to the participants who create it. With this increased interest in academic research of social media for a variety of disciplines and methods, there are growing ethical challenges to ensuring the privacy rights, dignity, and respect of individuals whose data are captured in academic work. These issues have evolved over the course of the past decade due to the rise of pervasive datafication and platform affordances that encourage spontaneous, vulnerable content and data production. Our goal is to reassess approaches to social media research ethics in order to empower researchers to navigate the complex terrain of thorny ethics with participant points of view foregrounded.

Researchers and those focused on the ethics of human subjects research have long recognized that online research presents new and specific ethical issues, potentially requiring new ethical approaches (see, e.g., Elgesem, 2002; Ess, 2002; Eysenbach & Till, 2001; Fiesler et al., 2015; Flicker et al., 2004; Franzke et al., 2020; Neuhaus & Webmoor, 2012; Nissenbaum, 2009; King, 1996; Swirsky et al., 2014; Taylor & Pagliari, 2018; Vitak et al., 2016; Zimmer & Proferes, 2014). In more recent years, social media and internet researchers have noted meaningful and ethical ways to engage with social media data that incorporate an ethics of care in big data contexts (Luka & Millette, 2018; Markham, Tiidenberg, Hermann, 2018; Metcalf & Crawford, 2016; Shilton, et al., 2021; Sutherland, 2021; Zimmer, 2018).

Despite these concerns, investigations that focus on the perspectives of social media participants are few in number and limited in scope, particularly when compared with the rich literature that reflects academic discussion and researcher perspectives on the subject. There is a particular need for qualitative exploration of participant perspectives on the harvesting of their online posts for research purposes: exploration that takes into account factors such as the specific research context (e.g., harvesting Facebook status updates vs. posts to a public blog with a large number of followers), the content of the communications (e.g., posts about dealing with depression vs. commentary about the latest election results), and changing privacy practices and expectations.

In this presentation, we will share interview results to demonstrate the range of perspectives from social media participants that present insights on how researcher practices can best protect participant autonomy and privacy in the unstable nature and data-capitalist logics of social media platforms. This presentation will place these social media research participants' perspectives in dialogue with more established discourses on research ethics in order to ensure that their values and preferences are considered in discussions of research ethics.

### **Key Words**

Research ethics, big social data, Privacy, online sociability, digital self



# **The Question of Ethics in Philanthro-Journalism for Social Change in Ghana**

## **Authors**

Dr. Elinam Amevor - Minot State University

## **Abstract**

The proliferation of Non-Governmental Organizations (NGOs) in Ghana has earned the northern region of the country the moniker as the hub of NGO activities. This is due to the disproportionate level of poverty and underdevelopment in the region, compared to the other regions of Ghana (see, DW News, 2016). Thus, the presence of over 5000 nonprofits in Ghana (USAID, 2010) explains the crowded nature of the NGO field, where getting news coverage is believed to be crucial for NGOs' financial survival (Cottle & Nolan, 2007).

NGOs' increasing involvement in journalistic production, ostensibly to bring about social change through advocacy, is contested (Reese, 2015). This culminated in perceptions about the financial aggrandizement of executives as the cause of the hyper-proliferation of NGOs in the developing world (Osei, 2015). In this milieu, critics see NGOs' problematic representation of Africa, through philanthro-journalism, as a tool by Western international aid agencies to raise money for their organizations (e.g., Kennedy, 2009; Manzo, 2006).

The negative portrayal of the continent, using imageries of nakedness and poverty, is concerning. Wright (2018) describes the practice as "exploitative and even pornographic, stripping African peoples' personhood down to their corporeality and exposing the undignified details of their bodily suffering to the camera's gaze, to position Northern media audiences as powerful and normally superior saviors" (p.9). This raises the question of morality in charity, where the savior becomes the violator of the dignity of the very people they seek to save. Similar concerns abound, where NGOs are not only described as patriarchs rather than as partners in rural development in Ghana (Osei, 2015), but are also accused of monetizing the vulnerabilities of the poor they tend to serve.

This study examines the ethical dimensions of journalistic production of selected NGOs and how they frame poverty in their line of work in northern Ghana. Particularly, the study is based on three overarching research questions: How media producers working with these nonprofits frame poverty, the motivations behind their journalistic productions, and the ethical considerations that guide their news production. Data collected using in-depth interviews with journalists and media producers working with selected NGOs, as well as textual analyses of the nonprofits' Web sites, are analyzed through the theories of moral economy, framing, and ethics of care. Findings from this study will contribute to the emerging area of research in philanthro-journalism and the debates over Africa's image in global journalism.

## **Key Words**

Ethics; philanthro-journalism; social change; NGOs; Ghana



# **Digital Media Literacy, Stakeholder Engagement, and Connective Democracy: Combating Misinformation in India**

## **Authors**

Mr. Vamsi Krishna Pothuru - PhD Student, Department of Communication, University of Hyderabad

Prof. Kanchan K. Malik - UNIVERSITY OF HYDERABAD

## **Abstract**

The phenomena of polarization and misinformation exist in a causal relationship – polarization exacerbates the spread of false media content, and the spread of misinformation can lead to escalated polarization (Overgaard, C.S.B. et al., 2021). Filter bubbles, an offshoot of polarization, act as breeding grounds for misinformation and are the perfect means for its rapid spread, even prompting violence in offline spaces. This is truer in the Indian case, where mob lynchings were triggered by rumors about smuggling cows (a sacred symbol of the Hindu religion) and child kidnapping.

Fact-checking movement in India is key to addressing the misinformation problem, along with two other crucial actors, social media platforms and governments. However, any regulations by the government to control misinformation are construed as upsetting the freedom of media. On the other hand, it is difficult to imagine social media platforms making substantive changes to algorithms, which are a potent source of polarization (Wardle & Derakhshan, 2017). One common factor among the measures taken up by these three is empowering individuals through digital media literacy. Kerala, a southern state in India, has rolled out a digital media literacy program, 'Satyameva Jayate' (Truth Alone Triumphs), in colleges to equip students against misinformation. Vishwas News, a fact-checking organization, created 'Sach ke Saathi' (Companions of Truth) to enable the digitally vulnerable to verify information online. Likewise, social media platforms collaborate with fact-checking groups and internet think tanks to implement digital media literacy training for their users.

In the event of virality, the everyday user is the first to encounter a piece of misinformation. But existing research rarely puts ordinary citizens at the center of the solution to fake news (Chakrabarti et al., 2018). A multidisciplinary work, 'The Science of Fake News,' proposes that to counter fake news, individuals, as the main stakeholders, must be equipped to evaluate the information they receive (Lazer et al., 2018). Despite the existence of filter bubbles and echo chambers, an organic discourse that happens on a particular piece can lead not only to the flagging of potential misinformation but also to focus on building bridges between diverse groups. This is possible only when a large pool of ordinary users is equipped with digital media literacy skills that also tackle the problem of divisiveness and a lack of empathy.

Applying the lens of connective democracy, this study tries to map the digital media literacy endeavors in the Indian context that have played an active role in addressing polarization and pricking the filter bubbles. The focus will be on news literacy initiatives that sensitize audiences

about the isolating effects of algorithms or automated information personalization on media platforms. The paper will examine the connective democracy components necessary to be included in any digital news media literacy endeavor to address the polarization problem. The study will also consider the demographics the initiatives seek to target and their reach in rural pockets of the country to ascertain their engagement with stakeholders in regions where social media-induced anxieties are rampant.

**Key Words**

Misinformation in India, Polarization, Digital media literacy, Connective democracy

# **Privacy Research Hotspots, Evolution and Frontiers in the Media Perspective - CiteSpace visual analysis of Wos and CNKI literature**

## **Authors**

Prof. Sixin Wang - Communication University of China

Ms. XueYing Jiang - Peking University

Ms. Li Zhu - Communication University of China

## **Abstract**

In order to analyze the trends and hot frontiers of privacy research and provide a fundamental reference for the research in this field. Based on the bibliometric software CiteSpace, the article takes the 2999 Chinese publications of CNKI (China National Knowledge Infrastructure) and 23,933 privacy-related publications in the core English database of web of science as the data source, and analyzes the number of publications, authors, institutional partnerships, time zone graphs and literature co-citations in this research field. The study also provides a quantitative visualization of the development history, hot topics and evolutionary trends of domestic and international literature research in five aspects, and provides a general summary and outlook. The research paradigm is mostly based on a technical engineering governance perspective, looking for what technologies cause privacy violations in Internet use and how to prevent privacy violations from a technical engineering perspective. Privacy research in the discipline of journalism and communication has shown a gradual increase, especially since 2010, and an accelerated growth. Privacy research at home and abroad has consistency in hot areas, which basically coincides with the trajectory of media technology development and privacy protection legislation, and has formed public figures and privacy rights, freedom of press and privacy infringement, media use and privacy exposure, privacy paradox, personal data protection, youth data protection system, right to be forgotten, technology (artificial intelligence, cloud services, blockchain, 5G, etc.) and privacy ethics, data transfer across borders, government data disclosure and privacy, national security, global governance, and other research topics. In general, privacy research is increasingly centered on intelligent and digital media technologies or media infrastructures, with prominent interdisciplinary attributes and international perspectives, and the privacy phenomenon in the Internet and social media has become one of the most influential studies in this field. The main research units and core authors in China have been formed, but the group of authors still needs to be further developed. "Chinese scholars' research on information privacy and personal data protection is also keeping up with the times, and the interdisciplinary and international nature of privacy research is becoming more and more prominent. Given that the current understanding of privacy in China is more based on the "right to privacy" in Western social contexts, there is less local research on privacy. Moreover, there are differences in the understanding of privacy concepts between Eastern and Western societies. In the future, more attention can be paid to the study of privacy concepts over time and the frontier research on cross-border data flows, so as to promote the formation of a "world information and communication order" in the era of digital civilization and big data.

## **Key Words**

privacy research; frontier hotspots; research review; knowledge graph

# **A media-based investigation of the moral consciousness of users of the metaverse**

## **Authors**

Mr. shi jiang - Zhejiang Gongshang University

## **Abstract**

The metaverse connects the virtual and the real by combining existing and emerging digital technologies, creating realistic virtual world scenarios. However, as virtual world experiences become more realistic, fresh moral and ethical dilemmas emerge. Violence frequently loses a place to the need for enjoyment during the lengthy development of virtual worlds, especially virtual game worlds, because it is a virtual act and a non-damaging reality. However, people care can feel actual agony in the virtual world when they use their bodies as a gateway to the metaverse with virtual doppelgängers. This study discovered through in-depth interviews with users of the metaverse that male and female users had distinct perspectives on this virtual violence, which somewhat shocks the underlying ethics and morals. The established game ethics still dominate the metaverse cultural space and influence users' thought and behavior patterns, therefore for the time being, this impact is still very small.

## **Key Words**

metaverse; embodied communication; media ethics; media studies

# **Autonomy Enhancement via Technology: ‘Alexa’ in disability contexts**

## **Authors**

Mr. Phillip Engelhardt - University of Bonn

Ms. Julia Schmitz - University of Bonn

Prof. Caja Thimm - University of Bonn

## **Abstract**

Autonomy as one of the central values of humans in terms of self-determination and free will (Kant 2019) seems to be called into question by technology more and more. With algorithms influencing our daily lives, our privacy, news intake and consumer activities, these technologies pose many ethical challenges – not withstanding their positive effect for everyday social life.

Particularly for disabled individuals there are different considerations in respect of technology use. Among the technologies deployed and developed to support disabled groups, off-the-shelf conversational agents or voice assistant systems like Amazons Alexa play a central role in autonomously managing life at home (Purington et al. 2017). To understand how people with disabilities adopt systems like Alexa into their homes in order to act and decide more autonomously, we conducted a study assessing the individual’s overall attitudes, usage patterns, and daily routines.

Applying the method of media diaries and following the concept of relational autonomy (Stoljar 2015) five case studies (n=5) of homes of persons with care requirements and their family relatives were conducted. Focusing on the social practices in interaction with Alexa the participants experienced Alexa as a helpful friend, indispensable organizational helper, means of contact with the outside world and as a safety net. The case studies were complemented by guideline-based interviews.

The results of the study demonstrate that a redistribution of epistemic or practical action among disabled individuals and voice assistants like Alexa asks for an ethical re-attribution and re-conceptualization of autonomy away from an agent-centric approach towards a relational approach. The participants’ interactions showed that Alexa is used not just as an extension of epistemic and practical abilities but also as a companion of shared agency, effectively blurring the line between external/instrumental and internal/integral use of technological objects.

The study indicates that disabled people once again act as early adapters of AI-systems who’s interdependent interaction with Alexa makes visible not just how technology can enhance autonomy but also how modern socio-technical relations call for a reconfiguration of personal autonomy. When subjects are enmeshed in a network of semi-intelligent daily objects, autonomy must be understood as an emergent effect, not as an intrinsic ability. The presentation argues for such a reconfiguration reflecting on the stigmatization of a hybridized lifestyle and on the threat of exclusion.

## **Key Words**

autonomy, algorithm, Alexa, inclusivity, disability, technology, enhancement, relational, hybrid, assistant

# **Content curation as a distinguishing ethical and journalistic value in news aggregators**

## **Authors**

Prof. Concha Edo - Complutense University

Dr. María José Pérez-Serrano - Complutense University

Dr. Miriam Rodríguez Pallarés - Complutense University

## **Abstract**

A transcendental issue for the future of advanced societies is the need for journalistic information models based on quality principles.

After dramatic years for the press, journalism wants to survive with dignity the massive use of networks, the anarchic system of sources, the continuous updating of information or the tendency to turn news into an informatively precarious marketing product (Pavlik, 2013; Domingo et al., 2008; Boczkowski, 2004; Deuze, 2006; Edo-Bolós, Yunquera & Bastos, 2019; Kapuscinski, 2005), which only takes into account the numerical increase of audiences (Costera Meijer, 2013).

In this context, a particularly controversial issue is the role of news aggregators (Athey, Mobius & Pal, 2017) that offer what the media publish by carrying out a selection that combines human editorial decisions and computer algorithms (Diakopoulos, 2014).

Aggregators allow a transversal reading that facilitates access to different user profiles (Aguado & Castellet, 2015), but with the peculiarity of selling information and obtaining income without producing content and, in most cases, preventing the real authors of that information from obtaining the corresponding revenues. Therefore, it is shown that a large number of readers do not access the original article (Chiou & Tucker, 2017) and aggregators become unfair competitors of the media.

In previous works (Pérez-Serrano, Rodríguez-Pallares & Edo-Bolós, 2021; Edo-Bolós, Yunquera & Bastos, 2019) we have focused on the ethical-journalistic aspects of these aggregators and on the news selection criteria. We now consider the importance of content curation (Guallar & Leiva-Aguilera, 2013) to differentiate those that respect the keys to journalism from those that emphasise attracting audiences at any price and obtaining profits.

The methodology is a multiple case analysis for which 27 aggregators offering journalistic content have been selected under the triangulation of operating income, nature of the output and provider, and an analytical file has been applied to each one under non-participant observation which, as well as serving to check whether such curation exists, analyses aspects related to audience, subscription, provider, price per download, advertising or access from iOS or Android to achieve a greater adjustment of their characteristics.

The results, while not representative, are symptomatic of the aggregators' market as a whole and indicate that 59.26% of the cases analysed follow a content curation process, somewhere between communication, marketing and documentation (Rodríguez-Pallares, 2016). Although it is possible to explain that, whether applied manually or automated (Saad & Bertocchi, 2015), this procedural application provides added value and collaborates with the JAAS -Journalism As A Service- logic.

This research aims to contribute to the design of viable journalistic models, which take advantage of the potential of new formats and new technologies to face the growing competitiveness of open environments.

### **Key Words**

Quality journalism, journalistic ethics, aggregators, media controversy, aggregator audience, curation.

# **The Inherent Ethics of Short-form Media: 100 days of Itaewon Tragedy**

## **Authors**

Mr. June Yoon - Global Convergence Content Research Center Sungkyunkwan University

Ms. Sarah Oh - Gapyeon Majang Elementary School

Prof. Heejo Keum - Sungkyunkwan University

## **Abstract**

The massive stampede in Seoul on Halloween 2022 claimed many lives and left many ethical challenges to consider. Established media upheld the honor and dignity of the victims in accordance with reporting ethics, but raw footage without ethical values was shared on social media. Especially in the current situation where short-form video is consumed as the new online mainstream media, more indirect damages were spread online. This study aims to explore the ethical implications based on the information of short-form videos published during 100 days after the tragedy in Itaewon.

Data were driven from 437 short-form videos collected on YouTube for the keywords 'Itaewon' and 'Halloween' from October 29, 2022 to February 5, 2023, 100 days after the incident. After removing non-related videos, researchers conducted a content analysis of the titles and thumbnail images which contain the intent of the publisher as well as genre, and then identified which types of short-form videos generated the most communication activity based on the number of likes and comments as the indicator of viewer reactions to those videos.

What the researchers found was that there were videos that contained claims and fake news which twisted the facts to denigrate the victims and bereaved families were seen as highly communicated videos. And some of these videos were classified as not political genres that could imply elements of controversy, but entertainment and education genres that both have strong consumption purposes.

Short-form video is a highly contagious medium due to the high rate of content consumption from its short playback time. The nature of the medium makes it important to consider ethical values, especially when covering tragic events, as they can have a significant impact on society. However, it can be argued that the ethical standards required for short-form videos are still underdeveloped and need to be discussed for healthy online communication.

## **Key Words**

Big Social Data, New Media Ethics, Online Sociability, Digital health



# **Exploring the role of ethics in Digital Marketing Communication Mix**

## **Authors**

Ms. Lakshmi Raj - CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE, INDIA

Dr. Mallika Sankar - CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE, INDIA

Dr. Jais Merlin Augustine - CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE, INDIA

## **Abstract**

The digital marketing communication mix gains more significance in the post-pandemic era as society focuses more on digital platforms for their social interactions. It includes a combination of website and blog content, email marketing, social media marketing, search engine optimization (SEO), pay-per-click advertising (PPC), influencer marketing, mobile marketing, video marketing, and interactive content such as quizzes or games. Ethics in digital marketing communication practices plays a highly vital role as it is essential to provide transparent details to customers in order to cater to their needs. A bibliometric analysis of the Scopus database on digital marketing showed that the growth of research in the field began in 2014. The study points out that, there is a significant research gap in the area of 'ethics in digital marketing communication practices', despite its widespread implementation, indicating potential for further research. The research aims to provide a broad outline of pertinent studies of ethics in the digital marketing communication mix in a structured and comprehensive way. The study follows an exploratory design using a theory synthesis approach where existing literature on ethics in digital marketing communication practices will be reviewed to achieve conceptual integration across multiple theories. The study also attempts to propose an enhanced view of ethics in digital marketing and how to effectively utilize it to cater to the needs of the customers. The ethical digital marketing communication mix would provide customers with transparent data on tip of their fingers which would help the organizations to maintain a long-term relationship with customers.

## **Key Words**

Ethics, Digital marketing, Communication, Digital marketing communication mix, Transperancy

# Media Ethics in the Digital Age: Deepfakes and Behavioral Intention

## Authors

Dr. Wanqi Li - Cheung Kong School of Journalism and Communication, Shantou University

## Abstract

A deepfake is an artefact generated by an artificial intelligence (AI)-driven tool to create 'fake' content that is convincing enough to pass as an original form of whatever it mimics. This is achieved through generative adversarial networks (GANs), a form of deep learning algorithm. Deepfakes are now hyper-realistic and spread rapidly online, particularly on social media. While deepfake technology can be used for positive purposes, such as filmmaking, education, scene restoration, games, entertainment and healthcare, but it is often deployed amidst conspiracies, rumors, fake news, and misinformation. This influences judgments of individuals and groups, with negative social consequences.

For previous studies, the implications of deepfake have engaged scholars of computer science, information science and law. Computer scientists have focused on technologies and the development of tools to filter disinformation, e.g. UADFV, FaceForensic++ and DeeperForensic. Social scientists have explored deepfake via politics, psychologies, communication, law, policy and society, advocating legislation and regulation, corporate policies and voluntary education and training to combat adverse effects.

Withstanding novelty of deepfakes, little attention has been paid to individuals' intent when they consume deepfakes. Meantime, this persists, despite the use of deepfakes to spread disinformation, targeting politicians, celebrities, and ordinary people. Yet the ways in which individuals consume and share a deepfake may directly affect its societal impact. This matters, since deepfakes may become vehicles for porn and cyber aggression. Understanding deepfake audiences and the ethics of deepfakes will enhance study and understanding of the malicious and benign elements of deepfakes.

Accordingly, this paper examines the relationships between individuals' behavioral intention, ethics of deepfakes, and the impact of deepfakes from the perspective of social science. This study uses the theory of planned behavior (TPB) to analyze data from 605 participants who completed an online questionnaire, providing 582 valid responses. Results show that attitude toward the behavior, and subjective norm, positively influence the individual's behavioral intention regarding deepfakes, whether these are tested separately or with other factors. Personal determinants (age and gender) and the quality of deepfake content are also related to behavioral intention.

Following these quantitative results, this paper will consider the specific consequences and impacts of deepfakes to the society to explore the ethics of it. As we have seen, individuals' behavioral intentions are positively related to their attitudes to deepfakes, to subjective norms and deepfake content. That is, society needs a range of methods to help individuals with lower cognitive skills understand and distinguish negative deepfakes. Improving digital media literacy and

users' information-processing capabilities (via education and training) might be a better way to limit negative deepfakes. This will equip them to consciously resist such videos and, with technological developments, may let positive versions of deepfake technology become the predominant form. Briefly, the unique value of this paper is to investigate the relations between deepfakes and behavioral intention, and in the meantime, helps to guide the development of educational and training strategies to combat the negative effects of deepfakes.

**Key Words**

Deepfakes; Theory of planned behavior; Media ethics; Behavioral intentions; Prevention

# **Moral crusaders dealing with crises on social media: how radicalization is fueled online**

## **Authors**

Prof. Raluca Radu - University of Bucharest

## **Abstract**

More than 60 years ago, Serge Moscovici analyzed the emergence of social representations in French print press (1961) to explain how ideologies shape our definitions for new social realities. Today, access to big data and new research methodologies allow us to verify if social representations are still shaped ideologically, despite numerous warnings about disinformation and misinformation, and to see who are the main actors on the public sphere that use new social realities for strategic purposes.

My research applies concepts linked to the social representations theory to analyze the online discourse on COVID-19 and the war in Ukraine. More specifically, I use several datasets of influential posts on Facebook, in Romanian, at the beginning of the sanitary crisis and of the Ukraine war and at selected subsequent periods, to follow parasocial opinion leaders' discourses about the two crises and to understand how and why their discourses evolved.

The results show that parasocial opinion leaders use social media to build social representations in developing crises, like COVID-19 and the war in Ukraine, to maintain social capital and a reason for being. Both developing crises are used by some opinion leaders to consolidate their status of moral crusaders (Becker, 1963) in an anti-governmental and anti-system discourse, that radicalizes their followers and consolidates their positions.

## **Key Words**

social representations, strategic discourse, Romania, COVID-19, Ukrainian war, Facebook

# Study on the Ethical Responsibility of News Dissemination Entity in the Intelligent Era

## Authors

Dr. Lu Pan - post-doc, School of Social Sciences, Tsinghua University

## Abstract

The rapid development of artificial intelligence technology and its application in the field of journalism has brought the news industry into the intelligent era, leading to an impact on the existing mode of news production and dissemination. The disseminator is the main body that has undergone the most significant structural change in news activities in the intelligent era, and is also the most involved entity, as well as the entity that bears the most ethical responsibility. Therefore, clarifying the ethical responsibility of the disseminator in the intelligent era of journalism is an important topic to discuss in the ethics of intelligent era journalism. This paper mainly discusses the ethical responsibility of the disseminator in the intelligent era of journalism from the perspective of the main body through reflection, logical analysis and explanation, and interdisciplinary research methods. The author believes that the disseminator in the intelligent era of journalism can be divided into: professional disseminators, non-professional disseminators, implementing entities, and leading entities. Within the disseminator, the core of the ethical relationship is the judgment of responsibility, which is the core reason for the contradictions between the disseminators.

The disseminator is a composite entity made up of many practitioners, and higher-level entities require the realization of benefits as well as the assumption of responsibility; implementing entities communicate with programs and computers on behalf of all, but do not have more autonomy; professional disseminators are aware of their responsibilities but cannot always obtain first-hand information; non-professional disseminators are numerous and widespread, but lack professional concepts. They overlap and jointly produce, disseminate and weave a widespread and dense information network in the news world. People can obtain the latest news anytime and anywhere, and learn about news that may happen in a remote corner thousands of kilometers away. However, all entities are inevitably faced with ethical issues, and it is necessary to clarify their ethical responsibilities.

As the most important ethical responsibility entity in the news dissemination activities in the intelligent era, the disseminating entity should clearly delineate internal responsibilities based on the foundation of upholding social responsibility and professional core responsibility quality. However, the responsibility evasion caused by the "platform + X" model of responsibility evasion and the immunity statements result in difficulties in determining the internal responsibilities of the disseminating entity. Therefore, in order to clarify the ethical responsibilities of the disseminating entity, it is necessary to abide by the principles of behavioral responsibility, causative responsibility, leadership responsibility, and shared responsibility, and to fully consider the situations where individual survival and professional ethics conflict. On this basis, it can be managed by higher-level

entities in an integrated manner to achieve clarity of internal responsibilities within the disseminating entity.

**Key Words**

Intelligent Era, Dissemination Entity, Ethical Responsibility, Responsibility Quality

# Discurso y credibilidad en los procesos de verificación de hechos

## Authors

Dr. Carolina Arrieta-Castillo - Universidad a Distancia de Madrid

## Abstract

La creciente preocupación por el fenómeno de la desinformación ha encontrado en las plataformas de verificación de hechos a agentes capaces de recuperar la credibilidad de la ciudadanía en la actividad periodística. Para que la imprescindible acción de estas plataformas sea efectiva, no obstante, la ciudadanía debe confiar en ellas. Gran parte de su credibilidad dependerá de la transparencia, la claridad y el compromiso con los hechos factuales con los que los verificadores actúen.

En este sentido, los verificadores que verifican también son escrutados ellos mismos por agencias internacionales como la International Fact Checking Network (2015-2023). Siguen un código de principios basado en la imparcialidad, la equidad, la transparencia y el compromiso con la verdad (Verificat, 2022), de lo contrario, correrían el riesgo de perder credibilidad y verse deslegitimados ante el público.

Hay decisiones relacionadas con el plano discursivo que pueden sembrar dudas sobre la imparcialidad y transparencia de los *fact-checkers* y empañar su credibilidad. Se trata de cuestiones que atañen a aquello que se verifica y cómo se verifica. Todos ellos son puntos ciegos, dilemas y desafíos que deben ser tenidos en cuenta en la filosofía que ampara la acción de los verificadores. Los estudios críticos del discurso (Wodak & Meyer, 2003) aplicados al periodismo de verificación pueden ofrecer claves para afrontar los retos a los que estos nuevos agentes mediáticos se enfrentan.

En este estudio se revisan los procesos de selección y clasificación de las verificaciones a la luz de los estudios críticos del discurso. El objetivo es exponer las problemáticas del proceso de verificación y sus posibles vías de solución, y contribuir, así, al fortalecimiento de la función democrática que cumplen estas plataformas.

## Key Words

Desinformación, discurso, factualidad, periodismo digital, verificación de hechos.

# **The presentation and representation of Family space by TV Media : Research on narrative ethics of the “family of origin” in Chinese family dramas since 2000**

## **Authors**

Mr. Weihu Zhong - Communication University of China

Ms. Yining Chen - Communication University of China

## **Abstract**

In recent years, family drama series about “family of origin” have become popular in China. For example, *All is Well* (2019) with almost 10 billion viewers, *I Will Find You a Better Home* (2020) with nearly 7.8 billion viewers, and *A Lifelong Journey* (2022) with about 4.2 billion viewers. Their narratives of the “family of origin” led to heated and even radical discussions on the internet about intergenerational communication, education, and ethics, which indicates the necessity for research on the narrative ethics of family drama.

This work uses case studies, critical discourse analysis, and semiotics as research methods. Based on the theory of “The production of space” (Henri, 1991), 10 family dramas with the highest ratings in China since 2000 were selected as research samples, aiming to study the narrative ethics of Chinese family dramas in the evolution of the “family of origin” story. The findings are mainly in the following areas which include narrative evolution, the transformation of the female image, the shaping of the image space, and ideological changes.

The research reveals that the evolution of “family of origin” narratives has roughly experienced three stages. In the early phase, it served as a potential narrative element to pursue a happy and harmony ending. Around 2019, traumatic narration became popular, presenting the symptoms of the protagonists, especially the female protagonists. The narratives try to use some visual symbols of the protagonist’s pathos, depression, and self-denial to reflect on traditional family ethical relations. In recent two years, family dramas focused on searching for a comfortable life in reconciliation with the “family of origin”, and tried to present reflections on family ethics under the current social condition. Firstly, this change reflects a profound shift in Chinese social ethics, represented by the changes in the image of women. Female characters have changed from being submissive to their families under traditional ethical culture to being rebellious and thoughtful, which has become a symbolic metaphor for modern women's awakening consciousness.

Furthermore, the changes in the female image reflect the deconstruction and reconstruction of domestic spatial order. It shows that from the early 'physical places' where individuals sought warm and sustained relationships, to the 'spiritual places' where they reflected on the traumatic narration of their “family of origin” and intergenerational interactions, and further to the 'social places' where family space interacted with the social developments. Finally, the ideological issue behind the changes in narrative ethics and spatial order is the impact and transformation of the Chinese culture of "Harmony", which symbolizes the traditional Chinese family ethics.

In conclusion, China begins to reflect on the traditional family ethical order and moral values through modern ideas such as gender equality and the liberation of individuality in family dramas.



**Key Words**

Narrative Ethics, Family of Origin, Family Drama, Space

# **Towards a sociology of journalistic ethics: A praxeological view from small-town India**

## **Authors**

Dr. Nimmagadda Bhargav - Manipal Institute of Communication, Manipal Academy of Higher Education, Manipal

## **Abstract**

Drawing from ethnographic work carried out on stringers or part-time correspondents in the Telugu-speaking states of South India, this paper puts forward a praxeological approach to understanding ethics and norms in the journalistic field.

While a vast body of literature is extant on ethical concerns from perspectives ranging from political economy to democratic pluralism, there is a striking and strange absence of sociological analysis on the topic in the Indian context. This absence is noted after decade-long research (Author, 2023) on the precarious nature of newswork and marginalities in small-town India from the framework of Bourdieusian field theory for media studies. The empirical research involved ethnographic observations, interviews and interactions with stringers, reporters, editorial persons, and members of journalists' unions, along with an archival study of reports of Press Commissions, various Wage Board Committees, and the Press Council of India (2022) norms of journalists conduct.

By presenting people, social spaces, everyday media rituals, and 'gift exchanges' in the sites of research through emic accounts and utterances, the present paper attempts to highlight the widening gap between the universalist ethics discourse based on 'principles' and functional ethics based on 'practices' that get operationalised in the field.

Firstly, this paper argues that any attempt to achieve a collective code of conduct for journalists must take into account the economic, cultural, and social (especially caste and gender) forces that are in operation in the heteronomous field of journalism. Secondly, it suggests the need for meso-level understanding of the journalistic field, as opposed to either macro or micro-level approaches, especially in a culturally diverse, communally sensitive, and popular right-wing ruled country. Thirdly, the paper stresses the need for media sociologists to conduct immersive fieldwork to theorise ethics in journalism and society.

## **Key Words**

Bourdieu, ethics, ethnography, field theory, media sociology, practices, stringers

# You Can Never Close the Door: Media domestication and Reconnection in China

## Authors

Ms. Xinyue Zhang - School of Journalism and Communication, Xiamen University

## Abstract

Concerning health, concentration, freedom, and sustainability, media disconnection has increasingly become a strategy for people to adjust their relationship with the media. However, reconnection has become a common phenomenon, which means that people give up their intention of media disconnection and re-establishes the connection with media.

From the perspective of domestication theory, existing studies on media disconnection mainly show the complex and dynamic reverse domestication process by analyzing people's disconnection intentions and strategies. On the one hand, these studies tend to treat the western practical experience as general discovery, but rarely put it into specific social and cultural situations. On the other hand, the existing studies mainly focused on disconnection behavior and ignore the reconnection after disconnection.

China's unique social and cultural environment can be an important scene to expand domestication theory research. Unlike western countries that emphasize individual independence and have a long tradition of media resistance. the Chinese attach importance to the relationship between people, and their values and codes of conduct are deeply affected by collectivity. Thus, we can regard the media disconnection in the Chinese context as a special domestication phenomenon and explore the dynamic influence mechanism of social culture on the process of domestication and reverse domestication.

Using technology domestication theory as the analytical framework, this study conducted in-depth interviews and participatory observation to investigate the characteristic and failure reasons for disconnection on the Chinese social platform "WeChat".

The research finds that: (1) In China, Media reconnection is the result of personal needs and external pressures. The etiquette, moral discipline, and organization norms formed under the Chinese social structure and cultural background may hinder people's disconnection practice. In the relationship between superiors and subordinates under the power structure of China, the superiors will ask their subordinate to reconnect with the media, while the subordinates need to passively adjust their behavior to meet the expectations of their social roles. This phenomenon is more obvious in China's public institutions, government departments, and other places with strong collective culture. (2) From the perspective of domestication theory, media domestication is a process of two-way negotiation between technology and people. Under the background of Chinese Confucian culture and Marxist culture with Chinese characteristics, technology has produced a "controlling force" on individuals, and collectives use technology to discipline individual media behavior. Media domestication is no longer a people's own choice, but also a

forced action based on social pressure. In the process of domestication, media technology has been endowed with more collective social interaction significance and social value, making it indispensable.

This paper seeks to provide a new perspective for research on media disconnection in the field of media contact and usage behavior. It expands the application of domestication theory to the Chinese context and discusses the relationship among domestication, social cultural, and moral core in the disconnection process. It provides a reference for understanding the reason for media reconnection in China.

**Key Words**

media domestication; disconnection; Reconnection; China

# Sustainability in the Media Industry: An Exploratory Study

## Authors

Ms. Elisa Adam - IU International University

Dr. Sylvia Chan-Olmsted - University of Florida

Prof. Lisa-Charlotte Wolter - IU International University

## Abstract

### Relevancy / Background

Media companies today are subject to market constraints that involves different consumer expectations to be met: delivering valuable and gratifying *content* and delivering on *sustainability*. Indeed, the increasing importance of sustainability among (media) consumers has impacts on editorial content, particularly news. Media outlets are undergoing a transition from communicating sustainability to incorporating sustainability strategically (Berglez et al., 2017; Bachmann & Ingenhoff, 2017; Painter-Morland & Deslandes, 2017). General sustainability approaches are often be applied, but they do not reflect the relevant social role of media outlets in terms of sustainability. Despite claims for expanding sustainability endeavors by social and content aspects (Maxwell & Miller, 2017), many media outlets still tend to treat content as their business core separate from sustainability. As media accountability requires conveying information in a responsible way with regards to recipients, content and sources, media outlets that strive for media viability will have to reconcile the different aspects of sustainability (ecological, social, and economic) (Bachmann & Ingenhoff, 2017).

Against this background, this study seeks to explore news media companies' sustainability activities and strategies from different perspectives (business side and producer side) with the following research questions:

- What are current practices/strategies of sustainability within the (news) media industry?
- What are perceived benefits and challenges of incorporating sustainability as a (news) media company and content producer?
- How can the different aspects of sustainability be reconciled by media outlets to ensure media viability?

### Method

In a two-country study (Germany and US), interviews will be conducted with various media practitioners (e.g., media producers, content producers, media agencies, advertising brands) in semi-structured form and address the following issues of interest:

- As for media sustainability overall:
  - How might sustainability be related to media (planning) and to marketing in and what does that imply for the news media industry?

- What does sustainability mean from the perspective of media companies and journalists?
- How can the company / the practitioner contribute to sustainability in terms of environment, economic, social aspects and good, quality journalism?
- As for corporate sustainability:
  - How can sustainability be aligned with company goals?
- How can sustainability become a differentiation point for the company?
- What are benefits and challenges of corporate media sustainability?

Results will be analyzed using qualitative content analysis.

### **Contribution**

This study is one of the first to approach the issue of media sustainability from a holistic (not purely ecological) perspective by bridging the gap between views and interests of the economic side of news media companies and the practical side of ethical / sustainable journalism. Insights from both sides of news media agents (media producers vs. content producers) will inform companies in their efforts to develop strategies for a sustainable (news) media company so as to collaboratively contribute to a more sustainable (news) media industry.

**Acknowledgements:** This research is conducted in cooperation with and funded by Mediaplus and Mediascale.

### **Key Words**

*media sustainability, sustainable media, sustainable news media industry, sustainable journalism*

# Algorithmic Games in the Age of Artificial Intelligence: Technology and Ethics

## Authors

Ms. TAO TINGTING - School of Media and Communication, Shanghai Jiao Tong University

## Abstract

Our work is the result of the combination of Algorithmic game theory and communication studies, aiming to analyse the impact of Algorithmic game theory on social network communication and the algorithmic ethics behind it.

Game theory is a branch of mathematics devoted to studying interaction among rational and self-interested agents. and it can be used to understand under what circumstances rational agents reach an equilibrium. With the rise of social networks, Game theory provides a good starting point for computer scientists to understand selfish rational behavior of many agents. The resulting research area, fusing a computational approach with game theoretic models, has come to be called algorithmic game theory.

Our work, starting from Algorithmic game theory, studies how algorithms, are applied to analyze, control, and efficiently design communication on social networks. The social network can be interpreted as a game environment, in which everyone is pursuing the maximization of individual interests, and finally reach a relative equilibrium. The social network structure can be interpreted as an equilibrium of this game. In this dynamic process , algorithms play a decisive role, because algorithms Methods from game theory have been proven to be a powerful tool in order to find the equilibrium, thereby affecting the propagation behavior of rational agents in mechanisms.

Algorithmic game theory plays a decisive role in the study of communication networks.

With the development of artificial intelligence, Algorithmic game theory has received considerable recent study. In the era of artificial intelligence, the private data of rational participants can be collected and analyzed, then, by designing algorithms, direct the self-interested agents to achieve the goal of the mechanism designer. Thus, we can see that algorithm play a vital role in social network communication. It is not only used to design mechanisms to manage communication on social networks, but even affects the reshaping of the real world.

Advances in algorithmic technology have therefore brought ethical issues. Ethics, Accountability and Transparency of Algorithms in the Artificial Intelligence (AI) Era. As our lives become more and more dependent on algorithms, one of the major digital societal challenges that our society and economy have faced in the digital transformation process has to do with personal data and respect for privacy. In the algorithm recommendation system, does the collection of user information violate personal privacy? Can an individual's communication behavior be "manipulated" by an algorithm? Can people's decisions be completely delivered to the algorithm, and is there a problem of "algorithm out of control"? As artificial intelligence explodes across all sectors, the question of the ethics of algorithms is even more relevant today.

## Key Words

Algorithmic Game, Social Networks, Artificial Intelligence, Technology, Ethics

# Adolescents' Privacy Concerns and Privacy Boundary Management Behaviors in Social Networks

## Authors

Ms. Shanru Chen - Beijing University of Posts and Telecommunications

Prof. pei huang - Beijing university of Posts and Telecommunication

## Abstract

- **Introduction**

### Research Topic

The issue of "privacy" in adolescent development includes not only what is private and the need to establish personal boundaries, but also a range of specific interaction activities (Wang Xin, 2016). Studies have found that although older minors are more concerned about privacy with the growth of age (Steijn W et al., 2016), they disclose more personal information online (Lenhart A & Madden M, 2007). In light of this, it is crucial to explore the privacy concerns and behaviors of adolescents in social networks, especially their privacy boundary management behaviors.

### Theoretical framework

Communication Privacy Management (CPM) is a strong interpretation of boundary management at the interpersonal interaction scale (Li Pengxiang & Wu Yang, 2022). The theory emphasizes the management of privacy boundaries in a negotiated way (Sandra Petronio, 2002), which includes three aspects: boundary connection, boundary penetration, and boundary ownership, which correspond to the questions of "to whom", "what", and "how to control" (Li Weijia & Hang Min, 2019).

### Research Questions

This study plans to answer the following two research questions in the context of Communication Privacy Management theory:

***Q1: What are the privacy concerns of adolescents?***

***Q2: What are the privacy boundary management behaviors of adolescents on social networks?***

- **Methods**

### Research Methodology

This study mainly adopts a semi-structured interview method and selects the research subjects based on snowball sampling. Different from the content of users' behavioral intention defined in advance by researchers in questionnaire survey (Wang Xuefen & Zhao Yuxiang, 2015), this study will combine the results of pre-test and questionnaire items to summarize the privacy concerns and privacy boundary management in social networking scenarios before conducting the subsequent study.



## **Interview Thinking**

Privacy concern can be understood as various feelings about privacy environment, privacy state and privacy behavior, which is a multidimensional risk perception, and can be subdivided into four aspects: privacy perception concern, privacy violation concern, privacy management concern and privacy protection concern (Situ Lingyun et al., 2022).

The CPM theory mentions three rules for managing privacy boundaries, and from this theory, some scholars have pointed out that privacy boundary management can be divided into three parts: privacy expression control, interpersonal relationship control, and privacy information control (Yuan Xiangling & Niu Jing, 2020).

Taking these as inspiration, this study will expand the topic setting of privacy concerns and privacy boundary management behaviors.

- **Results**

### **Describing Privacy**

Adolescents describe the definition of privacy in relation to the actual carriers of privacy information around them, using themselves as the compartmentalizing subject and others as the compartmentalizing object.

### **Privacy Concerns**

Adolescents have a high level of privacy awareness concerns and privacy violation concerns, but a low level of privacy management concerns and privacy protection concerns.

### **Privacy Behaviors**

In social networks, adolescents tend to maintain and extend real interpersonal relationships as a way to manage boundary connections. They also have the phenomenon of privacy paradox, but they will reveal information according to the attributes of the platform to master privacy boundaries, and will adjust privacy information permissions in various ways.

### **Key Words**

Adolescent Privacy ; Privacy Concern ; Privacy Boundary Management

# **Facing power: understanding everyday practices of internships in the Chinese public relations industry**

## **Authors**

Ms. Ziyi Ding - BNU-HKBU United International College

Ms. Zifei An - BNU-HKBU United International College

Ms. Luna Peng - BNU-HKBU United International College

Mr. Liming Liu - BNU-HKBU United International College

## **Abstract**

Under the situation of intense employment rivals in China, undergraduates stepping into internships at a younger age becomes a prevalent trend. Taking an internship has generally transformed from a voluntary choice to a seemingly mandatory mission, while the embedded asymmetric power relations are gradually salient. Although the public relations (PR) industry is flourishing with increasing interns pouring in as the workforce, little research attention has been given to the discussion about internships in the Chinese PR industry. Therefore, to fill this gap, this study aims to explore interns' everyday practices and how they are experiencing unequal power relations in the context of the Chinese PR industry, and power theory from the Foucauldian approach is applied to make further analysis. The following research questions are then generated: 1) how is the internship experience constructed through power relations in the Chinese PR industry? 2) what are the types of power relations they faced and felt in their everyday internship work? 3) how interns are socialized during their internship, and further discursively constructed the perception of the Chinese PR industry?

In-depth interviews were conducted with 20 Chinese PR interns at the university level to elaborate their views on the diverse power relations associated with interns within the Chinese PR industry in general and to portray their own intern experiences. By employing critical discourse analysis (CDA) at the methodological level to demystify the power relations behind interns, findings reveal the institutionalized inequalities on salary, bonus, and exclusion, as well as interns' dual-unequal interpersonal relationships with leaders and clients. The negative perceptions of the Chinese PR industry are severely discursively constructed during their interviews.

Furthermore, this study not only indicates the socialization pathway of interns in the contemporary Chinese PR industry, but also affects the choice of their future profession. The outcomes of the research shed light on the gap between interns and unequal power relations in PR research and provide fresh insights to reflect on the current PR education, industry professions, and internship systems in both Chinese and global contexts. Possible consequences for practitioners and the profession are discussed.

## **Key Words**

Public relations, power relations, internship, socialization, China, undergraduate, inequality,

# **Ethical Challenges of Emerging Adults Moving into Media Industries**

## **Authors**

Dr. David Craig - University of Oklahoma

Dr. Patrick Plaisance - The Pennsylvania State University

Dr. Erin Schauster - University of Colorado

Dr. Chris Roberts - the University of Alabama

Dr. Katie Place - Quinnipiac University

Ms. Lana Medina - The Pennsylvania State University

Ms. Casey Yetter - University of Oklahoma

Mr. Chris Vardeman - Towson State University

## **Abstract**

This study – part of a dual-method, longitudinal project tracking the development and moral psychology of emerging adults from college graduation to work in media – examines patterns in how the next generation of media professionals articulates responses to ethical challenges and how they negotiate tensions between their dispositions and professional expectations.

The longitudinal project began tracking more than 150 graduates of six journalism and communication programs in the United States who graduated between 2017 and 2019. The current study focuses on excerpts from structured interviews conducted with participants during 2020, the second round of data collection – at least one year after the initial post-graduate interviews. Qualitative life-story interviews followed the format developed by Dan McAdams and colleagues (2012), which enables the examination of moral identity and psychological orientations through narrative accounts. Study group researchers used an iterative coding process to first identify substantive “ethical challenge” question responses and then patterns through a thematic analysis approach. The large majority of responses fell into one of eight categories: 1) Conflict of Interest (sub-categories: a) socializing, b) partisan symbols, c) benefits), 2) Transparency/Honesty (sub-categories: a) values-based, b) consequences-based, c) witness), 3) Autonomous Agency (sub category: corporate/organizational pressure), 4) Justice/Fairness, 5) Harm/Harassment (sub-categories: a) physical harm, 2) harm to reputation, 3) psychological harm, and 4) social harm), 6) Privacy, 7) Ethical cues and modeling (sub-categories: a) in-group loyalty, b) behavior cue), and 8) Professional norms and expectations.

These categories reflect the range of types of ethical concerns emphasized in media ethics scholarship and textbooks. They also are addressed either explicitly or implicitly in industry standards of conduct and ethics codes adopted by various media sectors, including journalism, marketing, and public relations.

This research indicates that ethical challenges are multi-layered, and uncovers how participants articulate ethical challenges in the form of questioning rather than through declarative statements or assertions of righteousness. Through their recounting, many participants seem to be involved in a continuing, self-reflexive deliberation. This framing echoes the ongoing formation of value systems and character development documented in the work of Bebeau and Monson (2012) and Chen (2015). Participants also expressed questions of self-identity, such as articulating what kind of person the participant wants to be; this implies a process of virtue internalization and a developing sensitivity to ethical questions.

## References

- Arnett, J. J. (2015). *Emerging adulthood: The winding road from the late teens through the twenties*. New York: Oxford University Press.
- Bebeau, M. J., & Monson, V. E. (2012). Professional Identity Formation and Transformation Across the Life Span. *Learning Trajectories, Innovation and Identity for Professional Development*, A. Mc Kee & M. Eraut (Eds.), 135-163. Dordrecht, The Netherlands: Springer.
- Chen, Y. (2015). A situationist lesson for character education: Re-conceptualising the inculcation of virtues by converting local virtues to more global ones. *Journal of Philosophy of Education*, 49, 3, 399-417.
- McAdams, D. P. (2012). Exploring psychological themes through life narrative accounts. In J. A. Holstein & J. F. Gubrium (Eds.), *Varieties of narrative analysis*, 15-32. Los Angeles: Sage.

## Key Words

Media Ethics, Moral Identity, Emerging Adults, Professionalism

# **Model Construction and Empirical Evidence on the Influence of User Privacy Disclosure Behavior on Online Shopping Platforms**

## **Authors**

Ms. Jiaqiao Ma - School of Media and Communication, Shenzhen University

Ms. Haowen Xu - School of Media and Communication, Shenzhen University

Dr. Ying Li - School of Media and Communication, Shenzhen University

## **Abstract**

With the digitisation of information and communication, personalised product recommendations based on big data algorithms have become commonplace in various online shopping platforms. Users are subject to different levels of information monitoring and privacy prying during the browsing and shopping process using the platforms, and will make different personal choices in terms of privacy disclosure behaviour depending on their perceived value, personal will, etc. The study will use two dimensions, perceived benefits and perceived risks, as individual antecedents to weigh the perceived value of consumers. In combination with Planned Behavior (AJZEN I, 1991), consumers develop personal behavioural attitudes, subjective norms and perceived behavioural controls, which in turn lead to different coping behaviours. In the Internet environment with high uncertainty and the characteristics of the online shopping platform, trust, as an important factor in social relationships, plays a role in users' perception and formation of behavioural attitudes, and according to Coping Behavior (Hao Lei, Choo Mui, 2018), consumer coping behaviour is divided into problem-focused Coping Behavior and emotional-focused coping Behavior, thus constructing a relational model of the influence of users' privacy disclosure behaviour in online shopping platforms. Based on the valid questionnaires obtained, the proposed hypotheses were tested using SPSS and AMOS. It was found that perceived benefits positively influenced users' behavioural attitudes, subjective norms, and perceived risks negatively and significantly influenced users' perceived behavioural controls, i.e. users' overall perceived value and underlying beliefs played a significant role in Trust plays a moderating role in the path from perceived benefits to behavioral attitudes, and users' behavioral attitudes and perceived behavioral controls have a significant impact on users'. The results of the study provide a basis for the development of the Internet in the era of big data. The results of the study provide implications for the governance of user data privacy on online shopping platforms in the era of big data. It is necessary to enhance data transparency and regulate the use of user information, pay more attention to users' perceived values and basic beliefs, and build a good platform connection and emotional communication with users.

## **Key Words**

Privacy Disclosure, Privacy in the era of big data, Online Shopping, Planned Behavior

## **Finding common ground: The role of communication in transformation in higher education**

### **Authors**

Prof. Ylva Rodny-Gumede - University of Johannesburg

Prof. Colin Chasi - University of the Free State

### **Abstract**

To date there has been no articulation of the role played by the discipline of communication studies in transformation and decolonisation of higher education. The quest for transformation of higher education – to end colonial legacies, requires recognition that all human cultural activity involves communicative enactment of common grounds and norms on which people construe and act out proximations of the good, safe and desirable. Transformed education stand in contrast to narratives and practices that wrongfully take the ‘different or strange’ to be bad, evil, deviant, harmful or dangerous. Especially where gross differences or strangeness are visible or foregrounded by feelings of being threatened by ‘out-groups’, the reaction is often towards what communication accommodation theory calls divergence (Gallois and Callan, 1991: 264). However, separating people into ‘in’ and ‘out’ groups is not what distinguishes colonial and apartheid societies from others. Instead, apartheid is misanthropic in the ways it paradigmatically attacks what Tomasello (2010) has called the uniquely human capacity for altruism, i.e. the basis for how humans are uniquely informative, sharing and giving in ways that allow unique human communication and culture. Thus, albeit pejoratively, in everyday situations one hears agreement that anything that diminishes a person’s ability to demonstrate altruism, culture or communication is an attack on the afflicted individual’s humanity.

In attacking the possibility for human communication and culture, colonialism attacks the fundamental possibilities that shape the form and function of education and the university – this importantly explains why colonialism and apartheid are antithetical to excellence in education. Thus, the project of transforming higher education by ending the legacies of colonialism and apartheid is quite simply indispensable to any endeavor to achieve education that is not misconstrued as miss-education or not ‘fit for purpose’.

This paper will explore the communicative enactment of common grounds and norms required to achieve decolonised education.

### **Key Words**

Communication, Transformation, Higher education, Humanity, Decolonisation, Altruism

## **Los ejes semánticos entre lo público y lo privado. Análisis de la serie Intimidación.**

### **Authors**

Dr. María de Lourdes López Gutiérrez - UNIVERSIDAD PANAMERICANA

### **Abstract**

Intimidad (Netflix, 2020) es una serie española que narra el caso de Malen Zubiri, una mujer política, que aspira a la candidatura a una alcaldía, cuya intimidad es violada al publicarse un video de contenido erótico. El juicio moral y social a Malen, que invade también su entorno personal, le hace entrar en una lucha en la que se encontrará con mujeres en situación similar: violación a la privacidad, culpabilización de las víctimas, acoso y la búsqueda de justicia en medio de la descalificación.

La trama parte de un hecho que rompe la línea entre la vida pública y la privada de una funcionaria, lo cual tiene un impacto en su vida personal y en su carrera política.

Este trabajo es un análisis de la serie a la luz de los principios de la ética de los medios en el tratamiento de los asuntos privados, en especial al tratarse de personajes públicos.

El marco teórico se construye a partir de la normativa universal, desde la Declaración de los Derechos Humanos (ONU, 1948) que tutelan la libertad de expresión y el derecho a la información, los cuales amparan el hacer informativo pero que, al implementarse en la práctica, resultan lo suficientemente porosos como para que existan casos de invasión a la privacidad que trascienden con mucho al hecho informativo.

La ética de los medios contempla autores como Javiera Aguirre Romero, Clifford Christians, George Cheney y otros, que abonan al entendimiento de la actuación ética de los medios como condición para la salvaguarda de los Derechos Humanos y la dignidad de la persona y como principio básico de sociabilidad.

La metodología de análisis se sustenta en la identificación de los ejes semánticos de los personajes, es decir, los pares opuestos que tensan la acción del personaje. La dicotomía más clara suele ser el bien y el mal, lo correcto y lo incorrecto. En la serie, los ejes se establecen en la esfera personal y pública y brindan un esquema de interpretación que permite el abordaje del personaje como persona y como actante, y que articula recursos narrativos que van desde los diálogos hasta la composición icónica.

Los hallazgos apuntan a un ejercicio poco ético de la comunicación, pero normalizado en la vida pública y la política, en la que la estrategia para la lucha electoral parece aceptar todo tipo de prácticas. El impacto en la vida personal es una de las vertientes del análisis. El espectáculo mediático de la publicación de la vida privada de los personajes resulta rentable y se apuntala en la falta de visión de género, asunto presente a manera de bajo continuo en la serie.

### **Key Words**

ética, medios de comunicación, esfera pública, esfera privada

# Media accountability e transparência jornalística nos portais brasileiros da Agência Pública e The Intercept Brasil

## Authors

Ms. Kalianny Bezerra de Medeiros - Universidade Federal de Santa Catarina Brasil

Prof. Rogério Christofolletti - Universidade Federal de Santa Catarina Brasil

## Abstract

Uma iniciativa de media accountability pode ser definida, segundo Bertrand (2000, p. 107), como “qualquer meio não estatal de tornar a mídia responsável perante o público”. É com esse conceito em mente em que apontamos a transparência jornalística como um instrumento que pode contribuir para a prestação de contas da mídia. Antes, destacamos que ela tanto pode estar inserida dentro das dimensões da accountability, como também pode se sobrepor parcialmente a ela (Bastian, 2019; Fengler, 2019).

Nesta pesquisa, analisamos os portais dos veículos de notícia brasileiros *Agência Pública* (AP) e *The Intercept Brasil* (TIB) no que diz respeito à transparência dos seus aspectos editoriais. A Pública se caracteriza como uma agência de jornalismo investigativo - inspirada no modelo da redação norte-americana ProPublica - que atua, desde sua fundação em 2011, apenas no meio digital. O The Intercept Brasil também está presente somente no online e iniciou suas atividades no país com o objetivo de cobrir o caso de impeachment da presidente Dilma Rousseff, em 2016. Antes, o Intercept já atuava nos Estados Unidos, onde foi criado pelos jornalistas Glenn Greenwald, Laura Poitras e Jeremy Scahill, em 2014.

Os dois veículos têm perfis similares em termos de atuação, ambos se distanciam da proposta de realizar cobertura *hard news*, se dedicando a investigar pautas que exigem maior tempo de apuração e aprofundamento das informações, não havendo, assim, uma periodicidade na divulgação das reportagens. Optamos por escolher os veículos por seu desempenho na cobertura de temáticas que, via de regra, estão ausentes na mídia tradicional brasileira, e por destacarem a transparência como um importante valor na forma como conduzem sua atuação.

Transparência jornalística, segundo Vos e Craft (2016), pode ser considerada um sinônimo para “abertura”. Esse é um primeiro caminho para compreender esse fenômeno, mas, por seu caráter complexo, acreditamos que não é o suficiente para apreendê-lo. Optamos por enxergar a transparência enquanto uma estratégia adotada por veículos de imprensa (Karlsson, 2020; Chadha; Koliska, 2015), já que a prática jornalística passa por escolhas, e, dependendo do cenário em que se encontra o veículo de imprensa, nem sempre será possível aplicá-la.

Para conseguir identificar os elementos de transparência presentes nesses dois portais, utilizaremos os indicadores da 1ª dimensão da ferramenta analítica proposta por Mauri-Rios *et al.* (2021). Os autores apontam que a transparência, juntamente da autorregulação e a participação dos usuários, consiste em uma dimensão da prestação de contas midiática. Concordamos com os



autores, mas precisamos destacar que a transparência jornalística ultrapassa a divulgação das informações das organizações noticiosas, também está inserida nos processos, métodos e decisões dessa prática, diz respeito ao espaço em que ela é trazida à tona, aos atores envolvidos nesse processo, a instruções para como deve ser utilizada, a forma como ela é apresentada e também aos efeitos que produz (Karlsson, 2020).

Esta consiste em uma primeira incursão em torno do entendimento do uso da transparência jornalística por parte desses veículos e, por isso, nos deteremos apenas a analisar os aspectos pertinentes à divulgação das informações corporativas (princípios e valores, estrutura organizacional, por exemplo) e de princípios editoriais. A dimensão de transparência, proposta na ferramenta analítica de Mauri-Rios et al (2021, p. 7), divide-se em observar se há em portais de notícias a existência das características: blogs da redação, espaço com informações corporativas e ferramentas de transparência diversas ligadas a sugestões para produção de notícias, vídeos explicativos, entre outros. Para a catalogação dos dados, reuniremos as informações dos sites de AP e TIB em um arquivo de excel, separadas em pastas, com o detalhamento das informações encontradas.

A proposta também permite comparar os dois veículos de notícias. A partir de uma primeira observação, é possível apontar que os dois veículos apresentam elementos importantes de media accountability, no que se refere à dimensão transparência, como uma apresentação da sua história, contato, nome e pequeno currículo dos profissionais que atuam nas redações.

Segundo Christofolletti, Paul e Becker (2021, 93) a transparência jornalística pode ser considerada um fenômeno “dinâmico, errático, multiforme e multifatorial”. Observar a forma como a transparência está sendo apropriada dentro de AP e TIB ajuda a entender, portanto, a realidade em que a atuação jornalística independente se situa, em especial num momento de mudanças constantes, crises e desconfianças em torno dessa prática.

### **Key Words**

Media accountability, transparência jornalística, jornalismo independente

# **The Production, Characteristics and Mechanism of Virtual Gossip and Group Prejudice -An Empirical Study based on the Text of Video Comments under the Tag of “Rural Influencer” on Tik Tok**

## **Authors**

Mr. Peng Liu - Communication University of China

Ms. Jiayi Li - Communication University of China

## **Abstract**

Recently, the group of “rural influencer(*Wanghong*)” has become popular on social media, receiving attention from users widely. Users can create a “sense of presence” through likes, comments, etc. to connect with this group. However, due to complex factors such as the uneven media literacy of individual users and the social reality of China’s urban-rural disconnection, a comprehensive cognition of the “rural influencer” hasn’t been established. Therefore, when users are confronted with the absence of cognition towards this group, comments featured of gossip occurred gradually in the community under the tag of “rural influencer”. This interpersonal communication in digital spaces reveals an inaccurate “difference sensitivity”, resulting in more serious ethical misconduct such as group bias and even discrimination, stigmatization, etc., thereby disrupting the healthy communication ecology in social media.

This study focus on digital gossip on social media platforms. In cyberspace, users tend to seek out contact with unknown others to build relations with them, whether friendly or antagonistic, and thus form or join a community and draw boundaries with others. Virtual and actual forms of social, moral and cultural life mutually influence each other. Moreover, the apparent exclusivity of gossip directs the specific target of the conversation more towards the “marginalized” groups in the social network, who has “been talked”. To be the target of conversation means to be “othered”, at a risk of having one’s identity defined and solidified by stereotypes or even prejudices.

Early studies ignored the causal and dynamic links between gossip and intergroup prejudice in cyberspace. Although the importance of gossip in social virtual spaces has been emphasized, existed studies confine to gossip or blogs about celebrities and didn’t refer to digital gossip related to marginalized groups such as “rural influencer”.

Therefore, we used python to statistic and analysis 3,037 comments on all short videos with the tag “rural influencer” posted on China’s largest short video platform Tik Tok and supplemented the data with in-depth interviews. Research questions: How do gossip as comments express meaning? How do the characteristics and patterns of gossip communication relate to prejudice and, furthermore, to moral misconduct?

## Findings:

1. (Generation)The semantic table contains ten categories including “insulting, afraid, ironic, indifferent, ridiculing, sighing, backup, interested, teasing, others”, and we have explicit negative gossip accounts for 41% of total comments currently.
2. (Characteristics)Negative gossip often closely related to the video content, creating an aggregation effect while other gossip are opposite.
3. (Mechanisms)Among different rating of comments, an obvious “compromise” and “exclusion” in sentiment attitude emerged between the meta-comment and follow-up comments. If the meta-comment has a positive sentiment, there is a high probability that the follower’s attitude will turn to the opposite, and this probability is significantly higher than those has a negative sentiment (79.73%>48.62%). In fact, in the in-depth interviews, we also verified that the transfer for attitude recurrence was more pronounced. The “compromise” and “exclusion” is influenced by the sentiment judgment of the meta-comment(57.77%), the total number of follow-up comments(5.96%), the number of positive follow-up comments(19.04%) and the number of negative follow-up comments(17.23%).

## Key Words

Digital gossip, interpersonal communication, social media, ethics of communication

# Question éthiques du journalisme engagé

## Authors

Prof. Carlos Camponez - Universidade de Coimbra

## Abstract

La crise des médias et du journalisme doit être nuancée, car il s'agit d'un domaine économique et socioprofessionnel où les changements sont constants. Pour autant, il est possible de définir quelques traits communs d'une crise contemporaine du journalisme : crise du modèle d'affaires ; crise de la médiation dans l'espace public ; crise de crédibilité ; précarité du métier ; liquidation des récits et des profils socioprofessionnels (Camponez, 2018) ; et, par conséquent, crise éthique. Stephan Ward nous interpelle sur la nécessité de repenser certaines questions éthiques dans le journalisme, notamment sur le journalisme engagé.

Cette présentation vise à discuter le concept d'engagement journalistique dans l'écosystème médiatique actuel : que voulons-nous dire lorsque nous parlons d'engagement des journalistes ? Peut-on parler d'éthique dans le cadre d'un journalisme engagé ? Peut-on séparer l'engagement des journalistes des enjeux sur lesquels ils ont décidé de s'engager ?

La discussion partira de l'identification des présupposés normatifs qui ont édifié le journalisme moderne et qui sont à la base des fondements éthiques de la profession, exprimés dans les pratiques et les codes de "conduite éthique" ou de déontologie. Ensuite, nous passerons en revue quelques cas de journalisme engagé pratiqués au Portugal (chute du Pont d'Entre-os-Rios ; co-incinération de déchets dangereux ; couverture des événements post-référendaires sur l'indépendance de Timor-Leste) et nous essaierons d'analyser les critiques faites à la couverture journalistiques de ces événements.

Nous soutiendrons que le modèle du journalisme engagé résulte d'une fracture qui n'a jamais été résolue avec l'apparition du journalisme moderne, au XIX<sup>ème</sup> siècle, notamment entre le journalisme d'opinion et le journalisme factuel (Bougnoux, 2019). Nous soutiendrons que les résultats de cette fracture sont présents dans les débats qui ont marqué le XX<sup>ème</sup> siècle, sur ce que Schudson appelle le journalisme narratif et le journalisme informatif, présent aussi dans le débat Lippmann et Dewey.

En ce début de XXI<sup>ème</sup> siècle, la revendication d'un journalisme engagé pour des causes sociales est défendue en même temps que les médias cherchent à limiter la liberté de participation et d'expression publique des journalistes en tant que citoyens, notamment sur les réseaux sociaux. Dans l'écosystème dit médiatique de l'ère numérique sévissent des phénomènes tels que le populisme et la désinformation, nous discuterons le sens du journalisme engagé, dans le cadre d'une liberté d'expression tournée vers la démocratie (Edström, et al., 2018).

## Références

Bougnoux, D. (2019). *La crise de la représentation*. Découverte.

Camponez, C. (2018). Novas responsabilidades do jornalismo face à liquidificação da profissão: fundamentos normativos, valores, formação. *Media & Jornalismo*, 18 (32), pp. 19-30.

Ward, S. (2013). Why we need radical change for Media Ethics, not a return to basics. *Media Shift*. (11 janvier, 2018) <<http://mediashift.org/2013/08/why-we-need-radical-change-for-media-ethics-not-a-return-to-basics/>>

Edström, M., Kenyon, A. T., & Svensson E.-M. (Eds.) (2016). *Blurring the Lines – Market-driven and democracy-driven: Freedom of Expression*. Göteborg: Nordicom.

Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism, revised and updated 4th edition: What newspeople should know and the public should expect*. Crown.

Schudson, M. (2018). *Why journalism still matters*. John Wiley & Sons.

### **Key Words**

Déontologie; éthique; journalisme engagé; liberté d'expression, démocratie.

# The Crisis of 'Good Faith' (Bonafides) in An Age of Information and Misinformation

## Authors

Dr. Meghan Dunn - St. John's University

## Abstract

The spread of misinformation across digital and media platforms has led to profound political, economic, and behavioral consequences that continue to color the actions, beliefs, and behaviors of 'the masses.' The "cascading effects" (Pescaroli and Alexander 2015) of sharing unvetted, inaccurate, or unreliable information on such a massive scale cannot be understated: relationships between family and friends have been strained or severed completely, trust in the media and other information gatekeepers have been fractured if not lost, and an already-polarized political spectrum has become more deeply divided.

While the literature on misinformation correction strategies have examined the psychological, rhetorical, and socio-cultural drivers of misinformation belief and dissemination (Van Bavel et al., 2021; Morosoli et al., 2022) one gap in misinformation correction research is understanding the role of "good faith" (bonafides) in the reception or resistance to information from familial or 'familiar' actors, especially actors that have become increasingly hostile or pose a grave threat to the sustainability of their social or intersubjective relations.

As such, this paper approaches misinformation belief and correction through an ethical/deontological lens by examining the role of 'good faith' practices and protocols in international diplomacy, warfare, and ecclesiastical law (i.e., the United Nations, NATO, the International Criminal Court, Canon Law) to ultimately suggest that the rules of engagement or statutes which are followed (or breached) by hostile parties or combatants on an international stage—i.e., Article 8(2)(b)(vi) of the Rome Statute of the International Criminal Court (UN Doc. A/CONF.183/10 (1998)—can be applied to hostile exchanges (of information/misinformation) by non-institutional actors on a domestic front.

Thus, whether these exchanges take place through familial, international, or ecclesiastical forums—or involve 1. family members, 2. geo-political bodies, or 3. 'the faithful'—when the central or governing tenet of good faith is broken by one or multiple actors, the 'cascading effects' (to use a disaster response term) or fallout (to use a military one) can leave both vested and bystander parties—not to mention innocent civilians and civilizations caught in crossfire—aggrieved, hurt, at a loss, or far worse. This "secondary trauma" is often more 'consequential' than the initial trauma or assault itself, as discussed in the disaster sociology literature on vulnerable citizens and disaster response.

This paper ultimately asks what it means to be a good faith actor—and what good faith looks like—in an age where misinformation seems to run more rampant than our belief in (or demonstration of) goodwill and good faith (bonafides) in one another. Further, it proposes a model of good faith

that makes explicit the implicit protocols or practices of “bonafide communication” or “bonafide rhetoric” where such communication/rhetoric is oriented towards the fulfillment of a duty, obligation, or trust.

**Key Words**

communication ethics, misinformation, war crimes, good faith, media accountability, law

# **Profit or Humanity: Research on the Ethical Constraints and Changes of Computational Advertising in the Era of Artificial Intelligence**

## **Authors**

Dr. Yaxin Cao - South China University of Technology

Prof. Chunlin Duan - South China University of Technology

## **Abstract**

With the development of artificial intelligence and emerging technologies, intelligence and computing have become important new features of future media and advertising forms. Along with the process of commercialization and globalization, the new information revolution is bringing huge space for imagination and development to the society. With such a rapid development speed, technologies related to intelligent communication are reshaping and transforming the rules and ecology of today's advertising, while also triggering and intensifying related ethical risks. This study mainly discusses the ethical constraints and changes of computational advertising in the era of artificial intelligence from the perspective of how to avoid technological alienation.

The technological change of the new computational advertising promotes the migration of the advertising industry to a technology-intensive industry. The original structure and ethics have suffered new "creative destruction", and the operation process of traditional advertising is being eliminated. Computational advertising featuring precision, context, and integration has become a new development trend.

This research takes profit or human nature as the starting point for the study of computing advertising ethics, and collects and analyzes the ethical trends and data under the trend of computing form change in China's advertising industry.

The following three questions are mainly discussed: Question 1) Does computational advertising aggravate the audience's privacy concerns? The business model of the Internet is built under the surveillance of big data. Computational advertising can use big data to deeply mine the user's interest characteristics, identity characteristics and behavior characteristics, and whether the behavior of advertising information through accurate dissemination should be further restricted. Question 2) Computational advertising hinders the artistic creation and cultural value development of advertising through the algorithmic mechanism of instrumental rationality. Discussions of technological alienation have proven to be present in the field of computational advertising. The creativity and culture of the original advertisements are gradually replaced by algorithms and mechanization driven by interests. Will the mass production of advertisements through machine learning training replace the original humanistic art creation in the future, will it cause dislocation and alienation of relationships and thinking? Question 3) Does the user labeling of computational advertising exacerbate social class polarization? Computational advertising allocates user attention algorithmically through precise distribution and differentially allocates information resources to



maximize benefits. Computational advertising gaining greater power could lead to further social stratification and class antagonism.

Profit or Humanity, algorithm-driven instrumental rationality or humanistic value rationality, these are issues that artificial intelligence and computational advertising have to face at this stage. The ethical review and research on computational advertising can reflect the thinking on ethical change and constraints in technological change and serve as a reference.

**Key Words**

Computational Advertising, Ethical Constraints, Artificial Intelligence

# Would you co-author a story with ChatGPT? Ethical dilemmas in local Ibero-American newsrooms

## Authors

Dr. Elvira García de Torres - Universidad CEU Cardenal Herrera -CEU Universities

Dr. Juan Francisco Jiménez Jacinto - UAO (CEU Universities)

Mr. Giovanni Ramos - Universidade da Beira Interior

Dr. Lyudmyla Yezers'ka - Universidad de Piura

## Abstract

Collaboration between journalists and artificial intelligence for news production dates back to 2007, when the Los Angeles Times automated the section "The Homicide Report": the journalist analyzed the data produced by artificial intelligence and decided which information deserved more in-depth treatment (Miroshnichenko, 2018; Graefe, 2016). Other tools, such as Stats Monkey, among others, have produced texts in the early era of adopting technology independently of the human factor, in a full automated way, a trend that has gained momentum over the years, especially in economic, political and sports reporting (Lemelschtrich, 2018; van Dalen, 2012; Sánchez Gonzales et al., 2017; Galily, 2018; BBC 2017). One of the biggest challenges for local journalism in the 21st century is to position itself in an increasingly globalized market. Business models in digital journalism work with large scales, such as programmatic advertising, which pays newspapers and content producers according to the number of clicks and views (Hindman, 2015). This model demands an increasing production of content that may affect in a different way large, medium and small newsrooms. For local newspapers, with fewer professionals in their teams, AI presents specific challenges and opportunities (Costa, 2014).

Following the emergence of Chat GPT and AI technologies that allow journalists to improve the spelling and grammatical structure of their texts as well as to generate full texts or locate sources in an automated way, thus changing the game, we address in this research what ethical dilemmas are posed to journalists and newsrooms by the massive use of artificial intelligence in newsrooms and what principles should guide such collaboration in terms of authorship, accuracy and transparency.

The research questions are: (RQ1) How local media journalists and managers understand and position themselves in the face of the possibility of using artificial intelligence from three dimensions (knowledge, attitude and experience) and (2) What challenges pose collaboration with AI regarding journalism values, particularly authorship, accuracy and transparency (Kovach & Rosenstiel, 2003). The sample was composed by five well-established second-tier city daily newspapers, with traditional and online editions in Brazil, Spain, Mexico, Peru and Portugal. The knowledge, attitude, experience and ethical dilemmas within the five newsrooms will be explored through a questionnaire. Also, 20 interviews will be carried out to identify specific challenges

perceived by journalists and editors. H1 is that AI collaboration is better perceived by local journalists than AI implementing fully automated texts as being less threatening, but also that it presents serious ethical challenges and opposing views within the newsroom (H2).

**Key Words**

artificial intelligence, local journalism, chatGPT,

# **Consortios y proyectos periodísticos colaborativos en América Latina: los ejemplos de “Política Falaz” (CLIP, 2022) y del CVI (2020-2023) contra la desinformación**

## **Authors**

Dr. Ben Hur Demeneck - UEPG (State University of Ponta Grossa)

## **Abstract**

A partir de dos ejemplos de periodismo colaborativo, este artículo presenta dos consorcios y un proyecto en América Latina desarrollados en un escenario de desinformación. Mientras el CVI brasileño (“Consórcio de Veículos de Imprensa”, en portugués) manifiesta una concesión de medios competitivos a la colaboración para enfrentar la desinformación, el CLIP (Centro Latinoamericano de Investigación Periodística) con proyectos) expresa todavía el periodismo transnacional (Aflter, 2016) .

Este paper dialoga con temas centrales de la convocatoria del congreso IAMCR 2023 al debatir de prácticas profesionales de periodismo en un rol de vigilancia social contra las amenazas a la democracia frente al establecimiento de un régimen de posverdad por la circulación sistemática de desinformación. Un entorno altamente competitivo en periodismo dificulta el establecimiento de estándares éticos fundamentales a las sociedades democráticas (Herzog , 2021) y suele socavar las prácticas éticas individuales (Phillips, 2013),

El consorcio CVI fue una acción sin precedentes, con los medios brasileños compartiendo datos sobre la pandemia de Covid-19. Fue una “respuesta a la decisión del gobierno de Jair Bolsonaro de restringir el acceso a los datos” (G1, 2020). Reunió, por ejemplo, los portales G1 y UOL y los periódicos O Globo, Extra, O Estado de S.Paulo, Folha de S.Paulo - algunos de ellos competidores directos en su campo de actuación. Trabajaron juntos desde 2020 hasta enero de 2023;

El Centro Latinoamericano de Investigación Periodística (CLIP) realiza y “coordina investigaciones periódicas transfronterizas colaborativas” con equipos latinoamericanos. Es una asociación sin fines de lucro, con sede en Costa Rica, y en funcionamiento desde 2019. El proyecto “Política Falaz” es una investigación realizada por medios de siete países en alianza con CLIP y muestra “cómo en varios lugares de América Latina los dineros de los contribuyentes financian la deliberada circulación de contenidos falsos’ (2022).

El filósofo croata Srećko Horvat considera en *After the Apocalypse* (2021) que temas como la crisis climática, la era nuclear, el fascismo y la pandemia exigen una reinención radical del mundo. O nos dirigimos hacia la extinción masiva. Detener el camino hacia la aniquilación requiere revelar e interconectar las diversas amenazas de nuestro tiempo, leerlas cuidadosamente y comprometerse con las soluciones.

Más que conocimientos de técnicas, el periodismo colaborativo propone como objetivo estratégico “afrentar el desafío de este novedoso ecosistema” en los medios (Parra, 2016). Tal vez sea una de

los contributos de los periodistas para dismantelar las industrias de la desinformación y reconstruir la esfera pública.

**Key Words**

Periodismo colaborativo; América Latina; CLIP; Política Falaz; desinformación; alianzas mediáticas.

# **#Ad or not? Examining influencers' ways of sponsorship disclosure: guidelines for transparency**

## **Authors**

Ms. Carolina Saez-Linero - Universitat Pompeu Fabra

Mrs. Lidia Gil-Muñana - Universitat Pompeu Fabra

## **Abstract**

Influencer marketing has become widespread, especially on social media platforms used by younger audiences. The popularity of influencer marketing has proliferated due to its ability to reach large audiences, influence consumer behaviour, provide advertisers with valuable data, and its effective conversion between online investment and sales (Ranganathan, Verma and Baer, 2018). However, influencer marketing has also led to an increase in influencer-generated posts that blur the lines between advertising and what is not. This raises important ethical questions about transparency and ethics in the industry, particularly among younger generations (Miller, 2017). Since July 2022, the Spanish government has required influencers to clearly indicate when the content is commercial and expressly prohibits communications that may mislead their advertising intention (Law 13/2022, of July 7th, General Audiovisual Communication, Boletín Oficial del Estado, No. 163). However, the law does not provide a standardised model for disseminating paid content. This leaves it up to the influencers how to communicate it. Therefore, this study analyses how influencers communicate that content is paid and examines which forms are most recognisable by Generation Z. We performed a two-phased study. First, we conducted a content analysis of paid content to determine the different ways of communicating the advertising purpose with a saturation sampling approach. The sample was gathered from content from various prominent influencers in Spain using the Hype Auditor AI tool and based on the following criteria: over 200k followers, an estimated average engagement rate of 1% to 3.5%, and a target audience of over 70% under 24 years of age. In the second phase, we verified the recognition of different ways of communicating paid content through an online survey among young adults aged 18 to 24. The survey consisted of a series of questions aimed at understanding the level of recognition of influencer-paid content and the most recognisable forms of ad disclaimers. The findings highlight the most popular and the most recognisable ways of disseminating paid content and, therefore, the most recommendable in terms of transparency. The study proposes a code of best practices for influencers focused on transparency and ethics based on the results.

## **Key Words**

advertising, marketing, influencers, GenZ, ad recognition, transparency, disclaimer effectiveness, ethics

# ChatGPT in the UAE media landscape: An artificial threat or a real opportunity?

## Authors

Mrs. Daniela Patornilho - ICNOVA/NOVA FCSH

## Abstract

In recent years, the United Arab Emirates (UAE) has made significant investments in new technology and has been working to position itself as a leader in innovation and entrepreneurship (Sindaki & Aggarwal, 2022, p.9). On the other hand, since the advent of the Arab Spring, the country has taken active measures to fight cybercrime by establishing a number of laws and regulations that are considered to be a facade to limit online freedom (Duffy, 2018, p.11).

The release of ChatGPT, a cutting-edge open artificial intelligence language model, in November 2022 quickly created a flurry of interest around its possible uses. With users hailing ChatGPT as Google 2.0 and others as the biggest innovation since the Internet, this platform is making waves across all industries worldwide. This new frontier could provide descriptions and answers to complex questions, as well as write website content and solve math equations (Sætra, 2022, p.1). The software can perform multiple tasks, from composing texts to editing academic articles, literary texts, and accurate translation. All of those features are generic; however, regarding its use for journalism, ChatGPT can have several benefits. According to Jenna Burrell, director of research at Data & Society, the tool can simplify complex topics for a general audience and prepare interviews. But there can't be misconceptions, journalists should be aware of ChatGPT's major flaw: it cannot be trusted. Even so, in the form ChatGPT exists today, Burrell recommended that journalists use it as a tool while recognising its limitations (Adepojou, 2023).

The arrival of ChatGPT changed the paradigm around Open AI from a mockery level, mainly due to the ineffective chatbots, to a potential powerhouse that can change the future of artificial intelligence (Newman, 2023, p. 37). The software became so popular that the Prime Minister of the UAE and Ruler of Dubai, Sheikh Mohammed bin Rashid Al Maktoum asked on the 7 of February of 2023 for The UAE Cabinet to assess new artificial intelligence (AI) technologies such as ChatGPT and how it can be used safely, as it can be used for cybercrime to create and spread malware content.

The fast-paced world of information requires journalists to streamline their workflow to produce high-quality content more efficiently. "How will ChatGPT be incorporated into the UAE Media industry, considering the existing cybercrime regulations? "What role can ChatGPT play in the routine of journalists in the UAE, one of the countries in the world with the highest level of censorship (Freedom House, 2022)? Especially in a country whose primary purpose is preserving its culture and values, with freedom limitations. This paper is part of a PhD thesis and intends to better comprehend the approach by journalists on ChatGPT in the UAE by analysing the news released on this tool by the five main English-language newspapers in the United Arab Emirates:

Khaleej Times, Gulf News, Gulf Today, Emirates 24/7 and the National and interviewing journalists from those same newspapers, as well as Data experts, on the uses and consequences of this platform in Journalism.

**Key Words**

ChatGPT, United Arab Emirates, Artificial intelligence, journalism, cybercrime, online freedom



# Ethical Risks of Algorithmic Systems in Multicultural Organizations

## Authors

Ms. Sucheta Lahiri - Syracuse University

## Abstract

Many data science projects fail. The failures may be realized at any phase of the system workflow. Despite being successful on production environment, the algorithmic system failures on ethical context cause issues of discrimination, human bias, and injustice to people at margin. In this paper, I draw on Bourdieu's practice theory and Haraway's situated knowledge [1] to understand the ambiguities of sociotechnical system ethical risks that cause failure in a multicultural setup. The reasons for system failures may be many, the lack of an effective process model is noted as a key contributor to several sociotechnical failures. It is noteworthy that process models for data science projects are culture agnostic, and reductive. The process methodologies are created primarily to increase project efficiency but not to manage ethical risk. Drawing on Bourdieu, I look at data science teams in multicultural organizations as a field of power that define risk. I also question the agency of data science practitioners who gain power with higher cultural capital.

I focus specifically on those multicultural data science teams that deploy project methodologies to manage data science work. The data science teams often have blurry boundaries. The collaborative effort of algorithm development is either done centrally at the same location or distributed to multiple. The multidimensional data science work often calls for attention from various legal, compliance and other non-data science specific practitioners. At the same time, data science practitioners such as data engineers, product managers and data analysts have their own cognition to interpret ethical risk. The cognition is also influenced by the institutional policies and guidelines. In other words, a collaborative effort with different practitioners to develop algorithmic models gives rise to several experiences and interpretations. This is called habitus [2]. An empirical study conducted with 16 data scientists to understand risk management process in public and private set-up highlights risk management processes that are heavily driven by sector and industry of organizations [3]. For example, risk management process in a mature financial organization is robust and driven by regulatory constraints, whereas a relatively precocious data science team manages risk with ad-hoc processes. In both the setups, power structure has a visible and invisible role to monopolize the habitus of risk mitigation techniques. The monopolization may be directed by practitioners with higher social capital that might repress the situated knowledge of practitioners that have lower social capital.

I seek to explore the genealogy of data science processes and explore how habitus can create different interpretations of ethical risk for system failure. As a part of future work, I critically reflect on my work focused on multicultural data science projects and make recommendations for transnational feminist-agile framework for managing ethical risks for large scale multicultural data science projects.

## Key Words

data science, process model, ethics, risk, Haraway, Bourdieu, Habitus

# **Toward An Ethic of Witnessing as An Ethic for Surviving**

## **Authors**

Dr. Julianne H Newton - University of Oregon School of Journalism and Communication

## **Abstract**

We humans so often relegate discussions of ethics to the realm of philosophical debate. Yet:

Ethics are core to living. Far from the abstract concept we try so hard to articulate logically, ethics emerge, evolve, devolve, and evolve in a continuous cycle of thought and emotion as we learn, grow, regress, and grow again. So, too, human vision, whether extended outward to seek, witness, and communicate, or extended inward to seek and make meaning, evolves as the ever-vigilant scout, guarding and feeding our minds and hearts, helping us to see (in every sense of the word) and interrogate what is right and what is not, and guiding us to communicate our stories.[1]

Through those stories we learn to survive in ethical ways – or we do not.

This presentation asserts that ethics are fundamentally about survival, rooted in the surveillance function of perceptual systems – often conceived as visually dominant and manifested through the process of witnessing as a basis for reacting, responding, behaving. For humans, witnessing extends globally and beyond through direct perception and through media, often through digital media. For other creatures of the earth and for flora, witnessing is immediate, limited by agency, location and proximity to external stimuli. For the earth herself, witnessing is existing, being, evolving through time and space. For all, survival is a primordial motivation, driving the senses to take in, evaluate and respond to all that is “out there” in relation to how it impacts potential for continuing to exist.

This presentation adapts Newton’s Typology of Visual Ethics, originally conceived as a symbolic means for evaluating the ethics of photographer/subject interactions ranging from Visual Embrace through Visual Suicide and later extended to include interactions between humans and the earth, to a Typology of Witnessing made all the more essential to survival by the turbulent milieu of contemporary global politics and recent new and literally expansive knowledge of planetary systems beyond our own.

The presentation will explore the central theme of this Lyon conference – “Inhabiting the Planet – by focusing on the ethics of witnessing in terms of

- Humanity: as both significant and insignificant lifeform
- Democracy: as both inclusive and exclusive mechanism
- Media: as both material and immaterial environments to be created and experienced
- Territories: as both geographical and metaphorical in their boundaries
- Accountability: as both social and ecological in its impact

The paper will explore those five core concepts of the conference theme by drawing on historical and contemporary examples of visual reportage to exemplify how a Typology of Witnessing grounded in ethical theory can illuminate paths for “Inhabiting the Planet” – and surviving – in the 21<sup>st</sup> Century.

[1] p. 134 in Julianne H. Newton (2021). “Visual ethics: A matter of survival,” in *Routledge Companion to Journalism Ethics*, Lada T. Price, Karen Sanders, and Wendy Wyatt, eds, pp. 133-144. Oxford: Taylor and Francis/Routledge.

**Key Words**

Ethics, Witnessing, Surviving