

Ethics of Society and Ethics of Communication Working Group

Abstracts of papers presented at the annual conference of the
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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

Id: 19448

Title: [Panel] Sports journalism ethics in the contemporary landscape: challenging or reinforcing the 'toy department' label', Panel description

Session Type: Panel Submission

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Abstract: Special joint session between the Ethics of Society and Ethics of Communication (ETHWG) Working Group and the Media & Sport (MES) Section

In the current cluttered and increasingly complex media environment, sport content is “available from a growing range of digital, mobile media and telecommunications companies and intermediaries” (Hutchins & Boyle, 2017, p. 505). Far from traditional consideration as the ‘little brother’ of the profession, sports journalism is now a pivotal asset to attract audiences across the board and has a huge impact in society. Therefore, its task should be guided by the same professional values, ethical standards and demands for quality that apply to all journalism. The role of ethics and accountability is now deemed exceedingly important in order to counteract the notions of sports journalism being the ‘toy department’ or the ‘sandbox’ of the newsroom.

Following up the discussion from recent events such as Sports Journalism: ethical vacuum or ethical minefield (2017) or Changing the rules of the game? (2018), this IAMCR panel seeks to examine the widespread deficiencies that still erode the credibility and legitimacy of sports journalism. Current debates around ethics in sports journalism include: the dissolution of the frontiers between facts and comments, the pervasiveness of sensationalism and warlike language, the limited range of sources, the lack of diversity or the interplay between media and the sports industry. The panel will allow researchers to broaden their understanding of the many interlinked factors, constraints and tensions that currently impact on sports content, such as the escalating pressures, the expansion of practices such as clickbait or the growth of the PR industry. The session will also stimulate the dialogue on how traditional and innovative media accountability instruments can play major roles in offering guidance and helping journalists and citizens monitor and assess the quality of sports content.

Through the combination of theoretical contributions and case studies, the panel will serve as a valuable springboard to rethink the values, practices and expectations in sports journalism. It will also be an ideal venue to assess how accountability and education can help to challenge the long-held ‘toy department’ label.

Panel Chairs: Xavier Ramon (Universitat Pompeu Fabra) and José Luis Rojas Torrijos (Universidad de Sevilla).

Papers:

- 'The Worldwide Leader in Sports' under scrutiny: Analyzing how the Public Editor (2005-2018) held ESPN accountable (Xavier Ramon and José Luis Rojas Torrijos)
- Gender inequality of sports journalism in regional newspapers: an analysis of content and decision-making by sports editors (Thomas Horky)
- Ethics, commercialisation and control in Australian sports journalism (Peter English)
- Closing down the toy department? An expertise framework for how professional sports journalists can achieve good practice (Simon McEnnis)
- Violence and Gender in Sport Journalism: Some Troubling Ethical Questions (David Rowe)

Id: 19596

Title: ARTIFICIAL INTELLIGENCE (AI) AND ROBOT JOURNALISM ADOPTION: ETHICAL CONSIDERATIONS FROM A DEVELOPING COUNTRY'S PERSPECTIVE

Session Type: Individual submission

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Abstract: The last two decades have seen Artificial Intelligence (AI) assuming growing roles globally. It flaunts attractive prospects for society in general and journalism in particular, a situation which has led to the adoption of robot journalism by several media and allied organizations. Narrative science, as it is called, employs automated journalism software to produce news stories in niche fields like sports, finance and real estates, and is now making a bold entry into the political arena. (Morozov, 2012)

The reality of artificial intelligence is not without some apprehensions and panic by communication scholars and practicing journalists who have raised concerns about conceding the critical job of news gathering and reporting to sophisticated computer algorithms. (Levy, 2012).

Although automated news reports have proved to be 99% reliable, (Crespo, 2018), a number of issues with particular peculiarities to developing countries still exist.

This work is a discourse of cultural and ethical issues of adoption of Robot journalism in a developing country like Nigeria. It explores the positives, the negatives of AI-enabled journalism, taking into account known socio-cultural variables of developing countries' environments.

Using the Technology Determinism, and Diffusion of Innovations theories as backdrops, the authors obtained secondary data from online and library sources for analysis.

Preliminary results show that the imbalance in global technology and infrastructure is defining the state of the mass media and the use of artificial intelligence, thus, there have not been compelling and urgent motivations to adopt AI in journalism practice in Nigeria.

Automated news writing and distribution is a capital-intensive project which media organizations in Nigeria and several developing nations are currently unable to execute due to lack of funds. There is also the absence of requisite training programmes and systems to produce experts capable of developing and deploying appropriate local-needs-based technology for Robot journalism. The

paper has some suggestions for accelerating the adoption of artificial intelligence in journalism practice in developing countries.

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Id: 19610

Title: Destination Babel: communication and responsibility

Session Type: Individual submission

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Abstract: In this paper, we propose a contemporary reading of the Tower of Babel myth based on three interpretative keys: the particular translation of the Hebrew text by André Chouraqui (1989), the rabbinical comments of the Biblical story (the so-called Midrash tradition but also the Talmudic interpretations) (Elkaïm-Sartre, 1982; Maruani & Cohen-Arazi, 1987), and the Ethics of responsibility of the philosopher Hans Jonas (1984). The main objective of this hermeneutic exercise is to set the foundations of an ethic of communication that takes into account the notion of a global community formed by those who “speak the same language”; the foundation of the city and the construction of the Tower as the deployment of the technical knowledge that claims to be “supernatural”; the desire to dominate God or the Nature, as the expression of a will to achieve total or totalitarian domination; and the consequences of such enterprise of global communication where the community united by “one language” becomes impossible. This reading of the Tower of Babel myth is especially relevant in the context of the emergence of powerful communication technologies based on artificial intelligence, algorithms and the manipulation of big data, that threatens to make humans irrelevant (Harari, 2015).

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Id: 19673

Title: Ethics and Journalism in Central Asia: How Journalists Act

Session Type: Individual submission

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Abstract: A great deal of research has been done about ethics in journalism and media studies globally but Central Asia has been largely omitted from these peer-reviewed debates. To help fill this gap and reduce the imbalance in ethics scholarship, the main objective of this is to comparatively analyze professional ethical perspectives in Central Asian journalism. Specifically, this study seeks to understand regional interpretation and practice of ethics in journalism by examining and comparing the three former Soviet republics of Kazakhstan, Kyrgyzstan and Tajikistan

Journalism faces a series of ethics crises (Ward, 2010) and this is particularly true in Central Asia. This is because journalism in the region is marked by a wide ethical misbehavior. That includes failure to provide facts and sources, lack of balance and impartiality, breach of secrecy and privacy (OSCE, 2013), using multiple fake names, selling and/or buying news, bribing journalists, publishing anything and everything without verifying, plagiarism and putting one's own byline on stories copy-pasted from elsewhere, and exploitation of journalists by news organizations that fail to pay them.

The significance of this study lies in revealing the gravity of ethical misbehavior in Central Asian journalistic standards. This is the region where journalists call ethics a "Western luxury" (Mould & Schuster, 1999, p. 218) in the context of where public life until the collapse of Soviet Union in 1991 was "full of falsehood and lies" (Roudakova, 2017, p. 9) and journalists routinely fabricated information and "facts" (p. 41).

Although the U.S. and wider Western context provide a rich source of scholarly works on journalism ethics (Wasserman, 2017), there has been too little attention paid to journalistic ethics in non-Western, authoritarian countries where press freedom is non-existent. Thus this study aims to provide scholarly insights on an under-researched area.

In this project, the authors ask the following research questions: Do journalists and media organizations in each of these countries adopt similar or different ethical perspectives? How do these ethical perspectives impact potential democracy and transparency within the larger region of Central Asia? To answer these questions, the authors employ qualitative in-depth interviews with working professional journalists in Kazakhstan, Kyrgyzstan and Tajikistan for comparative analysis that allows for a more in-depth understanding of journalism in the region.

Id: 19713

Title: Gender inequality of sports journalism in regional newspapers: an analysis of content and decision-making by sports editors

Session Type: Panel Submission

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Abstract: Since the beginning sports journalism is undermined by several ethical threats. Journalism is based on norms that are enshrined in guidelines on journalistic quality (Deutscher Presserat, 2006; Principles of Journalism, 2012). However, sports reporters are coming more and more under scrutiny: sport as portrayed by the media is turning increasingly into a circus, sports journalists have turned from critical eyewitnesses into entertainment vendors, often lack distance and behave more like fans than neutral observers. Sports journalism bears specific risks, which lead to questions about quality (Bucher & Altmeppen, 2003). The discrepancy between journalistic norms and their hazards for sports journalists can be illustrated by the examples of doping, involvement, and constraints. The case of gender inequality is well known in the literature (Barnett, 2013; Bernstein & Kian, 2013; Hartmann-Tews & Rulofs, 2002) and can be seen in many ways in different countries and media (Horky & Nieland, 2013; Schaaf & Nieland, 2011). Beside TV one of the main issues of research is print media, based most of the time on huge media sports events like the Olympic Games (Hartmann-Tews & Rulofs, 2010; Ramon, 2016).

Related to journalistic accountability sports journalism seems a special field due to strong regulated reporting based on results and current topics like doping or corruption. Concerning these problems, a journalist also has to be simultaneously recognized as an editor and user, but research on reasons for editorial decisions is very rare. Related to big events, these decisions seemed often based on success of national athletes and newsworthiness (Hardin, 2005; Hardin & Whiteside, 2009). But, looking at local or regional surroundings different reasons might be responsible for editorial decisions: local sports stars, friendships between journalists and athletes or political demands. Related to this, our research question asks for gender equality and editorial decision-making in regional newspapers.

We examined sports reporting in the two main regional newspapers in Hamburg/Germany for three weeks in October and November 2018 by a quantitative and qualitative content analysis looking in particular on the textual and pictorial coverage of gender. The Hamburger Abendblatt is a traditional regional newspaper, the Hamburger Morgenpost is partly tabloid, both papers got highest circulation in town. In a second step, the two chief editors of the sports department were faced with the results of the content analysis in in-depth-interviews and were asked about their reasons for editorial decision-making.

Preliminary results show differences in extent of coverage on female compared to male sports, the tabloid covering less than the traditional paper. Surprising, concerning the success of some regional

female athletes with a gold medal winning beachvolleyball team. Additionally, the way of reporting differs between men and women athletes, who were shown very often in personal surrounding and not in an athletically scenery. Asked for reasons the editors pointed out the supposed user preferences and a lack of female sports writers in their department.

Id: 19714

Title: 'The Worldwide Leader in Sports' under scrutiny: Analyzing how the Public Editor (2005-2018) held ESPN accountable

Session Type: Panel Submission

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Abstract: ESPN, the self-proclaimed “Worldwide Leader in Sports”, has long realized it was much more than an entertainment company. In 2005, ESPN assigned George Solomon the title of first “Ombudsman,” functioning much like a referee who ensured that sports journalism exhibited the standard of being accountable to the ethical norms of the profession. For 13 years, six ESPN ombudsmen collectively served in this role. However, in the same vein that The New York Times or The Washington Post, on May 2018 the company decided to eliminate this position on the basis that it had outlived its usefulness against the real-time feedback provided by social media.

With the role of ombudsman discontinued, this paper reflects on how it fostered both criticism and transparency while helping fans understand ESPN’s journalistic culture and the editorial criteria behind the content. The body of material on which our qualitative analysis rests refers to all the columns (N=153) written by the representatives in the post between 2005 and 2018 (George Solomon, Le Anne Schreiber, Don Ohlmeyer, The Poynter Institute, Robert Lipsyte, and Jim Brady). The articles composing the sample were systematically collected from the ESPN website and then examined through the qualitative content analysis technique (Bryman, 2016). Doing so provided insight into the range of issues covered by ombudsman representatives.

Throughout this 13-year period, its representatives acted as internal critics and audiences’ advocates. They opened “a window on the inner working” (Mayes, 2004, p. 69) of ESPN, reflecting on the core ethical concerns and larger problems inside the company (conflicts of interest, the boundaries between news and entertainment, the separation between reporting and commentary, sensationalism, sourcing, transparency, diversity, and the use of social media). In doing so, they all set very high standards about what ESPN should be and what audiences should expect from the organization in its myriad platforms.

After performing content analysis, the last three ESPN Ombudsmen/Public Editors (McBride, Lipsyte and Brady) were interviewed to ascertain their impressions of the impact of their role. According to interviewees, the ESPN ombudsman offered a honest attempt at integrity. There were always so many questions about what ESPN’s true stance was for any variety of journalistic actions

that they took. Their role as ombudsmen was to sort through those questions, figure out which ones were really interesting and could lead to revelations about the organization, and then pursue the answers to those questions so they could do two things: hold ESPN accountable and educate the public about how ESPN operates. While the public is sort of a “dermatologist”, they were “cardiologists” that knew what was going on the inside. Despite that ombudsmen are dwindling worldwide (Ferrucci, 2018), the quality rather than the volume of voices still matters. According to interviewees, “a horde of watchdogs” cannot substitute the critical, independent and informed analysis provided by a public editor.

Id: 19715

Title: Ethics, commercialisation and control in Australian sports journalism

Session Type: Panel Submission

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Abstract: The expanding commercialisation of the media and the rise of sports organisations have created a range of ethical issues for mainstream sports journalists. Traditionally, sports journalism was the conduit between athletes and fans, but the changing environment is weakening these links and exposing the potential for softening approaches to journalistic norms and responsibilities. Factors including fragmenting audiences, the prominence of social media, reduced budgets in many Western newsrooms, and a greater influence of sports and corporate organisations have created this shift. This highlights the potential for sports journalists to alter their roles to ensure they cope with the often conflicting demands. The situation has led to sports journalism's reduced potency for critical analysis and investigation (English 2016).

Utilising a representative survey of mainstream Australian sports journalists, this paper highlights preliminary results from more than 100 sports journalists across print, online, radio and television. Sports journalists are the largest single speciality in Australian journalism but research into this major area of the industry has often been over-looked (Boyle 2006; Boyle et al. 2012; Henningham 1995; Nicholson et al. 2011). While previous surveys of Australian sports journalists have focused predominantly on profiling practitioners (see Henningham 1995; Nicholson et al. 2011), this paper examines issues affecting sports journalists in the contemporary environment. Specifically, this occurs across a range of ethical contexts, such as corporate influences, cheerleading and fandom in reporting, and journalistic roles.

Employing field theory, this paper also explores the forces operating in newsrooms and the broader industry in relation to pressure and control from commercial and sports organisations, and their impact on the practitioners' ethics and responsibilities. This involves how the sports journalists operate as individuals within organisational and macro structures. For example, journalists in the survey respond to questions about the importance of ethics in their work and their approaches to cheerleading, their home country winning, and receiving gifts. Roles and responsibilities, such as interviewing sources on and off the record, including opinion in reports, using personal pronouns, and producing detached and unbiased reports, are also considered. However, the sports journalists also provide data on organisational issues, such as the pressure experienced from within their own companies through advertisers, approaches to news content, and metrics. In broader terms, the influence of PR representatives, athletes and external corporations are also explored.

The results from this paper advance previous descriptive approaches to surveying sports journalists in Australia, providing a greater analytical focus through the lens of field theory. As a result, they highlight the pressures, forces and controls affecting Australian sports journalists. This indicates an

environment in which commercial, organisational and personal factors can lead to changing approaches to ethical issues.

Id: 19857

Title: Mobile communication and the renegotiation of family ethics: How white-collar immigrants "tell bad news" to their parents'

Session Type: Individual submission

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Abstract: Chinese families always attach great importance to "filial piety", emphasizing that children should "tell good but not bad news" as communicating with their parents. Over the past two decades, with the gradual urbanization in China, more and more young people of higher education moved to other cities away from their parents for work. Mobile media became the dominant means for these white-collar immigrants to communicate with their parents. Compared with other adult children, white-collar immigrants usually face greater work and life pressure, needing more supports from their families. The focus of this study is thus on how the white-collar immigrants observe "filial piety" while sharing negative information with their parents for supports via mobile communication. In-depth interviews with 20 white-collar immigrants in Xiamen indicate that the changes in family forms and communication means have an impact upon traditional family ethics: The strategies of white-collar immigrants in telling their parents bad news vary with the negativity of topics, listeners and conversational situations; while following the traditional family ethics of "filial piety", they also endow it with new meanings; mobile communication is not the original impetus for the reconstruction of traditional family ethics, but it lays a technological foundation for the latter and therefore restricts its possible paths and modes to a large extent.

Id: 19870

Title: Identidad periodística en Latinoamérica ¿cuáles son los desafíos ético-jurídicos de la profesión' Análisis a partir del caso de Chile y Colombia.

Session Type: Individual submission

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Abstract: El 10 de diciembre de 1948 fue promulgada la Declaración Universal de Derechos Humanos (DUDH), texto fundamental para la profesión informativa, pues allí se sentaron las bases para el Derecho a la Información que sostiene el periodismo actual. El Artículo 19 indica: “Todo individuo tiene derecho a la libertad de opinión y de expresión; este derecho incluye el de no ser molestado a causa de sus opiniones, el de investigar y recibir informaciones y opiniones, y el de difundirlas, sin limitación de fronteras, por cualquier medio de expresión”.

Tal y como queda de manifiesto, el titular del derecho a la información es la propia persona, el ciudadano, el público. Hasta ahora, el periodista ha convertido el ejercicio de este derecho universal en una actividad y un deber profesional mediante una delegación tácita de la sociedad ¿Y si aquella delegación tácita se esfumara, fruto de la presión social y del impacto global de fenómenos que dañan la imagen del periodismo como la pos verdad y las fake news (noticias falsas)?

Esta ponencia deriva de la presentada en 2018 en Oregón (Estados Unidos), donde uno de los autores profundizó en la siguiente pregunta: ¿es el periodismo una profesión con futuro?, una duda que se repite frente al modelo de negocio de los medios, que actualmente presenta señales de crisis. Las formas de entregar las noticias no innovan y no se adecuan a lo que el público consumidor de información necesita, a pesar de que éste va mutando y transformando continuamente y teniendo nuevas necesidades informativas. En vista de dicha situación y según Robert Picard (2009), los periodistas no pueden seguir informando de la forma en que tradicionalmente lo ha venido haciendo o limitarse a hacer un refrito con noticias que ya han aparecido en otros canales. Deben añadir algo novedoso que aporte valor.

Entonces ¿cómo cumplir con ese cometido sin antes diagnosticar la situación y establecer las bases de la identidad profesional en la región?

La presentación apunta a reflexionar en torno a los desafíos éticos y legales de la profesión a partir del reconocimiento y análisis de casos emblemáticos que tensionan la profesión: la relación de los periodistas entre ellos, con la audiencia, con los cuerpos legales, códigos éticos, con los medios de

comunicación y con una ciudadanía empoderada, vigilante y activa. Algunos de los puntos que se abordarán serán el derecho al olvido digital, el derecho a la propia imagen, libertad de expresión, entre otros, sus alcances y colisiones.

Id: 19879

Title: Role of Ethics in the Reconstruction of Emotional Aspects of Computer-mediated Communication in Family Relationships in Lagos, Nigeria.

Session Type: Individual submission

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Abstract: With the evolution of human communication processes and technologies, attempts have been made to express emotions via media communication technology. Computer-mediated communication (CMC) plays a major role in family relationships and makes it easier for family members to stay connected to each other. One can, therefore, argue that computer-mediated communication has transformed family relationships in time and space. With the aid of electronic devices, people now have effective interpersonal relationships in families irrespective of the time or space involved. However, without the communication of emotions, the conveyance of meanings expressed using electronic devices is rendered incomplete and, at best, ambiguous. As such, in the evolution of known human communication processes and technologies, there have been attempts to accommodate emotional communication via all communication media. Facial expressions and some other body-centered cues are intrinsic components of body language situated within non-verbal realms in communication. These views emphasize the argument that non-verbal cues and signs are important in human relationship and communication, especially family communication. It is therefore clear that the same non-verbal cue and its extent of involvement in a human relationship would be required within spheres of CMC in order to gain a full understanding of messages sent and received on CMC platforms. In line with the theories adopted herein (social information processing theory, social presence theory, emotion process theory) this paper will build on the understanding that CMC platforms have not been able to totally replicate the successes of face-to-face communication. In essence, identifying elements that make face-to-face communication effective, and attempting to transfer all the observed emotional and some important non-verbal aspects of face-to-face communication into a CMC platform, may help in reconstructing and ensuring that CMC replicates the successes of real-life interactional and transactional moments in families. Being a theoretical review the study will adopt a qualitative design that is descriptive in nature. The implication is that this work will be borne out of consultations of both empirical and theoretical studies carried out by scholars in this field of study. This paper, therefore, aims to identify the role of ethics in the reconstruction of emotional aspects of computer-mediated communication in family relationships in Lagos, Nigeria. The researcher will, therefore, depend solely on secondary sources of data to arrive at the conclusions and recommendations to be made in this paper.

Id: 20250

Title: A disconnect from media accountability' Spanish journalists' and citizens' perceptions of in-house traditional and innovative instruments

Session Type: Individual submission

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Abstract: Journalism is being “caught in a whirlwind of changes” (Neveu, 2019: 198). A number of intertwined challenges and threats impact on news quality, including commodification and the prioritization of metrics, greater demands, and the expansion of practices such as fake news and sponsored content. Journalism, though, is not a “game without rules” (Fengler et al., 2014). Therefore, accountability towards society at large (McQuail, 2003) is deemed as exceedingly important in the contemporary landscape.

Accountability and its three core values (transparency, self-regulation and users’ participation) can be promoted through a wide range of established and innovative instruments (Bertrand, 2000). Scholarly literature has scrutinized the advantages and failures of traditional tools such as ethical codes and in-house stylebooks, letters to the editor and ombudsmen, as well as the opportunities delivered by online mechanisms, including editorial blogs, error tools, and criticism via comments, email, chats and social media. Yet the research on how journalists evaluate those instruments is rather limited. Fengler et al. (2014) conducted a comparative survey with 1,762 journalists from 14 different countries, revealing that European journalists consider stylebooks to be the instruments created by media organizations that have a greatest impact on their professional performance. Findings within the Spanish landscape rendered similar results. Nearly a decade after this seminal study, there is a need to update these results and go beyond to interrogate Spanish citizens about their knowledge, expectations and usage of Media Accountability Instruments (MAIs).

As part of a larger project on media accountability, this research has two main objectives: to examine Spanish journalists' perceptions' of how effective in-house accountability instruments are (O1); and to analyse citizens' knowledge and understanding of those mechanisms (O2). A mixed-method approach was employed to fulfil these goals: an online survey was administered to Spanish journalists ($N=228$) and a total of 6 focus groups with citizens (with 38 participants overall) were conducted in different Spanish regions (Andalusia, Basque Country, Catalonia, Galicia, Madrid and Valencia). To reinforce and contrast this data, 18 in-depth interviews were conducted with experts and representatives from professional associations across the country.

Results indicate that stylebooks continue to be the in-house tools with a higher impact for Spanish journalists, followed by chats and digital meetings, ombudsmen, comments on social media and letters to the editor. Despite that journalists claim that MAIs contribute to foster responsibility, their evaluation of the aforementioned tools is remarkably modest, scoring 5.82 out of 10 points in the highest case. From the citizens' perspective, there is a central problem with accountability instruments: their overwhelming lack of visibility. Participants believe that stylebooks are important, but they contend they are not effective. In addition, they argue that comments generate clutter rather contributing to the debate on the quality of media output. Tools such as ombudsmen, online meetings and error buttons are largely unknown. This double 'disconnect' from accountability (both from the professionals' and citizens' perspectives) reveals the need to rethink and reinvigorate the existing MAIs so that they can effectively contribute towards the goal of rebuilding trust in journalism.

Id: 20379

Title: Violence and Gender in Sport Journalism: Some Troubling Ethical Questions

Session Type: Panel Submission

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Abstract: Much sport necessarily involves legitimate, illegitimate and accidental violence, and the media (especially television) ascribe considerable news value to violent moments in sport. These incidents can be endlessly replayed and dissected, offering spectacular moments that might involve deep ethical debate, but also offer snippets of broadcast action and ‘showreels’ of collisions and confrontations that are the visual equivalent of fun fair thrill rides. This coverage can lay claim to involving journalism because it is, in some ways, both witness and record of actual events, however contrived, accompanied by commentary of varying depth. Violent moments in the media have also come to define and celebrate a form of masculinity that has been classified as ‘hegemonic’. By this it is meant that men’s propensity to excel at sporting violence that can be voyeuristically enjoyed is a key feature that is emphasised as appealing to media audiences, and is a pivotal means by which men’s sport can be claimed to be superior to women’s in deference to a hierarchy of sporting violence. Women from this perspective are either clustered in so-called decorous sports lack violent appeal, or, when they do enter into the male-dominated domain of contact sport, are likely to be dismissed as a pale imitation of the ‘real thing’. However, with the rise of women’s sport in general, and contact forms in particular, it is important to examine how journalists respond to the perpetration of legitimate and illegitimate sporting violence in this increasingly conspicuous, highly mediated domain.

But this is only one aspect of violence in the sporting sphere. The news media are also required to address domestic (spousal) violence by sportsmen (males being, as in the wider society, the vast majority of perpetrators). How have journalists treated such off-field violence in relation to that committed on the field, as well as by male sport fans during and immediately following sport events? In addition, other modes of gendered violence, widely conceived, in which journalists themselves are implicated need to be addressed, including the intrusive sexualisation of sportswomen, their ‘symbolic annihilation’ through neglect and trivialisation, and their potential complicity in unleashing sexually violent ‘trolling’ of women within social media. This panel presentation, then, will range freely across the gendered representation of sport by the news media, analysing its role in countering and reinforcing modes of masculinity and femininity as they relate to multiple, diverse forms of sport-implicated violence. In particular, it asks some uncomfortable ethical questions about those sports journalism practices, loosely defined, that savour on-field violence while purporting to condemn it; and downplay off-field, especially gendered violence, while professing to abhor it.

Id: 20517

Title: The datafied home: Ethical considerations on voice assistants in private settings

Session Type: Individual submission

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Abstract: Voice assistants (VAs) - or smart speakers - are technologies that process voice commands and execute them according to their capabilities. They can be defined as “software agents that can interpret human speech and respond via synthesized voices” (Hoys, 2018). Due to the fact that these VAs are located in people’s homes, voice assistants pose a severe risk for privacy breaches, data collection, and surveillance (Lau et al., 2018). Apart from privacy issues, the usage of such ‘new machines’ can also be regarded as an important first step into a ‘machine enhanced lifestyle’. With the aim to shed light on the ways why and how individuals adopt these technologies into their homes, we conducted a set of studies in order to assess individual’s overall attitudes, usage patterns, and daily routines with a selected brand of smart speakers (Alexa).

Following the model of the ‘domestication of technology’ approach (Berker et al., 2006), we conducted three studies:

- Study (1): Online survey (n=408) on user attitudes in respect of practicability, acceptance, data safety, surveillance, and privacy of VAs
- Study (2): Case study with users’ media diaries on daily practices in the home (10 households)
- Study (3): Cooking with Alexa (one selected cooking skill with 5 participants)

Results show that most participants are conscious of the ethical implications of data collection when using the devices. In order control for data privacy, they reported limiting their activities in the beginning. Results from the observational and self –report study (2) showed, however, that some participants became surprisingly emotional about their Alexa and soon adopted the technology fully into their lives. Some even regarded Alexa as a companion. In contrast, users express few privacy concerns, but their rationalizations indicate an incomplete understanding of privacy risks and a complicated trust relationship with speaker companies. Many of our users in the media diary condition traded privacy for convenience with different levels of argumentation and privacy resignation. The presentation will discuss further results and reflect on ethical solutions to the ‘datafied home’.

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Id: 20573

Title: PepsiCo 2017 Ad: when image garbles reality

Session Type: Individual submission

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Abstract: Advertising campaigns should respect the sensitivity of the public, but it is easy to fall into a misunderstanding. In April 4, 2017, PepsiCo premiered a new Pepsi advertisement. This short film performed by the star Kendall Jenner had to be removed 24 hours after its release. PepsiCo and Kendall Jenner had to apologize due to the unintentional misrepresentations this advertisement made.

In the ad story, Kendall Jenner appears in a photo shoot, when a demonstration is passing near her. Activists of all ethnicities are carrying peace symbols and posters calling to “join the conversation” and asking for “love”. The crowd stand in front of a row of police, when Jenner offers a Pepsi can to a police official, who drinks from the can. This seems to stop a possible action by the agents, thus the crowd shouts approval. This advertisement apparently links together the core values of PepsiCo and all the ingredients to be a great success. However, the movie was catalogued as a misrepresentation of the social movement “Black Lives Matter”. Kendall Jenner walking toward police with a can of soda, brought to mind the image of Leisha Evans, an Afro-American woman, standing in front of the police at the Baton Rouge protest in Louisiana a year earlier. This image became an icon of the protests organized by the movement Black Lives Matter challenging violence and police brutality against black people, after the death of two African-Americans. The public were disturbed about the way this commercial uses the imaginary of social movement protests to sell a can of soda. The ad compares a celebrity to a grassroots protester; It oversimplifies what protests were about; and it doesn't really pick a cause. Even more, a deep analysis of the movie reveals an image of what Peggy McIntosh has called “white privilege”, which contributes to perpetuating racial stereotypes.

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Id: 20587

Title: La Participación de los usuarios en el proceso informativo: ¿garantía de rendición de cuentas'

Session Type: Individual submission

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Abstract: Con la llegada del entorno digital, los medios de comunicación han potenciado de forma progresiva la participación del público, especialmente en los sitios web de los diarios y redes sociales. Teniendo en cuenta las transformaciones que esta participación conlleva, parece necesario preguntarse si ésta ayuda a mejorar la rendición de cuentas de los medios de comunicación. Esta investigación parte del concepto participatory transparency enunciado por Karlsson (2010) para analizar cómo afecta el papel activo de las audiencias en la rendición de cuentas a través de las secciones de contenido generado por los usuarios (UGC) o comentarios en redes sociales. La metodología seguida es triple: se han realizado 228 encuestas a periodistas en activo de España junto con seis focus group a usuarios de medios, para conocer la opinión de los principales actores del proceso informativo. Asimismo, se han realizado entrevistas en profundidad a varios expertos del sector periodístico con el fin de contextualizar las opiniones anteriores. Los principales resultados muestran que los periodistas no son optimistas con respecto a la eficacia de los instrumentos de rendición de cuentas en los que participa la audiencia. Destaca que, entre los periodistas consultados, son los más jóvenes los que se muestran más reticentes a pensar que la participación de los lectores ayude a que los medios mejoren su rendición de cuentas respecto a la audiencia. En cuanto a la opinión de los usuarios, estos valoran la participación de la audiencia en el proceso periodístico mediante los comentarios a través de las redes sociales o el envío de material informativo al medio, pero consideran necesario el papel del periodista como fact-checker de ese UGC. Por último, los expertos entrevistados muestran, en general, cierta cautela sobre la

participación de la audiencia en el control de calidad periodístico y en la influencia de las redes sociales en el ecosistema mediático.

Id: 20687

Title: The Ethics of Water

Session Type: Individual submission

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Abstract: In order to study the media's dealing with water rights and resources, we examine the reporting in two major papers in two countries that are in many ways diametrically positioned with regard to water resources: Australia and Bangladesh. Australia, after Antarctica, is the driest continent on earth, whereas in Bangladesh its 163 million people (Word Bank, 2016) are in frequent danger of flooding and threatened by rising sea levels. In each country, we focus on the reporting of the largest river system, the Murray-Darling river basin in Australia and the Ganga-Brahmaputra river system in Bangladesh. By choosing these two countries, we combine examples from the western and the developing world. This will enable us to view water rights and resource ethics not only as understood in a country that is developmentally advanced and monetarily in a safe position, but also from a country that does not enjoy these privileges. Our analysis will allow us to arrive at a more rounded, global understanding of how journalistic ethics intersect with environmental justice. We are drawing on relevant literature with regard to environmental reporting, and on media ethics, in particular on an empirical study that provides a global picture of journalistic ethics (Worlds of Journalism, 2019). Our results highlight the inadequacy of traditional media and traditional media ethics when dealing with water rights and water resources, and call for a new conceptualization of media ethics that includes actors from outside the formal institutions of journalism.

Id: 21157

Title: Periodismo Bajo Fuego:Asesinato de Periodistas e Impunidad en México :El Caso de Javier Valdèz(15-Mayo-2017)'.

Session Type: Individual submission

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Abstract: Pregunta Principal o Problema a Investigar: En México ser comunicador parece más una sentencia a muerte que una profesión.Los periodistas se han convertido en protagonistas de la nota roja en un país que ve con preocupación el repunte de la violencia y la impunidad. El homicidio de Javier Valdez el 15 de mayo de 2017--- el sexto periodista asesinado en 2017 en el penúltimo año de Peña Nieto como Presidente---demuestra la poca protección que tienen los periodistas en Mèxico.A plena luz del día,y frente a la inoperancia de las autoridades fue acribillado: Pero que escribió Valdez que irritó a quienes decidieron asesinarlo?La disputa por el control del Cártel de Sinaloa de los Chapitos(hijos de el Chapo) contra Damaso López (a)"El Licenciado". Esta lucha colocó en medio al periodista Valdez(que había entrevistado a Damaso).Cuando asesinarón a su colega Miroslava Breach meses atrás,Valdez,corresponsal de la Jornada,escribió:"Que nos maten a todos,si esa es la condena por reportear en este infierno".

¿Por qué nadie se ocupa con responsabilidad de la muerte de Periodistas en México?;¿Qué mecanismos legales de protección existen o cuales hacen falta?;¿Puede sobrevivir una democracia sin libertad de expresión?;---estas son las interrogantes centrales que nos planteamos y que nos conducen al problema central de la investigación:Las Ejecuciones y Asesinatos de periodistas como parte de la escalada de violencia que se vivía en el año previo a la contienda por la Presidencia de México.

Marco Teòrico:

A partir de un marco teórico que tiene como soporte la Sociedad Red,la Comunicaciòn Polìtica, la Cleptocracia,el Cartel y la Sociedad Narca nuestro objetivo será establecer las bases para analizar el asesinato del periodista Javier Valdez,corresponsal de la Jornada y director del semanario Rìodoce en Cualican Sinaloa, en el contexto de las relaciones Prensa,Poder,Etica,Violencia Contra los Periodistas y Narcotràfico en Mèxico durante el penúltimo año de gobierno de Enrique Peña Nieto. Mètododo Utilizado: Contextualizar el tema en un marco histórico que se basa en la Comunicación Política,la Ciencia Política y la Sociología. En especial de aquella que tiene contenidos de corte analítico y valorativo sobre el ejercicio del periodismo crítico en la sociedad conectada, la violencia desatada en contra de los informadores,y la narcopolítica como el principal impulsor de estas agresiones.

Resultados Empíricos: Actualmente en muchas ciudades de Mèxico,los periodistas,reporteros,fotografos y redactores son amenazados,asesinados,secuestrados,torturados e intimidados por narcos y sicarios.En ocasiones no son criminales únicamente quienes silencian la libertad de expresión en Mèxico:la mayoría de las agresiones tiene como autores a un funcionario público,un policía,un soldado, y a un burocràta de la seguridad.Frente a esta perspectiva,el gremio

periodístico ha exigido y demandado al gobierno mexicano garantías mínimas para el ejercicio libre de su trabajo, sin que hasta el momento se hallan obtenido resultados favorables.

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Id: 21171

Title: Ethics and Fake News in Spanish Journalism

Session Type: Individual submission

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Abstract: After defining fake news (Allcott & Gentzkow, 2017; Bakir & McStay, 2018; Bennett & Livingston, 2018), this text analysis the opinions of 383 Spanish journalists about this phenomenon, filling the knowledge gap about the topic in Spanish academia. The main goals are a wider understanding of the problem and to look for possible solutions, paying special attention to journalistic ethics –seen it as the professional rules voluntarily assumed by journalists– as a possible way to help fighting fake news.

This will be articulated in four research questions: RQ1: What are the causes and the level of importance of fake news for Spanish journalists?; RQ2: Do they see journalistic ethics as an effective tool against fake news?; RQ3: How would journalistic ethics gain effectiveness in order to fight fake news?; RQ4: What measures are seen as most effective to avoid the spread of fake news by Spanish journalists?

Fake news are considered a serious issue ($M=4.18$; $SD=0.81$). The most relevant causes in the spread of fake news are the new online communication context ($M=3.88$; $SD=0.74$), followed by economic aspects ($M=3.77$; $SD=0.96$).

The relationship between journalistic ethics and fake news is obvious ($M=4.28$; $SD=0.82$), so is the relevance of ethics for journalists ($M=4.55$; $SD=0.58$). However, its presence in the companies where they work is smaller ($M=3.43$; $SD=1.04$), what may help explaining why the kind of measures related to deontology are not seen as effective against fake news ($M=2.86$; $SD=1.10$). This may be changed with an increase in the level of compliance with the deontological norms and standards ($M=4.18$; $SD=0.86$) and also with an update of these norms ($M=4.05$; $SD=0.94$). Non-deontological measures considered the most effective against this phenomenon are those focused in consumers ($M=4.17$; $SD=0.95$), something that Tandoc, Lim and Ling (2017) had already pointed out, and that should be further analysed in the future.

RQ1 shows how relevant the spread of fake news is for journalists and points at online communication –not just journalism– and economic causes as responsible for their ascent. RQ2 proves how journalists see fake news clearly as ethic problems, but deontology is not considered the most effective way to fight them. According to RQ3, a stronger compliance with ethic norms and their update would make them more useful against this matter. RQ4 offers a more practical use of the study, by finding that measures applied to consumers are seen as the most effective against fake news.

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Id: 21204

Title: Ghost Writing, Ethics and Risk Communication ' The Case of the Monsanto Papers

Session Type: Individual submission

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Abstract: Until Bayer's purchase of Monsanto, the U.S. company based in St. Louis was the leading producer of the world's most used herbicide, namely roundup. However, the active ingredient of roundup, the chemical glyphosate, is subject of a contested discourse regarding the question whether it is carcinogenic to human beings. As it became evident, Monsanto influenced the public as well as the scientific discourse with un-ethical means, like ghost written studies and evaluations regarding glyphosate. In 2017, the first "Monsanto Papers" got published. These, originally internal documents, show how Monsanto influenced scientists and, thus, the academic and political evaluation of glyphosate (Krismky/Gillam 2018). The company influenced strategically the academic discourse in order to meet its own goals. The term "Monsanto Papers" became a synonym for industry's influence on science and politics.

Based on a content analysis of U.S.-American and German newspaper articles covering the Monsanto Papers, the paper will discuss the case of the Monsanto Papers regarding contested truths and the ethics in risk communication. Subject of the Content Analysis are the newspapers New York Times, Wall Street Journal, Washington Post, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and die tageszeitung (three U.S.-American newspapers and three German dailies).

Krismky, Sheldon/Gillam, Carey (2018): Roundup litigation discovery documents: implications for public health and journal ethics. Journal of Public Health Policy.

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Id: 21205

Title: Nuevo modelo de comunicación política en México. Gobierno popular valores y ética en el Estado Mexicano

Session Type: Individual submission

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Abstract: Coincidiendo con la crítica a la propuesta teórica de la Agenda Setting así como a la Agenda Building, para el estudio de la relación Gobierno-Prensa, me dispongo a establecer algunas bases conceptuales para el inicio de la revisión de dicha relación en México, a la luz de un régimen distinto.

En el ensayo se explicarán algunas de las condiciones en que el viejo régimen, así como su derivación en el neoliberal sostenían y su contubernio con la prensa y medios en general en México. Durante el régimen del nacionalismo revolucionario 1919-1996, lo que imperó fue la subordinación de la prensa escrita, así como la radio y la televisión al poder político monopólico constituido. Se trataba de un Estado Corporativo.

El poder político sustentado por el nacionalismo revolucionario derivó en 1988 en la apropiación del poder político por parte de élites comprometidas con el proyecto neoliberal en México, trajeron cambios en la relación Prensa-Gobierno al fortalecerse los grupos económicos incluidos los capitales de los medios concesionados.

En el año del 2006 cuando se da la gran confrontación entre el proyecto de las izquierdas y/o popular, y el proyecto de las derechas, la actuación de los medios en general fue de abonar para la elección de Estado.

No obstante, lo anterior, 12 años después la construcción de un proyecto popular por parte de el líder carismático y tesonero del Movimiento de Regeneración Nacional (MORENA), ya había calado lo suficiente en los gobernados, para que cualquier descalificación o manipulación de los medios ya no surtía gran efecto.

Le he llamado junto con algunos otros intelectuales y teóricos, la Revolución de las Conciencias, en donde convergen desencuentros con el viejo régimen, enojos y necesidad de tener otra opción o cambio político, así los electores el primero de julio decidieron en una cifra de 30 millones otorgar todo su apoyo al nuevo régimen.

Si bien hay otros temas de debate importantes, el presente es de tal gravedad no sólo por los miles de millones de pesos, sino por la estructura de poder del crimen, que sirve para analizar también la estrategia de comunicación del nuevo gobierno, la cual si bien, pudo ser deficiente, con una severa desinformación de los ciudadanos, la acción gubernamental produjo el respaldo popular al gobierno, a pesar de las críticas de integrantes del poder mediático.

Aquí aparece nuestro objeto: La prensa ya no estará en la nómina gubernamental, los millones de pesos para imagen presidencial ya no existirán, el gobierno ya no incidirá u ordenará ningún trato preferencial hacia él, el propio presidente de la República López Obrador se encarga de informar personalmente todos los días a primera hora de los acontecimientos y las políticas que se aplicarán

para enfrentar los conflictos. Esta estrategia y sus consecuentes decisiones impactarán toda la concepción de comunicación política del régimen, así como los valores y la ética de la Nación.

Id: 21232

Title: El papel de la comunicación política en la construcción de una ética democrática para una sociedad más justa

Session Type: Individual submission

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Abstract: El presente trabajo realiza un acercamiento entre la visión de una sociedad justa y la concepción político-normativa de la ciudadanía contemporánea, desde la especificidad de la comunicación política. Busca responder a dos preguntas: ¿cuál es el papel de la comunicación política en el desarrollo de una sociedad política democrática más justa? Y ¿qué responsabilidades tiene el comunicólogo político con estos procesos de construcción de sentido colectiva?

Parte de la propuesta de John Rawls acerca de la justicia, discusión que propicia una problematización en tres sentidos: 1) la persona en su concepción como sujeto; 2) la persona en su concepción política como ciudadano con autonomía política; 3) la sociedad política como un sistema de cooperación justo sin fines ontológicos. En una lógica dialéctica entre una identidad moral y una identidad pública, entre procesos de definición racionales dados por los propios fines y razonables en el entendido de valores colectivos.

Siguiendo el interés de Rawls de proponer una teoría de la justicia de corte liberal, como una concepción política, no moral, religiosa o filosófica, se sostiene una concepción política que dialoga con las teorías contemporáneas de la democracia, que reconoce la igualdad entre individuos y un compromiso político público, llamado justicia, que tiene como objetivo preservar esa condición de igualdad.

Se entiende que esta construcción pública de sentido es mediada por procesos diversos de comunicación política, por lo que se conceptualiza como el proceso primordial para el establecimiento de una razón pública plural en un sistema democrático; en virtud de que el espacio público es el campo de expresión de la ética, ya que se constituye por una doble mediación: la de la naturaleza social y la de la vida colectiva. Siendo la justicia una construcción emanada de las instituciones que regula la vida de los ciudadanos en sociedades concretas, se encuentra por tanto en esta interrelación de la praxis de la vida social.

En ese sentido, el comunicólogo político tiene también un papel primordial en la construcción de un sistema democrático y una sociedad más justa. Y debe reconocer su responsabilidad ante la

sociedad política como un proyecto, en diversos sentidos: 1) en el diseño de procesos que propicien la participación plural; 2) en el diseño y elaboración de mensajes que ayuden al desarrollo de procesos de razón pública; 3) en el análisis de los procesos ya existentes y sus carencias; 4) construir un aparato teórico que dé parte de la comunicación en los diversos procesos políticos.

Id: 21247

Title: LA ESTRATEGIAS DE LA PUBLICIDAD DE ALIMENTOS Y LA ETICA PUBLICITARIA

Session Type: Individual submission

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Abstract: La obesidad ha sido identificada como un problema de salud pública en México, que se fue gestando a lo largo de más de 30 años, derivada en parte del crecimiento de la venta de productos ultra procesados, a raíz de la firma del Tratado de Libre Comercio entre México, Estados Unidos y Canadá. México ocupa el primer lugar en obesidad infantil, y el segundo en obesidad en adultos, según indicadores de la OMS. Los productos procesados con altos niveles de azúcar, calorías, preservativos, grasas, sal, carbohidratos, se sumaron al consumo de refrescos, en el cuál México es uno de los principales mercados en el mundo.

A esto se suma un entorno de insuficiente normatividad, una amplia inversión publicitaria, la promoción de productos ultraprocesados, con alto contenido calórico y de fácil disposición con numerosos sitios de venta y precios.

En este contexto, el gobierno mexicano inició la implementación de medidas orientadas a restringir la venta en las escuelas, la limitación de la publicidad en radio y televisión y la imposición de un impuesto a los productos de bajo valor nutritivo.

Sin embargo, los anunciantes y la industria publicitaria habían iniciado previamente un proceso que pugnaba por la autorregulación y los códigos éticos, para oponerlos a las medias legales. Así en 2003, el Consejo de Autorregulación Publicitaria elaboró el Código para la Publicidad de alimentos y bebidas dirigida al público infantil (PABI).

Los anunciantes han adoptado diversas estrategias para evadir restricciones y conservar su mercado, desde la reducción de envases y empaques, la incorporación de nuevos productos con menores contenidos de azúcar, sal o grasas. Una de las medidas ha sido la relativa a las estrategias publicitarias, cuando se reglamentó la reducción de publicidad en horarios infantiles en radio y televisión.

Este trabajo se refiere a las estrategias publicitarias adoptadas, que en muchas ocasiones contravienen los principios éticos del Código PABI, donde podemos identificar dos características: la manera en que la publicidad sale de los horarios de audiencia infantil, pero se ubica en los programas para mayores de 15 años, donde los niños continúan viendo la televisión, el Instituto Federal de Telecomunicaciones señalaba que en 2017 la audiencia infantil en televisión pasaba 4 horas 46 minutos frente al televisor y los programas que más veían los niños se encontraban en los horarios para adultos. La publicidad continúa relacionando productos con emociones, personajes y deportistas.

Por otra parte, la principal estrategia es direccionar la publicidad de estos productos a internet, redes sociales y videojuegos, donde encuentran un campo propicio ante la falta de regulación en estos espacios. La publicidad dirigida a los niños está ahora en páginas de Facebook, en you tube y en el

advergaming, espacios donde los niños ocupan parte de su tiempo de esparcimiento y en espacios recreativos en zonas turística, deportivas o en sitios como kidzania.

Este trabajo es continuación de la investigación que venimos realizando en la UNAM en el proyecto Publicidad y obesidad, regulación y autorregulación.

Id: 21250

Title: El peligro de ejercer periodismo en México. Análisis de la cobertura informativa del asesinato de Javier Valdez según el enfoque del peace journalism.

Session Type: Individual submission

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Abstract: La violencia hacia periodistas en México y en especial en el estado de Sinaloa, ha aumentado sus cifras a través de los años. ¿En este entorno es posible ejercer un periodismo de paz propuesto por Galtung (2002)? Más aún ¿se puede informar sobre la violencia ejercida contra los periodistas con el enfoque del peace journalism? En este artículo se analizó la cobertura informativa dada al asesinato del periodista Javier Valdez Cárdenas, hecho que revolucionó a periodistas y medios de comunicación de todo el país. A través del análisis de contenido (Berelson 1952; Krippendorf 1990) se revisaron los enfoques noticiosos de 366 noticias de los periódicos locales, en su versión en línea, Noroeste y El Debate, y de los nacionales Reforma y El Universal. Los resultados mostraron que, en general, la cobertura fue con un enfoque hacia el war journalism.

Id: 21270

Title: La renovación de la imagen de Coca-Cola como Empresa Socialmente Responsable (ESR) en su combate contra la obesidad.

Session Type: Individual submission

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Abstract: Las empresas transnacionales (ETs) son actores con relevante preponderancia en la arena internacional. La penetración de estas corporaciones en el mercado se ha traducido en la incorporación de marcas y productos en la vida cotidiana de las personas, lo cual ha contribuido en la modificación de hábitos de consumo.

Dentro de los productos con mayor irrupción en el mercado y en la vida de los individuos están las bebidas azucaradas. No obstante, la adopción de este tipo de bebidas en la dieta diaria ha resultado contraproducente para la salud de los seres humanos, debido a que estos productos al poseer un alto contenido de azúcares inciden en un incremento de grasa corporal que deriva en sobrepeso u obesidad.

Hoy, la obesidad es un problema de salud pública catalogado por la Organización Mundial de la Salud (OMS) como epidemia, debido a su magnitud y severidad a escala mundial. Por ello, este organismo internacional ha exhortado a los Estados Miembros, asociados internacionales, organizaciones de la sociedad civil, y organizaciones no gubernamentales, así como actores del sector privado a colaborar con ella, para trabajar conjuntamente en la disminución del índice de personas con sobrepeso y obesidad.

La OMS ha hecho especial énfasis en la planeación de estrategias y ejecución de medidas que contribuyan a reducir el consumo de bebidas azucaradas, especialmente de sodas. Por tal motivo, ha sugerido a los Estados miembro, específicamente a aquellos donde la obesidad es un problema de salud pública, implementar un impuesto a este tipo de bebidas a fin de reducir la demanda.

En el marco de esta lucha contra la obesidad, Coca-Cola, empresa líder en el mercado de refrescos, ha sido la corporación mayormente señalada como responsable de contribuir en gran medida en el aumento de casos de niños y adultos con obesidad alrededor del mundo. Por tanto, Coca-Cola como parte de su ética corporativa y de su compromiso social ha formulado y ejecutado diversas estrategias publicitarias para renovar su imagen con el propósito de posicionarse como una Empresa Socialmente Responsable (ESR) que está en armonía con un estilo de vida saludable. Si bien Coca-Cola se ha situado como la industria de la felicidad, actualmente ha recurrido a implementar estrategias de marketing y publicidad basadas en la ética, para mostrar su compromiso y adherencia al combate contra la obesidad.

Para estudiar la problemática planteada es preciso identificar e interpretar, bajo el enfoque metodológico de la hermenéutica profunda, planteado por J. B. Thompson, la ideología presente en la estrategia publicitaria que ha construido e implementado Coca-Cola para posicionarse como ESR comprometida con el desarrollo humano, la salud y calidad de vida. Así como, realizar un análisis contextual de los fenómenos que han tenido cabida a nivel nacional e internacional, y que incidieron en la modificación de la ejecución de las estrategias de la empresa para renovar su imagen, al

considerar y resaltar su ética publicitaria y de marketing, a fin de promover un estilo de vida saludable que favorece el bienestar en las personas.

Palabras clave

Empresas transnacionales, Responsabilidad Social Empresarial, bebidas azucaradas, obesidad, salud, ética.

Id: 21335

Title: Reconfiguring the Individual with Ubuntu: An Examination of Human Rights Language from the Perspective of the Global South

Session Type: Individual submission

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Abstract: The individual is a concept that many who grow up in the West take for granted. Progressive movements championing human rights tend to insist on the sovereignty of the individual and the absolute rights of said individual to their own body, their own desires, and their own decisions. Regardless of political stance, the foundational concept of the individual is typically unquestioned, though its expression and responsibility to the community may appear slightly different depending on who you ask. The individual, as we now understand it, however, has not always been in existence. “Until the 18th century, individual was rarely used without explicit relation to the group of which it was, so to say, the ultimate indivisible division,” (1985, p. 163) Raymond Williams points out in his Keywords entry for the term. Enlightenment thought stressed the value of rational, scientific thought that endowed the individual with the capacity to make logical decisions for himself. It used the notion of the individual to frame ideas about society as an intentional social contract made between separate individuals emerging from a state of nature.

In this paper, I challenge such a hegemonic understanding of the individual as the foundation for our codes of ethics and human rights endeavors. Various Western scholars such as Bruno Latour, Gilles Deleuze, Félix Guattari, and Niklas Luhmann have proposed reconfigurations of the individual in the last century. I choose, instead, to highlight a plethora of other traditions and understandings of the individual from the Global South, which have long been in existence while the West was simply not listening. In particular, this piece focuses on the sub-Saharan Nguni philosophy of ubuntu/botho, and how it defines the individual. Ubuntu has become trendy in the last decade, both within South Africa and globally, usually deployed as an ethics of compassion and defined in the heartwarming expositional phrase: “I am because we are.” However, ubuntu is more fundamentally an ontology that shapes how we define what it means to be human; ubuntu observes that, “No person is complete in him/herself; s/he is fully human in as far as s/he remains a part of the web of life, including creation and the earth” (LenkaBula 2008, p.378). Within ubuntu, the individual is distinct but not autonomous, and community serves as the state of nature—not the individual.

This reconstitution of the individual manifests in new ethical formations, and it has a significant impact on how we understand and communicate the nature of “human rights”. Most of today’s humanitarian efforts stem from a commitment to the inherent, “self-evident” rights of the autonomous individual, while ubuntu argues that this individual doesn’t exist. In this paper, I examine the relationship between the philosophy and rhetoric of human rights. Using existing human rights discourses as case studies, including the Universal Declaration of Human Rights and

PR material from organizations such as UNICEF and the Global Fund for Women, I speculate on how alternative ontologies from the Global South, like ubuntu, might transform the language and assumptions within such human rights narratives.

Id: 21472

Title: La función del periodista, empresario y público frente a los desafíos del periodismo digital

Session Type: Individual submission

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Abstract: El periodismo desde punto de vista de la acción informativa, sigue inmerso en un proceso de cambio muy importante, derivado del nacimiento y desarrollo del periodismo digital o sea de los medios on line, que conviven con los medios off line. Una mínima ojeada a su forma de desarrollo profesional, nos muestra las profundas diferencias que existen entre ambos campos. La primera se puede establecer en la relación que estos medios tienen en el triángulo clásico informativo, expuesto por el profesor español JMa Desantes, o sea sujeto profesional (periodista), sujeto organizado (empresario) y sujeto universal (público)

El campo on line ha roto las tradicionales características existentes en los tres sujetos en relación con la información, incluso podríamos afirmar, sin temor a exagerar, que el nacimiento de los medios on line, ha provocado un cambio sustancial en las relaciones entre dichos sujetos. Uno de los objetivos de esta comunicación es analizar dichos cambios, que están suponiendo unas modificaciones de la profesión periodística de gran calado y que en ocasiones, aún son difíciles de detectar y definir.

Otro gran problema es lo relativo a los derechos y deberes profesionales del informador, que repercuten de manera inmediata en los deberes y derechos del público. La inmediatez, el afán de exclusividad informativa, la falta de elaboración de las noticias, la exclusiva orientación al dato y no al contenido global, y otros muchos aspectos propios de los medios on line, sobre todo de los que viven más bien del sensacionalismo que de la verdad, provocan en muchas ocasiones situaciones conflictivas con los derechos de los ciudadanos.

A esto se une, aunque ello sea común a toda clase de medios, un fenómeno muy en boga en nuestros días, como es la postverdad y su compañero de viaje, la falsedad en las noticias. La falsedad es un tema terminológico, porque la mentira, esta unida, desgraciadamente, a la historia de la información desde su nacimiento.

Una cuarta dimensión para analizar en el campo de la prensa on line, es el de la ética, el de la deontología profesional en relación a esa nueva forma de hacer. Es un campo difícil, complejo, porque su análisis no está unido exclusivamente a los contenidos, sino es la propia base tecnológica de esos medios, la que exige una respuesta ética, deontológica, que pueda dar respuestas claras y válidas a este punto. Debemos preguntarnos, y respondernos, si estos medios, como nuevos, necesitan una nueva ética, unos nuevos principios deontológicos. La respuesta breve, pero que deberá ser justificada, es que no.

Es necesario volver a los principios básicos de la ética informativa que queremos profundizar, analizar y esclarecer. Sostenemos que siendo los únicos validos para afrontar el desafío que estos medios producen. Fundamentalmente la verdad. Escribí en otro lugar (Prensa Digital en España, 2016): "la información y el trabajo periodístico entienden de verdad o mentira. De trabajo bien o

mal hecho. De coherencia o de seguidismo. Dependencia o independencia. La buena información se abre camino, sea la estructura que sea”.

Id: 21559

Title: Fake news and Democracy in Brazil: misinformation around the "gay kit" during the 2018 presidential elections

Session Type: Individual submission

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Abstract: Brazil is facing an increasing political polarization that accumulates records of incivility and intolerance. The intensification of this process is perceived by many authors (Stroppa & Rothenburg, 2015; Pereira, 2016; Rossini, 2017), especially regarding the use of social media platforms on the Internet for the proliferation of hate speech and fake news.

The analysis of the Brazilian democracy takes place in two perspectives: the first from 1988 to 2014 recorded a cycle of progress in the transitional justice process, accountability and expansion of human rights instruments, which gathered indicators that pointed to the consolidation of democracy in the country. (Avritzer, 2017; Sanglard, 2017). The second one from 2013 on when a series of demonstrations accentuated the intolerance amongst distinct social groups that escalated to Dilma Rousseff's impeachment process. Some scholars consider the latter as the conservative turn or also called democratic backsliding. Moreover, other researchers (Bermeo, 2016; Toth, 2017; Levitsky & Ziblat, 2018; Runciman, 2018) punctuate to democratic losses and conservative advances as of 2010 under other perspectives and contexts in other countries.

Recently, Brazil confronts an unprecedented level of intolerance: politicians and artists verbally attacked, tolerance speech misused in the anti-equality agenda and censorship of cultural projects are just a few examples. The presidential election of 2018 was consolidated as the most violent in history marked by cultural and moral disputes with examples of fake news such as the "gay kit". Gay kit is a pejorative term attributed to the teaching material School without Homophobia that was supposed to integrate a nationwide federal initiative to combat homophobia. The material that was geared towards the respect for diversity would be distributed in the Brazilian School System but was vetoed in 2011 under the pressure of the conservative wing of the National Congress. Jair Bolsonaro, current president of Brazil and one of the greatest representatives of the far-right politics in the country was one of the first to criticize the material for allegedly stimulating homosexuality and pedophilia. During 2018 election, Bolsonaro repeatedly stated that his opponent, candidate Fernando Haddad was a menace to gender binary by being this material's mentor. In other words, this fact designed the strategies of political campaigns in 2018, i.e. the organized spread of misinformation through social networks that made it seem more credible. Hence, the gay kit has become an important example of how false information can be used to manipulate public policy in Brazil.

Therefore, this article aims to analyze and identify the different frameworks adopted by organized political groups, civil society, and the media about the gay kit hashtag on Twitter in the period of the presidential election of 2018. The methodology was inspired by content analysis based on the codebook made by us and motivated by the current literature that respects the coding reliability proposed by Krippendorff (2004). We argue that the contention for repertoires involving the LGBTQ issues can be apprehended as an index of a moral and cultural nature, capable of being used to identify democratic recessions.

Id: 21750

Title: Distributed architectures: The effectiveness of user's guidelines

Session Type: Individual submission

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Abstract: In this paper we analyzed the effectiveness of the measures of protection of both the image and the dignity of the victims of sexual assaults by the Spanish press. Gender violence is a subject of great social concern and one of the news topics that generated more debate and code of ethics within the self-regulation organizations and journalists associations in Spain (Fagoaga, 1994; Aznar, 2005; FAPE, 1993; Diario Público, 2008, Aran and Medina, 2005, López Díez, 2002). It is globally a critical issue, as 35% of women around the world have suffered physical or sexual violence at some point in their lives according to the United Nations Global Database on Violence against Women. Our research questions were: RQ1. Do professional reporters comply with the codes of ethics of reference when covering news on sexual assaults?; RQ2. Do the users comply with the guidelines for participation within the newspapers in the comments of news of sexual assaults? and RQ3. How do the code of ethics and the user's guidelines compare in terms of scope and effectiveness? To answer these questions we carried out a content analysis, a "research technique designed to formulate, based on certain data, reproducible and valid inferences that can be applied to its context" (Krippendorf, 1990: 25) of 285 news stories related to the sexual assault case "the wolf pack", published by El Mundo and El País, the most visited Spanish news websites (Comscore, 2018), from July 7 2016 - when the first story was published by the press- to April 28 2018 -when the court sentence was made public - and 8671 comments (up to 50 comments for each story). The unit of analysis for RQ1 was the news story and for RQ2 the comments to the stories (we took into account up to 50 comments for each story, a total of 8671 comments were analyzed. We found that the code of ethics, contrary to our H1, were not challenged by the coverage; on the

other hand, corroborating H2, the users' guidelines by both El Mundo and El País were not an effective mean to protect the victim's dignity, suggesting other means should be implemented in the future to safeguard this fundamental value.

Id: 21826

Title: Posicionamiento político de las OSC, transparencia y rendición de cuentas: consideraciones éticas desde los actores. El caso del Gobierno Abierto en México.

Session Type: Individual submission

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Abstract: En la literatura y práctica latinoamericanas se reconoce a la transparencia de las organizaciones de la sociedad civil (como un primer momento de la rendición de cuentas) como un ejercicio que deliberadamente se realiza ante el derecho que tienen, principalmente, cuatro tipos de audiencias: a) el público en general; b) los destinatarios de sus acciones; c) los donantes o las autoridades y d) sus propios integrantes de conocer todo lo referente a su ser y modo de ser en cuanto entes de interés público. Al mismo tiempo, esta transparencia (o los ejercicios de rendición de cuentas a que se dan origen) puede tener como punto de partida la exigencia en las propias audiencias (transparencia bajo demanda) o bien, la acción espontánea de los propios actores (transparencia proactiva).

La principal pregunta que deseo postular en este trabajo es si acaso el posicionamiento político de las organizaciones de la sociedad civil (OSC) funciona como un tipo de transparencia proactiva que da a conocer a diferentes audiencias (principalmente los donantes/autoridades y el público en general) en qué consisten las acciones de estos entes en cuanto a temas de interés público, en sus contenidos, motivaciones y justificaciones. Asimismo, me interesa convocar a los actores a una reflexión de carácter ético acerca de las implicaciones de estas posturas en la esfera pública (por ejemplo, en el caso expreso de una confrontación sociedad civil-gobierno, que refiero más adelante).

De manera secundaria, deseo explorar si esta manifestación se puede circunscribir como un tipo de acciones de comunicación de transparencia proactiva que, sin embargo, no tienen la transparencia como objetivo principal, es decir, que resultan secundarias. Todo ello, como continuidad a mi trabajo de tesis de maestría que se ha dedicado a identificar y caracterizar prácticas de transparencia en las OSC que pueden ser percibidas como tales pero que no necesariamente se realizan con ese propósito deliberado.

En este trabajo en concreto, analizaré el caso del mecanismo de Gobierno Abierto en México, el cual sufrió un período de crisis al final de la administración federal pasada a propósito de supuestos casos de espionaje gubernamental en diferentes a prominentes figuras de la sociedad civil organizada. En su momento, el mecanismo de coordinación entre sociedad civil y gobierno dejó de funcionar hasta en tanto no se resolviera la situación de conflicto, lo cual dio lugar a diferentes pronunciamientos en medios y otros espacios públicos, nacionales e internacionales. Además de desarrollar la cronología del caso desde la perspectiva de la comunicación realizada por parte del Núcleo de Organizaciones de la Sociedad Civil, entrevistaré a los actores de la sociedad civil involucrados y desarrollaré un ejercicio de reflexión colectiva sobre la experiencia, a la luz del cambio de administración federal y la probable reactivación del mecanismo. El documento,

entonces, expondrá los resultados de este ejercicio, analizándolos conforme al marco teórico ya esbozado.

Id: 21901

Title: La vejez y su representación en series de TV. La expectativa del retiro y la muerte en "El método Kominsky"

Session Type: Individual submission

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Abstract: La vejez como objeto de estudio ha sido abordada desde la biología y la medicina atendiendo a los cambios naturales en las personas en diferentes estadios y edades. Pero desde la perspectiva social ha demandado mucho más atención el proceso mismo del envejecimiento que está articulado a una serie de expectativas de vida poco alentadoras, tales como el deterioro físico, la pérdida de ciertas facultades, el retiro, la jubilación, la dependencia económica y la propia muerte. (Bruno y Acevedo, 2006)

El envejecimiento, entendido como proceso universal, que lleva al deterioro y la muerte (Marín, 2003), encuentra perspectivas diversas. En este trabajo, la construcción del marco referencial son las recomendaciones emitidas en el Plan de acción internacional de Viena sobre el envejecimiento, documento emanado de la Asamblea Mundial sobre el envejecimiento realizada en 1982.

Este trabajo aborda el tema del miedo a la vejez, tomando en cuenta la confrontación con dos expectativas complejas: el retiro de la actividad productiva y la muerte. El abordaje tiene lugar a través del análisis de los personajes de la serie El Método Kominsky (Netflix, 2018), que narra, en tono de comedia, la vida de dos hombres septuagenarios, uno de los cuales acaba de perder a su esposa después de una ardua lucha contra el cáncer y el otro es un actor de mediano éxito que se mantiene de una academia de actuación.

El análisis de estos personajes está realizado a la luz de los principios de la narratología, tales como los ejes semánticos del personaje, las unidades de significación que permiten la identificación de unidades funcionales e indiciales en el relato, la construcción y trayectoria como actantes, pero también en la identificación de los indicios que permiten dilucidar la representación social de la vejez que se construye en la serie. La literatura revisada para el sustento teórico del análisis integra textos de Mittel (2015), Barthes, et.al (1972), Jodelet (1993) y Miecke (1990), entre otros, para delimitar el marco teórico y las categorías de análisis.

La historia tiene lugar en el competitivo mundo del cine de Los Ángeles. Los personajes viven la disminución de las posibilidades de integración social, vida familiar e inserción en la lógica de las actividades productivas, marcadas por el vertiginoso desarrollo tecnológico y por un principio de competencia en el que la vejez resulta poco pertinente.

El análisis pretende el acercamiento al personaje en su dimensión humana para extrapolar las condiciones de la ficción a la situación real de la vejez en el mundo contemporáneo.

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Id: 21956

Title: Privilege vs. Privilege: The Strategic Communication of "Privilege" as a Floating Signifier to Neutralise Accusations of Privilege

Session Type: Individual submission

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Abstract: In recent years, multiple social movements advocating greater equality have captured public and media attention across the world; including #MeToo, Black Lives Matter, and the campaign for same-sex marriage, to name only a few. Such campaigns highlight the unequal distribution of privilege and disadvantage in society, thus revealing structural inequalities that fundamentally challenge liberal notions of meritocracy and equal freedom of opportunity. For some social actors – especially those inhabiting historically privileged positions – such movements present an awkward challenge: not only critiquing the existing power inequality; but fundamentally questioning the ethical legitimacy of the now highlighted privileged positions. How, then, do privileged groups and individuals respond to such challenge?

This paper uses a case study of one political organisation in Aotearoa New Zealand known as “Hobson’s Pledge” to examine an effective - and, potentially, characteristic - response to challenges of “privilege.” In particular, the study uses the Hobson’s Pledge case to illustrate how signifiers of “privilege” can be strategically re-articulated in political and media discourse to neutralise and deflect accusations of entrenched privilege and structural inequality. In Laclauian discourse theoretical terms, “privilege” becomes a ‘floating signifier’, articulated by antagonistically opposed political projects to convey starkly different meanings, and to disempower rhetorically potent ideological critiques. This paper examines Hobson’s Pledge’s “privilege” discourse in order to reveal its strategic construction, and to identify potential responses to it.

Hobson’s Pledge is a political lobby group established in 2016 to advocate against what it defines as a “separation framework” of “race-based laws” in Aotearoa New Zealand, that unfairly privilege Māori (the indigenous population) to the detriment of non-Māori. “One law for all of them” is the group’s slogan, expressing a ‘colour-blind’ discourse underlined by liberal assumptions of equal rights, equal opportunity, and colonial neutrality for all citizens. The group’s most prominent spokesperson, former Governor of the Reserve Bank and former leader of the main opposition political party, Don Brash, received considerable media and public attention when he first publicly articulated the “one law for all” discourse in 2004. Brash and Hobson’s Pledge continue to receive media attention following high profile speeches in 2018 and 2019, one of which was cancelled amid public debates over hate speech and freedom of expression.

This paper combines Laclauian discourse theoretical analysis of Hobson’s Pledge publications and Brash speeches with corpus-assisted discourse analysis of mainstream news media coverage to examine the divergent constructions of “privilege”, within a context of ideological contestation over

entrenched inequality in Aotearoa New Zealand. It argues that by converting “privilege” into a floating signifier with indeterminate meaning between opposing discourses, Hobson’s Pledge effectively neutralised the accusation of institutional colonial inequality implicitly encoded in “affirmative action” policies tailored towards Māori. Ultimately, the paper argues that Hobson’s Pledge is an exemplary case of this strategic response to critiques of privilege - one that is applicable to similar cases in Canada, the United States, Australia, and other sites where “affirmative action” special measures are used to address structural inequalities and mitigate historic privilege.

Id: 22235

Title: AI, algorithms, and journalistic ethics

Session Type: Individual submission

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Abstract: Traditional normative approaches to the media and the ethics and values journalism are not prepared to deal with the increasingly important role of data and data analytics, the arrival of new roles in newsrooms and the automation of (part of) the journalistic production and distribution process. This situation leads to calls for algorithmic transparency and accountability (Diakopoulos & Koliska, 2017; Ananny & Crawford, 2016). So far, there is no encompassing theoretical framework that could serve as a point of reference for determining the societal impact and ethical and normative consequences of the use of algorithms in the realm of journalism. In the light of growing technological possibilities, and the emergence of new ethical concerns, we see an urgent need for revisiting traditional approaches to journalistic ethics, and relate them to the growing body of literature on algorithmic ethics from other sectors.

Thus, we propose a theoretical framework building on algorithmic news distribution as a highly topical example for the integration of algorithms in the journalistic sphere, arguing that the journalistic algorithmic process consists of several steps of which each one comes along with different ethical challenges. For example, after a journalistic entity has identified and formulated goals and values, these (sometimes vague and abstract notions such as diversity) have to be translated into input and output metrics, causing new organizational and ethical challenges.

In our framework, these principles will be structured according to several levels: inside the organization (both regarding single staff members and from an institutional perspective), and concerning the relationship between the media and the individual user, and the media and society. Firstly, we argue that a number of (journalistic) values such as diversity, privacy, accuracy or objectivity are of utmost importance in the context of algorithmic journalistic processes; however, their definition, interpretation, and application has to be renegotiated. Secondly, other values, for example truth or fairness, should be reaffirmed.

Based on this framework, the growing body of literature on algorithmic ethics from other sectors, the new legal obligations from e.g. the GDPR but also accountability theory and theories about the democratic role of the media, we will propose a first set of principles of algorithmic journalistic ethics.

Id: 22246

Title: Road Map for Quality Journalism of the Future: The Most Promising Models for What is to Come

Session Type: Individual submission

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Abstract: Quality journalism has an ethical and social dimension based on the credibility of content and public service, but its share of time and space in the media marketplace has been shrinking. The causes are mainly the abundant supply of free media online and the flight of advertisers to the lower-cost and more efficiently targeted digital advertising offered by technological platforms. This paper will show how the scarcity of quality journalism has aggravated many societal ills and undermined the role of the press as a pillar of democratic society, the Fourth Estate. This paper will use deductive and critical methodologies to identify the most promising examples of media that are counteracting this trend with innovative funding models as well as innovative products, processes, distribution methods, and collaboration networks.

The examples will come from five continents and from traditional as well as new digital media. We are bringing an international and diverse approach to call attention to paradigmatic models from different countries in the world.

The criteria we will use to select them are mainly four: sustainability, social impact, transparency and independent from undue influence of actors with self-interested agenda. We will combine three prestigious sources to guide a representative media selection: a) Media Development Investment Fund that invests in media in countries where free speech is endangered. Its criteria for investment measures sales, reach, financial results and Civic Impact; b) The Newsguard project of Steven Brill and Gordon Crovitz has developed nine criteria of credibility that they use to rate news organizations and they publish ratings of 2,000 media organizations that provide 90% of the use consumed in the U.S., and c) “Publishing for Peanuts” looked at more than 30 media startups, mainly digital, around the world in 2014 and is in the process of updating their data. Their findings about what kinds of sustainability models work is key.

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Id: 22335

Title: AI Anchor as a Brand New Media Presentation Interface: A Chinese Case

Session Type: Individual submission

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Abstract: Reeves and Nass (1996) raised the theory of Media Equation, that is, media is equivalent to real life. As long as the source of information is intelligent enough, people will treat computers like humans. This theory has gradually become a reality. In 2018, China's state news agency Xinhua News Agency, in conjunction with Internet company Sogou, launched the first composite news AI Anchor, which appears to be the “first time robot journalists have graced TV screens” (Chung, 2018). AI composite anchor combines voice, lip shape, expression and motion features in real-life anchor news broadcast video, and in-depth learning technologies for modeling and training. The input Chinese and English texts can be automatically generated into video broadcast in the presentation of the anchor image, very natural assembles the real-life anchor.

Although this AI anchor currently only broadcasts manually entered news content, the maker stated that in the future, it will strive to automatically determine the broadcast content of the anchor through algorithms. With the development of the ICTs, the role played by robots begin to coexist and multiple participate in the media communication, gradually replacing the chain of media production, from news discovery to news distribution interface. When the new interface of AI anchor is brought into use as a quasi-man entity, it will have a foreseeable impact on the society. First, AI anchor, as a new media presentation interface, has changed the process of production and processing of information, and has impact the media criterion originally followed; second, compared with the real anchor, the image of AI anchor is no longer unique, and its duplication mode also threatens the authenticity and credibility of information; third, when robots like AI anchor exceeds a certain degree similarity to humans, according to the “uncanny valley” (Jentsch, 1906), it will cause recognition difficulty and the human feedback to them will suddenly become extremely disgusted; lastly, when machines replace all aspects of news production, it will become an urgent issue to cultivate their moral ability to follow the general ethical standards of human society.

From the above four perspectives, this paper focuses on the media production changes and ethical issues brought about by the emergence of AI anchors, and refers to the ethical methods and rules of other types of artificial intelligence robots that are currently involved in human life, through the comparative study of cases. This paper discusses how to embed social and media ethics into AI

anchors to ensure that their behavior conforms to the norms of human society and puts forward theoretical and feasible suggestions.

In brief, Kelly (2011) said that when we create and use a new technology, we are actually involved in something bigger than ourselves. After the emergence of AI composite anchor, in order to better realize man-machine coupling, safeguard human rights, promote news information circulation , in which human, technology and society adhere to the four principles of innovation, moderation, balance and pluralism (Pang, 2018) and participate together, and actively support the orderly development of AI technology.

Id: 22337

Title: Ethics for journalists and ethics for all

Session Type: Individual submission

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Abstract: Trust, trust, trust – the cornerstone on which the credibility of media (and especially of journalism) was built is being seriously undermined almost every day, almost everywhere. And the consequences of this erosion process are serious for the health and the strength of democracy in the societies we live in. If we can't trust what we read, or watch, or listen, either in the legacy media or in social media (where journalism also finds new opportunities to play a role), the possibility for us citizens to be well informed and to make good decisions is at stake. In an environment where different actors of public communication bet precisely on the confusion – confusion between advertising and editorial content, confusion between information and entertainment, confusion between real events and ‘alternative facts’, confusion between true and fake –, the difficulty to ‘separate the wheat from the chaff’ is bigger and bigger, and therefore the great challenge for us all is to master the tools that help us to find out what is what. The critical need for more expanded (and deeper) media literacy in the digital landscape that surrounds us at every corner of daily life goes together with the necessary demand for more transparency in public communication, and particularly in journalism (wherever it happens). Transparency is a pre-condition for an ethical approach to journalism. And an ethical approach to journalism seems to be the only way to recover its lost credibility in so many stances. To make it trustworthy.

Journalism, we know, no longer concerns exclusively professional journalists and the so-called legacy media. Timely information in the public sphere flows through many channels and is handled by many actors (which is a good thing), although part of them don't have the knowledge or the will to do it in an accurate and responsible way (which is a bad thing). In this paper, we'll try to analyse the different ‘layers’ where journalism occurs nowadays and to discuss the ethical demands that must be present in all of them, even in various degrees. Furthermore, since ethics is not only a question for ‘producers’, but also for ‘users’ – actually most of us are more and more ‘produsers’... -- we will reflect on possible ways to improve a more ethical ability to recognize and to denounce pieces of misinformation and/or disinformation, thus contributing to improve fairness, honesty and trust in journalism.

Key-words: journalism, trust, credibility, transparency, ethics

Id: 22359

Title: UN NUEVO PARADIGMA DEL FUNCIONARIO PÚBLICO: LA TRANSPARENCIA Y MORAL ADMINISTRATIVA EN LA COMUNICACIÓN CON LOS CIUDADANOS

Session Type: Individual submission

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Abstract: Las tecnologías de la información y la comunicación, esencialmente la informática y las telecomunicaciones, han propiciado un nuevo sistema de relaciones de las Administraciones Públicas con los ciudadanos. Ese fenómeno va a traer diferentes consecuencias como el control informático de la ciudadanía, el derecho a la protección de datos personales, la reutilización de la información pública, el derecho a relacionarse digitalmente con las Administraciones Públicas o, la transparencia pública, por citar algunas de ellas.

Una de las líneas esenciales del nuevo siglo, de la democracia evolucionada en los países occidentales es precisamente la democracia participativa y transparente. Esto se refleja a nivel internacional en la Alianza para el Gobierno Abierto (www.opengovpartnership.org). La transparencia del sector público y de los fondos públicos, así como el derecho de los ciudadanos a demandar información, obligan a un cambio en la mentalidad de los funcionarios. Se trata de abandonar el poder del funcionario descrito por Max Weber, para alcanzar la caracterización de la función pública al servicio del ciudadano.

Precisamente en esa nueva caracterización es esencial la formación y, por tanto, el desarrollo de una moral administrativa, en donde bajo la denominación genérica de “buen gobierno” encontramos una comunicación fluida hacia los ciudadanos. Somos conscientes por haber participado en ella, de la labor desarrollada en España para fomentar la transparencia en la formación de los funcionarios. Para ello se han incorporado temas de transparencia en los programas de oposición a la función pública España. Además el Instituto Nacional de la Administración Pública (INAP) ha desarrollado acciones formativas en donde se integran sesiones de transparencia pública. Este será el contenido esencial de la comunicación: determinar como la formación puede configurar una nueva moral administrativa en donde la transparencia sea un elemento esencial.

Id: 22366

Title: From Values to Things: A Materiality-Focused Inquiry of the Ethics of the Internet of Things

Session Type: Individual submission

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Abstract: The Internet of Things (IoT) has been one of the main drivers in the design and development of technological devices in the last decade. Ethical inquiries about the IoT have become urgent as technologies such as smart fridges and voice assistants increasingly populate our homes, working spaces, and cities. However, the lack of clarity about what the IoT is, along with the multiple technical components that are necessary to build ‘connected’ devices, make it hard for researchers exploring the type of society and values underpinning this complex sociotechnical formation. In my presentation I will propose an approach for ethical inquiries of sociotechnical configurations —such as the IoT— that draws on a theoretical framework developed in the light of the ‘material turn’ in social sciences and the empirical work of the Virt-EU research, an multidisciplinary project looking at the ethics of IoT entrepreneurs in Europe.

In theoretical terms, and drawing on the work of John Law, we will understand complex technologies as those comprising an articulation of multiple human and non-human agencies and logics. After that, we will argue that the value-first approach usually employed in the field, and that draws on strong branches within social constructivism, might not be the more appropriate for ethical inquiries of this type of technologies. Instead, we propose a framework that puts the focus on the ethical opportunities and challenges afforded by the technical components that make up complex technological devices. As a consequence, ‘the ethics of technology’ is understood as the unpredictable outcome produced by the interaction between technological affordances and the values held by the people involved in the process of development. This framework builds upon the ‘material turn’ in social sciences advocated by authors such as Noortje Marres that highlights the

relevant and active role of ‘things’ and ‘objects’ in areas such as communications, politics and, in this case, ethics.

In empirical terms, our presentation builds upon empirical examples from ethnographic work carried out by researchers at the LSE, ITU and CIID as part of the Virt-EU research project. For more than two years, we interviewed IoT designers, programmers and business managers and carried out participant observation in cities such as London and Belgrade. Our method of analysis consists of an inductive re-reading of our notes with particular attentiveness to the technical difficulties faced by IoT developers. As a result, data, network architectures, hardware components, power, maintenance systems and interfaces came up as sources of technical and ethical challenges. In my presentation I will describe some of these concerns and show a few examples of innovative proposals seeking to tackle them.

I hope that this approach can be helpful for initiatives and policies seeking to advance a more ethically-sensitive technological landscape. Unlike the dominant consequentialist-determinist logic, this proposal addresses the undetermined character of ethical practice and technological development. In addition, it puts forward a grounded and methodical framework coherent with research and theory stemming from fields such as studies of science and technology, moral philosophy and anthropology.

Id: 22548

Title: The dilemma of family identity: A textual analysis of "returning' stories in social media posted by fostered excess children

Session Type: Individual submission

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Abstract: China advanced the policy of birth control in 1980s, since then the newly married couple live in urban areas gave birth to more than one child will face large fines and/or administrative penalty. To avoid these negative consequences, some of the couples will farm out their excess children temporarily on others, most of whom are their relatives, such as grandparents, cousins, etc. Unlike their counterpart in western countries, China's fostered excess children usually maintain contacts with the foster family even after they return to live with their biological parents and siblings. It means that they will have to deal with double family identities, which may cause a bunch of problems. This study thus focuses on the difficulties that the fostered excess children need to overcome to form a new family identity after they return to live with their biological parents and siblings. Traditional research methods, such as survey and in-depth interviews rely on self-report to a great extent, which may lead to a lower reliability as applied for a highly sensitive topic. Nowadays, social media are becoming an indispensable sphere for marginalized people to counsel about life issues, share experiences, and obtain social supports. Fostered excess children are also using social media to share their experience, especially the difficulties they have in creating new family identity after returning to their biological parents and siblings. This renders the posts of social media an important access to information we need to explain such an extremely sensitive topic reliably.

The textual analysis of 56 posts in Zhihu and Sina Weibo (two of the most popular social media platforms in China) indicates that fostered excess children face severe challenges in forming new family identity after they return to their biological parents and siblings; they have trouble in walking out of the memories of childhood during which they were sent away from their parents and siblings, while very few of the latter have discussed with them about this experience after they return; they seldom call their biological parents as father or mother in real life; biological parents' favoritism and being left out by siblings also hinder the formation of family identity among the fostered excess children.

Id: 22728

Title: The ethical principle of responsibility as a challenge to new immersive narratives

Session Type: Individual submission

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Abstract: As of 2015, the convergence of a series of technologies has allowed the emergence of a new journalistic modality, which we have called immersive feature with 360º video. Based on the use of a stereoscopic visualization system combined with a smartphone, it is able to create the representation of an event through a spherical stage, whose point of view is controlled by the spectator. This generates in him the illusion of being actually inside a reality that is only being represented.

This peculiar way of storytelling greatly brings the viewer closer to the context and their protagonists to the point that "it offers the participant unprecedented access to the sights and sounds, and possibly to the feelings and emotions that accompany the news" (De la Peña et al., 2010: 291). In turn, the possibility of generating an emotional bond with the viewer has been considered as something especially beneficial for journalism since it opens the opportunity to establish a relationship of identification and empathy with another person who can be better understood.

The numerous features that media outlets from all around the world have produced in recent years on issues regarding immigration, wars, refugees or catastrophes certify the potential offered by these immersive narratives to show human interest issues or to denounce some kind of social injustice or suffering.

However, this ability to bring human suffering to a first-person perspective can also become an instrument of manipulation due to the rapid emotional response that it generates in the viewer. Given this possibility, we wonder whether there is any principle of action that should be specially taken into account when producing this type of immersive features.

Through an exhaustive literature review, the conduction of 6 in-depth interviews and after viewing more than 1,000 immersive features, we have tried to structure a list of best practices based on the ethical principle of responsibility. These practices raise the need to well understand the limits of empathy, to establish an adequate distance between the viewer and the characters and to prudently

limit the use of emotional persuasion techniques. We illustrate this collection with examples to better show the convenience of each of these best practices.

Id: 22744

Title: Filosofía organizacional, códigos deontológicos y respeto a los derechos humanos en las 100 empresas más innovadoras del mundo

Session Type: Individual submission

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Abstract: Las organizaciones son una comunidad de personas (Llano, 1997), que comparten valores, creencias, actitudes y conductas (García y Dolan, 1997) que constituyen la filosofía organizacional. Ésta se complementa con un código deontológico que integra principios regulativos para una realización justa de la comunidad (Del Prado, 2018); es decir, es una guía ética que señala actitudes y comportamientos deseables y no deseables en la organización. La filosofía organizacional y el código deontológico permiten a la organización potenciar el compromiso en sus distintas dimensiones conforme a los bienes humanos que recibe (Ruiz de Alba, 2013); pero, aunque parece intrínseco a su razón de ser, no siempre tienen como eje rector el respeto a los derechos humanos, los cuales tienen como fundamento a la antropología, a la ética y a la política en la medida que sostienen la búsqueda de la realización de la persona y del bien común. La persona se realiza en la participación junto con los otros (Wojtyla, 2017). Es decir, la organización debería ser un lugar ideal para lograr el bienestar y el crecimiento económico de quienes la conforman, sin que esto signifique anular la dignidad de las personas (Cortina, 2008).

En el caso de las organizaciones líderes por su prima de innovación, ponderada a partir de rentables beneficios para sus inversionistas (Solex, 2018), se hace necesario revisar si también integran en su filosofía organizacional y códigos deontológicos el respeto a los derechos humanos y la dignidad de la persona consagrados en seis documentos: 1) Declaración Universal de Derechos Humanos (ONU, 1948), 2) Pacto Internacional de Derechos Civiles y Políticos (ONU, 1966), 3) Convenio Europeo de Derechos Humanos (Tribunal Europeo de Derechos Humanos, 2010), 4) Carta de Derechos Fundamentales de la Unión Europea (Diario Oficial de las Comunidades de la Unión Europea, 2000), 5) Declaración Americana de los Derechos y Deberes del Hombre (OEA, 1948), y 6) Convención Americana sobre Derechos Humanos (OEA, 1969).

Con base en lo anterior, esta investigación cuantitativa tuvo como objetivo analizar la filosofía organizacional y el código deontológico de las 100 organizaciones más innovadoras del mundo (Forbes, 2018) a la luz de 13 categorías de derechos humanos, con el fin de establecer la correlación entre éstas y la prima de innovación. Las categorías de derechos humanos fueron: 1) derecho a la vida; 2) integridad personal; 3) igualdad salarial; 4) no discriminación (discapacidad, religión, nacionalidad, género o edad); 5) libertad (circulación, expresión, asociación, investigación, participación cultural); 6) honor; 7) privacidad; 8) recibir información; 9) seguridad (personal y social); 10) salud; 11) educación y formación; 12) matrimonio, familia y maternidad; 13) gozar beneficios del progreso científico.

Los resultados muestran una correlación diferenciada entre categorías de derechos humanos y la prima de innovación según el sector de la organización y su país de origen. Los hallazgos permiten reflexionar y proponer una serie de principios de actuación para reconfigurar el foco de la innovación organizacional, incluyendo no sólo los indicadores económicos, sino el respeto a la dignidad de la persona y sus derechos.

Id: 22760

Title: Beyond 'love-hate' stereotype: Reflecting on the new dimension(s) of relationship between public relations and journalism in the 'post-truth' era

Session Type: Individual submission

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Abstract: Considerable research has long characterised the relationship between public relations and journalism using a 'love-hate' motif (Tilley & Hollings, 2008). On one hand, journalists have increasingly relied on public relations leads, contacts and content. On the other hand, journalists have been continually concerned, even to the extent of hostility, about the sheer volume of public relations information and its manipulative intent (Macnamara, 2015). In the digital age, the prevalence of 'fake news', either derived from algorithms based on economic interests or constructed by individuals through social media, presents new threats to both professions being able to maintain integrity and authenticity of news production. Despite the common challenge of declining public trust and reputation risk to both journalism and public relations (Allcott & Gentzkow, 2017), little research has interrogated and reflected on how the relationship between them has evolved.

To narrow this research gap, this study aims to understand how public relations practitioners and journalists might rethink or re-evaluate their relationship, and whether and how they can collaborate innovatively and realistically in this chaotic 'post-truth' era. Qualitative data were drawn from 24 in-depth interviews with PR practitioners ($n=12$) and journalists ($n=12$) in Australia through purposive 'snowball' sampling. Two focus group studies were conducted with both public relations practitioners and journalists to collect information on mutual perceptions and expectations between the professions.

The results show four divergent views about the two professions' relationship evolution relating to what is now widely called 'fake news'. First, mistrust between the two professions becomes deeper as journalists strive to improve their fact-checking and thus their independence, while PR practitioners prefer to navigate their own social media communication, thus bypassing traditional media. Second, the relationship and depth of collaboration between the two professions is contingent upon personal relations between individual journalists and public relations practitioners. Third, fake news environment brings new opportunities for the two professions to jointly combat fake news. Fourth, the two professions will continue to be in conflict given their fundamentally different missions and values.

This study extends the 'love-hate' motif by revealing the complexities and new dimensions of public relations-journalism relationship as mediated by the fake news challenges emanating from the increasingly commercialised and politicised digital environment. Its findings should also motivate both professions to reflect on how they can renew their ways of collaboration to

collectively improve ethical communication, facilitate information flow, and serve the public interest. The study's focus on news integrity and mutual trust fits well with the aim and scope of the Ethics of Society & Ethics of Communication (ETH) Working Group.

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Id: 22833

Title: What is happening with Ethics in the Immersive Journalism' Malpractices while producing and editing 360º video and VR experiences

Session Type: Individual submission

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Abstract: The internet has opened new fronts to the journalistic practice (Bilbeny, 2012) and this, combined with the technological innovation, forces media to adapt and reconsider the traditional ethical standards in order to deal with the novel story formats (webdoc, meme, newsgame, 360º video,...) and emerging storytelling technologies (VR, AR,...). However, technology can under no circumstances be an impediment to renege on the fundamental principles: honesty, diversity, compassion, accuracy, accountability and independence (Filak, 2019).

Although the Immersive Journalism (De la Peña et al, 2010) or VR/360º storytelling has opened new possibilities to tell news, it has also brought manifold new ethical challenges, many linked to the decisions taken by journalists both during the production and the editing of the content (360º video or VR experiences). The aim of this storytelling is to allow viewers to experience place illusion thanks to the use of a VR headset. But couple this with the thought that some immersive works can enhance empathy (Sánchez Laws, 2017), manifold ethical challenges have emerged because some practices and procedures that journalists carry out to encourage those aspects prove controversial: digital elimination of elements from the image; manipulation of the scene by adding people or objects; create situations that never happened; use of music or sound effects; stage; minors to tell social and complex realities; exposure to graphic and sensitive content without warning; etc.

This said, the authors of this work reflect on the ethical needs, limits and problems related to the production of non-fiction immersive content. It should be noted that this study belongs to a larger research about Ethics and Immersive Journalism that the authors started in 2018. In a first phase, they developed a proposal of good practices' indicators after exploring and observing the non-fiction immersive videos published and produced by media companies from all over the world (Associated Press; Radiotelevisión Española; The New York Times; Smart News Agency; etc.). Taking also as a reference the Codes of Ethics of three renowned professional entities (Society of Professional Journalists, Radio Television Digital News Association and The National Press Photographers Association) and the specific guidelines of each medium, the authors set 13 indicators based on a previous identification of five main ethical challenges (Pérez-Seijo & López-García, 2019): image integrity; recreation/reconstruction of news; sources and staging; role of the journalist/recording team; sensitive content. However, this work represents the second stage: the

indicators have been adapted to an analysis data tab to examine and study each immersive news video and therefore to detect potential malpractices. Thus, the authors carry out a (“ethical”) content analysis of 360/VR videos published by two reference media, and with a prominent immersive production: British Broadcasting Corporation and The New York Times. It was selected a newspaper and a broadcaster to examine how each type of media produce the content/story and if its format has some particular effect. The results, so the malpractices founded, will be contrasted with the professional association’s Codes of Ethics and with their own guidelines.

Id: 22905

Title: Will technology really save us' Socio-technical imaginations of social good and justice in Internet of Things

Session Type: Individual submission

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Abstract: From smart home devices secretly recording conversations and sending it to people in one's contact list, to the ease of hacking into baby monitors, the everyday creepiness and dystopian features (and futures) of internet of things (IoT) have come to dominate the media landscape of how IoTs are discussed and imagined. This imaginary forms the basis of the increasingly common attitude of "Tech will save us" as technologies provide the ability to 'scale' social and economic interventions and act faster in moments of need, such as environmental disasters, violent conflicts or mass displacement. Tech for good companies and projects are framed as capable of solving existing societal problems at scales that benefit businesses (and consequently investors) while also benefiting disadvantaged individuals (or regions). Such positionings blur the boundaries between what is for business and what is for good.

At Virt-EU: Values and Ethics in Innovation for Responsible Technology in Europe (Horizon 2020 project), we have been studying values and ethical thinking that guide developers when they are designing, building and marketing internet of things products and platforms in Europe. In this presentation, our aim is to provide a grounded analysis on how ethics are being enacted by IoT developers, and how 'social good' is imagined, as well as who tech needs to help and why. These questions help us investigate the shifting control over the organisation of social policy away from public policy and governments to corporations and venture capital firms. We propose a situated framework to study data (and connected devices), which integrates Virtue Ethics, Capabilities approach and Care Ethics. This situated understanding of ethics based on how it is practiced makes a key contribution to pushing away from thin 'ethics' of dystopian scenarios to deeper concern about justice, while also providing a situated understanding of social and political polarisation mediated through emerging technologies, such as internet of things.

This presentation outlines this approach and its differences from the externally imposed ethical frameworks that are common within this field. It also explores the challenges of developing this kind of framework and the tensions between the different strands of virtue, capability of care through a case study we participated in at Virt-EU – the community-led development of a trademark for 'Open Internet of Things'. The interplay between efforts of community members, expectations

about ethics and the pressures and power structures of the “tech for good” innovation space within the larger business context. As a developer we interviewed stated: “You cannot be a business and a charity at the same time. You can only be one.” But does that mean trying to ‘do good’ with technology is a futile undertaking?

Id: 22921

Title: El desafío de la promoción de la dignidad humana en periódico-laboratorio impreso brasileño: debates y soluciones de periodistas en formación durante la instalación de redacción convergente

Session Type: Individual submission

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Abstract: Este paper discute cómo noticias y reportajes materializan la promoción del abstracto valor de "dignidad humana" durante la producción y edición de "periódico-laboratorio" impreso en una universidad pública ubicada en sur de Brasil durante el primer año de instalación de una "redacción integrada" en los 25 años de historia del periódico. Se discute cómo las prácticas y conceptos de convergencia digital (JENKINS, 2009) afectaron la producción de periódico impreso en pautas sobre diversidad en los aspectos racial, de género, sexual y religiosa en contexto tecnológico que amenaza la existencia de los periódicos (MEYER, 2004) y en ecosistema informativo que favoreció la emergencia de la post-verdad (MCINTYRE, 2018).

La "redacción digital" del "Foca Livre" permitió coordinar esfuerzos de alumnos de todas las clases de Periodismo de la UEPG (Universidade Estadual de Ponta Grossa) y publicar ocho ediciones mensuales en formato Berliner sólo con el uso de software libre. En 2018, el periódico fue reconocido en premio promovido por el Sindicato de Periodistas de Paraná, en Curitiba. Para contextualizar dos de los temas presentados en el periódico: Brasil es considerado el país que más mata transexuales en el mundo (TMM ANNUAL REPORT 2016). En el aspecto religioso, entre 2015 y el primer semestre de 2017, Brasil había registrado 1.486 denuncias de intolerancia religiosa (Ministerio de Derechos Humanos, Brasil); siendo las religiones de matriz africana objetivo de 60% de los ataques.

A partir del educador Paulo Freire, para quien la lectura de mundo antecede a la lectura de la palabra (FREIRE, 1998), discutimos cómo los universitarios desarrollan su lectura de la realidad social. El referencial también considera la importancia de la pluralidad dentro de las redacciones (KOVACH & ROSENSTIEL, 2007) y tiene el periodismo como formador de la esfera pública (HABERMAS, 2014) y de la democracia (TRAQUINA, 2004). Para realizar nuestro artículo empleamos como método: descripción y análisis de contenido (portadas, secciones y de los géneros y formatos utilizados); cuestionario y entrevistas con alumnos.

En el cuestionario y en las entrevistas se pregunta: a) Durante la producción y edición del periódico impreso, cuando usted consideró haber mayor entendimiento y promoción del concepto de 'dignidad humana'?; b) ¿Cuál es la importancia de publicar impresos en un contexto dominado por tecnologías que transmiten noticias en tiempo real?; c) ¿Usted cree que su práctica periodística promovió temas consagrados en la Declaración Universal de Derechos Humanos?

Más que abordar el tema de la conferencia "Comunicación, tecnologías y dignidad humana: derechos controvertidos y verdades contestadas", este paper considera los temas del WG - "Dignidad humana, sociedad y comunicación" y "Derechos humanos en las noticias". Se considera que 2017 en Brasil fue la víspera de elecciones marcadas por la acción de las "fake news" en las elecciones que consagraron a Jair Bolsonaro como presidente, político que personifica la aversión a los derechos humanos.

Sin descuidar de la renovación de los marcos del periodismo profesional (ANDERSON, BELL, SHIRKY, 2012), este texto reconoce la relevancia histórica del periódico impreso en la formación de periodistas, sobre todo en países en desarrollo, donde importan la materialidad, la fuerza como documento y por figurar como canal propio al estímulo a la reflexión y a la literacia.

Id: 22932

Title: [Panel] Towards a Code of Ethics for Social and Behavior Change Communication, Panel description

Session Type: Panel Submission

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Abstract: This panel will aim to advance the production of a Code of Ethics for the field of Social and Behavior Change Communication (SBCC), sometimes called communication for development and social change. SBCC engages in social change, behavior change, information and knowledge sharing, social engagement strategies and action for informed and engaged societies. SBCC efforts include communication for development, media for development, health promotion, health communication, digital media and development, children's rights advocacy, civil society self-organizing and other communication processes. Organizationally, the field comprises operational arms of foundations, multilateral organizations, non-governmental organizations, and civil society groups, among others. Considerable effort has been devoted over the years/recent decades to understanding the nature of communication and its use for these purposes, as well as applied skills in social and behavior change communication. This panel will comprise three presentations and then responses. 1) One presentation will review the recently launched Global Alliance for Social and Behavior Change and some of the ethical challenges faced by members of the Alliance, focusing on the United Nations Children's Fund (UNICEF). This presentation will also review the Global Alliance's project on ethics, an effort to develop a code of ethics for SBCC. 2) A paper will analyze philosophical and professional foundations suitable for an SBCC code of ethics. 3) A second paper will present a draft code of ethics, including a general values statement and a plan for rolling out and using the code with the SBCC field. 4) The chair of the Ethics Working Group, María Teresa Nicolas Gavilán will serve as a discussant and will also place the Global Alliance's ethics project in relation to the work of the IAMCR Ethics Working Group. She will also serve as panel moderator. María Teresa Nicolás Gavilán <mnicolas(at) up.edu.mx>.

Id: 22954

Title: Ethics and the Global Alliance for Social and Behavior Change Communication

Session Type: Panel Submission

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Abstract: This presentation will begin with a brief characterization of the field of Social and Behavior Change Communication and the recent launch of a Global Alliance for Social and Behavior Change. It will outline the Global Alliance's purpose and membership, including the importance attached by the Global Alliance to the ethical conduct of SBCC work. The approach to ethics taken with the Communication for Development program of the United Nations International Children's Emergency Fund (UNICEF) will be discussed in some detail to provide a practical context to the Global Alliance's ethics project. The project itself will be introduced.

Id: 22963

Title: Selected Principles for Ethical Social and Behavior Change Communication

Session Type: Panel Submission

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Abstract: This paper begins with a brief characterization of the SBCC field. This will establish the practical terrain. The need for a specific SBCC approach to ethics will be argued. Following this is a survey of a standard array of philosophical approaches to ethics that might be relevant to this exercise will be surveyed, including utilitarianism, Kantianism, and communitarianism. Strengths and weakness of these approaches for the purposes at hand will be identified. The ethical relevance of recent advances in the fields of behavioral economics and nudge theory will be discussed. After this survey of standard approaches to ethics, and some issues, two approaches to ethics will be examined on the basis that they might be especially promising for thinking through the ethical dimensions of SBCC work. These are approaches to ethics based in the works of Amartya Sen and Jurgen Habermas.

Id: 22969

Title: Proposal for a Code of Ethics for Social and Behavior Change Communication

Session Type: Panel Submission

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Abstract: This paper will propose a draft code of ethics for Social and Behavior Change Communication. It will outline a statement of values, including both philosophical commitments and expressions of values that are common among ethics codes in other communication fields. Some of this will be drawn from the preceding paper on “Selected Principles.” It will briefly survey codes of ethics used in fields related to SBCC work, such as humanitarian organizations, health communication, journalism, and others. It will present a code of ethics that has been developed with input from members of the Global Alliance for Social and Behavior Change as well as a globally distributed group of “interested individuals,” who have provided ideas, input, and criticism during development of this draft code. It will consider pros and cons of the draft code. Finally, the paper will consider matters of implementation such as promulgation, use of the code by individual SBCC organizations, use by the Global Alliance as a whole, and promotion of ethical reflection and practices in the SBCC field at large.

Id: 22972

Title: Discussant Remarks

Session Type: Panel Submission

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Abstract: The Chair of the Ethics in Society and Ethics in Communication Working Group will respond to the presentations and also position the ethics project of the Global Alliance for Social and Behavior Change Communication within the context of IAMCR's ethics working group.

Id: 22999

Title: Is there really a brand journalism' Ethical aspects of the branded content in the magazines
¿Existe realmente el periodismo de marca' Aspectos éticos del contenido de marca en las revistas

Session Type: Individual submission

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Abstract: La crisis económica que tan directamente ha incidido en la delicada situación por la que atraviesan gran parte de los medios de comunicación, que han visto disminuir dramáticamente los ingresos por publicidad, y los cambios estructurales y de gestión de contenidos que ha impuesto la generalización de internet, han puesto sobre la mesa nuevos modelos de negocio que puedan garantizar la supervivencia de las empresas periodísticas. El crowdfunding, las suscripciones, la búsqueda del apoyo de un sponsor o el intento de involucrar económicamente a los lectores son algunas de las medidas que unos y otros han tomado para asegurarse los medios económicos necesarios para la edición. También está cobrando fuerza el branded content o la creación de contenidos que benefician a una marca concreta que los financia para mejorar su imagen y conseguir fidelizar clientes, hasta el punto de que aumentan los medios que han puesto en marcha un departamento que se ocupa únicamente de esta cuestión. Y la Branded Content Marketing Association se autodefine como el organismo mundial de la industria para profesionales de contenido de marca, y pretende promover las mejores prácticas, compartir conocimientos y hacer crecer la industria de este sector.

No se trata sólo de vender un buen producto (Lang, 2015), sino de afianzar los valores y la filosofía de la compañía y mejorar su reputación online y offline (Cartes y García, 2017). Pero la realidad es que son textos pagados, intencionales e interesados que sirven siempre a causas comerciales muy concretas pero que se presentan como noticias captando a sus públicos objetivos sin que estos se detengan a pensar qué están leyendo (González, 1996). Puede llegar a ser verdadera publicidad encubierta, pues el consumidor, aunque accede al contenido voluntariamente, lo hace sin ser consciente de que se trata de publicidad disfrazada de información (Megías, 2014), como reflejan algunos autores: There's no such thing as brand journalism, or innovation journalism, or anything-else journalism. Journalism is journalism. When you see it you'll know it (Foremski, 2012).

En este contexto, nuestras preguntas son las siguientes:

QR1: ¿Es aceptable hablar de brand journalism cuando nos encontramos con prácticas más cercanas al marketing?

QR2: ¿Hasta qué punto es ético utilizar un contenido con apariencia informativa para vender un producto o una marca?

Para aportar datos relevantes nos hemos centrado en las revistas femeninas, que son las que más facturan en publicidad, con el fin de mostrar como ayudan a las marcas a publicitar sus productos disfrazándolos de noticias. La muestra seleccionada abarca las cuatro revistas mensuales con mayor número de usuarios únicos según los últimos datos del EGM: Vogue (4,8 millones), Telva (3,1), Glamour (3,7) y Elle (2,7). Y estamos analizando los contenidos durante un período determinado, a la vez que hacemos un seguimiento de los titulares de las noticias publicadas en las ediciones digitales que incluyan el nombre de alguna marca.

Id: 23024

Title: De-Westernizing "Media Accountability Research"

Session Type: Panel Submission

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Abstract: In the past decade, debates about the trustworthiness of media have spread around the globe, and the accountability of media content has become a key issue of media policy in many countries. Fundamental shifts regarding the patterns of media use and the structures of revenue markets have made journalism more exposed to criticism from various stakeholders. While many "Western" media professionals have reacted to these challenges by new initiatives to highlight their credibility, policy-makers even in the "Global North" have tightened their grip on independent media and weakened the concept of self-control. At the same time, ongoing democratization in many parts of the world, along with deregulation of media markets have created a demand for media quality monitoring in countries formerly characterized by rigid press control. Concepts of media accountability (MA) have spread to emerging democracies, also through media assistance by international donors. However, research on MA beyond the West is scarce, particularly in terms of comparative approaches. So far, most academic models of MA are though rooted in the context of liberal Western democracies, guaranteeing press freedom and in return expecting media self-regulation and journalists to take over social responsibility (e.g. Bertrand 2000; McQuail 2003). This concept poses enormous difficulties to properly evaluate and compare media accountability structures beyond the West, but also in some increasingly polarized and fragmented societies of mature democracies. Yet, hybrid and frequently innovative forms of MA also exist in countries with limited press freedom and open spaces for critical debates have evolved in countries dominated by state media, where traditional instruments of media self-regulation like press councils have for long been captured by the state. The MediaAcT project (Fengler et al. 2014) was the first study to provide comprehensive empirical data on MA in different European media systems, complemented by two Arab countries. The European Handbook of Media Accountability (Fengler, Eberwein and Karmasin 2018) contains qualitative country reports on the status quo of MA in 30 European states. Bastian (2019) has compared MA infrastructures in Brazil, Argentina and Uruguay. By taking into account the results from amongst others these studies, the presentations aims to propose a

framework for mapping and assessing MA on a global level: What is the concept and value of accountability in other (media) systems and (journalism) cultures? What are actors to consider? What are factors limiting or pushing MA beyond the West? How to reflect local values contributing to specific manifestations of MA properly? LiteratureBastian, Mariella. 2019. Media and Accountability in Latin America. Framework –Conditions –Instruments. Wiesbaden: Springer VS.Bertrand,Claude-Jean. 2000. Media Ethics and Accountability Systems. New Brunswick, London: Transaction Publishers.Eberwein, Tobias, Susanne Fengler, and Matthias Karmasin (Eds). 2018. The European Handbook of Media Accountability. London, New York: Routledge.Fengler, Susanne, Tobias Eberwein, Gianpietro Mazzoleni, Colin Porlezza, and Stephan Ruß-Mohl(Eds). 2014. Journalists and Media Accountability. An International Study of News People in the Digital Age.New York et al.: Peter Lang.McQuail, Dennis. 2003. Media Accountability and Freedom of Publication. Oxford: Oxford University Press.

Id: 23042

Title: Media accountability and good practices of quality journalism

Session Type: Panel Submission

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Abstract: Editorial guidelines, codes of ethics, management systems, media accountability practices and their impact on organisational routines that generate quality journalism are paramount in establishing principles, norms, and practices to be followed by the media corporations and journalists. The development of quality practices takes on a special role in the strengthening of democracy, due to the public and social character of journalism, according to which diversity and plurality become parameters of credibility. In this sense, quality journalism practices tend to be subjected to media regulation and self-regulation. While in the public broadcasting systems statutory regulation has often been the prevalent practice in contemporary democracies, in print media self-regulation has been the most common path. Moreover, even in regulatory regimes there is a self-regulatory component, supervised by statutory structures, so that media accountability systems, led by non-governmental organisations, has been frequently the way forward. This context leads to the formulation of relevant research questions. How are editorial guidelines, codes of ethics, journalistic quality systems and media accountability practices designed and executed, both in public broadcasting systems, in which regulatory practices bear statutory status, and in printed media, which in contemporary democracies do not depend on licenses to operate? What are the boundaries and intersections between regulatory and self-regulatory practices in contemporary democracies? What kind of self-regulatory practices, when supervised by statutory bodies, can prove adequate in encouraging diversity and plurality? We present the results of our research that brought a contribution to answer these questions, by investigating the central features of regulation and self-regulation as a force for quality journalism from a comparative perspective between Brazil and the United Kingdom, regarding editorial policies, codes of ethics, channels of relationship with the public and procedures of recognition and correction of errors. The analysis sample consisted of 42 organisations from Brazil and the United Kingdom. The methodology focused on the analysis of documents related to codes of ethics, quality management systems and media accountability practices, by verifying the content and availability of these documents. We indicate three ways of interpreting the results, which suggest the understanding of: a) quality as a result of normative policies: the organisations best placed in the general classification are those which operate in contexts regulated by independent or self-regulated agencies; b) quality as a result of market competition: medium-sized organisations do not always operate under a regulatory or self-regulatory supervision regime, but are seeking improvements due to the market competition; c)

quality as a simulacrum: poor performance organisations adopt quality just as a strategy to reach visibility, since there is no correspondence between the management policies expressed in editorial documents and effective performance indicators.

Id: 23061

Title: Journalism and Accountability in Brazil

Session Type: Panel Submission

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Abstract: Journalism should provide citizens with the information they need in order to participate in decision-making processes in society. The quality of the journalistic information used for these processes can be measured through a series of different criteria, among them the adoption of “Media Accountability Instruments”, That is because “the ‘systems’ as used by Bertrand (2002) are, in fact, instruments to assure the means of communication’s responsibility and promote its transparency” (2011, p. 8). The incorporation of such instruments by journalistic organizations can contribute to the quality of their work and, consequently, to the strengthening of its editorial credibility. Fengler et al. (2014, p. 10) affirm that the investment in quality and transparency can translate into a possible competitive advantage to other media organizations that have not implemented actions in that sense.

The paper analyzes the degree to which accountability instruments are incorporated in the Brazilian journalistic environment. To proceed that analysis, a research group with scholars and students developed two types of procedures: an evaluation of journalistic outlets to identify the adoption’s degree of those instruments; and a survey with journalists to understand how they perceive, practice and evaluate those instruments in the Brazilian context.

For the evaluation of journalistic outlets, we selected 24 Brazilian online outlets (which are affiliated to print products) out of the ones with the highest circulation in the country. To those we applied eight indicators of editorial performance. For the journalists’ perception of the topic, a survey was conducted based on the design developed by the Media Act project (available at www.mediaact.eu), which collected information from 110 journalists in 23 countries.

The data obtained from the analysis of the online versions of newspapers indicate a low degree of adherence to Media Accountability Instruments: only two are situated at the score range B, 11 at the score range C and 11 at the score range D – the lowest one). None achieved the highest score range A.

The data obtained from the survey with 110 journalists indicates that, even though a certain range of journalists are aware of their accountability towards the Brazilian public, journalists recognize that political and economic influences affect their work, especially within news organizations that rely on public investments. Moreover, 79% of the journalists agree that concentration of ownership is a factor that damages the quality of journalism.

The general analysis of the data allows to conclude that in Brazil, Media Accountability Instruments are not yet significantly incorporated to the media ecosystem. The accounts for the fragility of the institutional processes that are capable to promote a responsive editorial posture and that could contribute to elevate, in a consistent way, the credibility of the Brazilian news organizations. This scenario speaks for itself concerning the offer of quality news products to society, and gets worse in the light of the current political conjecture, marked by attacks of political agents in power who seek to weaken both economically and ethically the more autonomous sectors of Brazilian journalism.

Id: 23134

Title: Représentation sociale des minorités raciales et ethniques dans la publicité télévisuelle de Côte d'Ivoire

Session Type: Individual submission

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Abstract: Cette étude examine la représentation sociale des minorités raciales et des ethnies présentes dans les contenus de la publicité télévisuelle diffusée en Côte d'Ivoire. Les recherches sur les stéréotypes de race dans le champ de la recherche en publicité ont relèvée l'importance du discours publicitaire dans la consolidation des stéréotypes dans les sociétés industrialisées (Taylor and Stern, 1997). Une importante littérature (Goffman, 1978; Furnham et al; Taylor et al, 1995; Mastro, & Stern, 2003) s'est intéressée à la représentation des races et du genre dans la publicité en relevant que les influences de la publicité sont liées non pas à la publicité elle-même mais plutôt au contenu construit dans le message publicitaire (Pollay, 1986). Très peu ou pratiquement pas d'études se sont focalisées sur ces questions dans un contexte sociétal subsaharien. La définition des minorités établie par Wirth (1964) permet d'intégrer dans le contexte de cette étude à la fois le groupe des occidentaux, des libanais, des chinois et des africaines résidant en Côte d'Ivoire. Dans la société ivoirienne, chaque communauté est perçue différemment en fonction des impératifs culturels, économiques ou encore anthropologiques. La méthodologie repose sur une analyse de contenu de la publicité télévisuelle diffusée sur la principale chaîne (RTI1) de la télévision publique ivoirienne. Un total de 57 spots publicitaires ont été analysés de juin à novembre 2018 à partir de la grille d'analyse adaptée du modèle de codification de Smith (1994) et de Schneider et Schneider (1979). Les résultats de cette étude montrent l'existence de stéréotypes raciaux et ethniques particuliers dans la publicité ivoirienne en relation avec les différentes spécificités anthropologiques, culturelles et sociétales imprégnées dans la société ivoirienne.

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Id: 23159

Title: Migration coverage and media accountability

Session Type: Panel Submission

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Abstract: Migration is the challenge of our century: In 2017, numbers of migrants and refugees worldwide have reached an all-time high since World War II, as 68.5 million people are estimated to have been displaced or fled home countries by UNHCR. Surging migrant and refugee figures are the reality of our time across continents and cultures (UNHCR 2018). While the causes and consequences of refugee movements have steadily dominated the media agenda since 2015 (Krüger 2015), the mass media, for their part, influence the phenomenon of migration: through journalistic reporting, the media shape the images of the audience in the countries of origin and destination of migration (see Herrmann 2015). As a result, journalists as "translators of meaning" (Hafez 2001: 692) have a fundamental mandate to integrate migrants (see Pöttker 2006: 251ff.). So far, there are only a few internationally comparative studies that focus on the reporting of the "refugee crisis" and thus provide an empirically sound basis for the current debate on the different perceptions of refugee policy in various countries. The rare comparative studies available so far are usually limited to few countries (see Berry et al., 2015, Viera 2015, Fotopolus / Kaimaklioti 2016, Georgiou / Zaborowski 2017). This is where our study starts, examining coverage in two leading news media (online news portals or newspapers) in as many as 16 western European (France, Germany, Italy, Portugal, Spain, Switzerland and the UK) and East-Central/Eastern European countries (Albania, Belarus, Czech Republic, Hungary, Poland, Romania, Russia, Ukraine) as well as the USA over six one-week periods between 2015 and 2018 using a quantitative content analysis (n=2381 articles). The study therefore includes relevant target and transit countries in Western and Southern Europe and, secondly, states whose political leaders have profiled themselves with a negative attitude towards the admission of migrants. The study also highlights migration reporting in key countries facing specific problems (migrants from Mexico in the US, refugees from the Ukraine and Central Asian republics in Russia, internally displaced people in Ukraine), which gives a perspective on migration reporting in different cultural contexts. In this presentation, selected results of the study focusing on the ethical quality of migration coverage will be discussed in the context of comparative research on media accountability (Eberwein et al. 2017): How does media coverage of migration in countries ranking low in the European Index of Media Accountability differ from media coverage of migration in countries ranking high in the European Index of Media Accountability? Do we observe noticeable differences in the quality of migration coverage with respect to ethical treatment of migrants between news media from countries with different media accountability systems, implying that some journalism cultures provide a professional context more sensitive to ethical issues?

Id: 23229

Title: Public Relations Ethical Codes: Reflecting Global or Local Values'

Session Type: Individual submission

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Abstract: The topic of ethics has received significant attention in the business ethics literature as well as in the public relations literature (for a review see Bowen 2009). Public relations practitioners and scholars want the practice of public relations to be viewed as an ethical profession worthy of organizational and public respect. However, many critics argue that there can be no ethical public relations because the practice itself is akin to manipulation and propaganda (Moloney, 2000; 2006).

Professional public relations bodies have internationally established ethics codes in an attempt to regulate members' ethical behaviour. The codes of ethics are a moral reference in regard to both the duties and rights of a profession. They establish the minimum moral norms for an activity.

In 2018, the Global Alliance for Public Relations and Communication Management, launch a call for a new global code of ethics. The Global Alliance is the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world. The 2018 Global Alliace Code of Ethics lists 16 principles deemed to be universal and fundamental to the practice of public relations and communication management.

This paper discusses the ethics of public relations in the light of the codes of conduct promoted by professional associations of public relations, at a national and international level. In the first part of the text, the leading international public relations ethics codes are analysed in order to map the main values defended. In the second part of the text, the analysis is focused in the Brasilian case. The ethical code and the institutional presentation of CONFERP – The Federal Council of Professionals of Public Relations in Brasil will be the subject of a comparative analysis, in relation to the values previously identified in the international codes. Honesty/truth, loyalty, integrity, transparency, free flow of information and enhancing the profession are identified as the values and guiding principles of public relations that contribute to their professional affirmation. In the end, we aimed to discuss if the global values emphasized by the Global Alliance are reflected in the mission of the Brazilian professional council or if other values emerged in the latin-american context.

Key words: international codes of PR, professional values, CONFERP-Brasil, Global Alliance.

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Id: 23242

Title: Contested narratives, endangered rights: the non-ratification of the Istanbul Convention in Slovakia and Bulgaria

Session Type: Individual submission

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Abstract: With murders of journalists and non-ratification of the Istanbul Convention (IC), Bulgaria and Slovakia, at least twice each, headlined for a short span of time the international news feeds in 2018. For many observers and scholars, these events signaled or confirmed worrisome trends and tendencies manifested lately in all Central and Eastern European countries. Some analysts saw the developments around the (non)ratification of the IC as “further evidence of widespread resistance among the more socially conservative countries of the former Eastern bloc to the liberal values of wealthier Western Europe.” “Democracy is at risk in the East”, social activists warned, not least because the space for independent media is shrinking, thus depriving the progressive and liberal voices from meaningful representation.

Waves of hostility and resistance to the so-called “gender ideology” led Bulgaria and Slovakia in February 2018 to oppose ratifying the Council of Europe’s Convention on preventing and combating violence against women and domestic violence. In July, Bulgaria’s Constitutional court ruled that the IC violates the constitution. Slovakia postponed the ratification indefinitely. This paper is revisiting the now infamous cases of non-ratification of the IC in these two countries. Why Slovakia and Bulgaria? Apart from the similarities in size of population, in political parties’ configuration, in widespread corruption, and in oligarchic ownership and modes of media management, it is tempting to compare Catholic Slovakia to Eastern Orthodox Bulgaria if only to find out that clerics from both denominations had their defining say in a secular debate about a human rights issue.

The paper ventures to answer the following research questions: (i) To what extent, in the aftermath of the public debates around the ratification processes, journalists and their professional organizations were able to self-assess their roles. What – if any – lessons they have learned? Responses will be sought after in secondary sources: analytical papers, reports, reflection notes, produced by professional organizations, think tanks or other institutions or private entities. (ii) What was the voice of civil society organizations (SCOs)/NGOs coalitions and their representation in traditional and on-line media? National and European-wide coalitions of NGOs and CSOs faced a fierce backlash from coalitions and platforms that opposed the Convention. The media presence and social networks’ visibility of the anti-IC coalitions were often more prominent than the visibility of the pro-IC platforms. In addition, “the opposition forces were coordinated movements that not only oppose the Istanbul convention but that maintain anti-feminist, anti-migration, anti-European sentiments”. Why pro-IC coalitions failed to craft a narrative that is socially acceptable and convincing enough to ensure a smooth ratification process? (iii) Who were the main leaders of opinions and influencers who dominated the debates and how they positioned themselves through public speeches, personal blogs, and social media accounts? Where did the public debate take place

and is a return to propaganda and myth-making tactics a new normal in public and political communication? (iv) How international media reported, reflected and stereotyped the anti-IC stance in Central and Eastern European countries and especially in Bulgaria and Slovakia.

Id: 23299

Title: The State vs. Snowden: Whistleblowing, Ethics, and Democracy

Session Type: Individual submission

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Abstract: The revelations of Edward Snowden and the ensuing political discourse surrounding the topic of whistleblowing formalized a significant juncture in international relations. The upsurge of challenges regarding the ethics of information security and the increased scrutiny of U.S. security agencies prompted the U.S. federal government to exercise a number of initiatives to protect its own systems of information and technology. One of those measures was the Whistleblower Protection Enhancement Act (WPEA) of 2012, which provided protected channels for federal employees who wished to expose governmental misconduct. The Snowden revelations ignited public discourse on whistleblowing and the protective measures of the WPEA. Given the polemics over whistleblower distinctions throughout mediated exchanges between U.S. officials and the press, this manuscript constitutes a synchronic ideographic analysis of pertinent, recognized ideographs as they interreacted within the discursive tension of whistleblower classification. The manuscript critically evaluates the U.S. government's response to Snowden through an overview of U.S. whistleblower protection laws while considering prominent historical U.S. whistleblowers and a comparative analysis of the whistleblower protection laws of other nation states. Through synchronic ideographic analysis, this chapter progresses by discussing the discursive ideological manifestations of Snowden in accordance with whistleblowing vocabulary. The synchronic analysis is formulated into two primary sections. The first part engages the intersection of Snowden and whistleblowing terminology within the greater Snowden discourse. The second section analyzes the engagement between whistleblowing terms and other discursive ideological manifestations, namely security, democracy, privacy, liberty, freedom, and terrorism.

U.S. officials have criminalized Snowden for not following governmental protocol for whistleblowers, although Snowden contends that protocol was followed. U.S officials touted the WPEA and its internal channels as the means for whistleblowers to actively protect themselves and the security of U.S. citizens in general. By denying Snowden whistleblower distinctions, the U.S. government holds Snowden in exile as an accused felon. The U.S. government's denial of Snowden's whistleblower status elucidated covert ideological power. The <Snowden> discourse demonstrates how whistleblowing is the quintessence of democracy. Whistleblowing, existing both within, and outside of, <democracy>, necessarily functions paradoxically, and the recognition of this is vital to the conceptualization of democracy. The Snowden disclosures afforded the institutions of the U.S. the opportunity to assist in the progression of democracy. A primary utility of whistleblowing is the initiation of public deliberation. The most significant revelation surrounding the U.S. government's response to Snowden was not the disclosure of covert government surveillance, nor the emphatic denial of governmental culpability by state officials, but rather the painfully evident ethical crises that democracy innately creates for itself. As U.S. officials

funnel whistleblowers through governmentally protected channels, whistleblowers, and the democratic populace writ large, become further discursively neutralized. In the wake of Snowden, international communities should be cognizant of how state actors within democratic societies are approaching whistleblowing. It is argued that removing whistleblowers from the public forum, while packaged as a protective measure for whistleblowers, is functionally a protective measure for state officials and authoritarianism writ large.

References have been requested in the call, but site will not accept due to word limit

Id: 23520

Title: RIESGOS, DESAFÍOS E IMPLICACIONES ÉTICAS DEL PERIODISMO ROBOT

Session Type: Individual submission

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Abstract: Las rutinas productivas y las condiciones materiales del periodismo han estado siempre modeladas e influenciadas por la tecnología (Pavlik, 2000; Parry, 2011). Con la entrada de los algoritmos y de la computación en las etapas de producción, distribución y consumo de noticias, tanto las estructuras editoriales como las rutinas periodísticas están experimentando cambios sustanciales en su configuración (van Dalen, 2012; Pavlik, 2013; Broussard, 2014; Napoli, 2014). Asimismo, la aparición de nuevos desarrollos tecnológicos afecta notablemente a los roles, valores y responsabilidades tradicionalmente asignados al periodismo y a los periodistas (Culver, 2016). Este fenómeno encarnado por la creación de contenidos a partir de algoritmos y su aplicación en el periodismo por parte de robots ha sido conceptualizado como “Periodismo Robot”, “Periodismo de Algoritmos”, “Periodismo Automatizado”, entre otros términos. Con la expansión y sofisticación de las nuevas tecnologías y de la investigación en lingüística computacional ya es posible producir textos automáticamente a partir de datos digitales estructurados (Reiter y Dale, 2000). Este texto reflexiona críticamente en torno a la problemática instaurada por la irrupción de la inteligencia artificial, los robots y los algoritmos en el ámbito del periodismo. Nuestro objetivo consiste en realizar un análisis crítico sobre cómo afectan estos robots a la profesión periodística y los riesgos y desafíos éticos de esta nueva coyuntura. En esta investigación hemos llevado a cabo un examen pormenorizado de ejemplos significativos y paradigmáticos de utilización de robots e inteligencia artificial en las redacciones de los medios más importantes del mundo. Desde 2014, agencias de noticias y medios de comunicación como Associated Press, Bloomberg, Forbes, The Washington Post o Los Angeles Times han venido utilizando la inteligencia artificial para la publicación de noticias y contenidos informativos. Por último, una vez analizados los peligros, los errores, las transformaciones y los desafíos futuros planteados por la irrupción de estos robots, planteamos de modo sistemático cuáles son los principales riesgos y desafíos éticos asociados a la utilización de robots periodistas en las redacciones. Sustancialmente, los riesgos éticos se sitúan en el ámbito de la transparencia, la proliferación de noticias falsas y la pérdida de valores. En cuanto a los desafíos, anotamos la necesidad de una mayor “transparencia algorítmica” del periodismo robot, una mejor comprensión algorítmica por parte de periodistas, editores y audiencia en general y, finalmente, abogamos por la necesidad imperiosa de reflexionar sobre las implicaciones legales, éticas y sociales derivadas del empleo de periodistas robots en las redacciones.

Id: 23550

Title: Communication and Dignity in Early Antiquity

Session Type: Individual submission

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Abstract: Just as the Universal Declaration of Human Rights (Preamble and §§1-2) and the International Covenant on Civil and Political Rights (§§ 2-3) make dignity as something that all humans possess automatically central to human rights law on the supranational level since more than 70 years, there may have been a similar emphasis on dignity and equality in ancient Egypt. The Teachings of Ptahhotep (around 1850 BCE) declared: “If you are a man who leads, listen calmly to the speech of one who pleads; Don't stop him from purging his body of that which he planned to tell” (17). It addresses class as well as gender: “A perfect word is hidden more deeply than precious stones. It is to be found near the maid-servants working at the mill-stone” (1). In particular, Ptahhotep looks at humiliation as something unethical. Affording dignity to an “inferior” adversary is not seen as a concession, but as a mutual benefit: “Do not attack him because he is weak. Let him alone, he will confute himself. Do not answer him to relieve your heart. Do not vent yourself against your opponent. Wretched is he who injures a poor man” (4). But this view would not prevail through antiquity. Dignity was instead mostly a concept associated with social status. Nevertheless, Stoicism, Christianity and other traditions, not only in western philosophy but also, for instance in Islam and Buddhism, would continue to present egalitarian alternatives to dominant conceptions. Especially Kantian moral philosophy, whose categorical imperative prohibits the instrumentalization of fellow human beings, is today seen as the systematic establishment of human dignity as a central principle (Debes, 2017, pp. 3-4). This paper aims to provide evidence of an early concept or prototype of dignity, not spotted by Debes (2017), who starts the conceptual history with Homeric Greece and its unequal distributions of dignity. Ptahhotep also deals with inequality but bases his norms on a complex grid of horizontal and vertical solidarity, the latter being a specific ancient Egyptian meritocratic notion that more privilege must entail more duties and responsibility (Assmann, 1995, pp. 92-121). Ptahhotep, it is true, does not make an explicit universalist claim such as Kant's or the 20th century pillars of international law. But his ideas are especially relevant to communication ethics, as they also include the duties to be truthful, sincere and honest; an abhorrence of falsehood (especially intentional falsehood and falsehood designed to injure); respect for privacy; rejection of reliance upon rumor, hearsay and gossip; demands for freedom of expression and information; refusal to accept hate speech, greed and incitement to violence; and condemnation of defamation (Löwstedt, 2018b).

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Id: 23578

Title: What are people talking about in moral outrage': Communication processes of online firestorm in Japan

Session Type: Individual submission

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Abstract: Abstract:

Every society has the function of generating deviance by collectively labeling an affair as immoral or problematic, which is called societal reaction (Durkheim, 1895/1960). Representative examples of societal reaction are policing and sanctioning of a criminal behavior by social control agencies such as the police and courts and the construction of social problems by the legislator and mass media. In the age of the Internet, in addition to these formal agencies, anonymous online users can form a societal reaction by posting large quantities of critique and insulting comments against (perceived) norm violations on social media. These so-called online firestorms, or Enjō in Japanese, tend to include aggressive behavior against the target; therefore, they have been threatening companies, organizations, celebrities, and even ordinary people. Although former research has discussed how online environment such as anonymity and echo chambers amplifies emotional and aggressive outrage (Reicher, Spears, & Postmes, 1995; Sunstein, 2001), little has focused on the dynamics of Enjō itself. According to the interactionist approach of collective behavior, the dynamics of collective behavior are produced by the interaction and dissemination of meaning among the participants (Turner & Killian, 1957/1987). Based on this perspective, this research aims to reveal the dynamics of Enjō and explores how people communicate with each other in the formation process of Enjō by conducting a comparative case study. In this study, I collect tweets posted in five Enjō cases, analyze them, and compare each case in order to create conceptual categories of the communication process of Enjō. Results show that the participants of Enjō interact with each other to define the problem of concern through exchange of their opinions and information and negotiate with the target of Enjō over validity of the definition. Moreover, it is revealed that there are two types of process in the escalation of Enjō, "social problematization" and "villainization". In the discussion, I consider the implication of these findings and how to avoid the expansion of Enjō.

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Id: 23606

Title: [Panel] Ethics, Media & Accountability, Panel description

Session Type: Panel Submission

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Abstract: Panel proposal "Ethics, Media & Accountability". Moderator: Fernando Oliveira Paulino; Discussant: Mariella Bastian. Participants: Susanne Fengler; Dominik Speck, and Tobias Eberwein: "De-Westernizing Media Accountability Research"; Danilo Rothberg & Bibiana Alcântara Garrido: "Media accountability and good practices of quality journalism"; Josenildo Guerra, Fernando Oliveira Paulino, Renata Gomes, Liziane Guazina, Ébida Santos, Luma Poletti Dutra, Marcos Santuário, Fernando Molina, and Rogerio Christofolletti: "Journalism and Accountability in Brazil"; Jairo Faria, Lenin Martell, Laura Águila, and Madalena Oliveira, "Ombudsman as Media Accountability Instrument"; Marcus Kreutler & Susanne Fengler: "Migration coverage and media accountability".

With five presentations the panel seeks to stimulate the debate about Ethics, Media, and Accountability with the participation of scholars from Germany, Portugal, Mexico, Nederlands, Austria, and Brazil.

Manifested in different ways, we have witnessed a growing awareness of the public regarding ethical behavior of the media across countries. Heated debates about misinformation or so-called "fake news" as well as the proximity of media professionals and political actors and the potential influence of media coverage on election outcomes have been in the center of an increasing number of publicly visible demands for setting ethical standards for the media. In this open and ongoing debate, accusations of ethical misbehavior are closely linked to the quality of journalism, which is in many cases repeatedly questioned by a variety of political stakeholders and representatives of civil society. Thus, stakeholders are in search of ways of how to hold the media effectively to account. However, the tightened and sometimes hostile relationship between the political and the media sector frequently hinder open discussions and impede approaches to media accountability which do not interfere with important rights of the media sector such as press freedom or absence of censorship. The slowly growing number of scientific work investigating Media and Accountability (MA) on a broader (comparative) level have revealed new challenges and a high need for a continuous monitoring and advancement of the field. For example, research on media accountability in different national settings (Bastian, 2019; Eberwein, Fengler, Karmasin, 2018; Paulino, 2009) has shown the importance of taking contextual factors into account when designing possible measures for holding the media accountable and calling for more media responsibility –and to broaden the

view beyond the so-called “Western World”. Additionally, there are specific issues which are both covered and debated in rather polarized ways and which are simultaneously of huge societal relevance.