Building Trust in the Digital Age

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Who we are

A coalition of media professional groups from around the world aiming to strengthen the craft of journalism by promoting ethics, good governance and media self-regulation in the digital age

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Moving Stories
International Review of How Media Cover Migration
Findings: The Good, the Bad and the Ugly

Much coverage has been informed, factual and laced with humanity, but in many countries similar problems arise:

• Political Propaganda and hate speech
• Media Weakness
• Ethical Challenges including in Social Media
• Numbers v Humanity
Media Weakness

• Newsrooms lack capacity and informed specialists able to report on complex stories
• Media confusion over law and status of migrants, refugees, and asylum seekers
• Tendency to stereotype, bias and myths
• Minority voices missing from the story
• Lack of attachment to core values of journalism
State → Media → Corporate

CITIZENS’ ONLINE VOICE
The Open Information Crisis

• Governments and Corporations in Control
• Hitting the Limits of Free expression
• A Flawed Culture of Communications
• Mixing Personal and Public Expression
• Challenge of Responsible Communications
Journalism is Not Free Expression

• Journalism is not free speech, it is constrained expression.
• It works in a framework of values and ethics.
• It has public purpose
• It is other regarding.
The Core Values of Ethical Journalism

ACCURACY: Fact-based Communication
INDEPENDENCE: Not propaganda
IMPARTIALITY: Tell all sides of the story
HUMANITY : Do no harm
ACCOUNTABILITY: Transparency

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What Makes Online Expression Different

• Online expression – Political, corporate, social networks – is **self-regarding**, not other-regarding.

• Bias, a lack of fairness and offensive speech are **acceptable** within the law.

• This reality underpins all forms of political speech, corporate spin, public relations and extremist information strategies.
Media as Hate-Mongers

Balkans, Rwanda in 1990s: Hate media supports conflict. War propaganda at work today in Middle East and Europe
Hate in the News

Islamaphobia
Anti-Semitism
Genocide
Religion
Race relations
Migration
Gender equality
Homosexuality

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Political Propaganda

• Political leaders use the migrant and refugee crisis to manipulate a media message which encourages online abuse.

• Media accept the outrageous statements of political and community leaders as newsworthy without reporting in context.

• Propaganda and information manipulation. Brexit in the UK a case in point.
Trump’s anti-immigrant bombast defied normal fact-checking practices because it seemed devoid of factual foundation... as he repeated his charges polls showed that many potential voters accepted them as facts.
Advertising, Content Confusion

• Corporations and advertisers use stealth marketing to fool the audience. Marketing aimed not at engaging intellect but to elicit emotion.

• Media and marketing have merged. Ethical journalism and editorial integrity under pressure in a world of “likes” and tweets.

• Social media polarise. Unlike journalism they don’t help us understand.
The Digital Challenge

• Exposing a flawed culture of “self-regarding” communications.
• Refocusing the Internet to challenge State and Corporate control.
• Building confidence in “other-regarding” communication.
• Promoting responsible communications online through accuracy, humanity and transparency
What Can We Do?

• Strengthen journalism and editorial independence.

• Challenge intolerance in political/religious affairs.

• Promote responsible communications online through new media literacy initiatives.

• Create national and regional initiatives for civil society dialogues led by journalists and academics.

• Build respect for journalism and communication values.
5-Point Test for Media Hate

• A Tool for Journalists, Educators and others

1. Status of the Speaker
2. Reach of the Speech
3. Intention of the Speech
4. Content and Form
5. Economic, Social and Political Climate
Ethical Journalism as an Inspiration for Change

Journalism as an Inspiration for Free Speech
Promote Tolerance and a new Culture of Communications. Respect core values for all:

• Fact-based communications
• Humanity and respect for the Other
• Transparency and Accountability

Build new coalitions for media literacy: Journalists, academics and civil society

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