

**Inducing journalistic values from grass-root level discourse on journalism
: An explorative analysis of user comment replies posted on online news articles**

Jin Woo Kim (Seoul National University)

Hjjw007@gmail.com

Eun Ja Her (Seoul National University)

Crisis of news credibility and user replies on online new articles

In Korea, news providers are facing the crisis of news credibility. The most obvious evidence can be found in people's comments on news articles which are delivered online. Before coming out of online news channels, the credibility had been revealed as numbers generated by survey data. However, these days it is displayed at a form of discourse in user comment replies posted on online news articles.

Ironically, these news user opinions which are publicly presented can help news providers improve their weaknesses on their journalistic practice. That is, analyzing peoples instant reactions on news articles can be a way to diagnose causes of current low credibility on news media.

With solving the issue of credibility, news providers also need to change their own roles and positions in the society with the changes of news media environment. As new types of online news providers emerge, old news provider became forced to reform their journalistic practice. In Korea, their efforts are mainly focused on verifying news delivery channel, reforming old channels and reforming writing styles. However, to adjust themselves more actively to the new environment, they should establish new identity and set specific goals as news provider. News provider can achieve this change through two main processes. First way is to listen to internal voice. It can declare what types of social roles it wants to take and which values it wants to follow and find ways to realize their goals. Second way is to listen to voices from outside. In this process, traditionally expert levels of voices were mainly reflected on news provider's ideal and goals which create their identity as a social entity. However, unceasing changes demand news providers to pay more attentions on grass-root-level voices.

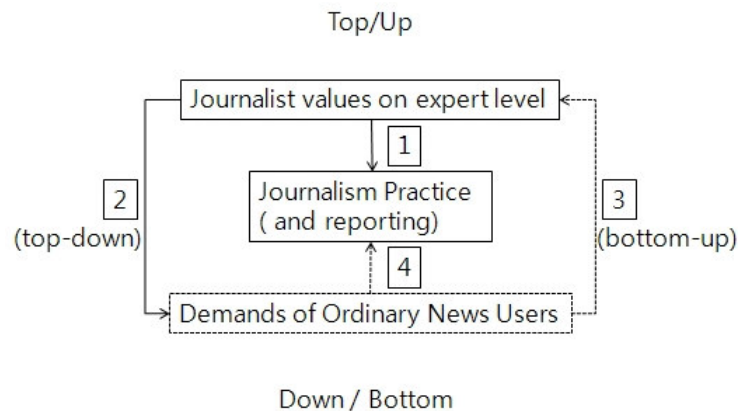
Even though news providers recognize the importance of considering ordinary news users opinions, news providers face another problem in this process. Since the voices from ordinary users are not well-organized or gathered in one spot, it is hard to observe user's

expectations. However, recent researches explain that messages from users are not entirely random; rather, there are certain tendencies in those messages. For example, Rhee(2005) found critical discursive public appear their existence in the replies which shows that there are messages organized in certain directions. Therefore, it is expected that there may also be specific tendencies which appear in user comment replies posted on online news articles. In other words, it may be possible to reflect user's expectation on journalistic practice level.

Research model

To think about the process to achieve the excellence practice, this research suggests a model including three discursive levels. Following model elaborates the basic assumptions in this paper. This model insists that the excellence in journalism can be realized on the condition that the journalistic practice reflects the collective demands and expectations of ordinary news users.

<Figure 1> Desirable Journalism



In this model, arrows represent processes that one level reflects the values considered important in other levels. For instance, the arrow which is coming from the top to the down means the deductive process where socially consented journalistic values are reflected on user demands level. On the other hand, the arrow which is coming up from the down to the top means the inductive process where ordinary users' opinions are reflected on socially assented journalistic value level.

However, necessarily, this model cannot be realized in the real journalistic practice. Rather, it is possible that each level reflect demands of other levels or sometime one level

struggles with others. In many cases, 1) universal journalistic values cannot be come true in realistic coverage, 2) these journalistic values may not match with what news users want from news coverage, 3) demand of ordinary users may be reflected on universal journalistic values with some time difference and 4) it is clear that demand of news users cannot be reflected on the journalistic practice which have realistic constraints. Since it is inevitable to have this dissonance, it becomes critical to construct universal journalistic values and principle since they may help each level of this model to reflect each other level, to get higher fitness in this model and finally to achieve the excellence in journalistic practice. Analyzing discourses in these three levels and searching values which different levels consider as principal values can be the first move to discover the fitness of this model in journalism.

Previous journalism researches were focused on discussing journalistic values which are deducted from higher level of social values such as democracy, human rights and national interest(Iggers, 1998; Lee, 2006). As a result, the first and second processes have been on the center of journalism researches since they are based on values, which can be understood by exploring socially assented values. On the other hand, the third process has been overlooked since they are based on demands of ordinary news users which can hardly be understood. Consequently, it has not been tried enough to reflect demand of users on journalistic practice level. However, the changes in news delivery system have embodied means for news users to react on news articles instantly and share their opinions with other users publicly. Even though the changes of new delivery systems have made it possible to explore the detailed criteria which news users use to evaluate news articles, they have been given relatively little attention. In this regard, the following study focuses on finding answers for followed research questions.

1. Which concepts and specific points do ordinary news users utilize to judge news articles?
 - 1-1. How frequently do users adopt each journalistic value to criticize news articles?
 - 1-2. Which journalistic values do Korean news organizations broadly fail to incorporate?
 - 1-3. Which journalistic values do Korean news users strongly react?
 - 1-4. Are articles which cover different types of news topics criticized to the different extent?
 - 1-5. Are articles supplied by different types of news providers criticized to the different extent?

2. What are the differences between the use level discourse and the expert level discourse in conceiving what constitutes journalistic values?

Methods

Sampling

The data were gathered from two content analyses of (1) user comments (replies) posted on Korean online news articles, (2) and media review articles that journalists or journalism scholars contributed to Korean press review journals.

For sampling of news articles, *Naver*, one of the biggest news portal sites in Korea, was used. *Naver* provides news articles from more than 100 Korean news organizations, which is fairly inclusive of the current Korean press in general. *Naver* selects 20 'most viewed' news articles from 8 categories of news topics, on a daily basis. The category includes 'national politics,' 'business/economics,' 'society,' 'lifestyle,' 'international politics,' 'science/technology,' 'sports' and 'entertainment. We randomly selected 10 days from the time period of September 2006 to August 2007. And on each of the selected days, five 'most viewed' news articles of eight news topics (40 articles on a day) were sampled. A total of 400 news articles were analyzed in this study.

111,083 comment replies were attached to the 400 articles, which is practically impossible to content analyze. Our understanding was that majority of the comment replies could be the users' opinion on the reported issue, rather than discussion on the article itself. In order not to go over more than 100,000 comments while choosing the ones fit into our investigation, as an alternative, we used the search engine, with the following key words: 'news article,' 'journalist/reporter.' Then, we excluded the comment replies which were (1) irrelevant to the news articles, or (2) unspecific as to why the commentator criticized (or supported) the news article. Finally 3,097 comment replies were sorted out, and among them 81 were supportive of the corresponding article, while 3016 were critical. In this study, the 3016 'critical' comment replies were used for content analyses.

Content analyses

Initially, the categories used in the content analysis were *inductively* created by breaking down formerly selected 260 user comments into specific arguments that each user comment addressed to discuss (mostly criticize) the corresponding news article. We identified 114 repeatedly raised arguments. Then four coders, undergraduate and graduate communication

major students, including the authors, content analyzed 2017 comment replies, attached to 280 articles. In doing so, coders had meetings occasionally and frequently communicated with each other. During the initial analysis, we added newly found arguments, while merging the arguments that had only few cases, or overlapped with one another. Finally we identified 81 repeatedly raised arguments and classified those arguments into 19 ‘major points of criticisms.’ Considering what those commonly addressed arguments are ‘mainly about,’ we further classified them into seven journalistic values; ‘*quality of writing*,’ ‘*validity*,’ ‘*news values*,’ ‘*quantity and quality of information*,’ ‘*truth*,’ ‘*fairness*,’ ‘*responsibility*.’ This frame (see appendix) was applied to the content analyses of 3016 comment replies. Coders identified which of the major points each comment replies were addressing. In case that a comment raised several reasons as to why the user would disagree with it, coders were asked to indicate on multiple coding categories, accordingly. Inter-coder credibility was fairly high (0.873).

In addition, we also selected 32 journalism review articles from a media review journal in order to compare the journalistic values demanded by ordinary users from what the experts (journalists or scholars) would think. The journal articles were content analyzed with the same frame. The content analysis was conducted by identifying what kind of arguments, relevant to the 19 major points, the authors made, reviewing the Korean journalism.

Results

Exploring what are the collective journalistic values, commonly asked by the ordinary news users, we first investigated the number of comment replies that point to each journalistic in the entire sample comments (see table 1). It was found that among the seven categories of journalistic values indentified in this study, the values of ‘*validity*’ were most frequently mentioned in user-driven criticisms (n=927, 30.7%). It can be noted that Korean online news users tend to emphasize that journalists should provide adequate interpretative frames, with verifiable evidence, as well as well grounded reasoning. Also, ‘*fairness*’ appeared to be one of the most important criteria that Korean users utilize when they judge news articles (n=809, 26.8%). This finding supports the hypothesis that the advent of ‘critical discursive public’ is relevant to the news media’s fairness issues (Rhee, 2005). Further, a substantial amount of comment replies criticized the news articles for their deficiency in ‘*quantity or quality of information*’ (n=622, 20.6%) and ‘*quality of writing*’ (n=591, 19.6%). And 18.9% (n=569) of comment replies were concerned with the way that the press seems to use (or abuse) its

influential power, while 16.7% (n=505) were addressing the issue of ‘news values’ of given material. Finally it was revealed that relatively small number of replies were discussing the possibility that given news article distorted ‘truth’ (n=263, 8.7%). It could be either that ‘distortion of truth’ is rather strong accusation, which is somewhat hard for the ordinary users to address, without sufficient evidence.

Table 1
Number of comment replies addressing each of journalistic values

Journalistic Values	Frequency	Percentage (%)
Quality of writing	591	19.6
Validity	927	30.7
News values	505	16.7
Quantity & quality of information	622	20.6
Truth	263	8.7
Fairness	809	26.8
Responsibility of the press	569	18.9

N = 3601

In order to explore, ‘in what sense’ those journalistic values were used in news criticisms, we also counted the number of comment replies raising the 19 general arguments of criticisms (see Table 2). When seen at this level, notably, news articles were most likely to be disapproved when they were unfair in interpretative frame, opinions (23.8%). And problems in ‘validity of presumed values’ (14.9%), or ‘accuracy of information’ (13.6%) also caused fairly high number of user criticisms.

In our view, the frequency of comment replies discussing certain aspects of journalistic values could reflect either (1) the ‘extensity’ that Korean news organizations that were included in our analysis broadly fail to incorporate the important journalistic values, or (2) the ‘intensity’ that news users strongly react when they are dissatisfied with journalistic practices of particular values, or both. In order to empirically investigate such possibilities, we studied (1) the portion of news articles criticized in terms of each value among the total sample. Also we investigated (2) the extent to which criticisms concerning each value were *repeatedly* raised to certain articles, by obtaining the mean amount of each-value-relevant comment replies attached to specific news articles. The former should represent how

‘extensively’ the user demands were addressed, across various news articles, while the latter would show how ‘intensively’ the demands were asked on particular news articles that had some problems in specific aspects of journalistic values.

Table 2

Number of comment replies addressing each of ‘major points’

19 major points of criticism	Frequency	Percentage (%)
Quality of writing	591	19.6
1) Accuracy in description	124	4.1
2) Accurate language use	206	6.8
3) Decent expression	262	8.7
Validity	927	30.7
1) Verifiability	161	5.3
2) Interpretive validity	448	14.9
3) Validity of presumed values	284	9.4
4) Objectivity of judgment	81	2.7
News values	505	16.7
1) Relevance & appropriateness of news material	352	11.7
2) Originality of news material	135	4.5
Quantity & quality of information	623	20.7
1) Quantity of information	123	4.1
2) Accuracy of information	410	13.6
3) Originality of information	96	3.2
Truth	263	8.7
1) Distorted reports	229	7.6
2) Perceived credibility	36	1.2
Fairness	809	26.8
1) Fairness in interpretive frame, opinion	717	23.8
2) Fairness in journalistic practice	28	0.9
3) Fairness in coverage	56	1.9
Responsibility of the press	569	18.9
1) Abuse of journalistic power	186	6.2
2) Irresponsible	384	12.7

N = 3601

Analyses show that relatively many news articles are criticized for their deficiency in ‘writing’ (42.8%) or ‘information’ (43%). It could mean that the Korean press in general had problems most frequently in communicating with decent writing, or in providing adequate information (see Table 3). Results further suggested that ‘validity’ (38.3%) or ‘fairness’ (28.8%), which are most frequently mentioned journalistic values, were not as extensively addressed as the values of writing and information. It can be noted that although many user-criticisms were offered based on ‘validity’ and ‘fairness,’ that is not because Korean journalists most commonly share flaws in those aspects. Such findings could naturally lead to the conclusion that those values were frequently demanded, especially because the users tend to react rather intensively when they acknowledge drawbacks in those areas.

Table 3

Number of news articles criticized with each of journalistic values

Journalistic Values	Frequency	Percentage (%)
Quality of writing	171	42.8
Validity	153	38.3
News values	139	34.8
Quantity & quality of information	172	43.0
Truth	72	18.0
Fairness	115	28.8
Responsibility of the press	118	29.5

$N = 400$

As Table 4 shows, indeed the values of ‘fairness’ ($M = 6.97$, $SD = 22.21$) and ‘validity’ ($M = 6.02$, $SD = 12.92$) tend to be found repeatedly in user criticisms devoted to a certain news article. It could be that among the seven journalistic values, particularly inadequacies in ‘fairness’ and ‘validity’ are likely to ‘motivate’ the users enough to write their own criticisms. A plausible explanation might be that this result reflects how Korean news users feel strongly about the journalistic values of fairness/validity. Another related, yet different, interpretation could be that the finding shows how deeply (although, not widely) the Korean press is flawed in those aspects.

Table 4

Number of comment replies repeatedly addressing each value for specific news articles

Journalistic Values	Mean	S.D.	N
Quality of writing	3.42	4.88	171
Validity	6.02	12.92	153
News values	3.61	5.41	139
Quantity & quality of information	3.60	4.72	172
Truth	3.65	6.01	72
Fairness	6.97	22.21	115
Responsibility of the press	4.78	11.43	118

Table 5

Cross table: user criticisms by news topics

News Topics	Less criticized	More criticized	Total
National Politics	31	19	50
Business/Economics	27	23	50
Society	22	28	50
Lifestyle	17	33	50
International Politics	29	21	50
Science/Technology	37	13	50
Sports	18	32	50
Entertainment	17	33	50
Total	198	202	400

 $\chi^2 = 30.84, P < .001$

In addition, we investigated the effects of news topic (as such national, business, international, sports, etc) and news provider (as such whether it is solely Internet-based, etc) types on the probability that a news article is criticized (with the criterion of specific journalistic values), with χ^2 tests. In the following analysis, the news articles were dichotomized, based on the number of critical comment replies. When the criticisms were combined together, the median value was 3, and when it comes to value specific criticisms, in

every case, less than 50% of the articles discussed in terms of each value. Accordingly, we distinguished the articles as ‘less criticized’ (0~2 critical replies), and ‘more criticized’ (3 or more), as for the general criticisms-based analyses, and for the analyses involving value-specific criticisms, we classified the articles into ‘non-criticized’ (more than 1 reply) and ‘criticized’ (no relevant reply).

As Table 5 indicates, the news articles were differently criticized depending on the type of news topics they conveyed, to the statistically significant extent ($\chi^2 = 30.84$, $P < .001$). It was found that entertainment (66%), lifestyle (66%) or sports (64%) news were criticized more, while articles on national politics (38%), or science/technology (26%) tend to be criticized less.

Aiming to extend the understanding of such findings, we further examined whether there are news article of different topic is criticized differently, based on each of specific journalistic values. Results suggest that value-relevant-criticisms were raised to varying degrees, depending on the news topics. This includes: ‘quality of writing’ ($\chi^2 = 27.94$, $P < .001$), ‘news values’ ($\chi^2 = 32.01$, $P < .001$), ‘quantity and quality of information’ ($\chi^2 = 32.99$, $P < .001$), ‘fairness’ ($\chi^2 = 26.35$, $P < .001$) and ‘responsibility’ ($\chi^2 = 41.03$, $P < .001$).

Table 6

Cross table: user criticisms on ‘quality of writing’ by news topics

News Topics	Non-criticized	Criticized	Total
National Politics	37	13	50
Business/Economics	36	14	50
Society	23	27	50
Lifestyle	24	26	50
International Politics	25	25	50
Science/Technology	38	12	50
Sports	23	27	50
Entertainment	23	27	50
Total	229	171	400

$\chi^2 = 27.94$, $P < .001$

First, results revealed that news articles on society (54%), lifestyle (52%), international politics (50%) sports (54%), and entertainment (54%) were more likely to be disapproved for

the inadequacies in writing itself.

Table 7

Cross table: user criticisms on 'news values' by news topics

News Topics	Non-criticized	Criticized	Total
National Politics	38	12	50
Business/Economics	33	17	50
Society	29	21	50
Lifestyle	29	21	50
International Politics	36	14	50
Science/Technology	38	12	50
Sports	40	10	50
Entertainment	18	32	50
Total	261	139	400

$$\chi^2 = 32.01, P < .001$$

Second, it can be also noted that articles on entertainment section (64%) are most frequently criticized for using news material with low news values by the readers. News articles on other domains were not criticized as much.

Table 8

Cross table: user criticisms on 'quantity and quality of information' by news topics

News Topics	Non-criticized	Criticized	Total
National Politics	41	9	50
Business/Economics	23	27	50
Society	28	22	50
Lifestyle	18	32	50
International Politics	35	15	50
Science/Technology	33	17	50
Sports	23	27	50
Entertainment	27	23	50
Total	228	172	400

$$\chi^2 = 32.99, P < .001$$

Third, the finding further showed that business news (54%), lifestyle news (64%) and sports news (54%) were more criticized for limitations of the information they provided. News articles on national politics (18%) were least likely to be blamed for the same reason.

Table 9

Cross table: user criticisms on 'fairness' by news topics

News Topics	Non-criticized	Criticized	Total
National Politics	38	12	50
Business/Economics	33	17	50
Society	29	21	50
Lifestyle	29	21	50
International Politics	36	14	50
Science/Technology	38	12	50
Sports	40	10	50
Entertainment	18	32	50
Total	261	139	400

$$\chi^2 = 26.35, P < .001$$

Fifth, when it comes to criticisms pointing out 'unfairness', entertainment news was the most frequent subjective (64%). Unlike the common sense, news articles of national politics section were not extensively criticized for being unfair (24%).

Table 10

Cross table: user criticisms on 'responsibility' by news topics

News Topics	Non-criticized	Criticized	Total
National Politics	39	11	50
Business/Economics	27	23	50
Society	27	23	50
Lifestyle	32	18	50
International Politics	45	5	50
Science/Technology	43	7	50

Sports	42	8	50
Entertainment	27	23	50
Total	282	118	400

$\chi^2 = 41.03, P < .001$

Lastly, the concerns over misuse or abuse of journalistic influence were extensively demonstrated to the news articles on business/economics (46%), society (46%) and entertainment (46%).

Table 11

Cross table: user criticisms by news provider

News provider	Less criticized (%)	More criticized (%)	Total
Newspaper/ TV	84 (43.8)	108 (56.3)	192
News Agency	60 (69.0)	27 (31.0)	87
Web-based press	54 (44.6)	67 (55.4)	121
Total	198 (49.5)	202 (50.5)	400

$\chi^2 = 16.88, p < .001$

When the 'news provider' factor was taken into accounts, as table 11 indicates, news articles provided by traditional news organizations (56.3%) and Internet news organizations (55.4%) were subject to criticisms to somewhat similar extents, while articles that new agencies generated (31%) were criticized the least ($\chi^2 = 16.88, p < .001$). This finding seems to contradict to the recent concerns that especially Web-based press has problems in practicing professional journalism. At least, when it comes to user evaluation, newspapers and television networks, which have existed for much longer period of time, were not significantly divergent from Internet news media. Additional chi-square tests were conducted, examining the difference among news providers in criticisms raised to each of the journalistic values.

Results suggest that some of value-specific criticisms were differently addressed. For instance, as shown at Table 12, compared to news agencies (31.0%), newspapers/television networks (45.3%) and Internet news media (47.9%) were more frequently disapproved for giving inadequate information in their news articles ($\chi^2 = 6.70, p < .05$). In order to see if different news organizations were criticized for different reasons, we additionally conducted

chi-square tests at the ‘19 major points’ level, as well. As results, some statistically significant differences were found.

Table 12

Cross table: user criticisms on ‘quantity/quality of information’ by news provider

News provider	Non-criticized (%)	Criticized (%)	Total
Newspaper/ TV	105 (54.7)	87 (45.3)	192
News Agency	60 (69.0)	27 (31.0)	87
Web-based press	63 (52.1)	58 (47.9)	121
Total	228 (57.0)	172 (43.0)	400

$\chi^2 = 6.70, p < .05$

First, it was found that Web-based press was more extensively criticized for inaccuracy in language use (33.1%; $\chi^2 = 11.87, p < .01$), or poor quality of information (19%; $\chi^2 = 10.38, p < .01$), than other news providers (see Table 13 & 14).

Table 13

Cross table: user criticisms on ‘accuracy in language use’ by news provider

News provider	Non-criticized (%)	Criticized (%)	Total
Newspaper/ TV	157 (81.8)	35 (18.2)	192
News Agency	73 (83.9)	14 (16.1)	87
Web-based press	81 (66.9)	40 (33.1)	121
Total	311 (88.5)	89 (11.5)	400

$\chi^2 = 11.87, p < .01$

Table 14

Cross table: user criticisms on ‘originality of information’ by news provider

News provider	Non-criticized (%)	Criticized (%)	Total
Newspaper/ TV	174 (90.6)	18 (9.4)	192
News Agency	82 (94.3)	5 (5.7)	87
Web-based press	98 (81.0)	23 (19.0)	121
Total	354 (88.5)	46 (11.5)	400

$\chi^2 = 10.38, p < .01$

On the other hand, the traditional news media were prone to be criticized for conveying unfair interpretation or opinion (29.2%; $\chi^2 = 8.16, p < .05$), and (seemingly) abusing their influential power to shape public opinion, or to give publicity (22.4; $\chi^2 = 8.16, p < .05$), compared to other types of news providers (see Table 15 & 16).

Table 15

Cross table: user criticisms on 'fairness in interpretive frame, opinion' by 'news provider'

News provider	Non-criticized (%)	Criticized (%)	Total
Newspaper/ TV	136 (70.8)	56 (29.2)	192
News Agency	75 (86.2)	12 (13.8)	87
Web-based press	95 (76.5)	26 (21.5)	121
Total	306 (82.5)	94 (23.5)	400

$\chi^2 = 8.16, p < .05$

Table 15

Cross table: user criticisms on 'abuse of journalistic power' by 'news provider'

News provider	Non-criticized (%)	Criticized (%)	Total
Newspaper/ TV	149 (77.6)	43 (22.4)	192
News Agency	76 (87.4)	11 (12.6)	87
Web-based press	105 (86.8)	16 (13.2)	121
Total	330 (82.5)	70 (17.5)	400

$\chi^2 = 8.16, p < .05$

Discussion

Based on the perspective that the excellence in journalism can be realized on the condition that the journalistic practice reflects the collective demands and expectations of ordinary news users, this paper empirically investigated the grass-root-level discourse on journalism, which may not be necessarily identical to what the "experts" think and say. Findings showed that Korean online news users most frequently mentioned journalistic values concerning 'fairness,' 'validity.' Also we found that relatively many news articles are

criticized for their deficiency in ‘*information*’ or ‘*writing*.’ Meanwhile ‘*fairness*’ is found to be the most strongly required value, and ‘*validity*’ was also repeatedly raised to certain articles.

Table 16

Number of press review journals addressing each of journalistic values

Journalistic Values	Frequency	Percentage (%)
Quality of writing	7	21.9 (6)
Validity	13	40.6 (5)
News values	14	43.8 (4)
Quantity & quality of information	25	78.1 (1)
Truth	6	18.8 (7)
Fairness	16	50.0 (2)
Responsibility of the press	15	46.9 (3)

N = 32

Then are those collect grass-root level demands similar to the “expert”-level discourse? In our view, comparison of comment replies and journal articles can promote some insight. The analysis of 32 press review articles indicates that the ordinary users and the experts (i.e., scholars and journalists) tend to emphasize somewhat different values (see Table 1 & Table 16). Notably, it appeared that the experts valued most on adequate information, whereas, when it comes to user evaluation, information did not appear to be the most important criterion. ‘Responsibility of the press’ was more frequently mentioned by the experts. However, there were some similarities, as well. For example, it seems, fairness is regarded as a crucial value, both in user and expert level discourse on journalism.

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Appendix : category of analysis

(1) Quality of writing

- 1-1 accuracy in description

1-1-1 Description is not clear or concise enough

1-1-2 Title and content of the article do not match.

1-1-3 Ambiguous description that could lead to misunderstanding

1-1-4 Exaggeration in description

- 1-2 Accurate language use

1-2-1 mistyped words

1-2-2 using wrong words

1-2-3 wrong translation of foreign language

1-2-4 broken language, misspelled words

- 1-3 Decent expression

1-3-1 inappropriate wordplay

1-3-2 sensational language use (reminding of yellow journalism)

1-3-3 using inappropriate slang

1-3-4 expression that implicitly disparages someone or something

1-3-5 aggressive expression

1-3-6 expression that seems like PR

1-3-7 inappropriately catchy title

1-3-8 expression that would cause controversy, (seemingly intended so)

(2) Validity

- **2-1 verifiability**

- 2-1-1 inaccurate evidence

- 2-1-2 insufficient or irrelevant evidence or example

- 2-1-3 absent, unverifiable or unspecific evidence

- 2-1-4 inconsistency in reasoning

- **2-2 Interpretative validity**

- 2-2-1 invalid interpretation of given material

- 2-2-2 failure to notice unsubstantiated, but important assumptions

- 2-2-3 exaggerated interpretation

- 2-2-4 interpretation is rather hasty

- 2-2-5 ignoring the key point, focusing on rather a trivial matter

- **2-3 Validity of presumed (underlying) values**

- 2-3-1 having anachronistic values

- 2-3-2 having unrealistic values

- 2-3-3 having shallow values

- 2-3-4 toadyism

- **2-4 Objectivity/subjectivity of judgment**

- 2-4-1 judgment or evaluation based on subjective viewpoint

- (3) News values**

- **3-1 Relevance & appropriateness of news material**

- 3-1-1 news material is not socially important

3-1-2 news material is irrelevant to the reality of ordinary citizens

3-1-3 reported incident/accident is too trivial to be on the news

3-1-4 only meant to attract interest

- **3-2 Originality of news material**

3-2-1 banal news material

3-2-2 reporting something that everyone knows,

3-2-3 late reporting

(4) Quantity & Quality of information

- **4-1 Quantity of information**

4-1-1 not providing sufficient information, necessary for the interpretation of the article

4-1-2 not providing additional materials (picture, video clips) which should be helpful

4-1-3 not covering something highly relevant to the issue

4-1-4 pointing out problems only, without giving information on alternatives

- **4-2 Accuracy**

4-2-1 giving wrong factual information (seemingly mistake)

4-2-2 misleading information (seemingly due to lack of expertise)

4-2-3 pointing out wrong reason/cause of the incident/accident

4-2-4 depending on inexperienced sources (hence gives wrong information)

4-2-5 using misleading pictures

- **4-3 Originality**

4-3-1 inadequate analysis

4-3-2 banal interpretation of the given phenomenon

4-3-3 carelessly done reporting (reiterating publicity material, foreign news)

(5) Truth

- 5-1 Distorted reports

5-1-1 deviating from what we know (seemingly because the journalist distorted the facts)

5-1-2 intentionally distort the given situation

5-1-3 quoting in the way that distorts what the source really meant

5-1-4 overgeneralization suggesting as if a partial example represents the reality

5-1-5 given the circumstance, the report seems to be a fabrication

- 5-2 Perceived credibility

5-2-1 cannot trust the report

(6) Fairness

- 6-1 Fairness in interpretive frame, opinion

6-1-1 unfairly attributing problems to someone

6-1-2 unfairly exaggerating problems to blame someone

6-1-3 unfairly generalizing as if the entire group has problems

6-1-4 unfairly selective, pointing out only the negative aspect of someone/somebody

- 6-2 fairness in journalistic practice

6-2-1 unfairly quoting someone (cutting out the context)

6-2-2 using one-sided sources

- 6-4 Imbalanced coverage

6-4-1 mainly reporting on particular people/organizations (ignoring “minorities”)

(7) Responsibility (influence)

- 7-1 Abuse of influence

7-1-1 seemingly intended to be PR or advertisement

7-1-2 seemingly intended to affect public opinion

- 7-2 Irresponsible

7-1-1 may harm someone people/organizations relevant to the issue.

7-1-2 imposing negative viewpoints by highlighting negative aspects

7-1-3 the article itself would have socially undesirable consequences (e.g., inflation)

7-1-4 the article instigates conflicts between related persons/groups