



Ethics of Society and Ethics of Communication Working Group  
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**Id:** 9311

**Title:** Offshore Leaks and the search for journalistic truth in cross-border financial flows

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**Abstract:** The Offshore Leaks gained worldwide visibility in 2013 by exposing the universe of 'tax havens' from the cross-border reporting method. The investigation had the collaboration of 86 journalists spread across 46 countries, from a consortium based in Washington (ICIJ - International Consortium of Investigative Journalists). This paper takes into consideration how values help to improve the practice of communication in information, and how journalists can act on a cosmopolitan perspective. After the description of Offshore Leaks (in general terms), this article discusses how the Offshore Leaks 'translated' globally the deliberate complexity of that financial underworld, where secrecy is a value put on sale. An underworld that supports the actual global economy - presumed more than half of the world trade passes in tax havens (SHAXSON, 2012). Considering the discussion of deontological values, the 'cross-border reporting' offers research points: (a) transnational reporting allows that the competition values give space to collaboration values. (b) Formation of non-corporative professional networks. In general way, the case challenges the tax havens position 'between illegal and immoral. Because they make difficult for developing countries to change their condition not only in macroeconomic issues but to fight criminal groups who laundry money extracted from drug trafficking and corruption, for example. To evaluate the cross-border reporting phenomenon, your theoretical framework gathers a group of concepts: post-industrial journalism (ANDERSON, BELL & SHIRKY, 2013), global journalism (REESE, 2001; BERGLEZ, 2007, 2013; WARD, 2008, 2010), public opinion (Peters, 1997 ; Habermas, 2014), transnationalism (Vertovec, 2009), global civil society (KALDOR, 2003), globalization (IANNI, 2000; APPADURAI, 2009), networks (CASTELLS, 2013) and professionalism in journalism (WAISBORD, 2013). And the "Cross-Border Journalism" experience comes from investigative journalism scholars and reporters: Brant Houston, Brigitte Alfter, David Kaplan, Charles Lewis, Stefan Candea and Paul Christian Radu. The application of "big data" feature, heir to the 'precision journalism', can provide us some partial conclusions: (a) Generates a "propositional knowledge" because, although it is applied in different professional cultures, it enables evidence of a (an economic) fact; (b) Tells a story about the global financial system from the own database, even before serving to tell "local stories"; (c) Makes visible surreptitious issues of transnational flows, that could be "invisible" if considered only nationally. Investigative journalism led to a global scale provides an interesting insight: that the search for proof of hypotheses continues to import reporters, as if the combined non-parochial frameworks, generates a potentially cosmopolitan information. According to Stephen Ward, to achieve that condition journalists should: act as global agents, serve the citizens of the world and promote nonparochial understandings (2009). Rationality and objectivity are taking on

another dimension in the world of the XXI century and they could enroll debates in public agenda from a propositional knowledge generated by journalistic methods. In a scenario where new technologies highlighted the segmentation and customization of information opens up broader prospects for public deliberation.

**Id:** 9427

**Title:** Transparency, self-regulation and readers' participation in the digital environment. An analysis of the innovative media accountability systems within the Spanish landscape

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**Abstract:** Accountability is a central concept in journalism that refers to media's commitment to answer for their professional practice to society at large. To be accountable, media organizations and professionals should embrace three cornerstone components: self-regulation, transparency and citizens' participation. Bearing these key axes in mind, media accountability systems should play a critical role in our journalistic culture, given that their fundamental objective is to monitor, criticise and analyse the quality of information and the ethical behaviour of journalists, as well as to shed light on the editorial processes and the corporate situation of media organizations. Nevertheless, previous researches have demonstrated that traditional instruments of accountability (such as ombudsmen, ethical codes, stylebooks or letters to the editor) have a rather limited impact on professional practice and they are scarcely used by citizens within certain countries and journalistic traditions. That being said, in the current changing media landscape, characterized by continuous technological innovations, 24/7 production cycles and high speed information flow, accountability systems have experienced a dramatic evolution. The Internet and Web 2.0 environment has allowed new ways of transparency, self-regulation and supervision of the news' quality, in which users' active participation plays a decisive role. Several agents (legacy outlets, native online platforms, citizens, organizations and professional associations) have embraced innovative practices in order to hold the media to account. Consequently, many new web-based tools have vigorously expanded across the journalistic landscape. Which are those new accountability systems? How do they work and what added value do they provide in comparison to classical instruments? Which is their level of implementation within the Spanish context in contrast to other European countries and beyond? In order to address these questions, as part of the research project 'Transparency and Media Accountability', funded by the Spanish Ministry of Economy and Competitiveness (CSO2012-39138), this paper thoroughly describes, analyses and categorises the new online accountability systems that have emerged in the Spanish scenario. The findings reveal the presence of a wide range of innovative tools (newsroom blogs, journalists' blogs, online ombudsmen, chats and live meetings with readers, social media, comments, readers' communities,

correction buttons, tools of corporate transparency, media criticism observatories, citizens' blogs, fact-checking sites and so on). The research unravels the characteristics, requirements, challenges and usefulness of each of the instruments that operate within and outside media organizations. The investigation also identifies international meaningful initiatives that remain to be implemented within the Spanish context (such as the online newsroom conferences, live webcast of meetings, editorial videos or open lists), arguing how they could prove valuable to enhance media accountability and responsiveness. The examination of the detected cases has allowed researchers to elaborate a comprehensive classification of the new media accountability systems in Spain, which sets the groundwork for forthcoming empirical studies and transnational comparisons in the field.

**Id:** 9480

**Title:** El derecho al olvido en Internet y el Efecto Streisand: Aplicabilidad y soluciones

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**Abstract:** La ponencia parte de la base del fracaso que significó la aplicación del derecho al olvido en el caso de un ciudadano español, por parte del Tribunal de Justicia de la Unión Europea. Pese a que dicho tribunal le ordenó a Google borrar de su base de datos la dirección web hacia un archivo en pdf en donde de casi al final de la página se anunciaba el remate de bienes de este ciudadano español, en la actualidad es posible encontrar más de 45 mil resultados sobre esta persona, junto con la página que el tribunal ordenó eliminar. A partir de ello, esta ponencia explora las razones por las cuales se produjo el efecto contrario, al momento de aplicar el derecho al olvido en este caso. La ponencia analiza los distintos ecosistemas digitales, para ver cómo se aplica el derecho al olvido en la web 1.0, 2.0, 3.0 y en la Internet de las Cosas. Cabe señalar que desde el punto teórico, nos hemos basado en Lessig y Zittrain, debido al cruce que realizan entre la ética y el código (la tecnología). La afirmación de Lessig de que el código es ley, es el punto de partida de este trabajo para analizar la aplicabilidad del derecho al olvido en los ecosistemas digitales. La conclusión es que es fundamental comprender como funciona y las razones por las cuales se requiere aplicar el derecho al olvido en cada ecosistema digital. Al analizar las redes sociales, se llega a la conclusión de que se debe limitar el etiquetado de personas en el caso de fotografías y videos, y seguir en la senda de mejorar los mecanismos de denuncia, como los que existen en Facebook y Youtube. Se plantea la necesidad de abordar el derecho al olvido en el ámbito del big data, debido a que el análisis de los datos y metadatos obtenidos a través de los verticales, dispositivos móviles y aparatos inteligentes pueden ser utilizados para castigar y perseguir la disidencia en términos políticos o religiosos.

**Id:** 9657

**Title:** (Non)violence in social movements confronting neoliberalism: reflections on ethics and praxis

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**Abstract:** As diverse and non-hierarchical expressions of concern and opposition in public spaces, social movements confronting neoliberalism are necessarily pedagogical and political simultaneously. Critical public reception of the communicative actions of social movements is a key concern in attempting to understand how broader movements confronting neoliberalism can be nurtured and grown. The question of how movements are perceived, and what type of discourse their communicative acts are situated within, challenges us to reflect on further questions of tactics, movement pedagogy, and the ethics of our praxis, where the latter is understood as the combination of reflection and action in order to transform the world (after Paulo Freire). Drawing on the critical pedagogy of Freire, and weaving together elements of the seemingly disparate critical social theories of Foucault and Habermas, this paper will reflect on the praxis of nonviolence in recent social movements confronting neoliberalism on different levels, referring to the cases of Occupy and the current climate justice movement spearheaded by 350.org, as well as recent indigenous/first nations movements on Turtle Island. Nonviolent praxis across these cases exists uncomfortably with the idea of 'diversity of tactics', a conception which has served as an umbrella to promote a culture eschewing moral/ethical judgement in social movements opposing neoliberalism. As a discourse frequently employed in social movements opposing neoliberalism for the past twenty years, the idea of 'diversity of tactics' acts as an effective barrier to critical debate concerning the communicative merit of social movement tactics and the contribution of movements and actions as a form of cultural pedagogy. An effective nonviolent praxis invites social movements to be conscious of the communicative power of our actions, and to consider concerns of broader movement-building as a pragmatic ethics of social movement communication.

**Id:** 9776

**Title:** Netflix, Hulu and Amazon as new intermediaries in the Audiovisual industry

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**Abstract:** The arrival of new 'intermediaries' to the media distribution landscape has invigorated the changes in the television and movie industry. The observed growth of the streaming models is encouraging audiovisual companies and distributors to reach out to new subscribers and tend to their needs. However, the question remains on whether they will be able to sustain the required investment or not. This technical note attempts to summarize the advances of the television and movie distribution market motivated by the emergence of platforms like Netflix and Amazon Instant Video. It depicts the current panorama of online paid content (streaming and VOD services) focusing specially on the Netflix phenomenon. This note also studies the devices starring in this shift from traditional media consumption and the development of a Digital Consumer Segment willing to pay for different contents. It provides a better understanding of the audiovisual distribution scenario, taking into account an economic and a legal perspective, as well as audience measurements and a look into media impacts. Finally, this note suggests solutions for the industry to introduce in terms of sustainability, marketing strategy and consumer policies.



**Id:** 9815

**Title:** The current state of Traditional and Innovative Media Accountability Systems in Spain: Social Transparency, Resistance and Media Independence

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**Abstract:** The aim of this paper is to analyze the current state of Media Accountability Systems in Spain to see their impact on Spanish Media and Journalists Practices. The analysis focuses on Traditional Accountability Instruments such as readers' editors, codes of ethics or press councils, and also on Innovative Media Instruments like online media criticism. The results of this research show the degree of implementation of these instruments within different types of media or sections. Other variables involved in the analysis that offer interesting results are related to gender, age, formal education and training or job title. Considering Traditional Instruments of Media Accountability, Spanish Journalists do not consider highly important instruments like Press Councils or Ethical Codes. The degree of implementation changes when Spanish journalists value Audiovisual Authorities or the Ombudsperson. For instance, Spain is unique in having two regional audiovisual councils which act within the European context: the Consell Audiovisual de Catalunya (Audiovisual Council of Catalonia, (CAC) and the Consejo Audiovisual de Andalucía (Audiovisual Council of Andalucía, (CAA). Regarding Readers' Ombudsman, this instrument is important within Spanish media. To understand this result, it should be remembered that readers' ombudsmen have traditionally been used by prestigious newspapers, such as El País, La Vanguardia or La Voz de Galicia. Considering the innovative instruments, Spanish journalists think that the internet has increased the ability of the public to call the media to account about its work. For instance, Criticism on social networks (e.g. Facebook, Twitter, etc.) is one of the new self-regulatory instruments to which most impact is attributed. This has not brought, however, a clear commitment to new models of accountability but it cannot be denied that the development of media accountability instruments on the Internet has enhanced the variety in this field. Studying the impact of traditional or innovative media

accountability systems gives the possibility to understand better the evolution and current situation of ethical instruments and their impact on journalistic practices. It is also a prerequisite for social transparency and pluralistic debates about media independence and resistance.

**Id:** 9833

**Title:** You're Not The Only One With Mixed Emotions: How Movie Advertising Promulgates Practices of Sympathy, Sorrow and Empathy for Ethnic Minority Characters On the Wrong Side of Law and Justice

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**Abstract:** Movies are considered a reflection of society and its behaviors. According to Chuu et al. (2009), 'Commercial films are those films whose sole aim is to entertain the public and make a profit.' This study aims to investigate whether there is emotional parity towards anti-social characters from ethnic minorities in commercial movies. Films have many genres that captivate us; action, comedy, drama, romance, historical and crime thrillers, to name a few. Recently, there has been a trend in social science studies showing resurgence in research in emotion, feeling and affect (Cromby, Brown, et al., 2009). There has been a widespread 'emotionalization' of law and justice (Karstedt, 2002). Society is responding to this change with a 'rediscovered' outlook towards unsavory incidents and characters. Studies in criminology have been limited in their focus on emotion with respect to its disciplinary origins (Cromby et al., 2009). Crawford (2009) states that the focus of Anti-Social Behavior (ASB) is preoccupation with governing young people and regulation of individual behavior. The popularity of crime thrillers and the rise of the 'anti-hero' have given merit to the questions being raised about a new social 'moral' order. Advertising promotional campaigns for movies are key elements to ensuring a movie's successful run at the box-office. On average, 90% of a movie's advertising budget is used in the weeks leading up to the theatrical launch (Elberse & Anand, 2007). Initial audience reaction can have a significant impact on subsequent audience response in terms of repeated viewing or looking forward to subsequent releases in the movie's series. Movie posters are used as marketing tools to create 'buzz' and generate interest in a movie prior to its release. Movie promotional efforts are maximized early on so as to have the best possible audience participation and interest. Advertising has 'direct' and 'indirect' effects on a film studio's bottom line, and movie posters are part of the movie advertising campaign. Advertising expenditures can have a direct effect (raising a firm's intangible value) and an indirect effect (through increasing sales revenues and profits) on stock prices; these effects manifest themselves over 6-8 months (Joshi and Hanssens, 2006). Furthermore, Squire (2004) said that advertising also plays a part in increasing the saliency of the movie in the minds of both moviegoers and investors who follow the industry. Qualitative studies suggest that emotional responses to crime are variable and situational (Pain, 2000). An experimental study will investigate whether audiences have more positive feelings of sympathy and empathy towards anti-social ethnic minority characters versus Caucasian characters. A sample from a large state university will be used for the study. They will be shown film posters from the genres of

action, drama and comedy featuring two ethnic minority characters (Hispanic, Black) and Caucasian characters. Posters will be appropriately manipulated keeping in mind the purpose of this study. The study's results will offer fresh insights into current ethical practices in movie marketing and movie advertising targeted towards ethnic minorities and younger movie-going audiences from both sexes.

**Id:** 9867

**Title:** Alliance between citizen and journalists. The role of the press in the digital ecosystem and the deontological challenges. Comparative analysis between of three european countries: Spain, Belgium and Italy.

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**Abstract:** Digital Convergence is having a big impact on the journalism profession. It's generating what could be called a new version of journalism, the collaborative journalism. That this collaboration strenghten or weaken the values of journalism' Citizen has get into the newsrooms and has become part of the process of building social construction. Journalists are not any longer the gate keeper of the public opinion. But we found no sense discussion on profesional journalist versus citizen journalist, rather it should consideres as complementary activity in the digital ecosystem that reinforce the civil purpose of demanding accountability and transparency from government and any other kind of power that could put pressure on citizens. This collaborative dynamics generated by the participation of citizens in the information process occurs simultaneously with other initiatives taken by citizens to offer their own versions of topics of interest manner. It is other formats in which citizens provide content that may be of interest to other recipients, but which can not boast having a professional value, ie, that has been developed following a protocol informative diligence. The complementary value of these external formats to professional activity was analyzed at the time by various authors (Lasica, 2003). Other rated this contribution of citizens to information ecosystem as "produsage" (Axel Bruns 2005), in which the audience also becomes communicative actor, breaking the hierarchy on which were organized communication processes conventional media lines. Both actors have different roles and therefore also assume different responsibilities, however, share the same goal of higher criteria for analyzing events. In this paper we try to analyze and contrast journalists'opinion of three european countries in which we have carried out this research on digital journalism ethics challenges. This Project has been granted by Spanish Government.

**Id:** 9874

**Title:** News consumption patterns and use of interactive tools at hearings in digital media; between the public interest and soft news.

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**Abstract:** From this article we have tried to calibrate the preferences of digital information users from use of interactive tools enabled by the media, in particular, the lists of the most read, commented and shared news. To do this, we analyzed these lists over two periods of one week each in three general digital newspapers and a social network news site in Spain. Altogether, we collected around 700 news items. The first period of study was conducted at a time with ordinary political activity, while the second comprises the elections to the European Parliament in May 2014, for the purpose of examining whether there are significant differences according to the degree of political activity. From newsgathering made, we conducted a thematic classification between those contents that address political issues of great importance and those more sensationalist or addressing other issues of social matters, analyzing whether there are patterns of difference in the lists depending on this thematic division. This research tests the hypothesis that users visit and share (through social networks, email, etc.) further news sensationalist and soft news related to unusual events, tragedies of various kinds, popular characters, trivia and sports affairs. On the contrary, when it comes to commenting on news, users tend to do so more frequently in those addressing issues of public interest. The main objective of this article is to know the different uses of interactive selection tools and informational contexts in which it conducts such use. By this purpose is meant to address one of the major debates of current academic research in communication, which revolves around whether the new digital communication scenario, invested with various interactive tools, promotes a more direct engagement with public issues or, on the contrary, fragments their attention in pointless and rapid consumption contents.

**Id:** 9914

**Title:** Resisting peer-pressure in on-line chats: an ethical perspective on digital communication

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**Abstract:** 1. BACKGROUND: The ethical reflection on the usage of Internet dates back to approximately 20 years ago (Dahlberg, 2001; Dreyfus, 2001; Borgmann, 1999; Feenberg, 1999; Elgesem, 1996). It has primarily concentrated on some of the recurrent challenges like the virtualization of human relations, the transformation of personal identity, and the protection of personal information and the private life. Yet, an absolutely essential ethical question appears to have been neglected in the academic literature: that of the tension between the expression of truth and the pressure to conform inside groups. In social psychology, it has been empirically demonstrated that the relationship between human beings and their environment, hence the reality perceived by them, is very often deformed because of conformism due to peer-pressure inside group(s) (Asch, 1951). At the moment, this discovery is solely applied to people who occupy the same physical space. This research proposed to go farther and examine whether the tendency to social conformity that has been discovered by Asch is maintained when people are uniquely connected with one another through digital networks. From an ethical point of view, this question is important since it brings out contexts ' such as the digital context ' through which human beings may become more susceptible to manipulation.2.

METHODOLOGY: The experimentation phase of this research was similar to Asch's experiment with the difference that the participants were interacting with one another only through one digital network created for the experiment. In both cases, the social conformity experiment was performed on one individual inside a group where other group members were part of the research team. In the experiment, the participants (all adults) of each of the groups were invited by the researchers to participate in an online discussion on a topic in the news. During this discussion, the participants who were part of the research team said obvious false information on the situation that was discussed. The idea behind this practice was to see whether unanimity within the group influenced the judgment of the research participant, who was not part of the research team. Taking into consideration many different variables (the personal proximity between the participants, influence of non-unanimity rate on conformism, etc.), many discussion groups were formed. In total, almost 30 subjects were tested. 3. RESULTS: The research was conducted in 2014. The results show that even if the digital link between the participants is less intimidating than if the participants were physically present in one place, the effect of a great number of people online being able to influence the reality (It is easier to get together more individuals online than in person) does have an influence that allows the confirmation of the phenomenon of social conformism that has been

observed by Asch in his study.



**Id:** 9998

**Title:** Transparency and Media Accountability Systems: the presence of self-regulation instruments and their perception among Spanish journalists

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**Abstract:** Media Accountability Systems play a significant role in our journalistic culture, as their fundamental objective is to monitor, control, criticize and analyze the evolution of the quality of information. As an essential requirement in democratic societies, media should be accountable about their contents and their processes of elaboration of news, so that citizens can take an informed decision about their use. In addition, media should be able to foster their transparency. This paper as part of the research project 'Transparency and Media Accountability', funded by the Spanish Ministry of Economy and Competitiveness. After an initial phase of the investigation where it is analyzed the Presence of the elements of transparency and self -regulation in the websites of the leading media Within the Spanish context, in this phase a survey was performed to journalists Some of the most important results are that only 15 % of the media have ombudsman, especially the public media. The figure drops when you consider that some media belong to the same corporation and the ombudsman is the same for everyone. In contrast, 40% of the media have complaints office. There is much disparity between the media who claim to have this instrument. In most cases media receive these complaints from the audience through the telephone. The internal ethical code or book style with ethical standards is used by 58% of the media, although only the 22% have it published. Adherence to low national or international external codes raise to the 33 %. Regarding the press councils, only 18 % belong to them. In many cases, the journalists do not know the meaning or existence of this organization in Spain. A similar situation occurs with internal Statutes. The results show that is present among the 22% of respondents, although many do not know this instrument. Finally, 52% of respondents stated that their average use social networks to accountability. However, they put in question its utility and it can be used as a barometer to capture the audience opinion or

even self-promotional transparency. The survey results are far superior in all respects to those obtained through the above analysis observing their website, which means that although they have accountability mechanisms the media do not make diffusion of them. Besides this, many of them do not have any of the instruments but, when asked by a researcher, they say yes and in some cases even know their function. The analysis will provide relevant and representative data about the overall dissemination of those elements within the Spanish context. The results will open a valuable starting point to compare the level of transparency and accountability of media in Spain with the situation in other journalistic cultures in Europe and beyond.

**Id:** 10053

**Title:** Portuguese mechanisms of media accountability: the reduced power of the Journalists' Deontology Council and the Regulatory Authority for Mass Media

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**Abstract:** Media models analysis are usually built according to how the political regimes interact with the media system, which depends on their democratic or non-democratic nature. According to the literature, the Portuguese media system generally fits the Polarized Pluralist Model, defined as by a dominance of partisan media, the media control by politic and economic elites that use state intervention and involvement in the media system in order to manipulate contents, which is facilitated by a low development of journalistic professionalism and narrow newspapers' circulation (Hallin; Mancini, 2012). In Portugal, until 1974, the censorship imposed by the authoritarian regime was the biggest constraint to journalism and media organizations during the 20th century. The journalists approved the first Deontological Code only in 1976, decades after they appeared in other European countries (Cavaco, 2012). However, if since then there is a tendency to multiply institutions and codes, there is also a tradition of lack of records and systemic data. The studies on accountability are scarce and don't tackle the Portuguese media system as such. The growing "legal regulation" of deontology and the increasing powers of the co-regulator named Commission of Certified Professional Journalists represented less power for the Journalists' Union Deontology Council (Camponez, 2011). The other main regulatory institution, the Press Council, emerged in 1975, and it had a tripartite composition: journalists, media owners and external representatives to the media, consisting the latter on a heavy weight of the political parties and shaped by the

party in power (Carvalho, 1986). After a series of transformations it evolved to ERC - Regulatory Authority for Mass Media, which is composed by five members, four of whom are elected by the Parliament, the fifth member being the president, co-opted by the four elected members. Taking in consideration the evolution of the mentioned entities and the hypostasis of shift on the regulatory powers, the purpose of this study, is to analyse the claims related to journalism practices during 2014 presented to the Journalists' Union Deontology Council and the Regulatory Authority for Mass Media. The cases will be categorized according to press freedom abuse, constrains, ethics and lack of regulation, following a previous study that is part of the European Handbook of Media Accountability.

**Id:** 10069

**Title:** REPRESENTAION OF CHARACTERS IN FICTIONAL CRIME SHOWS

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**Abstract:** This study critically examines the representation of victims, suspects and offenders on fictional crime television shows. This study is drawn on Social Learning Theory which explains how people learn new behaviours, values, and attitudes by observing others. Specifically, two such shows were studied: Criminal Minds and Castle. Although some previous researchers examined the representations of suspects and offenders on fictional crime television series, examination of the representations of victims is rare. There were two units of analysis used while coding. Coding of the entire show includes the year of the episode, number of victims, number of suspects, number of offenders, type and time of the crime. The second unit of analysis included individual victims, suspects and offenders. Through content analysis the researches try to find out an extensive range of demographic data, which was recorded for each victim, suspect and offender. The results from this study indicate that a very narrow lens is used in television fictional crime show portrayals of victims, suspects and offenders. The findings include a relationship between the type of crime and the television show, the victims' gender and survival rate, the victims' race/ethnicity and socioeconomic status, the victims' hair colour and whether they were drugged; and the victims' survival and whether they had children with the defendant. There were also significant relationships between the suspects' gender and the crime show, the suspects' race/ethnicity and gender, perpetrators' race/ethnicity and socioeconomic status, and the perpetrators' gender and survival rate. Furthermore, the inaccurate portrayal of offenders can result in unnecessary fears of certain social and ethnic groups. Similarly, the inaccurate portrayal of victims can increase fear and 'create or reinforce myths about victimization'. It is recommended that, it is important to realize that what is shown on television is not reflective of what occurs in reality as what occurs in reality might not be considered suitable for entertainment purposes.

**Id:** 10282

**Title:** Through the PRISM: A Survey on Internet Usage and Digital Ethics of Chinese Youth

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**Abstract:** Internet, especially the mobile Internet, has prominent impacts on all aspects of the lives of Chinese youth by changing the way that information is obtained and perceived. With social problems and concerns grow, ethic issues of the younger generation in the digital age are getting more and more attention in China. Is there any significant change of the ethical values among Chinese youth? How do the intertwined social thoughts like nationalism, neo-liberalism, Marxism and post-modernism shape the evaluating system of Internet users in China? A case provides us with a good starting point to look into these questions, which is the Disclosure of PRISM Program in 2013 and its responses. This case involves with human rights, patriotism, state-society relation, nationalism and international relationships, etc. It might help us to make a comprehensive examination of the knotty problem of ethics. We conducted a survey on 850 university students including undergraduates, graduates and international students in two universities respectively located in Beijing and Shanghai during the year of 2013. Questionnaires were used to collect data of the students' usage of Internet as information sources, their knowledge and attitudes of the disclosure of PRISM Program and Edward Snowden, and their attitudes of social values as well. A preliminary analysis aims to find the basic elements of the process of digital ethics.

**Id:** 10318

**Title:** Transparencia y Derecho de Acceso a la Información Pública desde la perspectiva de la ética social.

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**Abstract:** Las nuevas tecnologías de la información han transformado la sociedad de forma radical. Esta transformación afecta a la forma como la sociedad en general concibe su relación y la comunicación con el poder político. En particular en lo relativo a la transparencia de los organismos públicos y el derecho de acceso a la información en manos de los poderes públicos. La reflexión que se trata de hacer es diferenciar entre transparencia de lo público y derecho de acceso a lo público. Se trata de dos conceptos distintos aunque se encuentren relacionados. Cuando se aprueban normas jurídicas que tratan de regular las nuevas realidades, no solo deben considerar la voluntad de los legisladores, también deberían tener en cuenta la conciencia jurídica de la sociedad en esos temas. Si esto no ocurre así, el divorcio entre norma jurídica y ética social creará una inevitable tensión en esa sociedad. El último punto de reflexión trata de determinar cuál sería la correcta integración de esa ética social relativa al derecho de acceso a la información pública y la transparencia pública en una norma jurídica.

**Id:** 10497

**Title:** Why distance matters' A theoretical concept for describing conflicts of loyalty in journalism ethics.

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**Abstract:** The paper examines conflicting loyalties in professional journalism ethics. Most of the theoretical discussions about journalism ethics rely on values, norms or general concepts closely related to either of them, like 'objectivity' and 'public interest'. The role of loyalties has been acknowledged but not widely discussed or researched. This study tries to alleviate this by introducing a more general concept of loyalty conflicts that is not based on personal preferences or acquaintances of journalists, but instead relies on the concept of distance. This general concept hopefully helps to overcome the difficulties related to researching personal motives that could be subliminal, unacknowledged or intentionally hidden. The study is based on secondary analysis of interviews with Estonian journalists for the purpose of data collection and uses grounded theory approach for the conceptualization and analysis of data. Special attention was given to relations between journalists and their editors, sources and the public. As a result, the concept of distance emerged and seemed helpful for describing conflicting situations by focusing on the 'position' of the journalist and not on his/hers personal motives. Certain conflicts of loyalty can be described as a distance-proximity conflict where both distance to a certain party (e.g neutrality) and proximity (e.g concern for children) are required simultaneously. The proposed concept can have significant implications regarding the study of externalities that may affect the journalist's moral decisions in addition to internalities like personal values or subjective preferences. Of special interest are situations where either proximity or distance is limited or amplified. The concept on distance also shifts the focus from influencing individual journalist to the decision-making context. This in turn offers a new perspective for addressing the issues of modern ICTs by focusing on its effect on journalist's decision-making context instead of their individual use of the new technologies.



**Id:** 10522

**Title:** PANEL: The Unguarded Moment: Telling Stories of Trauma, Resistance and Renewal

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**Abstract:** Journalists have long trafficked in the causes of trauma ' accounts of war, disaster, loss, suicide, crime, violence and suffering. They are often first on the scene of tragedy, as both witnesses and chroniclers of their time. Half a century of research into emotional trauma has yielded new thinking about its social, cultural, legal, political, economic and environmental consequences. Building on that work, this panel will examine questions of emotional trauma and ethics as implicated in Australian journalism on disaster, violence and suffering. Panelists Deb Anderson, Fay Anderson and Mia Lindgren, of the School of Media, Film and Journalism at Monash University, Melbourne, will draw upon archival research, reportage and interviews with journalists and victims to consider the following: the cultural and historical dimensions of covering trauma, narratives and experiences of journalists and victims, newspaper culture, the negotiation of consent with interviewees, how journalists interview when trauma is the topic, how interviews and interaction with vulnerable people affect journalists, and the role of journalism in covering disasters, violence and suffering.

**Id:** 10568

**Title:** PANEL: The Unguarded Moment: Telling Stories of Trauma, Resistance and Renewal

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**Abstract:** PAPER TITLE: The Vulnerable Witness: Negotiating Trauma in the Wake of CycloneA recent themed edition of Media International Australia (2010) amplified the need for critical, empirical engagement with the role of journalism in reporting extreme weather events. Authors pointed to prevailing discourses of risk and blame in 'natural disaster' coverage and a lack of ethical consensus among reporters when dealing with a traumatised public. This paper extends discussion to cyclone reporting in Australia, focusing on how interviews and interaction with vulnerable people affect journalists -- and vice-versa. A new study in oral history and cultural journalism is under way in northern Australia, investigating the experience of cyclone and perception of news coverage of disaster. Interviews with community members and journalists have focused on two recent, severe tropical cyclones that devastated the same region: Cyclone Larry of March 2006, and Cyclone Yasi of February 2011 (a maximum Category-5 storm, with wind gusts beyond 280kmh or 174mph). In that context, the project explores the power of journalism to deepen a nation's climate conversation'to interpret social and environmental change as it happens and is remembered. Interviews have cast a critical eye on newsroom culture and ideals of journalistic practice, revealing contestation over popular forms of storytelling (the public crisis, disaster marathon or conflicted media event ), the non-local media's reliance on the universal imaginary of cyclone (the 'Monster', 'Nature's fury') and the mythologising of local identity as 'bred tough'. So far, project fieldwork has underscored a sense of ongoing trauma in the telling of cyclone stories. Although the region has slowly rebuilt, the effects continue to shape the lives of those who experienced these cyclones. In that context, this paper explores the ways interviewees, journalists and researchers negotiate trauma in the aftermath of disaster, in turn highlighting the significance of the cultural and historical dimensions in understanding issues of weather and climate.--North, L., and J. Bainbridge, eds, Media International Australia, 137 (special edition on 'The Victorian Bushfires and Other Extreme Weather Events: Case Studies in Crisis, Culture and Communications', 2010).

**Id:** 10572

**Title:** PANEL: The Unguarded Moment: Telling Stories of Trauma, Resistance and Renewal

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**Abstract:** PAPER TITLE: Mediating Violence and Suffering: Australian Press Photographers and Trauma Since 1908, Australian press photographers have photographed violence and suffering. They have often had to reconcile their own ethical dilemmas and engage with vulnerable victims and at the same time negotiate with their news organisations, which demand and reward an intimate closeness to death. Yet, photographers are often neglected in the historical and media accounts about trauma or their experiences are collectivised with journalists. Using archives, imagery and interviews with past and present Australian press photographers, the paper will explore the distinctive media culture in Australia and the photojournalists' experiences of capturing violence and suffering when covering domestic stories: crime, natural disasters and road fatalities. Theorists including Susan Sontag and Susie Linfield have long debated the power of violent photographs arguing that they are either exploitative and pernicious or ethically necessary acts that can galvanise us into action and protest. In the context of Australia, the photographic treatment of Australian suffering is carefully mediated and controlled by the news organisations in a particularly male dominated environment. This research is funded by an Australian Research Council Linkage Grant (LP120200458) with support also provided by the National Library of Australia (NLA) and the Walkley Foundation, which celebrates excellence in Australian journalism, as partner organisations. One of the most important objectives is to interview sixty prominent Australian photographers for the NLA's oral history and folklore collection. The findings will be drawn from these extensive interviews and will interrogate how the photographers tell their stories about violence and loss and the prevailing trends. In addition, the paper will examine the ethical considerations of photographing trauma and issues of both exploitation and voyeurism and sensitive, compelling visual representation. Can photographing victims compound their distress, how is consent negotiated, what are photojournalists' responsibilities and do they have agency or are the publishing decisions left to the editors? These questions will reflect the particularities of the Australian newsroom culture, gender and generational change and new insights about the working lives of photojournalists and their experiences with trauma, suffering and victims.

**Id:** 10574

**Title:** PANEL: The Unguarded Moment: Telling Stories of Trauma, Resistance and Renewal

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**Abstract:** PAPER TITLE: Journalism and Trauma: Views from Both Sides Judith Herman (1992) argued in her seminal book, *Trauma and Recovery*, that physiological trauma can only be understood in a social context. For the people in Australia faced with illness and potential death due to asbestos exposure often decades ago, bringing their individual stories of suffering to public attention has opened the door to a broader understanding of the hidden personal traumas of many Australian and its impact on society. In Australia asbestos was used extensively in industry and residential houses from the 1950s to early 1980s. As a result the dangerous material is everywhere in the built environment, yet many perceive it as 'yesterday's story', assuming that the problem ended with the final banning of asbestos in Australia in 2003. Instead the number of deaths from mesothelioma, the asbestos-induced cancer, continues to rise (Olsen et al. 2011). This paper explores the role of journalism in collecting memory, bringing the personal stories of living with and dying from asbestos to the public. It focuses on issue of listening to, and reporting of, personal trauma as part of a journalistic research project involving personal storytelling for online and radio productions. It builds on Coward's (2013) work on the rise of intimate and personal journalism, in this case stories about navigating anger and trauma in everyday life as a result from past asbestos exposure. It explores how personal journalism can help people seek meaning and purpose in their life and open windows to our 'universal human struggle' (Harrington, 1997, xiv). Specifically, it considers the impact of interviewing traumatised people on the interviewer, the interviewee and more broadly, questioning the impact, ethics and meaning of undertaking such interviews. Most analyses of the impact of trauma reporting focus on situations such as war zones and disasters, and not on the impact of reporting traumas of everyday life, such as living with terminal illness.--Coward, R., *Speaking Personally: The Rise of Subjective and Confessional Journalism* (Palgrave MacMillan: Basingstoke, 2013). Harrington, W., *Intimate Journalism: The Art and Craft of Reporting Everyday Life* (Sage Publications: Thousand Oaks, 1997): xiv. Herman, J., *Trauma and Recovery* (BasicBooks: New York, 1992). Olsen, N. J, P. J. Franklin, A. Reid, N. H. de Klerk, T. J. Threlfall, K. Shilkin and W. Musk, 'Increasing Incidence of Malignant Mesothelioma After Exposure to Asbestos During Home Maintenance and Renovation,' *Medical Journal of Australia* 195. 5 (2011): 271-74.

**Id:** 10650

**Title:** Entre los usos de la política y la ética en la comunicación del Pacto por México

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**Abstract:** El ensayo que pretendo presentar en nuestra Asociación es una reflexión teórica sobre la política y la ética, sus usos, sus límites, a partir del denominado Pacto por México. Se trata de la construcción de un discurso que le es impuesto a la sociedad, el cual es consumido acríticamente gracias a los medios de difusión en connivencia con el poder, al despliegue millonario de la respectiva propaganda del mentado Pacto, así como el escaso espacio de los opositores al poder en dichos medios. Otra arista a tratar de dicho Pacto por México, es su utilización por las élites políticas, que a su vez se convierte en una maniobra de quienes utilizan la política para engañar y para subordinar el proyecto nacional a los intereses del capital internacional, a partir de las llamadas por el poder económico y político "reformas estructurales". Lo anterior en razón de reactivar el proyecto neoliberal del capital y presentarlo como una necesidad nacional cuando en realidad responde a un discurso dominante del poder para mantener la acumulación neoliberal. El Pacto suscrito por diversos partidos, pero centralmente impulsado por la Presidencia de la República, su partido el Revolucionario Institucional (PRI), y las dirigencias triunfantes contra sus adversarios internos de los partidos Acción Nacional (PAN) y Partido de la Revolución Democrática (PRD) quienes obtienen dos beneficios, espacio central en la agenda pública, con ciertas reivindicaciones propias de dichas organizaciones políticas, así como beneficios y prebendas para dichas dirigencias, en aras de la "Modernidad Mexicana". El trabajo incluye la versión de la cúpula del PRD quienes nos narraron la génesis del Pacto por México inspirados en los supuestos acuerdos de la Moncloa en España, los cuales recupero para mostrar que se trata de condiciones y momentos históricos distintos.

**Id:** 10664

**Title:** Publicidad y obesidad en México: un caso de autorregulación, regulación y políticas públicas en publicidad dirigida al público infantil.

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**Abstract:** Este trabajo se refiere a las medidas adoptadas por el gobierno mexicano respecto a la publicidad de alimentos y bebidas dirigida al público infantil. La obesidad se ha convertido en un problema de salud pública en México, el país ocupa el primero y segundo lugares a nivel mundial en obesidad y en obesidad infantil, respectivamente y las enfermedades derivadas de ella constituyen 9% del gasto en salud. También es el país con el primer lugar en el consumo de refrescos. En las últimas décadas, las agencias de publicidad y los anunciantes han dedicado esfuerzos para reducir las acciones legales de los gobiernos y su sustitución por códigos de ética, la autorregulación ha avanzado al grado de desregular la mayoría de los productos relacionados con la salud. Ciertos hábitos de consumo y la abundante publicidad durante años han fomentado el consumo de botanas, dulces y refrescos al grado de que la industria de la comida chatarra genera 60 mil millones de dólares al año. México es el país con la mayor cantidad de anuncios de estos productos en televisión, los niños reciben 12 mil impactos publicitarios al año. Las acciones gubernamentales en México relativas a los alimentos de bajo valor nutritivo y a bebidas con alto contenido de azúcar en las escuelas ocurrieron en 2005; para 2010, 19 estados regulaban este tipo de alimentos. En 2010 el gobierno del Distrito Federal emitió una ley destinada a disminuir la venta de comida chatarra en las escuelas. Las medidas a nivel reglamentario abordan el problema en la tónica de la restricción de la venta, la promulgación de un impuesto a los refrescos y el retiro de la publicidad de alimentos de la televisión en los horarios infantiles. En el tema fiscal, el 18 de octubre de 2013 la Cámara de Diputados aprobó reformas al Impuesto Especial sobre Productos y Servicios IEPS, consistente en gravar refrescos y bebidas endulzadas con un peso por litro y del 5% sobre la venta al público de los alimentos de alta densidad calórica. En noviembre de 2013 se anunció el lanzamiento de la Estrategia Nacional para la Prevención y Control del Sobrepeso, Obesidad y Diabetes, en la cual a la Secretaría de Salud le corresponde regular el etiquetado y la publicidad y en 2014 se emitió un decreto para retirar del horario infantil los anuncios de televisión que promuevan refrescos, botanas y confitería. El método aplicado es un análisis de las políticas públicas en perspectiva comparada con los datos sobre el consumo de comida chatarra en México. Esta investigación producirá una evaluación del código de autorregulación de publicidad de alimentos y bebidas no alcohólicas dirigida niños (PABI) con el fin de contextualizar las políticas públicas en ese sentido, las recomendaciones internacionales se tendrán en cuenta. Palabras clave: comida chatarra, publicidad, las políticas públicas, legislación, códigos de ética

**Id:** 10751

**Title:** MASS MEDIA AND GENDER VIOLENCE: FROM AMBIGUITY TO COMMITMENT

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**Abstract:** En 1997 en España se produjo un caso de violencia de género, el de Ana Orantes, en el que estaba implicada la televisión y que sirvió para abrir el debate sobre esta lacra social. Desde entonces España se ha convertido en un país pionero en la adopción de medidas contra la violencia de género. También en el caso de los medios: desde entonces se han aprobado diversos códigos de ética periodística para el tratamiento mediático de este tema. Sin embargo, el papel de los medios de comunicación ha seguido siendo un tanto ambiguo al respecto. Por un lado, muchos de los mensajes de los medios, de sus propios contenidos o de la publicidad, los videoclips o el cine, llevan una gran carga de violencia implícita y explícita hacia la mujer. Por otro, los medios han jugado un papel crucial en el cambio vivido en España logrando convertir este tema en una prioridad de la agenda política y promoviendo y difundiendo medidas que han ayudado a muchas mujeres a enfrentar y mejorar su situación. Frente a esta ambivalencia mediática 'a favor y en contra de los estereotipos de género, a favor y en contra de la cultura de la violencia, en contra y a favor de las iniciativas de cambio' hay que avanzar en un compromiso definitivo de la comunicación social en general por enfrentar y combatir este mal social, colaborando en este asunto 'como en otras ocasiones' al cambio hacia una sociedad mejor que a menudo han realizado los medios. Además de esta reflexión teórica, la comunicación presentará algunos ejemplos de esta comunicación negativa que favorece los estereotipos como la cultura de la violencia; y otros tantos ejemplos de las iniciativas tomadas en los últimos años para realizar un mejor tratamiento mediático de este tema. Finalmente presentará la iniciativa que desde nuestros Equipos de Investigación se está llevando a cabo para recopilar materiales y elaborar un manual para comunicadores que ayude a enfrentar la violencia de género desde el tratamiento informativo de estos caso, especialmente orientado a su difusión en Iberoamérica donde se requiere todavía un gran esfuerzo de concienciación social para luchar colectivamente contra esta lacra y reducir las crueles estadísticas de mujeres asesinadas. Una tarea en la que la comunicación social puede y debe jugar un papel muy importante.

**Id:** 10802

**Title:** Ex-communication: an ethical response to a hegemonic concept

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**Abstract:** This paper presents a critique not only of a hegemonic communication's concept based on interaction, but also its embodiment in a diversity of conceptual equivalences which conceive communication either as transmission, or translation, or signification, or consensus or yet semiosis. The main objective is to inquire how far the mathematical project of cybernetics is present in the constitution of this recurrent acceptance of communication. At the same time, it proposes a retrieval of another theorizations which emphasize ethical, aesthetic and existential aspects of the communication's concept, especially on the basis of philosophical approaches from works of Karl Japers, Martin Heidegger, Georges Bataille, Maurice Blanchot, Emmanuel Levinas, Jean-François Lyotard, Jean-Luc Nancy and Dieter Mersch. Despite of all discourses on freedom, non-linearity, counterhegemony and collective creation, the so-called digital communication reaffirms the enthronement of cybernetics' imagery. Control, self-regulation, recursiveness, self-reflexiveness, self-referentiality: they are all cybernetic concepts which constitute the technological apparatus behind digital communication. Cybernetic mathematics dictates a decidability model: decision-making within a certain field of possibilities is the definition of information and the core of all computer-based devices. Therefore, to reflect the question of communication as interaction in digital mediated situations one cannot disregard taking into account the concepts of control (not only as power to make something or someone do what one wants but also as power to make decisions), decidability (as the basis of interaction with the machine) and game (as a meta-structure which demands participation or reaction and that does not allow any breaking of rules). Under this point of view, communication could be considered not only mathematically predictable, but also a secure and controllable experience. Those assumptions expose a paradox in the idea of a communicational society: on the one hand, more and more technical layers are required to generate mediatization's processes for the creation of a communicative experience, on the other hand, the ethical experience of alterity - primary condition for communication ' will be forfeited by the absence of radical strangeness and by the possibility of a simple 'switch-off' of the other, since the experience of alterity is marked by its unpredictability, its uncontrollability and its resistance to any conceptual reduction. This paper gathers theories which endow communication beyond a object-subject relation, a concept of communication which exposes an ethical experience that is founded according to the mode of an aesthetic experience. The term communication has a latent mystical and existential dimension suppressed by the recurrent models of interaction, transmission, translation, signification, consensus and semiosis. This sphere is ineffable, that is it only



shows itself to the detriment of its discursive description. To stress this pre-reflexive feature of communication I suggest the term ex-communication. The starting point of an ex-communication is a dis-location via ex-position to a radical passivity. The communicational experience is the exposure to a risk and the duty to an answer without a question: a prior ethical answer to the presence of the other.

**Id:** 10841

**Title:** LA INFORMACIÓN COMO ARMA ARROJADIZA EN LAS CRISIS SANITARIAS. EL TRATAMIENTO INFORMATIVO DEL ÉBOLA. ¿TRANSPARENCIA O INFORMACIÓN INTERESADA'

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**Abstract:** Las grandes crisis sanitarias suelen ir acompañadas de una gran preocupación social. Los ciudadanos se muestran ávidos de información y reclaman transparencia a sus Gobiernos. Quieren saber qué ocurre, por qué ha ocurrido y cómo protegerse. Rápidamente comienza a emanar información de todo tipo desde los medios, instituciones nacionales e internacionales, asociaciones de afectados, etc' Información a veces superficial e insuficiente o, incluso, contradictoria que no hace sino acrecentar la incertidumbre y la impresión de falta de transparencia. En este trabajo se analiza cómo fue el tratamiento informativo de la crisis del Ébola. Si la información gubernamental fue transparente y suficiente. También se analiza el problema ético que se genera en torno a la relación existente entre la protección de datos sanitarios y el interés público cuando nos encontramos en una situación tan anómala como la generada por el Ébola en nuestro país. Esta crisis sanitaria generó varios focos informativos de gran interés: por un lado la información - en ocasiones inexacta o contradictoria- sobre la enfermedad dada precipitadamente por la prensa a partir de datos recogidos de la Organización Mundial de la Salud, del Gobierno, de diversas asociaciones' que provocó más histeria colectiva que conocimiento real de la situación. Por otro lado, surge el problema ético de qué debemos hacer cuando informar sobre una enfermedad como el Ébola, de indudable interés público, supone revelar datos que conllevan la violación del derecho a la intimidad del sujeto porque solo hay un enfermo, como fue el caso de España y de Estados Unidos. Y finalmente, ¿qué ocurre con la información sobre este tipo de crisis cuándo han desaparecido los casos nacionales' ¿Es ético mirar para otro lado obviando los casos que aún persisten en otros lugares del mundo más desfavorecidos' Para la realización de esta investigación se ha analizado la información emitida por los diversos medios y los datos

datos por el Gobierno, la OMS y otros organismos en relación a la crisis del Ébola, con el fin de evaluar el nivel de transparencia. Asimismo, desde un estudio jurisprudencial y doctrinal se evalúan las cuestiones éticas planteadas más arriba. Este trabajo está realizado dentro del Proyecto de investigación DER 2013-41462-R: "el derecho a la asistencia sanitaria: delimitación, alcance y satisfacción eficiente a partir del principio de justicia distributiva".

**Id:** 11077

**Title:** Why Social Media Are Evil

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**Abstract:** This paper counter-intuitively turns Manuel Castell's definition of a 'network society' on its head. Castells argues that a network society is 'a society whose social structure is made of networks powered by microelectronics-based information and communication technologies.' I argue that this definition is misleading. In truth, it is society which is literally "powering" technological networks. The example I use is social media. Social media are axiomatically thought of as digital media that facilitate greater sociality, informational sharing, and connectedness amongst humans. This may well be the case. Closely looked at, however, this characteristic of social media is merely a happy accident. Social media are not objectively, primarily or functionally meant to facilitate links between people. Indeed, they do nothing of the sort. Social media are functionally unable to recognise human beings in the way that human beings recognise other human beings. Rather, machines are merely taught to 'find' other machines. This paper argues that the notion of 'social media', objectively seen, refers to the social 'life' of computers. It is the media (the machines) that are 'social' with each other. Humans are there to facilitate the interaction and connectivity of computers. When humans log on to Facebook, WhatsApp, Twitter, and so on, they are doing so as conduits, channels and links between computers. By sharing on social media, people are literally keeping computers alive. Without such sharing, there would be no 'network society'. This paper adapts the characterisation of evil from the movie, *The Matrix*, to argue that social media are evil. In *The Matrix*, evil is characterised as the takeover of humans by machines. Humans, without quite knowing it, exist to perpetuate the life of machines. In fact, humans are depicted as batteries for powering machines. Although *The Matrix* is a work of fiction, its definition of evil is co-extensive with the real-world relationship between humans and ubiquitous computational devices in the Information Age. In this paper social media are tasked with being evil because they occupy the position of being the purest expression of the Information Age. The basic tenet of the Information Age is the network. But what is this network? Contrary to Castell's popular definition of a network that promotes, strengthens and enhances already-existing human networks to form a 'network society', the network that is brought about by the Information Age is truly parasitic in nature. This is because such a network has a only a single requirement: that people log on, share anything, whatever, and stay logged on ' and preferably invite new users to sign up, log in and share and stay logged on too. It matters little if people were to send each other messages consisting of nothing but long lists of dots or zeroes. What matters is the continuous being logged-on. This is perfect for the billions of 'social' computers around us, because constant, never-ending electromagnetic activity is the basis of the network.

Social media are thus the manifestation of this parasitism.

**Id:** 11236

**Title:** New ethical issues in Pakistani media: The rise of electronic media and the post-9/11 terrorism

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**Abstract:** Abstract Ahsan Akhtar Naz, PhD, (Associate Professor, Institute of Communication Studies, University of the Punjab, Lahore, Pakistan.) This paper discusses new ethical issues in Pakistani media since the advent of new millennium. This period marks a political shift from controlled media to free media under Musharaf administration in Pakistan. This shift parallel rise of militant extremism in the post 9/11, 2001 scenario as Musharaf's government entered the War on Terror at about the same time it solemnized a rapid, but unregulated expansion of electronic media. This expansion from four to more than ninety TV channels has failed its aim of legalizing and controlling the cable television networks that illegally beam the Indian and American news, entertainment shows and films into majority homes in Pakistan. Thirty unregulated news channels have become the tools for covering almost real-time, professional terrorism that affects the way of life in the country. Information crazy people are seen switching to graphic news and discussions of suicide attacks at prime time despite thousands of deaths of people and military casualties. This past decade points to inability of government and Pakistan Electronic Media Regulatory Authority (PEMRA) to control or create awareness regarding ethical violations by the amateur channel operators, owners, heads, and TV anchors. This paper focuses on such violations with respect to freedom of electronic and print media by highlighting the case studies of the coverage of terrorism surrounding the Lal Masjid (Red Mosque, Islamabad) incident and Benazir Bhutto's murder, Emergency imposed by Musharaf administration in December 2007. The communication theories of 'Agenda Setting' and 'Framing' have been applied in this study. In the light of these theories, the case of government-media relations has been discussed. Descriptive, historical and content analysis have been adopted as research methods. Pakistani media treatment on these three major political issues, there is no study available before this. This study is relevant to 'Political Communication Research and Political Economy' and directly related to 'Ethics of society and Ethics of Communication'. No researcher has touched these issues as in depth research work with references. So, this study would be proved very valuable, original and authentic research work.

**Id:** 11337

**Title:** Science and Society ' promoting citizenship through the reflection on ethical issues in life sciences

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**Abstract:** The projet 'Science and Society ' promoting citizenship through the reflection on ethical issues in life sciences' is the result of a partnership between the Centre for Bioethics Research and the Research Centre for Sciences and Technology of the Arts, who have developed activities and projects aimed at understanding and dissemination of science from its ethical implications. Particularly in the context of the Centre of Bioethics Research education activities, it has been observed that the bioethical issues seem to significantly draw people's attention to certain scientific facts. From this experience, it is assumed that the Bioethics could help citizens to confront with the consequences of science, by developing skills of various public for deliberation about scientific issues. The project aims at developing the role that universities and research centres have in the knowledge society as well as their contribute to citizenship. This investment is being made simultaneously through science dissemination and the ethical reflection on science advancement. Therefore, being its horizon the motivation and involvement of Portuguese population in life sciences and its ethical issues, the project assumes as its specific objectives 1) to make a rigorous and systematic diagnosis of the different publics and their specific needs; 2) to innovate in science dissemination methodologies; 3) to produce documentaries for TV and online platform about science and related bioethical issues in various formats adapted to different audiences; 4) to develop national and international networks with science dissemination as their goal (together with educational, media and museum entities); 5) to organize events to divulge the developed contents. Each documentary is being developed by a team compose of bioethics scholars and audiovisual experts and should contain: scientific information considered essential to the understanding of the issues; the current scenario of research in the area in Portugal; interviews the Portuguese professionals; existing laws or under discussion; discussions about the ethical issues that may also involve interviews with bioethicists. As stated by Sheila Jasanoff (2005, 188), bioethics has become a powerful tool in the planning of biotechnology policies. In this sense, it seems relevant that the average, when they transmit many of the themes current scientific also be able to provide the discussion of these issues from the ethical point of view, in order to promote reflection and not just

inform about the facts scientific. This reflection, moreover, seems of crucial importance to citizens, whether they are directly or indirectly involved in decision making around biotechnology, currently taking place in our society. The subjects in focus in the project should be the most current and most directly can result in processes of deliberation in political circles and among citizens, such as: Medically Assisted Procreation or Stem Cell Research. It is noteworthy that it two documentaries have been produce regarding Medically Assisted Procreation in Portugal with the title "The desire to have a child: the PMA in Portugal." and a second documentary on Stem Cells. A third documentary, "mental illness ' views that make a difference" as just been concluded.



**Id:** 11362

**Title:** El rol femenino en los bordes del poder. Análisis de la construcción y trayectoria del personaje de Alicia Florrick, en *The good wife*.

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**Abstract:** Este trabajo forma parte del proyecto El ADN de las series, de la Escuela de Comunicación de la Universidad Panamericana. El modelo para el análisis de series de televisión plantea el abordaje desde varios ejes: el formal, bajo los principios de la narratología y las teorías sobre lenguaje audiovisual; el análisis de personajes y la perspectiva ética, que indaga los valores y estilos de vida de los personajes. Es un hecho ampliamente documentado el crecimiento cualitativo de las series de televisión en los últimos años. Su estructura narrativa, la integración de recursos estéticos del cine, la construcción de personajes complejos y las temáticas de gran calado han hecho de las series un fenómeno de consumo audiovisual sin precedentes, promovido por las facilidades de visionado en línea que trascienden la antigua relación espectador-televisión. El entramado de las historias permite la construcción de personajes sólidos, fuertes y complejos cuyo arco dramático se va trazando lentamente. Esto sucede en las series de capítulos no unitarios, con tramas paralelas: el asunto de cada episodio y la línea argumental general, que establece la linealidad de la historia y obliga a la articulación de los elementos del relato. *The good Wife* (CBS, 2009), pertenece a esta categoría. La premisa es una mujer, Alicia Florrick, esposa de un funcionario norteamericano, que debe enfrentar públicamente las infidelidades del marido y lidiar con el mundo profesional del que ha estado ausente y que constituye un reto por su género, condición y edad. Alicia va conquistando espacios de poder y en ello va la fuerza de su personaje. El primer objetivo de este estudio es encontrar los elementos de construcción del personaje como persona, como rol y como actante con base en los postulados de Cassetti y De Chio y el modelo actancial de Julien Greimas. Esta parte se verá reforzada también con las aportaciones de los formalistas rusos para trazar lo que se conoce como 'itinerario del héroe'. Analizaremos el desarrollo dramático de la serie para identificar los giros argumentales que van determinando el arco del personaje. En la narrativa audiovisual es posible distinguir los actos o tramos de una estructura que se repite cada capítulo y la estructura en actos de cada temporada. El personaje de Alicia Florrick resulta relevante en términos narrativos porque su trayectoria a lo largo de la serie pareciera responder a una fórmula de contención de emociones en combinación con decisiones aparentemente sorprendidas pero de una fuerza tal que cambian el rumbo de la serie y dotan al personaje de mayor complejidad. Finalmente, queremos arribar a ciertas conclusiones sobre los paradigmas de la nueva ficción televisiva, que se sostiene gracias a la consecución de estos nuevos héroes que en alguna medida son portadores de los actuales valores sociales y promueven estilos de vida. Palabras clave: narrativa audiovisual, estructura dramática,

construcción de personajes, arco dramático, series TV.

**Id:** 11403

**Title:** THE ETHICS OF CROWDSOURCING JOURNALISM

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**Abstract:** The overall objective of this paper is to examine the ethical problems related to use of Twitter by journalists to look for information, find or check facts in order to produce news with the aid of their followers , that is, crowdsourcing the news (Dailey & Stardbird, 2014; Hermida et al, 2013; Vis, 2013; Muthukumaraswamy (2010). The research delves into the changes introduced by the interactive technologies in Journalism and the rise of participatory media (Zuckerman, 2010; Palmer, 2013; Broersma, 2013; Hänska y Shapour, 2013; Wall & El Zahed, 2013) and, specifically, the impact of participation on traditional journalistic ethical standards (Carpenter, 2008; Lewis et al 2010; Lewis, 2012; Lasorsa et al, 2012; Noguera, 2013; Carr et al, 2014, Revers, 2014).The research questions are 'Which are the main challengesTwitter poses when used as 'massive source' to the classic journalistic principles" (RQ1); 'How do journalists cope with these challenges" (RQ2) and "'To which extent are journalists open to other forms of collaboration that increase the tension for professional control (open-source reporting/open news production)' (RQ3). An online questionnaire was designed to obtain data regarding the limits posed by journalists to the practice of crowdsourcing and their

likeness to engage in open news production. The instrument devised to gather information was comprised of two questions and a list of 99 terms related to the use of Twitter as a tool for open journalism to be evaluated using a Lickert scale by 100 Iberoamerican journalists. The results indicate that journalists are restrictive regarding the use of massive sources because of ethical standards which, in combination with competition, act as a barrier to the use of the crowdsourcing techniques such as anonymity, verification, overall quality of reporting and critical exposure of citizens. Also, a statistical analysis of the terms associated by the journalists to participatory tasks in news production reveals that journalists draw a line between crowdsourcing and other forms of collaboration within the realm of 'open journalism'.

**Id:** 11417

**Title:** Where is society' An analysis of news coverage of three radio stations in the Brazilian public service of media

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**Abstract:** In Brazil, the public service of media should follow principles linked to citizenship promotion idea, stimulating plurality and diversity of sources in journalism and in subjects related to citizen's demands. However, not always ethical principles are found in everyday journalistic production. The paper aims to analyze how society appeared and / or participated in the journalistic narratives in three main radio stations of the public service of media during the year 2014. In this period, the World Cup and the presidential elections were the two major public events of popular participation in Brazil. Both events dominated the headlines of major media and became the subject of controversial discussions on the streets and in social media in the country. But was the society present at the press coverage of public radio stations' If yes, how the society appeared in the news coverage' For this paper, we watch the main news programs of the National AM, National FM and MEC AM radio stations and conducted a thematic and content analysis of a sample of 2,133 contents, emphasizing the identification of the sources used and the themes of materials. Based on our data, we can see that the media coverage was marked by a low participation of citizens in broadcast content, a dependency of State / Government as sources and a distance of the main topics of interest Brazilian population. The research concluded that it is necessary to stimulate debate with professionals and managers of the stations to the ethical and legal principles of media public service are put into practice, promoting diversity in the sources used and causing

representatives of civil society organizations have more space in programming, with emphasis on journalistic content.

**Id:** 11446

**Title:** La representación de la familia en las series de televisión. Una revisión histórica.

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**Abstract:** través de un cúmulo de imágenes q se puede contar la historia de una familia. Si este ejercicio se traslada a la gran familia humana encontramos que un buen álbum fotográfico para conocer trozos de nuestra historia común es el que se ofrece en la narrativa seriada, con la enorme ventaja de que no sólo son imágenes sino que son sonoras y están en movimiento. Las series de televisión centradas en la familia nos permiten conocer rasgos comunes sobre 'prototipos familiares'. Existe una metodología cualitativa de las ciencias sociales llamada narrative inquiry 'en español lo podemos traducir como historias de vida- que a partir de fotografías, autobiografías, historias, etcétera, se centra en conocer no lo que pasó sino lo que significó para una persona eso que pasó y que conocimiento le suscitó. Con base en esas historias de vida ficticia, que son las series de televisión, en este artículo me propongo esbozar las líneas maestras s sobre la imagen o imágenes de las familias que se muestran en las series de televisión. Presento un sucinto recorrido histórico que comienza en la década de los 50, cuya digna representante fue la serie I love Lucy, continuando por las series americanas de tipo western como Bonanza y The Ingalls, pasando una década después a las aventuras de una familia multirracial en Nueva York (Diffrent Strokes) y así van pasando dos décadas hasta llegar a las dos comedias actuales que se centran en la familia: Modern Family y The middle.

**Id:** 11450

**Title:** Mujer ¿madre y esposa feliz' el estilo de vida que presenta Clair Dunphy de Modern Family.

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**Abstract:** En esta ponencia, buscamos analizar el estilo de vida y los valores que se muestran en el personaje de Claire Dunphy, de la serie Modern Family. Claire resulta un personaje interesante ya que es una mujer contemporánea que ha decidido ser madre y esposa y dedicarse a su hogar. No es habitual encontrar ese tipo de protagonistas en las series de tv actuales. Analizar cómo es el personaje de Claire y determinar el estilo de vida que muestra es un asunto importante ya que con frecuencia los personajes se vuelven referentes de las audiencias. Como mencionar Richeri y Lsagni (2006) la televisión como medio para difundir modelos y valores, supera la relación y comunicación que se establecen entre un producto y su consumidor, pues en la T.V. se tratan los conceptos de identidad y confiabilidad. Lo que sucede cuando vemos televisión es un proceso de decodificación del mensaje que recibimos del medio. Este proceso es el significado que damos al sentido del mundo que nos ofrecen los medios (Morley 1996).

La metodología que se utilizó fue el análisis de contenido cualitativo y nos casamos en el modelo de análisis para series audiovisuales propuesto por Nicolás y López. En dicho modelo se analizan dos grandes rubros: la estructura narrativa y los contenidos antropológicos y éticos. Siguiendo ese modelo se analizaron las primeras cuatro temporadas de la serie Modern Family y se calificaron las reacciones y decisiones que realizó el personaje en distintas situaciones. La meta fue conocer el estilo de vida que lleva Claire en la serie y definir si está construida en las virtudes personales y sociales que la harían un modelo positivo o si por el contrario, se trata de un modelo negativo.



**Id:** 11481

**Title:** Identificación de las prácticas, valores y competencias éticas del periodismo transmedia

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**Abstract:** El ecosistema comunicativo ha evolucionado con la introducción de Internet, la convergencia mediática, los nuevos medios/ interactivos /sociales /digitales, la viralidad de propagación de la información, una lógica de ciclo continuo y la distribución multiplataforma (Jenkins, 2006; Erdal, 2007; Bolin, 2010; Peirce, 2010). En el marco de esta comunicación un reportaje transmedia se entiende como un producto periodístico multimodal con textos distribuidos entre varios canales en el contexto de una cultura participativa. Todos estos cambios en la producción de la información dependen en última instancia de la rearticulación de la cultura profesional. Y por tanto, también, en la relación con los valores reconocidos por el conjunto de los periodistas. Aún se mantienen las características epistemológicas inalienables y esenciales como la verosimilitud, el interés público, la pluralidad, el respeto por la privacidad, la independencia, credibilidad y exactitud. Los periodistas online han sido continuamente criticados por la falta de precisión y el descenso de los estándares periodísticos respecto el periodismo convencional (Deuze, 1999; Domingo, 2006; Singer, 2006). Por eso la culminación de la práctica periodística pasa por fortalecer los principios éticos y deontológicos y establecer nuevas narrativas que vinculen cada canal con su usuario. El rol de la universidad como área de innovación profesional, ha quedado eclipsado por el mercado laboral en cuanto a la formación de los valores y ética profesionales de los estudiantes de periodismo (Furtado y Bacheга, 2014). Las competencias son un elemento clave en el modelo de enseñanza-aprendizaje universitario actual. Podemos entender la competencia ética como aquella competencia transversal que abarca conocimientos, valores y actitudes de los individuos "moralmente desarrollados" y que tiene un impacto en las obligaciones con valor social y de servicio público en el ejercicio de la profesión. Esta competencia quedaría determinada a través de cinco áreas: responsabilidad, honestidad, ética profesional y personal, respeto, y actuar con la idea de servicio a la sociedad (Obradors, Fernández y Da Rocha, 2015). Con esta comunicación se quieren comprender cuáles son las dimensiones de la competencia ética en el contexto de la convergencia de medios y el periodismo transmedia; y cómo se están incorporando estos valores, procesos y actitudes dentro de las instituciones educativas. El objetivo se ha concretado a partir de las

siguientes fases:(1) Identificación de las prácticas y valores profesionales asociadas a la introducción de los nuevos medios y las prácticas transmedia. Definición de si se trata de elementos nuevos, rearticulación de los procedentes de los medios tradicionales o bien una reafirmación de los mismos.(2) Mapeado de las competencias transversales y específicas que se desarrollan en la creación de reportajes transmedia a través del inventario de planes de estudio y asignaturas Cross-media / multiplataforma / integradas (N=61), recogida en la base de datos del proyecto 'Integrated Journalism in Europe'.

**Id:** 11535

**Title:** Whose privacy is it anyway' Public perceptions of ethics and risk in social media.

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**Abstract:** Social media is pervasive in public life, but how much do people think about privacy, trust and how their data has been and will be used and whether they have consented' This paper explores these issues of ethics and perception of risk amongst the public and researchers around social media use particularly Twitter and Facebook, in the United Kingdom. New Data for Understanding the Human Condition (OECD, 2013) states that there has been 'relatively little public engagement' in the context of linked administrative data and this activity explores this in the context of social media data. Social media has the potential to provide insights include: social order and civil society, politics and trust, sentiment, consumption, health, information diffusion, creativity and the arts amongst others and is already being exploited in the commercial sector. However, the ethics of using social media as a valuable source of information have, as yet, been unexplored. Social media users give consent for their data to be used when signing up to a social media platform, but these terms and conditions are thought not to be read thoroughly and what do users think of the ethics of their social media stream data being used as a source of information' This paper present results of research conducted through interactions with the public at music and science festivals in the UK as part of a larger projects: Social Media: Developing Understanding, Infrastructure & Engagement (funded by the Economic and Social Science Research Council, UK). We have developed and delivered a series of interactive events at the Green Man Festival (music & arts), Orkney Science Festival, Huntley Hairst (food and arts), May Festival (arts, music, science) and Edinburgh International Science Festival encountering and interacting with over 1200 people. Presence at these event have allowed us to explore the realities of current 'state of the art' research on social media, privacy, trust and data use with members of the public. With members of the public, through interactive activities leading to semi-structured conversations we have found that there are divergent opinions of social media users on the ethics of their social media data as an information source. Some social media users treat data re-use as a black box, whereas others have a sliding scale with some data users such as university researchers being thought as more acceptable than others (e.g. commercial entities, national security agencies). There are some social media users who have ceased to use social media as their perception of risk and their personal lack of ethical approval for date use (and re-use).Social media is a communication tool with the outside world and can be used as a source of information for many different arenas and spheres. However, research and guidelines considering values and ethics of social media use and re-use are lagging behind the social media analytics tools available. This work attempts to start to redress this imbalance.

