



## **AIBD Pre-summit Workshop on Media Ethics in the Age of Social Media**

**28 May 2013, Manado, Indonesia**  
Novotel Manado Golf Resort and Convention Centre

### **AGENDA**

08:45 – 09:00 Registration

09:00 – 09:15 **Opening remarks by:**

- Mr Yang Binyuan, Director, Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur, Malaysia

09:15 – 10:30 **Session 1: Ethical issues impacting the individual as a journalist**

This session will examine the nature of ethics as applied to journalism, the importance of ethics to media practitioners, the range of contemporary ethical challenges, and related issues. It will explore the impact of social media on ethical conduct, including the dilemmas posed by 'citizen journalism', the correlation between the 'democratisation' of the media and journalistic standards, the effects of 'unverified' reporting and/or comment, etc. Other issues that will be covered in this session include: dealing with conflicts of interest, perception pitfalls in the use of social media by professional journalists, risks of anonymity afforded by online platforms, and the dilemmas of journalism in deeply divided societies.

10:30 – 11:00 Tea/coffee break

11:00 – 12:30 **Session 2: Ethical issues affecting the conduct of journalism**

This session will deal with regulation of journalistic conduct. It will focus on the relevance and limits of ethical codes and other self-regulatory mechanisms devised for media practitioners, examine the differences between law and ethics in relation to journalistic practice, explore the relevance of universal standards, and query the concept of 'impartial' journalism. An attempt will be made to understand verification systems and processes within newsrooms, and to see how these can be applied in the context of social media. This session will also discuss the implications of the use of subterfuge, clandestine recording devices, and intrusive/harassing behaviour by media practitioners, and how the concept of 'public interest' operates in situations where conduct that is prima facie unethical may be condoned.

12:30 – 14:00 Lunch

14:00 – 15:30 **Session 3: Group work**

In this session, participants will be asked to split into groups and to deal with one or more case studies involving real or imagined ethical issues touching the practice of journalism. The results of their deliberations will be discussed in a plenary session and an attempt will be made to correlate the findings/recommendations to existing codes of ethics and journalistic practice.

15:30 - 16:00 Tea/coffee break

16:00 – 17:00 **Session 4: Panel discussion**

This session will bring together a panel of experienced media practitioners from various countries in the Asia-Pacific region and outside with expertise of, and exposure to, ethical issues in professional practice. They will offer their views on, and insights into, a range of matters covered by the theme of the workshop. This session will, among other things, give an opportunity to the participants to get comparative perspectives on many of the ethical dilemmas discussed during the preceding sessions and to gauge the efficacy of alternative approaches to resolving those dilemmas.

**Moderator**

Dr. Venkat Iyer  
Barrister, Law Commissioner, United Kingdom.

**Panelists**

- Associate Prof. Martin Hadlow, Secretary General, AMIC, Singapore.
- Mrs. Usha Bhasin, Channel Head, Doordarshan-Prasar Bharati / Former Additional Director General, Doordarshan, India.
- Prof. Dr. Laode M. Kamaluddin, President of Universitas Islam Sultan Agung (UNISSULA), Indonesia.
- Mr. Savyasaachi Jain, Media Consultant & Researcher, University of Westminster, United Kingdom.
- Dr. Murray Green, Honorary Professor in Public Diplomacy, Soft Power Advocacy and Research Centre, Macquarie University, Australia

17:00

Close

**Rapporteur**

Mr. Savyasaachi Jain  
Media Consultant and Researcher, University of Westminster, United Kingdom.

**Consultant**

Dr. Venkat Iyer  
Barrister, Law Commissioner, United Kingdom.