

# **DRAFT CONCEPT NOTE ON WORKSHOP ON ‘MEDIA ETHICS IN THE AGE OF SOCIAL MEDIA & AI’**

**Resource Person:** Dr. Venkat Iyer

**Venue:** Royal Chulan, Kuala Lumpur (Malaysia)

**Workshop Date:** 6<sup>th</sup> March 2024

**Workshop Time:** 9 A.M.- 1 P.M. (break inclusive)

## **Aims of the workshop**

- To identify and acquaint participants with key issues and challenges concerning media ethics in the age of social media;
- To understand the ways in which those challenges can be met, consistently with preserving the values that journalists and other media practitioners (including ‘citizen journalists’) strive for in all free societies;
- To recognise processes and procedures which can be used to internalise ethical conduct in media organisations or among media practitioners at an individual level.

## **Indicative content**

The workshop will cover, among other things, the following topics:

- Identifying ethical issues in newsgathering, production, and dissemination;
- Ensuring accuracy, impartiality and transparency;
- Avoiding, and combating, conflicts of interest
- Minimising harm to readers/listeners/viewers and to third parties
- Dealing with misinformation/‘fake’ news/fragmented information/rumours
- Strategies to enhance the quality and credibility of journalistic output
- Protecting vulnerable individuals and groups from the effects of shoddy/brash journalism
- Countering the effects of ‘chequebook journalism’
- Protecting the privacy of individuals from unwarranted intrusion (e.g. through ‘sting operations’)
- Preventing the misuse/abuse of anonymity offered by online media

Since the workshop will focus on media ethics, care will be taken to ensure that the dividing line between law and ethics is respected as far as possible.

## **Target audience**

The workshop should be of interest and benefit for the following, among other, groups:

- Professional journalists (traditional and online media, including broadcasters);

- Bloggers and vloggers;
- Media executives (at all levels);
- Owners of media companies and online platforms; and
- Media scholars and academics specialising in ethics.

### **Resource person**

The workshop will be led by Dr Venkat Iyer, a senior lawyer and academic based in the UK, who has vast experience of conducting capacity-building seminars and workshops on media law and media ethics in various parts of the world. He has been associated with the ABU and other broadcasting organisations in both the public and private sectors for many years.

### **Methodology**

The workshop will aim to be highly interactive. Although it will involve some lectures by Dr Iyer, participants will be encouraged to engage in the proceedings at all times with questions and comments. If time is available, provision will be made for small group exercises.