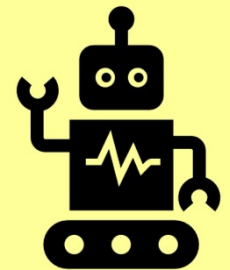


9 Ethical Principles for Automation in Media



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- Fellow at University of Southern Denmark
- Digital Editor and Head of News, Fagbladet Journalisten
- Author of books on ethics in digital journalism, EU



The Fellowship

- 70+ interviews
- USA, Norway, Sweden, Belgium, England, Switzerland, Japan, China, Germany, Spain, Denmark
- Book just out (in Danish, sorry)

...And an unusual distribution





A guide in automation

- How does automation work?
- What competences do we need?
- How do we adapt journalism and ethics?
- What can we learn from tech?
- How to make an automation strategy

Today we're talking
>ethics

Q

- An algorithm covers real estate sales in Denmark. Is it ethical to print the market price of a house sold without contacting the buyer and/or seller?

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- Is it ethical to print their age?

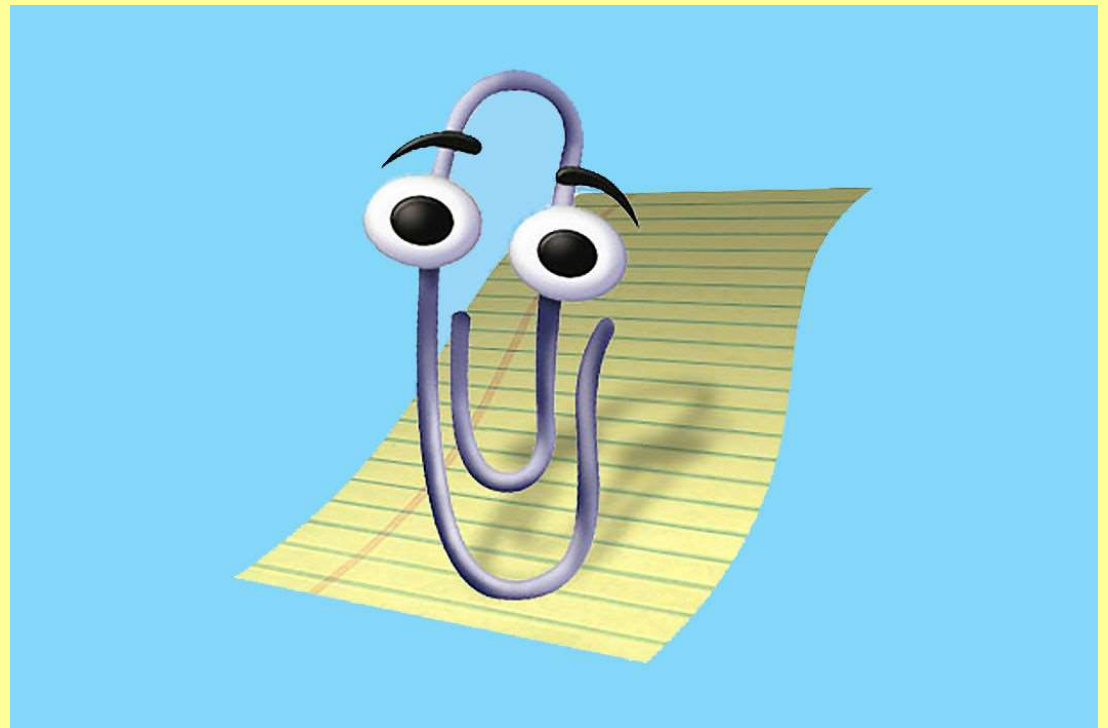
Q

- An algorithm covers real estate sales in Denmark. Is it ethical to print the market price of a house sold without contacting the buyer and/or seller?
- Is it ethical to print the names of those who bought it?
- Is it ethical to print their age?

- What about crime stories? Politics? Stock markets?



Augment or Automate



Algorithms are everywhere

- Write articles
- Layout for print and digital
- Mine datasets
- Crawl websites
- Monitor SoMe/web
- Transcribe interviews
- Curate leads and ideas
- Tagging
- Visualise data
- Fact-check
- Record and edit video
- Moderate comments
- Recommend content
- Personalise front pages
- Analyze user behaviour
- Alter past articles for SEO

9 Ethical Principles

- Importance
- Quality
- Transparency
- Control
- Fairness
- Responsibility
- Robustness
- Privacy
- Freedom of choice

Importance

- Is it important to print 1,500 accounting news pieces/day in Denmark?
- Is it important to print the annual result of Random Joe's Carpenter?

Bias

Will algorithms feed the bias?

Or can an algorithm pick better sources than me?

Control

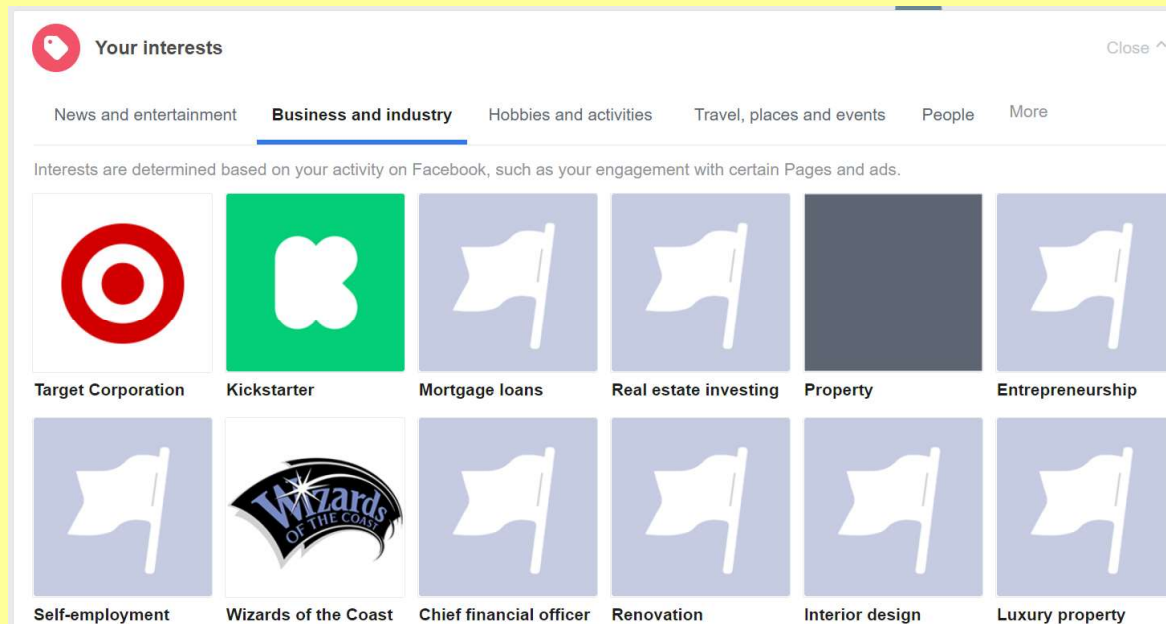
- Who understands what is going on in the Black Box?
- What parts of the Journalistic Value-Chain can we ethically place in the hands of an algorithm?

Transparency

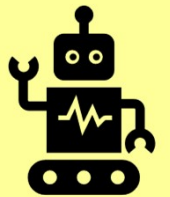
- How do we avoid being creepy?

Transparency

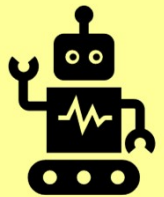
- How do we avoid being creepy?
- Is this something we should do:



Do you think automation will make
journalistic ethics better or worse?



Ask and discuss!



Thank you!

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