

Comparative Code research

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Overview

The Editors' Code of Practice is one of over 50 national press Codes of Conduct. The Codes vary significantly in the level of detail provided as guidance to the general principles of standards. Some Codes, such as the Australian Press Council's Code of Conduct are at a fairly high, principle-based level. Others, like the BBC's Advisory Guidelines are lengthy and detailed.

Some of the distinctions between Codes reflect cultural and historical differences, for example, countries with recent histories of oppressive and violent regimes include clauses about hate speech.

Methodology of comparative Code research

This preliminary comparative Code research includes 52 Codes of Conduct from around the World. In selecting these Codes, we have attempted to provide a balanced geographical representation of countries. The Codes are grouped by region or by cultural grouping, for example, Commonwealth nations. Some countries do not have a single, or an obvious press regulator, like the United States where individual publications tend to be regulated by their own internal Codes. We have limited the selection of Codes to press organisations rather than broadcasting organisations, although in the interests of local, domestic comparison, we have included the BBC's Guidelines.

Overview of Principles

Principles that are (fairly) universal to all Codes:

- Protection of privacy/reputation/dignity of the individual
- Discrimination (though this is generally discrimination against a group)
- Protection of children's identity

- Protection of children in sex cases
- Reporting of crime
- Report fairly and accurately
- Opportunity to reply to inaccuracies
- Distinction between comment and fact

Principles that the Editors' Code of Practice does not include:

- Need to provide balance in reporting
- Avoidance of plagiarism
- Careful treatment of the reporting of violence
- Accountability to the public/duty to maintain public trust (this is often expressed as the public interest)
- Independence of the media/editorial independence
- Transparency and integrity
- Avoidance of conflicts of interest
- Depiction of violence
- Duty to inform the public
- Duty to promote freedom of speech (the Editors' Code of Practice notes a 'public interest in freedom of expression, but this is in the Public Interest test)
- Protection of journalists
- Diversity
- Offence/decency
- Duty to protect human rights/promote democracy

Principles that are fairly unique to the Editors' Code of Practice

- Harassment
- Hospitals
- Payment to criminals

Principles that could form sub-categories or could be included in guidance notes

- Intrusion into grief or shock
- Reporting on suicide
- Representation of specific minorities/vulnerable groups, particularly where language is very important
- Court reporting and open justice

Culturally-specific clauses

- To respect and promote national languages
- Protect the identity of witnesses in criminal trials
- Avoidance of hate speech

- The provisions of some codes are phrased as positive duties (e.g. Journalists have a duty to uphold free speech), rather than a negative duty (e.g. Journalists should not accept bribes).

Values/principles	Press Council/press organisation
i. Protection of privacy	<p>New Zealand Press Council</p> <p>Australian Press Council (and avoidance of harm)</p> <p>Alberta Press Council</p> <p>Austrian Press Council</p> <p>Brazilian National Association of Newspapers</p> <p>National News Media Council of Canada ('right to privacy')</p> <p>Indian Press Council (general right to privacy and a specific clause concerning the privacy of public figures)</p> <p>Chilean Order of Journalists' Code of Ethics</p> <p>Danish Code of Conduct (protect sanctity of private life)</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (including in publication of photographs)</p> <p>South Africa Press Council (protection of personal dignity, reputation, personal information)</p> <p>German Press Council (protection of dignity)</p> <p>Canadian Association of Journalists</p> <p>Nigerian Press Council (Govt. organisation)</p> <p>Code of Ethics for Press, Radio & Television in Sweden (duty to be cautious when publishing names)</p> <p>Irish Press Council (also mentions constitutional rights, assume this refers to defamation)</p> <p>Italian Charter of Duties of Journalists</p> <p>UK National Union of Journalists</p> <p>BBC Editorial Guidelines</p> <p>Indonesia Press Council Code of Ethics</p> <p>Philippines Press Institute and National Press Club Code of Ethics (private reputation)</p> <p>Serbian Press Council's Code of Ethics (must never abuse the emotions of other people, their lack of information or ignorance of a matter, not exert pressure on a person speak to the press)</p> <p>Press Council in Bosnia and Herzegovina's Press Code (public interest test)</p> <p>Press Council of Nepal</p> <p>Code of Conduct of Norwegian Press</p> <p>Ethical Code of the National Association of Hungarian Journalists</p>

	Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)
ii. Impartiality/independence	<p>National News Media Council of Canada</p> <p>South Africa Press Council</p> <p>Italian Charter of Duties of Journalists (journalists cannot be members of secret associations)</p> <p>UK National Union of Journalists (resists threats, inducements etc)</p> <p>Serbian Press Council's Code of Ethics (political ideology of the journalist)</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p> <p>Code of Conduct of Norwegian Press</p> <p>Austrian Press Council (no outside influence)</p> <p>Brazilian National Association of Newspapers</p>
iii. Protection of sources/promises to sources/privilege (off the record, anonymity)	<p>Canadian Association of Journalists</p> <p>Nigerian Press Council (Govt. organisation)</p> <p>Media Council of Malawi (privilege must be balanced with a right to know)</p> <p>Danish Code of Conduct (avoid prejudicial reporting)</p> <p>International Syndicate of Journalists (France)</p> <p>Irish Press Council</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (right to know the context in which their statements will be presented)</p> <p>UK National Union of Journalists</p> <p>Brazilian National Association of Newspapers</p> <p>Ethical Code of the National Association of Hungarian Journalists</p> <p>Society of Professional Journalists USA (protect the anonymity of sources but also question their motives for cooperating and identify sources clearly)</p> <p>Italian Charter of Duties of Journalists (professional secrecy)</p> <p>BBC Editorial Guidelines (refusal to consent to be interviewed – informed consent)</p> <p>Indonesia Press Council Code of Ethics (refusal to be identified)</p> <p>Philippines Press Institute and National Press Club Code of Ethics (protect confidential information)</p>

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	Serbian Press Council's Code of Ethics Press Council in Bosnia and Herzegovina's Press Code
iv. Balance and fairness (objectivity)	New Zealand Press Council Australian Press Council Alberta Press Council Indian Press Council National News Media Council of Canada South Africa Press Council Canadian Association of Journalists Nigerian Press Council (Govt. organisation) Media Council of Malawi Council for Mass Media in Finland's Guidelines for Journalists (limited information should be made clear) Code of Ethics for Press, Radio & Television in Sweden (listen to each side) German Press Council (acknowledge the limits of research) BBC Editorial Guidelines (they have extensive guidance on fairness and impartiality across different types of programs like dramas, election night coverage etc). Indonesia Press Council Code of Ethics (published without malice) Serbian Press Council's Code of Ethics (positive duty to consult as many sources as possible) Code of Conduct of Norwegian Press
v. Editorial independence	Canadian Association of Journalists Nigerian Press Council (Govt. organisation) BBC Editorial Guidelines Indonesia Press Council Code of Ethics Council for Mass Media in Finland's Guidelines for Journalists
vi. Protection of children & young people (their identity)	New Zealand Press Council Australian Press Council (in special guidance separate to the Code) South Africa Press Council Irish Press Council UK National Union of Journalists (seek permission of guardian when interviewing a child)

STANDARDS CODES

	<p>BBC Editorial Guidelines (the depiction of children, their involvement in TV)</p> <p>Serbian Press Council's Code of Ethics (respect the dignity of children)</p> <p>German Press Council</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Code of Conduct of Norwegian Press (general duty not to disclose their identity)</p> <p>Ethical Code of the National Association of Hungarian Journalists</p>
vii. Reporting of suicide	<p>Australian Press Council (in special guidance separate to the Code)</p> <p>BBC Editorial Guidelines (reporting of death)</p> <p>Code of Conduct of Norwegian Press</p> <p>German Press Council</p> <p>Danish Code of Conduct</p>
viii. Financial Journalism (somewhat similar to independence/impartiality)	<p>Alberta Press Council</p> <p>South Africa Press Council</p> <p>Canadian Association of Journalists</p> <p>Media Council of Malawi</p> <p>International Syndicate of Journalists (France)</p> <p>Italian Charter of Duties of Journalists</p> <p>Indonesia Press Council Code of Ethics (bribery)</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (journalists must resist personal gain)</p> <p>Chilean Order of Journalists' Code of Ethics</p>
ix. Conflicts of interest	<p>New Zealand Press Council</p> <p>National News Media Council of Canada</p> <p>Canadian Association of Journalists</p> <p>Media Council of Malawi</p> <p>BBC Editorial Guidelines</p> <p>Serbian Press Council's Code of Ethics (a journalist is obliged to refuse a gift)</p> <p>Austrian Press Council</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p> <p>National Union of Journalists Malaysia</p> <p>German Press Council (giving preferential treatment)</p>
x. Discrimination based on the personal	<p>New Zealand Press Council</p>

<p>characteristics of an individual (refrain from referencing personal characteristics where irrelevant to the story)</p>	<p>Ethical Code of the National Association of Hungarian Journalists (prohibition on abuse) National News Media Council of Canada South Africa Press Council Chilean Order of Journalists' Code of Ethics Council for Mass Media in Finland's Guidelines for Journalists German Press Council Indian Press Council (caste, religion or community references) Society of Professional Journalists USA (avoid stereotyping) Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) Nigerian Press Council (Govt. organisation) Media Council of Malawi (discriminatory language) International Syndicate of Journalists (France) Code of Ethics for Press, Radio & Television in Sweden (do not emphasise a person's characteristics if they are not relevant to the story) Irish Press Council (prejudice) Italian Charter of Duties of Journalists UK National Union of Journalists BBC Editorial Guidelines (specific clause about religion) Hong Kong Journalists' Association Code of Ethics Indonesia Press Council Code of Ethics Philippines Press Institute and National Press Club Code of Ethics Serbian Press Council's Code of Ethics (It is unacceptable to name specific groups colloquially, in a derogatory manner and imprecisely). Press Council in Bosnia and Herzegovina's Press Code (specific clause relating to gender) Press Council of Nepal (not adversely affect social justice or goodwill) Danish Code of Conduct (Information which may be prejudicial or insulting to somebody or detract from other persons' opinion of the person concerned shall be very closely checked).</p>
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	<p>Austrian Press Council (Sweeping statements which disparage or incite suspicion against a person or group of persons shall be strictly avoided).</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (Avoid hatred, bad attitudes, prejudice, and discrimination against race, color, religion, gender, sexual orientation, and physical or mental disability of an individual).</p>
xi. Depicting violence	<p>South Africa Press Council</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (positive duty to maintain peace)</p> <p>Nigerian Press Council (Govt. organisation)</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p> <p>Media Council of Malawi (avoid traumatising the public)</p> <p>Indian Press Council (including communal violence)</p> <p>Code of Ethics for Press, Radio & Television in Sweden (victims of crime)</p> <p>Italian Charter of Duties of Journalists (images that are terrifying, prejudicial to a person's dignity)</p> <p>BBC Editorial Guidelines (reporting of crime, war, terror)</p> <p>Indonesia Press Council Code of Ethics</p> <p>Serbian Press Council's Code of Ethics (a journalist must not unjustly create fear)</p> <p>Press Council of Nepal</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (exercise discretion)</p> <p>German Press Council (also includes depiction of drugs)</p> <p>Danish Code of Conduct (victims of crime)</p>
xii. Hate speech	<p>South Africa Press Council</p> <p>Press Council in Bosnia and Herzegovina's Press Code (incitement)</p> <p>Press Council of Nepal (do not encourage violence, war etc).</p>

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	<p>Ethical Code of the National Association of Hungarian Journalists (shall not promote violence)</p> <p>German Press Council (sensational reporting)</p>
xiii. Opportunity to reply	<p>Alberta Press Council</p> <p>Society of Professional Journalists USA (respond quickly to issues of questions about accuracy, fairness etc).</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (Conventional cultural critique, political, economic or societal evaluation or similar expression of opinion do not, however, warrant a right to reply)</p> <p>International Syndicate of Journalists (France)</p> <p>Indonesia Press Council Code of Ethics</p> <p>Serbian Press Council's Code of Ethics</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Danish Code of Conduct (should be published the next day if possible)</p> <p>Indian Press Council</p> <p>Chilean Order of Journalists' Code of Ethics</p> <p>Brazilian National Association of Newspapers</p>
xiv. Distinguishing comment and fact	<p>Alberta Press Council</p> <p>South Africa Press Council (advocacy clause)</p> <p>International Syndicate of Journalists (France)</p> <p>Irish Press Council</p> <p>Council for Mass Media in Finland's Guidelines for Journalists</p> <p>Indian Press Council</p> <p>Society of Professional Journalists USA</p> <p>Italian Charter of Duties of Journalists</p> <p>Hong Kong Journalists' Association Code of Ethics</p> <p>Serbian Press Council's Code of Ethics</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Danish Code of Conduct</p> <p>Chilean Order of Journalists' Code of Ethics</p>
xv. Headlines and captions (must be in keeping with the spirit of the text)	<p>New Zealand Press Council</p> <p>South Africa Press Council</p> <p>Code of Ethics for Press, Radio & Television in Sweden</p>

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	Serbian Press Council's Code of Ethics Danish Code of Conduct Indian Press Council
xvi. Confidential information (not personal information)	New Zealand Press Council Alberta Press Council German Press Council (professional secrecy) South Africa Press Council Hong Kong Journalists' Association Code of Ethics Press Council of Nepal Ethical Code of the National Association of Hungarian Journalists (specific clauses about embargoed information, information during emergency situations like hostage crises) Indian Press Council
xvii. Power to issue corrections (in most cases, the Codes include the qualification that corrections must be issued without delay)	New Zealand Press Council Brazilian National Association of Newspapers Code of Ethics for Press, Radio & Television in Sweden (treat rebuttals generously) BBC Editorial Guidelines Council for Mass Media in Finland's Guidelines for Journalists Hong Kong Journalists' Association Code of Ethics Indonesia Press Council Code of Ethics Philippines Press Institute and National Press Club Code of Ethics Chilean Order of Journalists' Code of Ethics Ethical Code of the National Association of Hungarian Journalists Serbian Press Council's Code of Ethics (and issue apologies) Indian Press Council Press Council of Nepal (rectify errors) Code of Conduct of Norwegian Press German Press Council (it is considered fair reporting to publish a reprimand of the press)
xviii. Columns, blogs, opinions and letters (comment v fact distinction)	New Zealand Press Council
xix. Accuracy and clarity	Society of Professional Journalists USA (provide context) New Zealand Press Council

	<p>BBC Editorial Guidelines</p> <p>Australian Press Council</p> <p>Alberta Press Council</p> <p>Austrian Press Council (Citations between quotation marks shall reflect the tenor of a statement as closely as possible, and no quotation marks shall be used for passages which merely render the general sense of a statement)</p> <p>Canadian Association of Journalists</p> <p>Code of Ethics for Press, TV and Radio, Sweden (included the duty to be critical of news sources – this is a positive duty)</p> <p>Irish Press Council (truth)</p> <p>Chilean Order of Journalists' Code of Ethics (must only publish information that is verifiable)</p> <p>German Press Council (preserving truth and human dignity, Research is an indispensable instrument of journalistic due diligence).</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (must make context known and Information obtained must be checked as thoroughly as possible, including when it has been published previously.)</p> <p>UK National Union of Journalists</p> <p>BBC Editorial Guidelines (avoiding misleading)</p> <p>Hong Kong Journalists' Association Code of Ethics</p> <p>Indonesia Press Council Code of Ethics (positive duty to verify information)</p> <p>Serbian Press Council's Code of Ethics (authenticity/a journalist must not blindly trust sources)</p> <p>Press Council in Bosnia and Herzegovina's Press Code (editorial responsibility)</p> <p>Press Council of Nepal (not distort the facts)</p> <p>Code of Conduct of Norwegian Press (be critical of sources)</p> <p>Ethical Code of the National Association of Hungarian Journalists (it is an offence against the ethics of journalism to modify a statement, truthful reporting and due diligence)</p>
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STANDARDS CODES

	<p>Council for Mass Media in Finland's Guidelines for Journalists (news should be pursued to the very end)</p> <p>Indian Press Council (including a pre-publication duty to verify the accuracy of information).</p>
xx. Care not to mislead in selection of photographs or graphics (manipulation/alteration of photographs)	<p>New Zealand Press Council</p> <p>Code of Ethics for Press, Radio & Television in Sweden (authenticity of photographs)</p> <p>Hong Kong Journalists' Association Code of Ethics (fair methods of obtaining photographs)</p> <p>Serbian Press Council's Code of Ethics</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Code of Conduct of Norwegian Press</p>
xxi. Integrity and transparency	<p>Australian Press Council</p> <p>Canadian Association of Journalists</p> <p>Code of Conduct of Norwegian Press</p> <p>Austrian Press Council (distinctive character of reports)</p> <p>Society of Professional Journalists USA (support the open and civil exchange of views)</p>
xxii. Intrusion into grief	<p>Alberta Press Council</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p>
xxiii. Reporting of child sex abuse cases	<p>Alberta Press Council</p>
xxiv. Hospitals	<p>Alberta Press Council</p> <p>German Press Council (medical reporting)</p>
xxv. Diversity in representation of cross-sections of the public	<p>National News Media Council of Canada</p>
xxvi. Polls should be used prominently only when the full content of the results are known/name the polling company	<p>National News Media Council of Canada</p> <p>Serbian Press Council's Code of Ethics</p> <p>German Press Council</p>
xxvii. Journalists should be cautious about providing confidential material to police and lawyers	<p>National News Media Council of Canada</p>

<p>xxviii. Freedom of expression/speech</p>	<p>National News Media Council of Canada South Africa Press Council Council for Mass Media in Finland's Guidelines for Journalists Austrian Press Council Brazilian National Association of Newspapers Chilean Order of Journalists' Code of Ethics (right to inform exercised with care) UK National Union of Journalists Hong Kong Journalists' Association Code of Ethics Indonesia Press Council Code of Ethics Serbian Press Council's Code of Ethics (a journalist has a right to investigate all facts that are in the public interest) Press Council in Bosnia and Herzegovina's Press Code (freedom of information) Press Council of Nepal (Respect for humanitarianism, human rights and international relations) Code of Ethics of the Norwegian Press (The press has important functions in that it carries information, debates and critical comments on current affairs) Ethical Code of the National Association of Hungarian Journalists</p>
<p>xxix. Plagiarism (many also mention copyright infringement)</p>	<p>South Africa Press Council Nigerian Press Council National Union of Journalists Malaysia International Syndicate of Journalists (France) UK National Union of Journalists Indian Press Council Indonesia Press Council Code of Ethics Philippines Press Institute and National Press Club Code of Ethics (code is in the first person, reads like an oath) Serbian Press Council's Code of Ethics (respecting authorship) Society of Professional Journalists USA Ethical Code of the National Association of Hungarian Journalists Chilean Order of Journalists' Code of Ethics</p>

	<p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p>
<p>xxx. Accountability to the public (sometimes referred to as the public interest)</p>	<p>Newspapers Canada (community responsibility)</p> <p>Canadian Association of Journalists</p> <p>International Syndicate of Journalists (France)</p> <p>BBC Editorial Guidelines (to particular groups including victims of crime, children)</p> <p>Austrian Press Council</p> <p>Hong Kong Journalists' Association Code of Ethics</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Press Council of Nepal (remain active in safeguarding the right of people to be well-informed)</p> <p>Code of Conduct of Norwegian Press (positive duty to prevent injustice)</p> <p>Society of Professional Journalists USA (be vigilant and courageous about holding those with power to account and a positive duty to minimise harm in the pursuit of journalism)</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (give opportunity to persons who have less chance to speak for them to provide information and provide special protection to women, children and the disabled).</p> <p>Indian Press Council (detailed explanation of the meaning of public interest, including the parameters on the right of the press to comment on the acts and conduct of public officials)</p> <p>Brazilian National Association of Newspapers (positive duty to defend human rights, democratic values and free enterprise)</p> <p>Ethical Code of the National Association of Hungarian Journalists (obliged to respect human rights, specific clause about duty to the victims of crime)</p> <p>Chilean Order of Journalists' Code of Ethics (Journalists must help to make public opinion</p>

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	<p>aware of the situation of those in the most vulnerable section of society)</p> <p>USA's Radio, Television, News Association Code of Ethics</p>
<p>xxxi. Digital media (maintain same standards as print media/check links and user comments as may not comply with Code)</p>	<p>Canadian Association of Journalists</p> <p>Code of Conduct of Norwegian Press</p>
<p>xxxii. Offence/decency</p>	<p>Canadian Association of Journalists</p> <p>BBC Editorial Standards (these Standards include very specific guidelines on certain matters eg. The depiction of smoking, the depiction of illegal conduct)</p> <p>Indian Press Council</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p>
<p>xxxiii. Advertising (should be clear and distinct from journalistic content)</p>	<p>Media Council of Malawi</p> <p>Hong Kong Journalists' Association Code of Ethics</p> <p>Serbian Press Council's Code of Ethics</p> <p>Press Council in Bosnia and Herzegovina's Press Code</p> <p>Press Council of Nepal</p> <p>Code of Conduct of Norwegian Press</p> <p>German Press Council</p> <p>Council for Mass Media in Finland's Guidelines for Journalists</p> <p>Danish Code of Conduct</p> <p>Brazilian National Association of Newspapers</p> <p>Indian Press Council (newspapers to avoid crass commercialism)</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p>
<p>xxxiv. Use fair methods to obtain news, photographs, etc.</p>	<p>International Syndicate of Journalists (France)</p> <p>Indonesia Press Council Code of Ethics</p> <p>German Press Council</p> <p>Serbian Press Council's Code of Ethics (honourable means/should not use hidden cameras etc., not subject individuals to interviews where may cause distress)</p> <p>Ethical Code of the National Association of Hungarian Journalists</p>

	<p>Council for Mass Media in Finland's Guidelines for Journalists</p> <p>National Union of Journalists Malaysia</p> <p>Chilean Order of Journalists' Code of Ethics</p>
<p>xxxv. Accuracy of court reporting (protect identity of those involved, in some circumstances)</p>	<p>Irish Press Council</p> <p>National Union of Journalists Malaysia (harmful inaccuracy)</p> <p>Society of Professional Journalists USA (balance a suspect's right to a fair trial with the public's right to know)</p> <p>Chilean Order of Journalists' Code of Ethics</p> <p>Indian Press Council</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009)</p> <p>Common Code of Ethics, Cambodian Journalists</p> <p>Danish Code of Conduct (very lengthy section about crime reporting, including, Caution should be exercised in publishing statements to the effect that the police have been informed about a crime committed by a person mentioned by name. Such information should as a rule not be published, until the information to the police has resulted in the intervention of the police or the prosecution. This rule shall not apply. however, if the conduct which the police have been informed about is beforehand known in wide circles or is of considerable public interest, or it on the existing basis it must be assumed that the information to the police is solidly substantiated).</p> <p>Italian Charter of Duties of Journalists (respect the presumption of innocence)</p> <p>Indian Press Council (newspapers should exercise caution in criticising the judiciary and eschew suggesting guilt by association)</p> <p>Council for Mass Media in Finland's Guidelines for Journalists (respect anonymity in certain trials)</p> <p>Indonesia Press Council Code of Ethics (presumption of innocence)</p> <p>Serbian Press Council's Code of Ethics (presumption of innocence)</p> <p>Code of Conduct of Norwegian Press</p> <p>Ethical Code of the National Association of Hungarian Journalists</p>

	<p>German Press Council (presumption of innocence, also, criminal proceeds and memoirs)</p> <p>Denmark Code of Conduct (sources should be treated critically)</p>
xxxvi. Taking unfair advantage of fellow journalists	<p>Philippines Press Institute and National Press Club Code of Ethics</p> <p>Ethical Code of the National Association of Hungarian Journalists (collegial behaviour in the profession)</p> <p>Serbian Press Council's Code of Ethics (protection of journalists by editors)</p> <p>Chilean Order of Journalists' Code of Ethics (must actively support colleagues but also denounce any member of the profession who transgresses the Code)</p> <p>Society of Professional Journalists USA (and also to expose unethical journalism)</p>
xxxvii. Obligated to respect and promote the national language	<p>Ethical Code of the National Association of Hungarian Journalists</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (promote cultural heritage)</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (use Khmer language)</p>
xxxviii. Protecting the identity of journalists	<p>Ethical Code of the National Association of Hungarian Journalists</p>
xxxix. Caution against defamatory writings	<p>Indian Press Council</p> <p>Common Code of Ethics, Cambodian Journalists (agreed on at media conference in 2009) (constructive criticism)</p>
xl. Duty to explain journalistic conduct/processes to the public	<p>USA's Radio, Television, News Association Code of Ethics</p>

Surveys and research on press standards

YouGov

YouGov have conducted research on trust in the media, some of which was commissioned by Hacked Off and the Media Standards Trust:

- **Survey commissioned for Hacked Off about the public's perception of reporting of the UK election**

- Sample size of 1717 adults from across the UK in April 2015
- Questions included perceptions of reporting on specific political leaders, eg. Do you think it is reasonable or unreasonable for the press to carry negative reports about Ed Miliband?

https://d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/io9jkgmmzf/HackedOffResults_150413_PressReg_v2_Website.pdf

- **Survey commissioned by the Media Standards Trust**

https://d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/63aqj50u1q/MediaStandardsTrust_Results_140604_W.pdf

- 3921 British adults were surveyed about their level of confidence in the post-Leveson regulatory system.
- Some of the questions included:

Q: Would you be VERY disappointed if your newspaper DID/DID NOT join the new press self-regulator?

Q: How much confidence would you have in a press regulator who did not apply to the PRP for recognition?

Ipsos Mori

Ipsos Mori have published varied research from large-scale political polling to smaller group or focus work.

- This is the most relevant piece which was a 2010 report commissioned by the Media Standards Trust into public attitudes to press regulation:

<https://www.ipsos-mori.com/researchpublications/researcharchive/2537/Public-Attitudes-to-Press-Regulation.aspx>

This study asked questions such as:

Q1: Journalists writing articles for British newspapers abide by a code of practice.

Who do you

consider to be the best body to oversee this code of practice?

Q: is it important the self-regulators make their Board meeting minutes public?

Q2: Would you expect the chief purpose of an independent self-regulatory body for British

newspapers to:

Monitor the press' compliance with a code of practice, on behalf of the public

48%

Conduct investigations when there is significant public concern of wrong-doing

25%

Mediate complaints about news articles between newspapers and complainants

12%

Don't know

14%

- This survey includes questions about police access to journalist's phone records:

<https://www.ipsos-mori.com/researchpublications/researcharchive/3462/Two-thirds-of-Britons-say-police-can-access-phone-records-of-journalists-but-only-if-approved-by-a-judge.aspx>

- Early in 2015 IPSOS Mori ran an event in partnership with the Media Standards Trust on media influence on the UK election:

<https://www.ipsos-mori.com/researchpublications/researcharchive/3539/A-third-of-young-people-think-social-media-will-influence-their-vote.aspx>

- IPSOS Mori's 'veracity index' on trust in journalists through the years:

<https://www.ipsos-mori.com/researchpublications/researcharchive/15/Trust-in-Professions.aspx>

This fieldwork conducted in conjunction with Reuters in 2011 polled 1001 UK adults about their voting intention. It includes some questions about phone hacking, eg. Thinking now about the stories over the last few the News of the World, including allegations of phone hacking and other illegal ways of gathering information, situation?

<https://www.ipsos-mori.com/Assets/Docs/Polls/Jul11polmontopline.PDF>

Carnegie Trust UK

- Better Journalism in the Digital Age, 2012, Blair Jenkins: [http://www.carnegieuktrust.org.uk/publications/2012/better-journalism-in-the-digital-age-\(full-report\)](http://www.carnegieuktrust.org.uk/publications/2012/better-journalism-in-the-digital-age-(full-report))
 - This report examines the challenges and opportunities facing British journalists to provide quality news.
 - The report calls for the restoration of public trust and confidence in the press.
 - The report makes 7 recommendations. The most relevant for our purposes is that the press should adopt a new Code of Conduct that gives guidance on high-level ethical standards.
 - The report concludes that a successful *Editors' Code of Practice* needs to be 'inspiring and authentic'. It needs to be clear and accessible, and reassure the public that the press is dedicated to upholding high standards of integrity and accountability.
- *Voicing the public interest: listening to the public on press regulation, 2013*: <http://www.carnegieuktrust.org.uk/getattachment/8f98195f-4b95-4f0f-aa52-dd79cd3b5177/Voicing-the-Public-Interest.aspx>

This report was based on data collected by Populus (poll of 2000 people) and on public consultations held in conjunction with Demos in 2012. The report began with an assumption that there is a ‘trust deficit’ between the public and the media. The report’s key findings were:

- There is no single definition of public interest.
- The public felt they currently have no role in determining the meaning of ‘public interest’
- Most people felt that the newspaper industry should be excluded from determining the meaning of ‘public interest’.
- Most people favoured a regulator that was funded by – but independent from – government.

Sample question from survey:

A newspaper wants to publish a story revealing details of someone’s sex life – such as a kiss and tell story. The information has been gained through interviewing friends and neighbours. About which, if any, of the following groups should this be allowed:

- a) A member of the public (yes/no/don’t know)
- b) A sports star or famous actor (yes/no/don’t know)
- c) A reality TV star (yes/no/don’t know)
- d) A FTSE 100 company director (yes/no/don’t know)
- e) A judge (yes/no/don’t know)
- f) A member of parliament or local councillor (yes/no/don’t know)
- g) It should never be allowed

- *Press Regulation and the Public Interest, 2011:*
<http://carnegieuktrust.org.uk/carnegie/media/sitemedia/News/Carnegie-UK-Trust-Press-Infographic.pdf>

This is a one-page document of statistic on public perceptions of media standards (not sure what the sample size was) including;

- 77% of the public want an independent regulator to set guidelines on the public interest.
- 61% feel that prior notification should be given to the subject of stories before publication.
- At least two-thirds of the public oppose the publication of ‘kiss and tell’ stories regardless of the subject of the stories.
- 63% think that the general public should play a role in setting guidelines on the meaning of the ‘public interest’.

British Board of Film Classification

The BBFC conduct a large-scale public consultation process on their Classification Guidelines every four years for the purpose of keeping the Classification Guidelines

relevant and accessible to the public. This involves a qualitative and a quantitative component. This process costs approx. £106, 000.

- The quantitative component is an online survey of 10, 000 UK citizens administered by Burney Harding.
- The qualitative component is administered by Pearl Research and comprises a 26 focus groups. The BBFC aims to develop focus groups that are representative of a diverse range of the British viewing public.
- The general principles that guide the BBFC's classification standards are the portrayal and treatment in TV, games, online content and films of discrimination, language, drugs, imitable behaviour, sex, nudity, threats, violence and educational value.
- Age Rating Guide:
<http://www.bbfc.co.uk/sites/default/files/attachments/2014%20Guidelines%20Research.pdf>
- BBFC Classification Guidelines Research Report 2014:
<http://www.bbfc.co.uk/sites/default/files/attachments/BBFC%20Classification%20Guidelines%202014.pdf>

Advertising Standards Authority

https://www.asa.org.uk/News-resources/~/_media/Files/ASA/Reports/ASA%20Gambling%20Advertising%20Research%20Agency%20Report.ashx

The ASA complete regular research reports into public attitudes toward advertising standards. For instance, in 2014, they conducted a qualitative report into public perceptions of gambling advertising in the UK. The sample was a nation-wide sample of UK adults.

The research used the following sample structure:

6 extended focus group sessions (2 hours duration, 8-10 respondents in each), comprising:

1. Younger Men, aged 18-25;
2. Younger Women, aged 18-25;
3. Men; Family Stagers, with young children
4. Women; Family Stagers, with young children
5. Women; Family Stagers, with older children
6. Men; Family Stagers, with older children

5 in-depth extended (1 ½ hour) depth interviews with regular gamblers, comprising:

- A mix of gender, age and life-stage
- Gambling at least weekly (some to be gambling daily)

- Mix of gambling types and channels for gambling (including online)
- None to have received formal treatment for gambling addiction.