



---

## Role of Ethics in Modern Day Research in Regards with Print, Digital, Electronic & Social Media

---

**Dr. Shailesh Aanant Kulkarni\***

*\*Prof. Director General Suryadatta Education Foundation's Suryadatta Group of Institutes, Pune, India.*

*Corresponding Email: \*shakul1011@gmail.com*

**Received:** 12 June 2023

**Accepted:** 30 August 2023

**Published:** 18 October 2023

*Abstract: Media is such aspect in the world, which plays very important role in the life of each one of us. We are all very curious about all the happening around us and hence eager to know all about Always & in All Ways. During last almost 5 decades the Media has changed a lot in all respects. It has changed its path too drastically. The Media of 21st Century has broadly speaking four branches namely - Print Media, Digital Media, and Electronic Media & Social Media. In the context of Role of Ethics in Modern days regarding Media needs to be understood, checked, and researched. In this paper I have covered all aspects of all Medias with its positive and negative effect. Focus is on the Role of Ethics in Modern Day Research in particular field like business, education, society and youth. During this paper I have described how these media will affect society in a broad way.*

*Keywords: Ethics, Media, Print, Digital, Electronic, Social.*

### 1. INTRODUCTION

Now a day's media has been the important part of one's life from Social to Political, Shopping to Electronic, Education and Business, Finance to Investment tools. Media plays a vital role in transforming people's life style. That includes print, digital, electronic, social networking sites and blogs where people can easily get all the latest information in form of news & views as well as can get connected with the world & each other. Since the emergence of these social networking sites like Twitter, YouTube and Facebook as key tools for news, journalists and their organizations have performed a high-wire act.

These sites have become a day to day routine for the people. Digital & Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship with own expressions at any point of time on round the clock



basis. And the same is available to read, go through, understand to anybody who has keen interest in the concern subject topic. The Print Media still have maintained the authenticity of the content even while competing with other Media options".

In all types of Medias Ethics are very much important for various reasons in every manner. Whatever content is being published, released or broadcasted must have ethical values to maintain the genuine interpretation of content either may be related to news or views, authenticity. simplicity in all respects.

Media keeps us informed about various happening around us & across the whole world. It helps us to know what is happening around us and all over the world. With the help of media, we get immense knowledge on various subjects from any point of time that too from anywhere.

Media plays a vital role in the dissemination of information. It broadcasts, prints and updates information from time to time so that the general public stays aware of what is going on in every corner of each country and even on the planet. Media ignites awareness in us by providing information and knowledge. It does not enforces its own opinion on us, but provides facts, figures and news to us so that we can analyse the information and can understand, what is wrong and what is right? Media also plays a constructive role for the society by raising awareness of various sensitive issues.

Presently, there are many examples of social issues in regards with Educational, Social, Financial, Economical, Geographical etc. that have been raised by media. When media presents and unveils such issues, the public becomes aware and the necessary steps are taken for resolving the issues as & when required, the way each one of us can do the needful.

Media also helps reach the voice of masses to the concerned authorities. Any live event happening right now can be watched anywhere. One of the most important roles of media is to educate the society at large by releasing Views rather than publishing only News. We can explore and analyse various product reviews, do price comparison for various items, read news about politics, fashion, war, weather, health and much more with the help of media. Media exposes issues like poverty, illiteracy, social backwardness, etc., and educates people on the same. It also educates people about their rights and duties and helps enforce law as well. In short, Media plays very important role in our life.

### **Literature Review**

**Importance of Media:** Media plays a very significant & important role in keeping everyone updated about the various events, happening around us as well as across the world. Today, we can check out the latest news and current affairs on our smart phone or with just few clicks of mouse or by simply switching on the radio or television, apart from glancing at the newspaper every morning & sparing more time for the same. Digital Media is also the best medium of communication for mass audience. With the help of various media like electronic media, print media and web media, the mass communication method is accomplished in a suitable & faster way. A vast majority of people, all across the world, rely upon various sources of media for keeping themselves updated on various ongoing issues around them & even across the world. Media plays an important role for the whole world in all respects. Due to the mechanization & modernization the way of presenting news has been changed a lot & that too in positive manner. As we all know that every aspect has minimum two sides:

positive & negative. Sometime, it is observed that, due to fast life people are not able to spare their time to read out printed newspaper & hence prefer to read it in digital manner. Use of smart phones have been increased a lot during last one decade across the world. People don't have much time to keep on reading long content.

It is observed from various surveys that, readers have been tremendously increased using Internet for reading Magazines & Newspapers. Most of the time News Agencies are involved in Trust Project, which add to their credit & they can have more trustworthiness from their readers.

Willingness to Pay if News Organization is Involved in the Trust Project

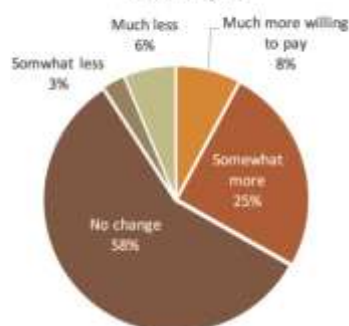


Fig. 1 Survey of Willingness to Pay if News Agency is involved in Trust Project



Fig. 1.1 Survey of US Internet Users' Magazine Readership Trends

Readers always like to trust on the News Content published, released or broadcasted by any News Agency initially. But always find the authenticity of the news from other sources or from other news mediums too. If they find anything fake, then obviously the readership comes done for that particular News Agency. This has Ethical reasons & gratitude towards the tie up & bonding with readers. That has to be maintained in all respects.

### Need of Various Media Options

In present situation the Media has become an Industry for making money out of it as per the surveys available in regards with their earnings & economic conditions from resent past. So it

seems that, Media activity has become a business rather than just making people aware of what is happening in the world. Obviously each News Agency has to have Infrastructural & Revenue Cost on time to time. Reader also need to know all happening around them, across the world.

By law of nature every human being is always in search of something new. He/she always wants to have interactive medium where each one of them can also express with their views, opinions. Print Media has got limitations from that point of view. Hence reader are more happy to read digital content

### Authenticity of News Content

It is observed & understood from personal discussions with various readers that the news published through Print Media seems to be more Authentic & Genuine. Hence, even after having more popularity of digital, electronic & social media, reader generally don't have faith immediately. From various surveys made on fake news it's observed that the News Maker, Agencies & sometimes Journalists do Negative Reporting. But ultimately they lose the readership on large scale. In the recent past, in India, TRP Scam has come into contradiction & many News Agencies suffered a lot due to fake TRP. It is also observed that, many private news agencies are spreading fake news just for the sake of TRP. This act is totally unethical, but who is responsible for Fake News, that also needs to be investigated & penalized or punished as per the country law. This is happening in most of the digital & online News Publishing, Releasing & Broadcasting Activities. In media, irrespective of path & the platform, each & every word, content used should be very much authentic & genuine. Reader should be able to have faith on the content & News Agency too for long time. The faith is like a Goodwill which has to be earned from the readers. For that, Media Agencies & Journalists must follow certain Ethics, Rules, Norms, Regulations, Laws for the betterment of the Society & even for themselves. In various Surveys it is observed that, some agencies & few journalists always generate Fake News, just to get people attracted towards their News Release. They think that, they can gain more money & faith from the readers. But ultimately, when people come to know about their fake news, then they have to lose everything.

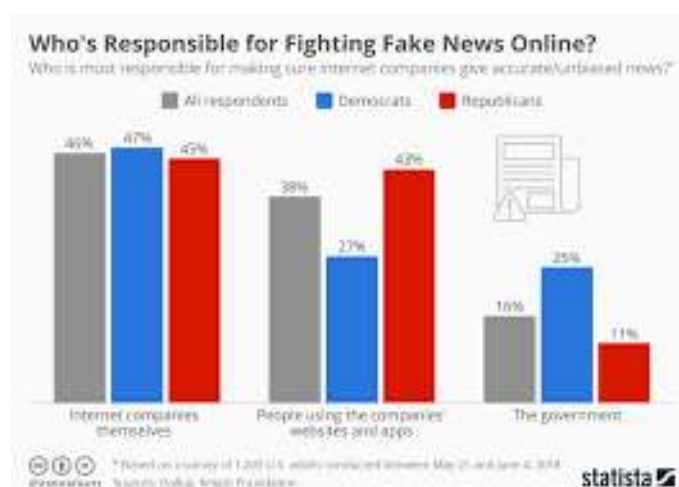


Fig. 3 Survey of Who is responsible for Online Fake News

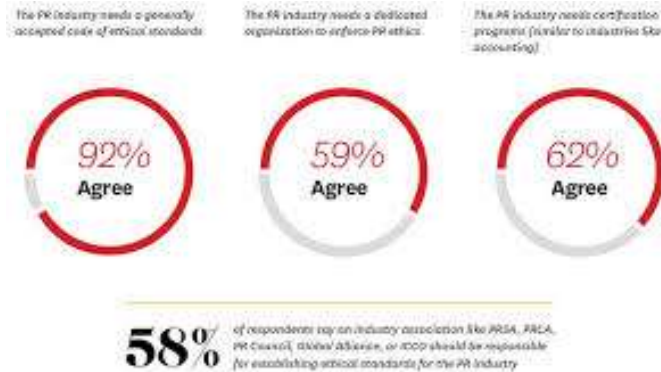


Fig. 3.1 Survey of Opinion of Readers for Online Fake News

### Role of Ethics

Ethics encompasses concepts and principles of right conduct. Ethics or morality has been defined as not committing any deed that definitely and deliberately harms others, and a concern for human well-being is the only intelligible basis for ethics or morality. The Research should be also done in Ethical manner in regard with the Media Activities. That should be very genuinely done, by keeping to consideration all the necessary aspects. In Investigative type of Journalism, the concern has to follow all the Ethics of Journalism. Research. Sometimes, Criminal topics, issues are supposed to be handled in investigative manner. Journalist has to find out the News behind every News, for that he/she has to do an Ethical Research. Journalist are supposed to do the findings, facts & figures only. They are not supposed to give their decision in case of Criminal issues as if they are Judge. In the Survey of Who is responsible for Made up News it is observed & understood that sometimes News Agencies are responsible for making such type of News like Made News / Paid News. These type of news are totally unethical.

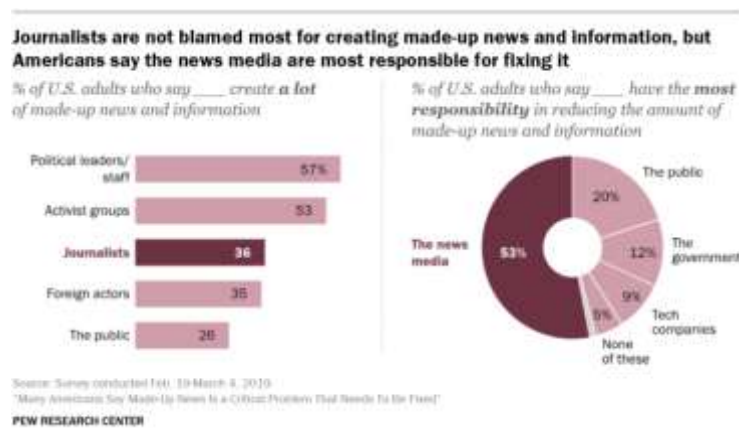


Fig. 4 Survey of Who is responsible for Made up News

Sometimes, the News are circulated among the group of Journalists & without finding the facts & figures genuinely, they are published or released. In such case, most of the time



related images, videos, information, names of the people concerned are not critically checked. That gives bad impression & passes on wrong message in the public at large. Here Ethically, the concern Journalist, News Editor, News Agency should strictly take a final call on the content that is to be published, released or broadcasted, as to maintain the rapport in the Society for genuine & responsible work activities.

## 2. METHODOLOGY

Role of Ethics in Research especially in the field of Journalism is very important not only from the Behavioural Attitude, Policies & Thoughts point of view but if Ethics are not followed by the concerns, then that may directly affect on the readers, public & society at large. Every word, sentence, image, video used by the Media directly & indirectly affect on the day to day life. It is understood & observed from various surveys one in regards with Role of Ethics especially in the field of Journalism, telephonic & face-to-face discussions, opinions of media experts released through various medias with their specific comments, present situation in the education system in Journalism, Market studies & personal observations, that there are lot of positive & negative aspects & happenings in the field of Journalism. In this research mainly Data Collection, Sampling Method has been adopted to find out the facts & figures. As per the details given in the References, this research has been done on the basis of various content available in the context of the subject topic.

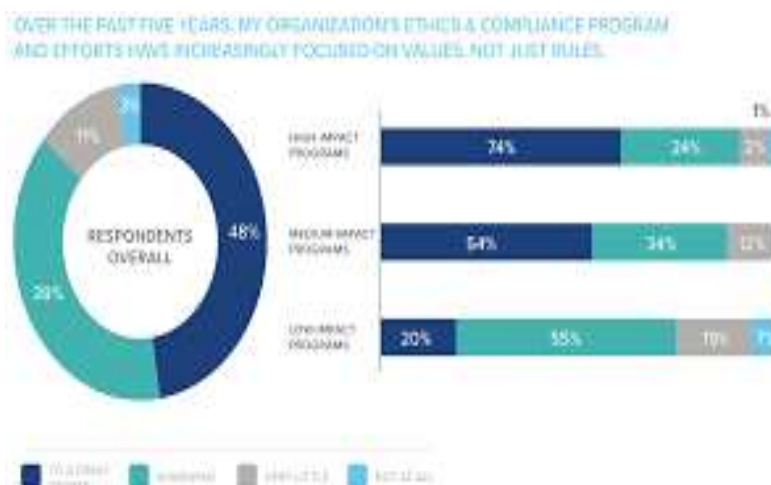


Fig. 5 Survey of Values & Rules of Ethics

It is understood from the Survey referred here in above that the Values of Ethics are more important than the Rules. Because sometimes, the Rules can be overruled knowingly or unknowingly. But the Values of Ethics always remain important. The data, information & opinions from the Media People has been also collected. This has been done as to co-relate & compare the facts & figures among the information available & also to find out genuine opinions of Readers & Media People to come to the certain conclusion & findings from this

research. Critical Literature Review has been also taken through various blogs, websites, digital information available on internet.

### 3. RESEARCH & DISCUSSIONS

In this research in regards with the Role of Ethics in Research about Media broadly speaking various aspects have been taken into consideration viz. Logical, Practical, Technical, Legal, Financial, Economical, Educational, Political, Social, Psychological, Emotional etc.

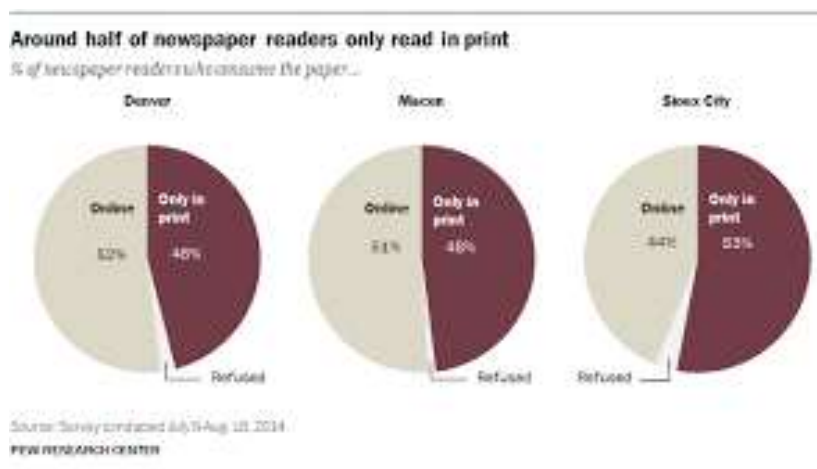


Fig. 6 Survey of Readership & Viewership of Newspapers, Digital, Electronic & Social Media

During the Covid-19 Pandemic majority people used to read Newspaper more due to its authenticity. During this Situation many New Digital Media came in to existence to get benefit of Pandemic & to earn lot of money in Digital News Campaign. Most of the time Fake News used to be released & that has affected the time-to-time life of the people across the world. People used to get panic due to Fake News. This was totally unethical.

During the Pandemic only Newspapers i. e. Print Media used to make the Genuine News available on day-to-day basis. All sectors got affected due to Pandemic & hence people were expecting Media to Support them Morally.

### 4. CONCLUSION

It is understood & observed from this Research about the Role of Ethic in the Research about Media that, Media should work for the betterment of the Society as a whole & at large. People always have faith on News considering that, they are real facts, more genuine, more correct with necessary Research & findings. Journalistic ethics and standards comprise principles of ethics and good practice applicable to journalists. This subset of media ethics is known as journalism's professional "code of ethics" and the "canons of journalism". The basic codes and canons commonly appear in statements by professional journalism associations and individual print, broadcast, and online news organizations. While various



codes may have some differences, most share common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability, as these apply to the acquisition of newsworthy information and its subsequent dissemination to the public. Like many broader ethical systems, the ethics of journalism include the principle of "limitation of harm."

In the conclusion it can be said that, this may involve the withholding of certain details from reports, such as the names of minor children, crime victims' names, or information not materially related to the news report where the release of such information might, for example, harm someone's reputation. Journalism's codes of ethics are intended to ensure reliability of reported information by defining acceptable practices; and provide guidelines about circumstances to avoid that could interfere with, or appear to interfere with, the reliability of reported information.

## **5. REFERENCES**

1. <https://journals.sagepub.com/doi/full/10.1177/1747016114531981>
2. <https://guides.lib.uw.edu/research/commstudies/ethics>
3. [https://en.wikipedia.org/wiki/Journalism\\_ethics\\_and\\_standards](https://en.wikipedia.org/wiki/Journalism_ethics_and_standards)
4. <https://study.com/academy/lesson/ethics-of-journalism-definition-code-importance.html>
5. <https://study.com/academy/lesson/journalism-ethics-research-paper-topics.html>
6. <https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>
7. <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
8. <https://www.spj.org/ethicscasestudies.asp>
9. <https://www.nytimes.com/editorial-standards/ethical-journalism.html#>
10. <https://www.asabbatical.com/article/importance-of-ethics-in-journalism>
11. <https://www.skillsyouneed.com/learn/research-ethics.html>
12. <https://pubrica.com/academy/2019/11/12/importance-of-ethical-codes-considerations-in-research-of-conduct-for-researchers/>
13. <https://www.enago.com/academy/importance-of-research-ethics/>
14. <https://www.editage.com/insights/importance-of-research-ethics>
15. <https://theknowledgereview.com/importance-electronic-media-mass-communication/>
16. [https://en.wikipedia.org/wiki/Digital\\_media](https://en.wikipedia.org/wiki/Digital_media)
17. [https://en.wikipedia.org/wiki/Digital\\_journalism](https://en.wikipedia.org/wiki/Digital_journalism)
18. <https://www.native-english.ru/topics/mass-media-in-our-life>