

TABLE OF CONTENTS

INTRODUCTION 17

PART ONE

**THE ETHICAL CHALLENGES OF SOCIAL MEDIA
AND JOURNALISTIC EDUCATION** 30

Chapter 1

Social media in the media space 32

1.1. Defining social media 32

1.2. Social media in the work of a journalist 65

1.3. Informative function of Facebook and Twitter 86

1.4. Communicative function of Facebook and Twitter function 109

Chapter 2

Deontology and journalistic education 122

2.1. Journalistic ethics as a professional ethics 122

2.2. Journalistic ethics as an academic subject 137

2.3. Information and communication ethics 156

Chapter 3

Ethical dilemmas of journalists in social media 173

3.1. Ethical issues in social media 174

3.2. Threats to journalistic ethical standards on Facebook 194

3.3. Threats to journalistic ethical standards on Twitter 211

PART TWO

**EVALUATION OF CLASSES ON JOURNALISTIC ETHICS
AND THE ETHICAL DILEMMAS OF SOCIAL MEDIA
IN JOURNALISTIC WORK IN THE OPINION
OF JOURNALISM STUDENTS IN POLAND**..... 224

Chapter 1

Methodological introduction	226
1.1. Basic research assumptions	226
1.2. Research methods and techniques.....	230
1.3. Organization and course of research.....	232
1.4. Characteristics of the researched sample	241

Chapter 2

Evaluation of journalistic ethics as an academic subject by students	250
2.1. Basic evaluation of classes on journalistic ethics	250
2.1.1. Relations between classes evaluation and professional status ..	254
2.1.2. Relations between classes evaluation and gender.....	255
2.1.3. Relations between classes evaluation and college	256
2.2. Teaching methods on journalistic ethics classes	257
2.2.1. Relations between teaching methods and professional status ..	258
2.2.2. Relations between teaching methods and gender.....	259
2.2.3. Relations between teaching methods and college.....	260
2.2.4. Relations between teaching methods and the year of seniority on college	262
2.3. Strengths of journalistic ethics classes	263
2.3.1. Relations between strengths of journalistic ethics classes and professional status	264
2.3.2. Relations between strengths of journalistic ethics classes and gender.....	266
2.3.3. Relations between strengths of journalistic ethics classes and college	267
2.3.4. Relations between strengths of journalistic ethics classes and the year of seniority on college.....	269
2.4. Weaknesses of journalistic ethics classes	271
2.4.1. Relations between weaknesses of journalistic ethics classes and professional status	272

2.4.2.	Relations between weaknesses of journalistic ethics classes and gender.....	273
2.4.3.	Relations between weaknesses of journalistic ethics classes and college	275
2.4.4.	Relations between weaknesses of journalistic ethics classes and the year of seniority on college	277
2.5.	Topics of journalistic ethics classes	279
2.5.1.	Issues that were omitted in journalistic ethics classes.....	279
2.5.1.1.	University of Warsaw	279
2.5.1.2.	Jagiellonian University	280
2.5.1.3.	University of Wroclaw	281
2.5.1.4.	University of Silesia in Katowice	282
2.5.1.5.	Adam Mickiewicz University in Poznań.....	283
2.5.1.6.	Maria Curie-Sklodowska University in Lublin	283
2.5.1.7.	University of Warmia and Mazury in Olsztyn	284
2.5.1.8.	University of Lodz	285
2.5.2.	The activity of journalists in social media in education program in the field of journalistic ethics	286
2.5.3.	The issues discussed in journalistic ethics classes.....	287
2.5.3.1.	Relations between the issues discussed in journalistic ethics classes and professional status ..	289
2.5.3.2.	Relations between the issues discussed in journalistic ethics classes and gender	290
2.5.3.3.	Relations between the issues discussed in journalistic ethics classes and college.....	291
2.5.3.4.	Relations between the issues discussed in journalistic ethics classes and the year of seniority on college....	293
2.5.4.	Degree of discussing issues in journalistic ethics	294
2.5.4.1.	Relations between a degree of discussing issues in journalistic ethics and professional status.....	296
2.5.4.2.	Relations between a degree of discussing issues in journalistic ethics and gender	297
2.5.4.3.	Relations between a degree of discussing issues in journalistic ethics and college	298
2.5.4.4.	Relations between a degree of discussing issues in journalistic ethics and the year of seniority on college	300

2.5.5. Relations between proposals for expanding the curriculum and contemporary challenges in journalistic work	301
2.5.5.1. University of Warsaw	301
2.5.5.2. Jagiellonian University	302
2.5.5.3. University of Wroclaw	304
2.5.5.4. University of Silesia in Katowice	305
2.5.5.5. Adam Mickiewicz University in Poznań	307
2.5.5.6. Maria Curie-Sklodowska University in Lublin	307
2.5.5.7. University of Warmia and Mazury in Olsztyn	309
2.5.5.8. University of Lodz	311
2.6. Re-attending journalism ethics class	312

Chapter 3

Ethical dilemmas in the use of social media in the work

of the journalist in the opinion of the students	314
3.1. Relations between the development of social media and ethical dilemmas in the work of journalist	314
3.2. Types of contemporary ethical dilemmas	316
3.2.1. University of Warsaw	317
3.2.2. Jagiellonian University	320
3.2.3. University of Wroclaw	322
3.2.4. University of Silesia in Katowice	325
3.2.5. Adam Mickiewicz University in Poznań	328
3.2.6. Maria Curie-Sklodowska University in Lublin	329
3.2.7. University of Warmia and Mazury in Olsztyn	332
3.2.8. University of Lodz	335
3.3. The profession of journalist and ethical dilemmas – past and present	338
3.4. Methods of respecting journalistic ethics	339
3.4.1. Relations between methods of respecting journalistic ethics and professional status	341
3.4.2. Relations between methods of respecting journalistic ethics and gender	342
3.4.3. Relations between methods of respecting journalistic ethics and college	343
3.4.4. Relations between methods of respecting journalistic ethics and the year of seniority on college	344

PART THREE

**EVALUATION AND DILEMMAS OF JOURNALISTIC ETHICS
IN TERMS OF STUDENTS OF JOURNALISM****– THE CONCLUSIONS OF THE RESEARCH** 346**Chapter 1****Evaluation of journalistic ethics classes by students** 348

1.1. The attitude of students to classes 348

1.2. The attitude of students to discussed issues 351

1.3. Issues, which were not discussed during the classes 354

1.4. Proposals for expanding the education programme 355

1.5. The impact of the independent variables on the evaluation
of the classes 357

1.5.1. Relations between class evaluation and gender 357

1.5.2. Relations between class evaluation and professional status ... 357

1.5.3. Relations between class evaluation and college 358

1.5.4. Relations between class evaluation and the year of seniority
on college 359**Chapter 2****Awareness of ethical social media dilemmas and challenges
in the work of a journalist** 360**CONCLUSION** 368**BIBLIOGRAPHY** 373

Annexes

Annex 1. How social media affect journalistic ethics? 417

Annex 2. NPR Ethics Handbook – social media 423

Annex 3. Survey questionnaire 431

Annex 4. Statistical test results and significance levels
for key analyses of statistical relationships 441

List of diagrams, tables, and figures 449