

Média a lidská práva v digitální době

Media and human rights in the digital era

Colloquium
October 24, 2022, Prague



The research took place as part of the Promoting Human Rights in the Digital Era project, supported by the Human Rights Programme funded by Norway Grants 2014-2021. The project is a collaborative venture of Czech NGOs Iridium Remedium (IuRe), the Prague Center for Media Skills (PCMS), the Center of Artificial Intelligence Journalism of the Faculty of Social Sciences of Charles University (FSV UK), the Institute of State and Law of the Czech Academy of Sciences, and Norwegian NGO Electronic Frontier.

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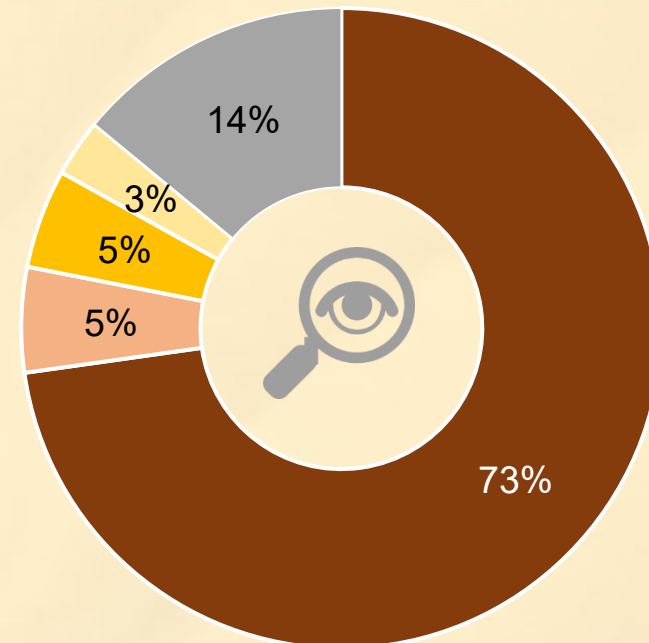


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Research parameters

620 employees of Czech newsrooms (journalists, technologists, businessmen/businesswomen, marketing specialists, others)

- Employees of both private media (78%) and public service media (22%) of all media types
- Media workers addressing a national and/or foreign audience (82%) as well as targeting the regional and local scene (18%) at all levels of management
- Full-time job (76% of the sample), trade license or as "freelance journalist" (17%), on an authorship contract (7%), agreement on the performance of work (3%) and part-time (2%)
- Predominance of men (60%) over women (40%)
- More than half of the respondents are university-educated (62%), another 36% graduated from secondary school with a high school diploma or vocational high school



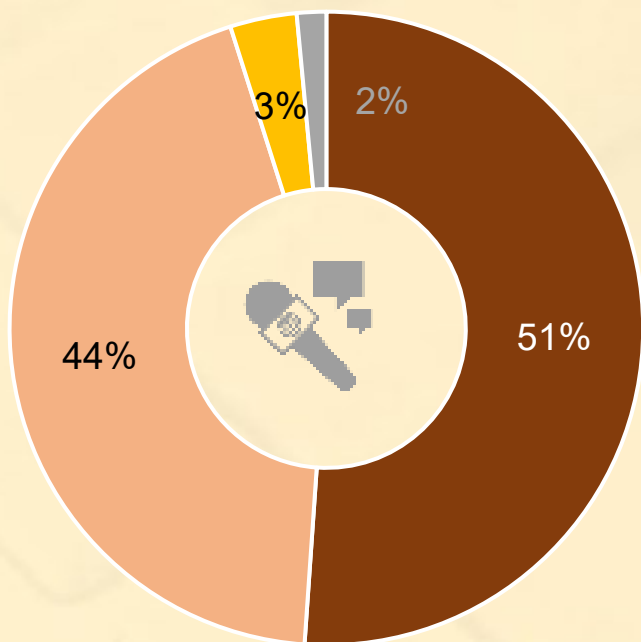
- Journalists in the newsroom (creation of news and journalistic content)
- Technical/technological department (application of technology to the editorial environment)
- Sales department (advertising sales)
- Marketing (brand marketing)
- Other

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Media in the digital era

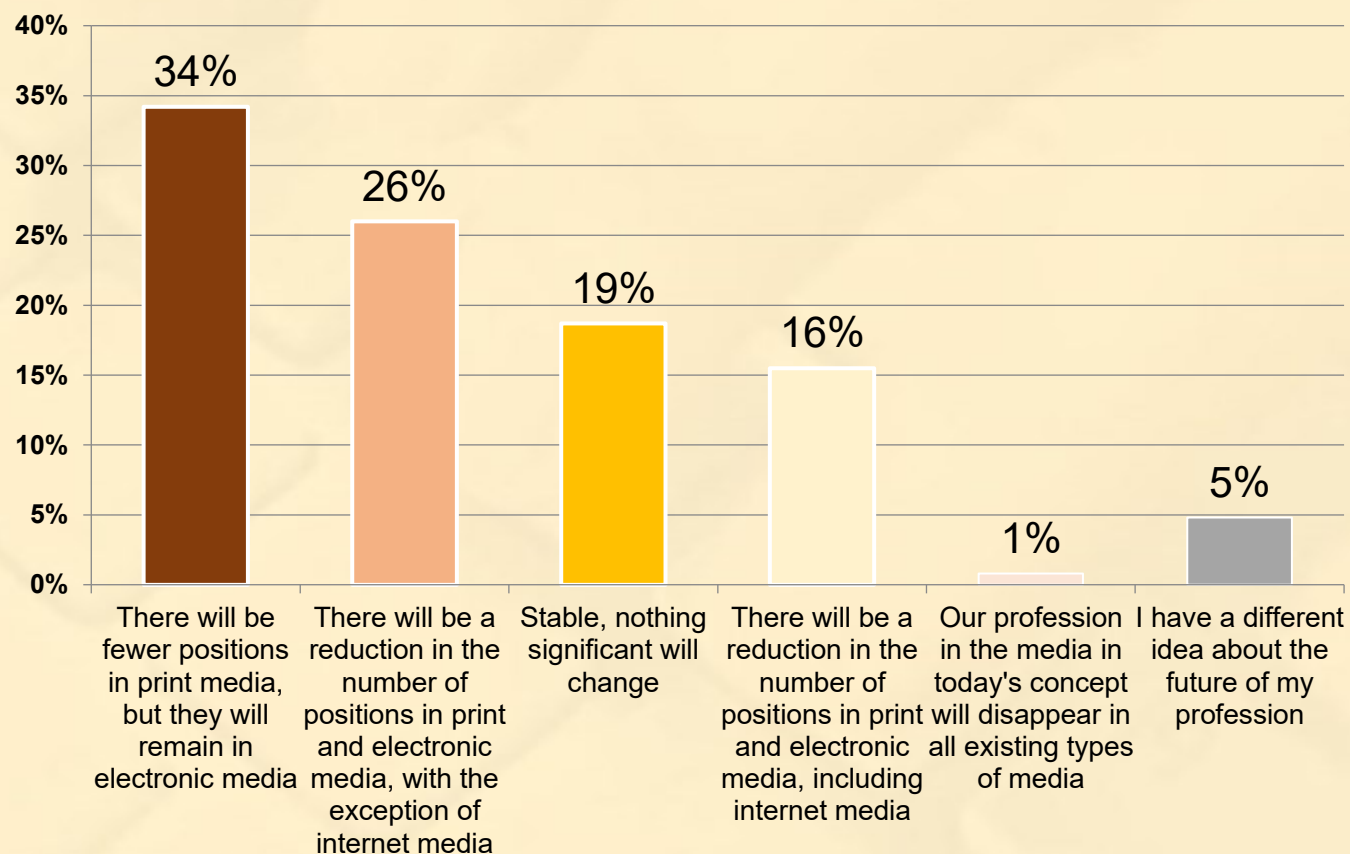
620 employees of Czech newsrooms (journalists, technologists, businessmen/businesswomen, marketing specialists, others)

The decision to work in a given position in the media



- The result of a long-term interest in this profession
- The result of an interplay of coincidences that the respondent did not defend against
- The result of a pragmatic choice solving the need to "make a living"
- Something else

An opinion on the future of the profession in the media in the next ten years

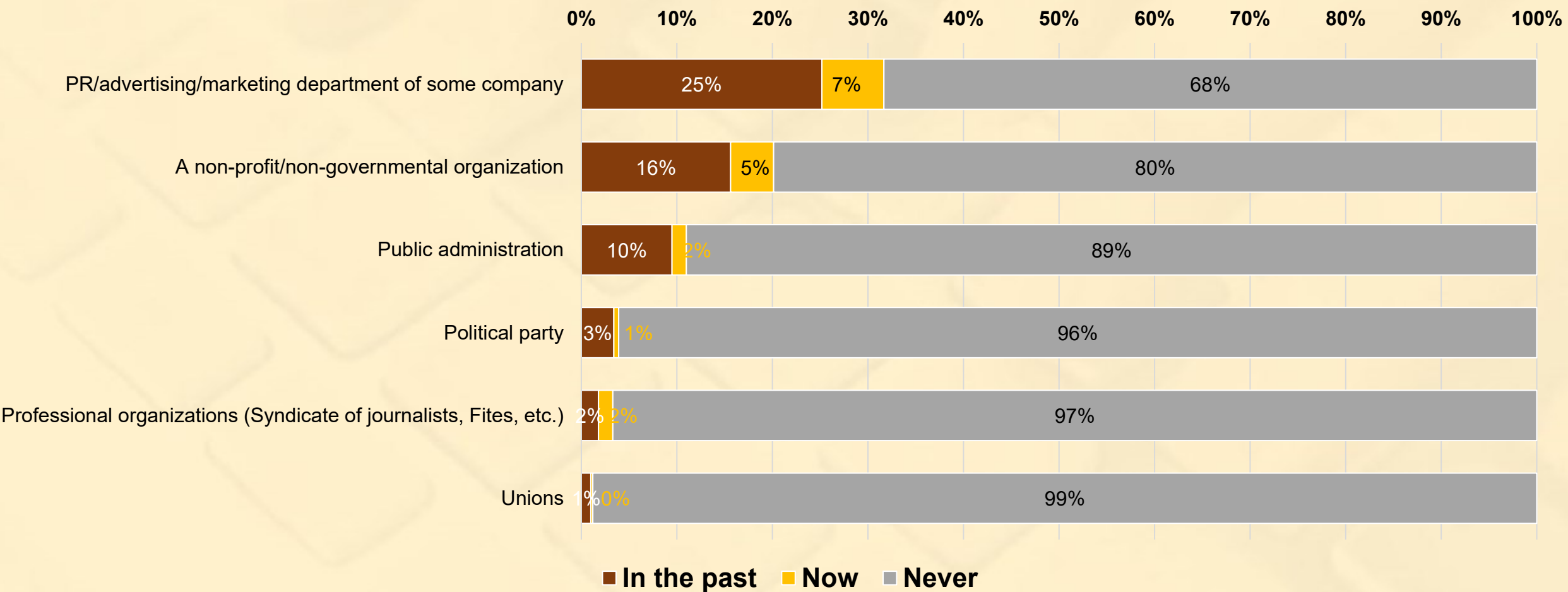


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Media in the digital era

WHOLE SAMPLE, N = 620

Have you ever worked or do you work (as an internal employee or just externally, for a fee or for free) for:

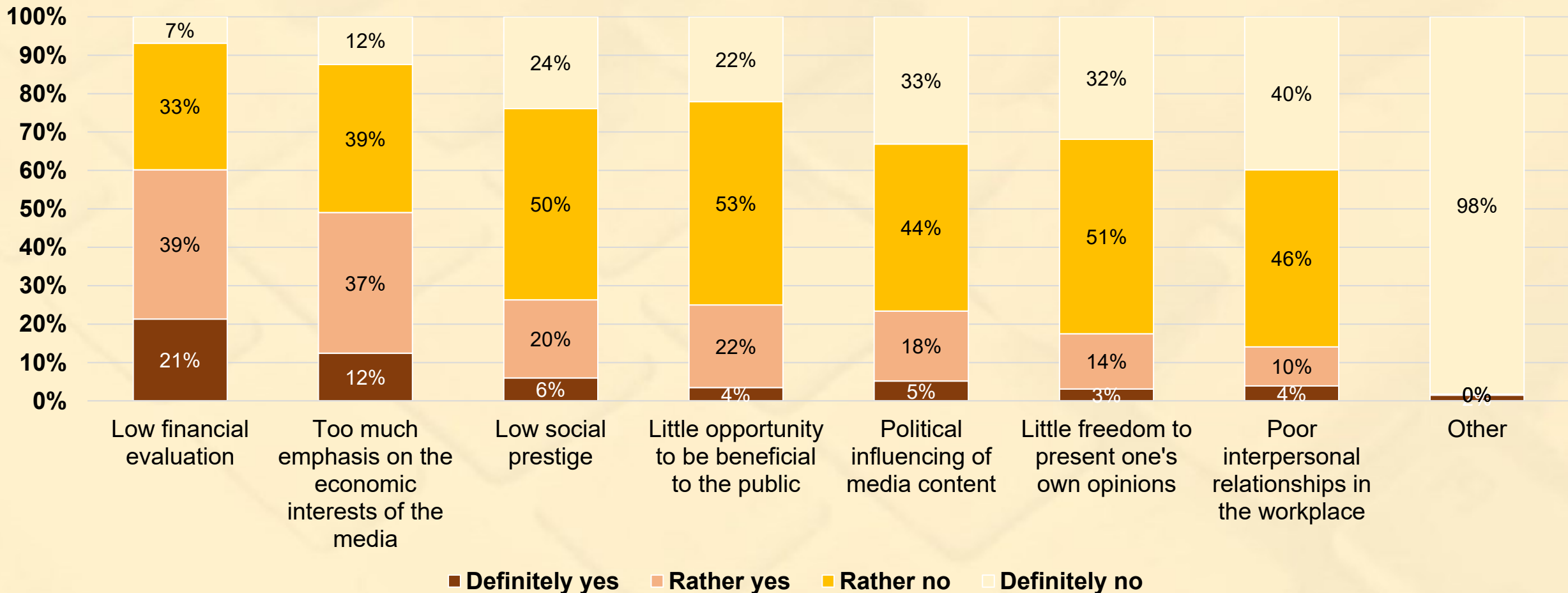


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Media in the digital era

WHOLE SAMPLE, N = 620

When you compare the current day-to-day reality of your profession with the ideals you had at the beginning of your media career, have any of the following possible situations brought you disillusionment?

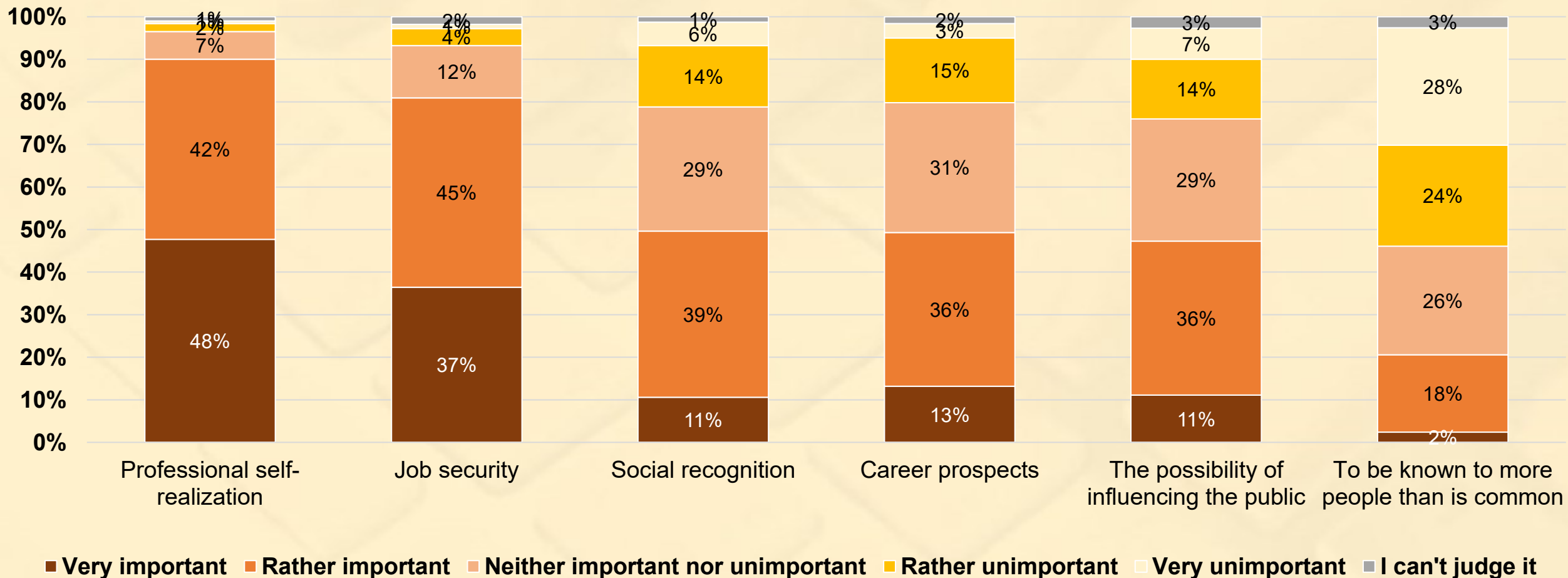


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Media in the digital era

WHOLE SAMPLE, N = 620

To what extent is it important to you in your job:

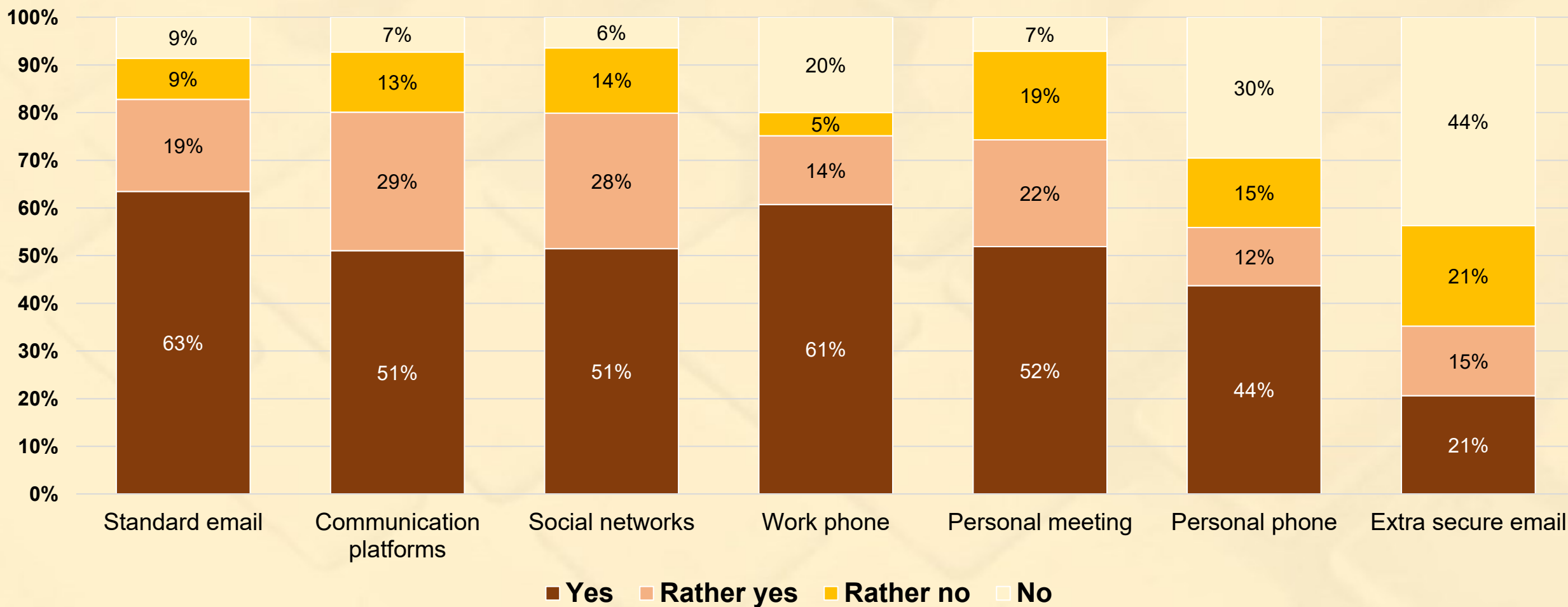


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Media in the digital era

JOURNALISTS, N = 451

What communication channels do you use when preparing media content?



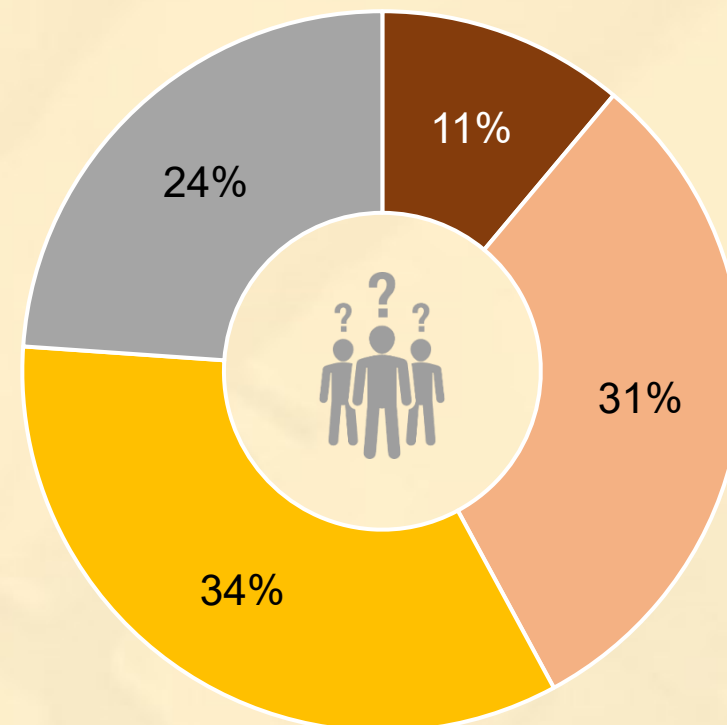
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Human rights and technologies

WHOLE SAMPLE, N = 620

Amount of digitally excluded according to you:

- More than a tenth (11%) of a total of 620 respondents believe that the number of digitally excluded is increasing
- 31% of respondents think that the number of digitally excluded remains roughly the same
- Roughly a third of the respondents (34%) believe that the number of digitally excluded people is decreasing
- Almost a quarter of respondents (24%) cannot judge this fact



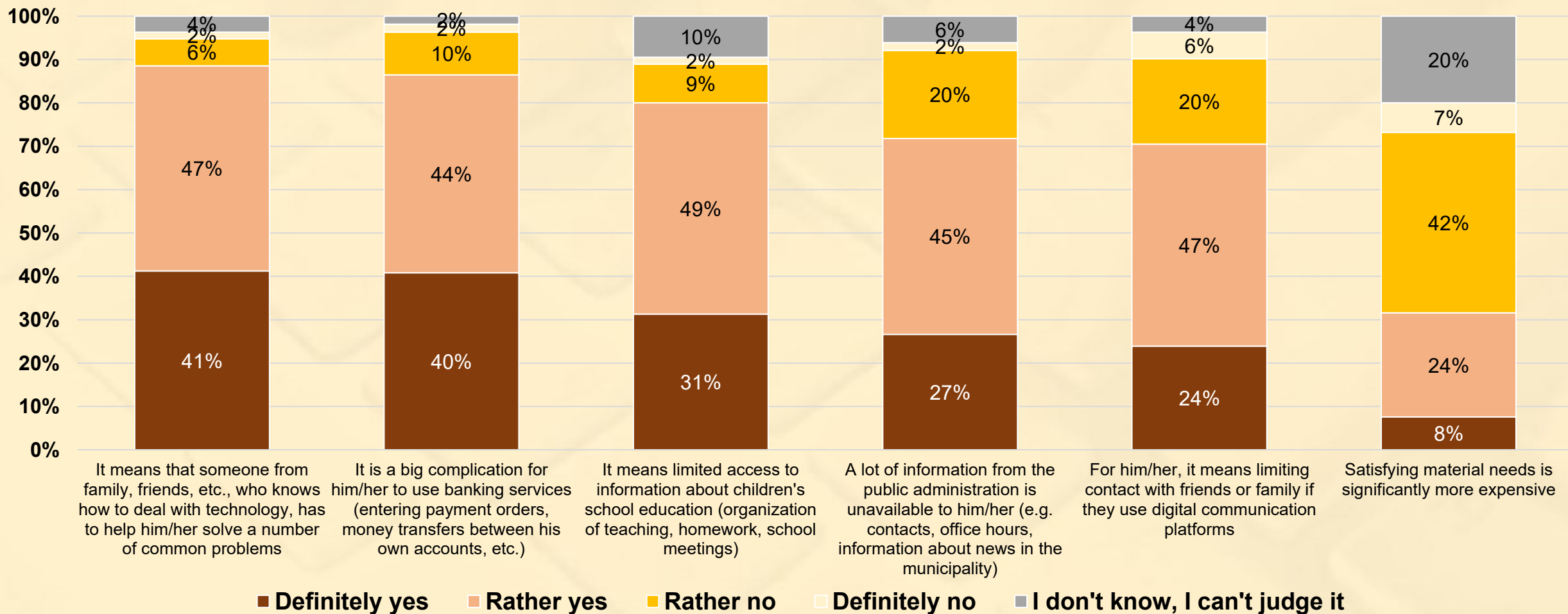
- It is growing
- It remains roughly the same
- It is getting smaller
- I don't know, I can't judge it

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Human rights and technologies

WHOLE SAMPLE, N = 620

If a person does not know how to work with a computer and a "smart" mobile phone at all, in practice this means for him/her:

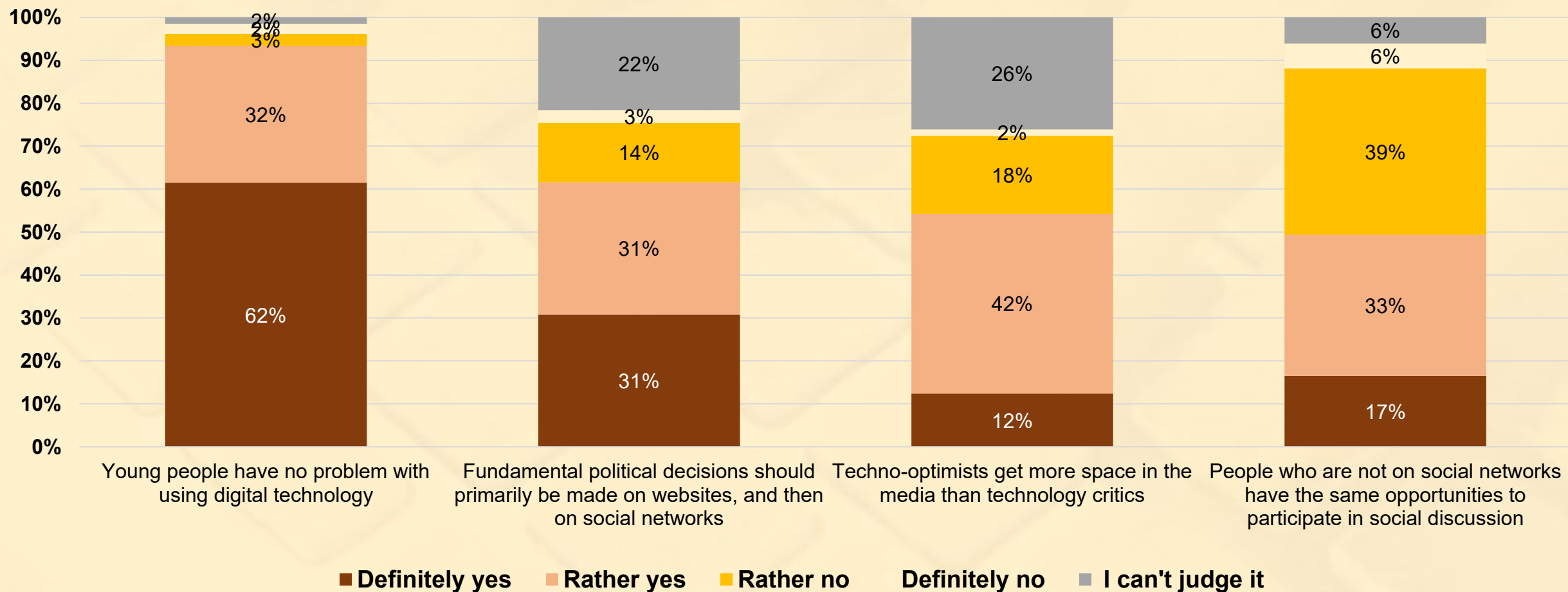


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Human rights and technologies

WHOLE SAMPLE, N = 620

Do you agree with the following statements?



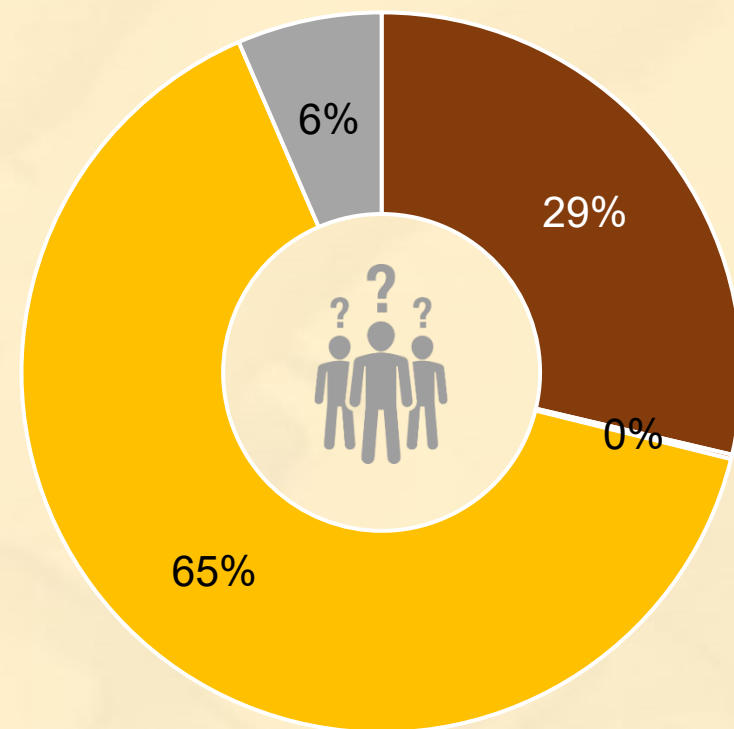
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Technologies and people with special needs

WHOLE SAMPLE, N = 620

Creating content for and about people with a disability should be the responsibility of:

- **Almost two-thirds (65%) of the sample of 620 respondents believe that creating content for and about people with a disability should be the responsibility of private and public media**
- A non-negligible part of the respondents (29%) attributes this role only to public service media
- 6% of respondents cannot judge it
- According to research participants, the role of content creator for and about people with disabilities should not be fulfilled exclusively by private media



- Public service media only
- Private media only
- Private and public media
- I don't know / I can't judge it

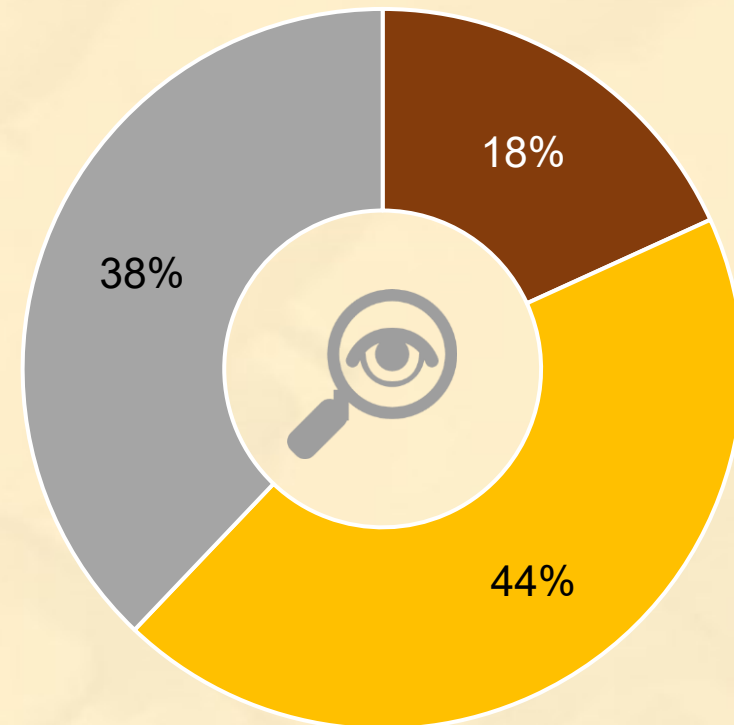
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Technologies and people with special needs

WHOLE SAMPLE, N = 620

Are the outputs of your media (including the website) accessible to people with visual and hearing impairments (accessible design, interpretation into sign language, etc.)?

- **Less than a fifth of the total number of 620 respondents declare that the outputs of the medium in which they operate are accessible to people with visual and hearing disabilities**
- More than four respondents out of ten admit that the outputs of their media are not adapted for people with visual and visual impairments
- Another 38% of respondents do not have a clear answer to this question (they chose the option "I don't know")



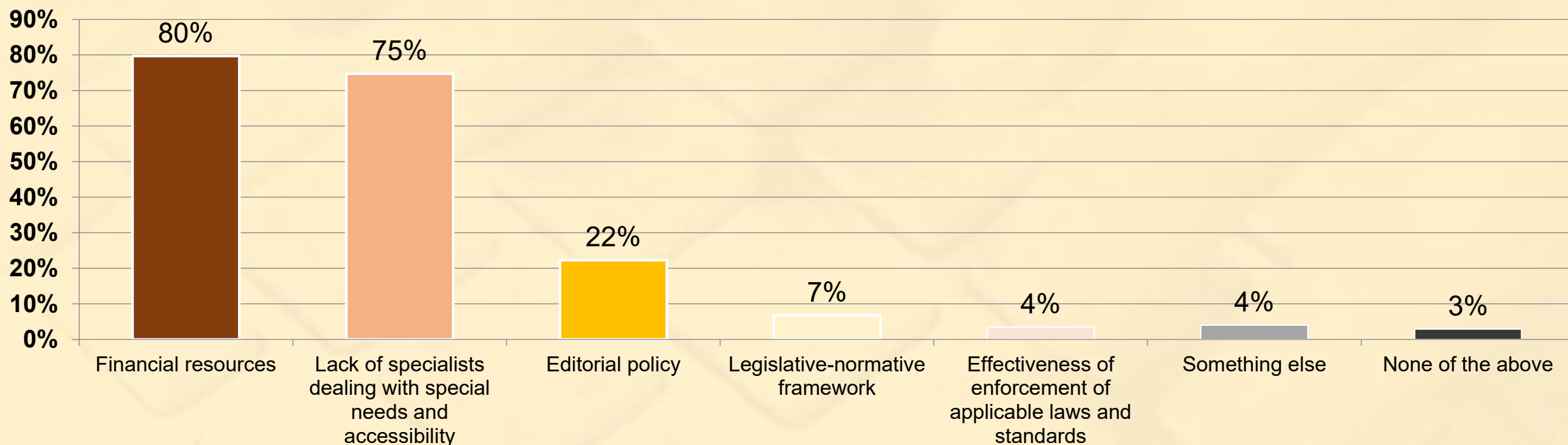
■ Yes ■ No ■ I don't know

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Technologies and people with special needs

WHOLE SAMPLE, N = 620

What do you think hinders the media in adapting media content to people with special needs?



- According to respondents, the main obstacles in adapting media content to people with special needs are **financial resources** (according to 80% of respondents) and **lack of specialists dealing with special needs and accessibility** (according to 75% of the sample)

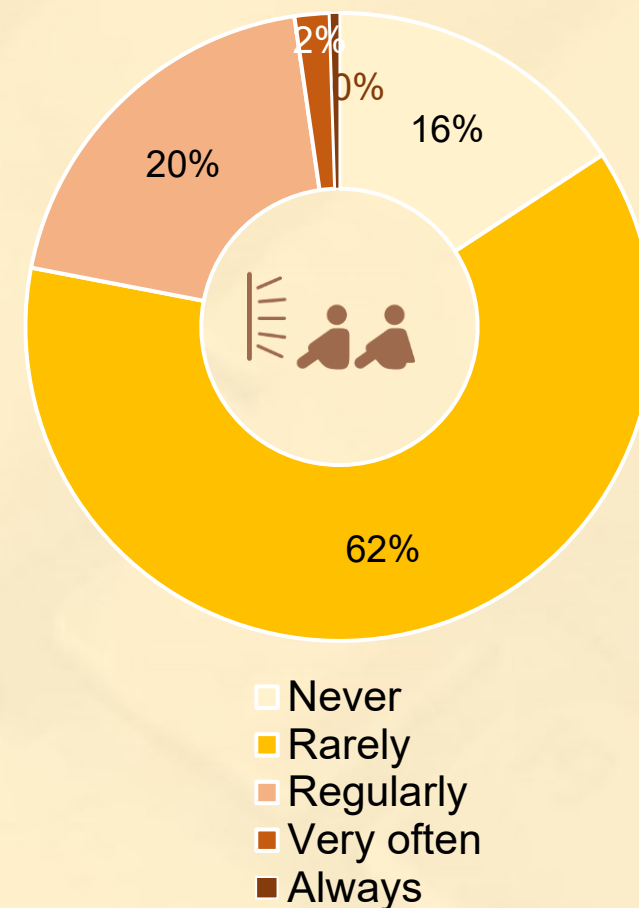
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Technologies and people with special needs

WHOLE SAMPLE, N = 620

How often do you consume media content focused on the life and specific problems of people with special needs?

- The majority of respondents (78%) usually do not consume media content focused on the life and specific problems of people with special needs
- This type of content is usually read or watched by a fifth of the respondents (20%), very often or always only over 2%
- Content focused on people with special needs and their lives and problems are more often consumed by women working in the media (31% regularly, very often and always) than by men (16% regularly, very often and always)



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Human rights and AI

Alternative online reality

Relationship of people working in media to rights related to personalization of content:

- Approximately 10% of respondents cannot assess whether users have the right to access their personal data, whether they should have the right to an explanation of the logic of personalization, or whether they should have the right to turn off personalization
- 81.3% of respondents agree with the statement that people should have the right to an explanation of the logic of personalization; most often they are people from marketing
- 84.8% of respondents agree that the user should have the right to turn off personalization and display default settings for all users; most often they are people from sales departments
- However, a total of 58% of respondents would agree to partial content customization after turning off personalization based on demographic indicators

Summary: Predominantly positive approach to user autonomy, also shared by people on leading positions; further education in this area is needed

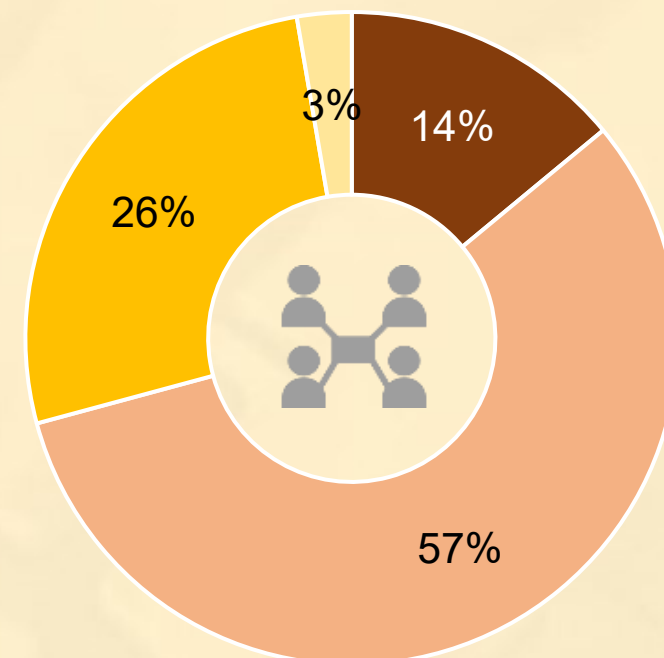
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Human rights and AI

WHOLE SAMPLE, N = 620

Do you think that the current state of the spread and use of networked media (internet and social media) is for society:

- More than 70% of a total of 620 respondents consider the current state of expansion and use of network media as beneficial for society (14% definitely and 57% rather)
- Less than a third of those interviewed, on the other hand, see the current state of expansion as harmful
- Only 3% of research participants consider this condition to be clearly harmful



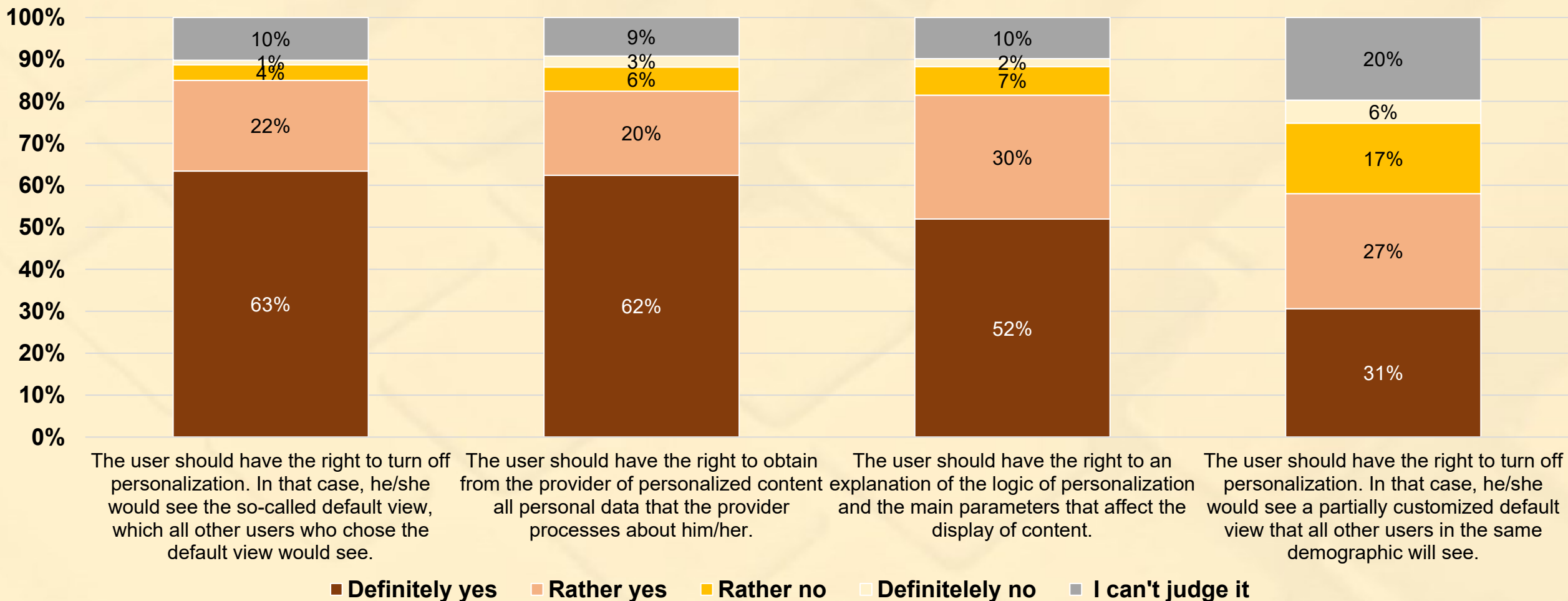
- Definetely beneficial
- Rather beneficial
- Rather harmful
- Definitely harmful

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Human rights and AI

WHOLE SAMPLE, N = 620

Do you agree with the following statements?



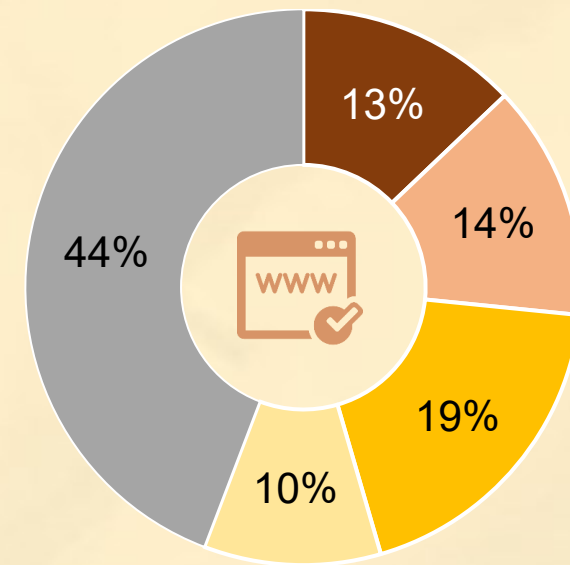
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Human rights and AI

WHOLE SAMPLE, N = 620

Please rate the validity of this statement: The media website I work for recommends different articles to each reader, based on the data the media website collects about them.

- Only 13% of respondents agree with the statement and would be able to explain the way in which the website of the media in which they work recommends suitable articles to readers
- Less than a third (29%) claim that their medium does not do this, either on purpose (10%) or due to insufficient technical capacity (19%)
- A significant part of the sample (44%) cannot judge the validity of the statement



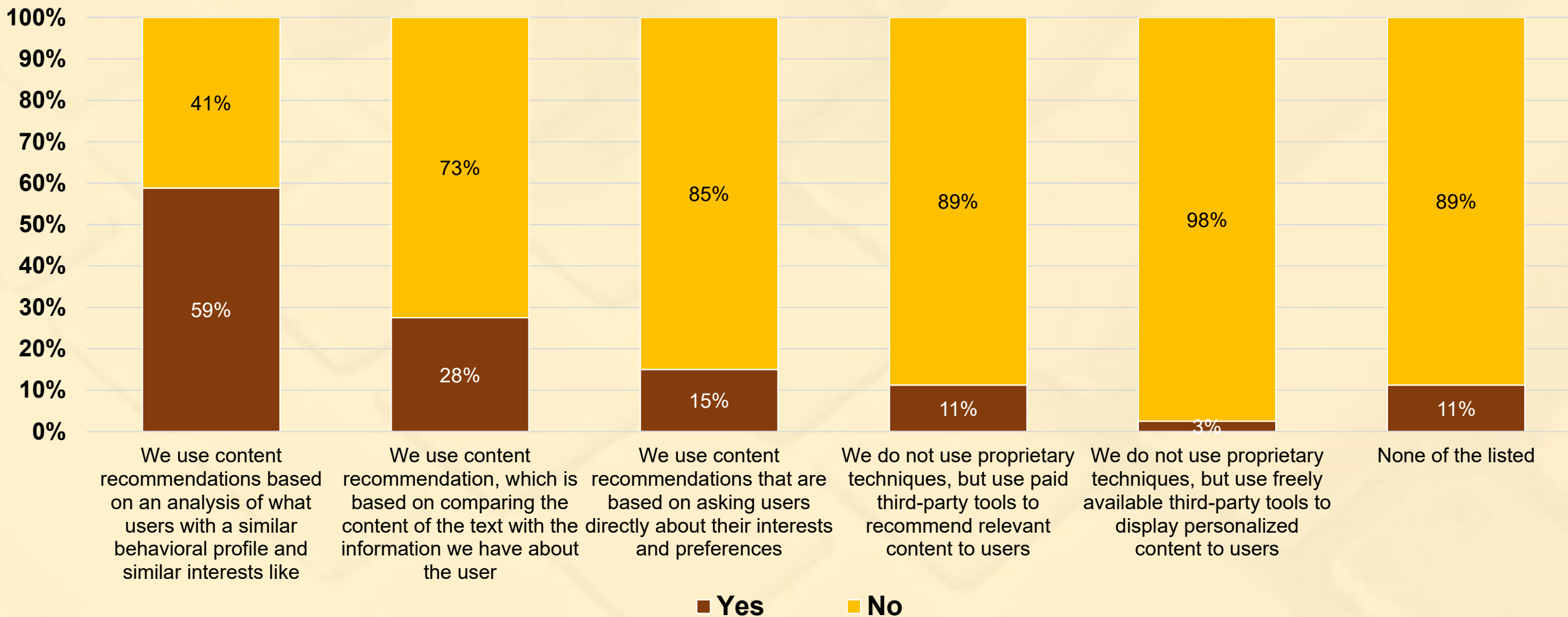
- Yes, and I know how
- Yes, but I don't know how
- No, our medium does not have the technical capacity for that
- No, we intentionally avoid such functionality

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Human rights and AI

THEY KNOW THE RECOMMENDATION MECHANISM OF THE MEDIA IN WHICH THEY WORK, N = 80

What algorithmic content recommendation techniques does your medium use?



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Promoting Human Rights in the Digital Era project

<https://ddlt.iure.org/about-project/>



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