

Internet Journalism and Journalistic Ethics: New Journalist's Qualification and Working Conditions

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Introduction

As a news source for masses, the press has an influence in the extent of the space that news reports take in the life of individuals. This process of influence shows an alteration depending on the medium that news reports are presented on. Each tool has its distinguishing characteristics.

The most attractive aspect of Internet from the point of newsmen is the fact that news reports could be published with the possibility of unlimited number of lines and pages. In another terms, if an appropriate and organized structure is established, Internet offers its users a platform where they can find anything they look for. On the other hand, they have to compete with those whose main job is not reporting, not even publishing.

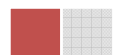
Internet is a rather new channel in the face of other means of mass communication that are almost a century old. Described also as a hybrid tool, Internet necessitates a new type of worker and a news organization since it possesses the characteristics of other media as well. Even this situation offers some clues at the first sight that several problems might arise out of this.

News Media and Its Social Role

News media is a mass communication means that communicates, on the plane of "information-labor", to the public opinion the events that develop, which might be social or not, concern the society and have an influence on the communal structure of the society; it is a meeting bridge that enables the objective confrontation of the truth, or that which is not truth, with the public community. Informing and illuminating the community is the essential and the foremost task of the press. Its responsibility is to take sides with facts and have the community face these facts. This is the genuine and the most important meaning of press and journalism. Exploitation of this factor in improper grounds can lead to irrecoverable consequences. (Arhan, 1998)

Competition has increased directly with the advancement of the presentation of newspapers and other means of mass communication and indirectly with the diversification of other means necessary for communication. In the face of this change, it has become an obligation for the press to professionalize and multiply its methods of development, and the press has begun to appear before the society as huge media holdings.

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Defenders of free market argue that the market must absolutely be free for the democracy to develop. According to this view, the press, as the provider of connection between market and democracy, take a central part of this claim. Free market brings together the free press that provides the possibility of diversity of views and accession to information which are necessary for the citizens to become democratic and act with responsibility. But in a society, free market, journalism and democracy, as interdependent institutions, form a holy trinity. (O'Neal, 1998)

Journalistic Ethics

The function of informing is the most significant and fundamental function of journalism. The function of informing is criticized by many in this occupation and others in society. But there is no written rule to this occupation. Critics made are related to journalistic ethics in one hand and journalistic responsibility in the other. In order to explain the functions of making and presenting reports, it is pertinent to take and examine journalism within an empirical discipline like sociology. Unlike other empirical disciplines, journalism does not limit itself with judgments made on facts; it also accommodates within itself social values and preferences. Forming the raw material of journalism, news reports aim to provide more or less a picture of the nation and society. Often the social values within news reports do not belong to Journalist making and presenting the reports and these values are not separated from the reports themselves either. (Tokgöz, 1994)

News media has a power to make direct or indirect influence on all segments of society as a virtue of its position and function. It is for this reason that there is a primary necessity for a set of occupational rules and standards that will organize the working field of news media and define the behavioral pattern of newsmen. (Karabay, 2007)

On the other hand, in the occupation of journalism, as in others, the operator is human. Just like the members of any other occupational group, newsmen could not always maintain the standard expected of them in their behaviors but this fact reveals not the irrelevance but the clear relevance of ethics to the occupation of journalism. A large part of journalism applications are defined and examined by concepts inevitably related to ethics, such as freedom, impartiality, accuracy, honesty and privacy. Even democracy, which constitutes the context of many debates about media, is an ethical term since it is about the most righteous and best form of social and political organization. Thus ethics is inseparable from journalism and it must be a part of understanding journalism with its applications and problems. (Besley & Chadwick, 1994)

Four things that come to mind when thinking of media ethics are fair, accurate, objective and truthful news. Serving the right of community to know what is going on is the essential task of mass communication means. In this context, news reports must reflect the truth, facts must be conveyed after they are revealed by adequate research, confirmation must be based on credible data, and effort must be made to ensure that the facts and events given in reports match the actuality. In addition to this, by the merging of law and justice, it is possible that information is presented unbiasedly and impartially. (Uluç, 2003)

The fundamental reasons setting the ground for the current erosion observed in media are listed as: concentration, lack of a proper education of journalism, sensational journalism, high prominence given in news texts and images to the elements like violence, blood, sexuality, racism and vulgarization of language, increasing tendency towards fictional news reports,

irresponsibility against news source and readers, accessing sources against payment, personal rage and anger reflecting to news pages, disrespect for private life and individual honor and personality, monetary greed, over familiarity with news sources, partiality, wage imbalance among news sector workers, lack of job security, promotion etc. (Karabay, 2000)

Executives of the French newspaper *Le Monde* explain their fundamental principles relating to occupational ethics as: “Economic independence, institutional independence, the importance and sensitivity of news accuracy, defending truth against time, acknowledgement of errors, internal discussion, collective work, good faith, honesty, specialization and skill”. (Akçalı, 2002)

This definition by *Le Monde* workers is like a summary of the debates of media ethics. When it is brought together with other views and evaluated, the following much interconnected elements come forward as the source of ethical problems:

- Media ownership
- Competitive structure
- Time factor
- Organizational structure
- Worker qualification

Internet Journalism

During 1990s, the whole globe including Turkey witnessed the fast advancement of computer technology. Towards the end of '90s, this change introduced to wide masses from developed to underdeveloped countries a new environment of communication named as “the Internet”.

The first representative of the Turkish press in Internet was the newspaper *Zaman*. Its first online issue was published on December 2, 1995, while the newspaper *Milliyet* was second to take place in Internet, on November 26, 1996. *Milliyet* was followed by the newspapers *Hürriyet*, *Sabah* and *Akşam*. “NX”, the first independent news site (not being a web version of any newspaper), began its life on Internet on January 25, 1996. In July 1995, the magazine *Aktüel* became the first news magazine to begin publication on the net and the humor magazine *Leman* was the first to start a web site in November 1995. As for TV channels, the first web site that began to publish was *Kanal D*, on June 12, 1997. It was followed by ATV, Show, Star, NTV and others. (Gürcan, 2000)

Inherent to Internet, hypertextuality and interactivity distinguish it from the traditional media. Hypertextuality provides a facility to solve the problems arising from the two dimensionality of the traditional newspaper. Many news reports that cannot find space or could not be detailed in newspaper pages can have their presence in the Internet environment thanks to this characteristic (O’Sullivan and Heinonen, 2008)

In spite of all these advantages, hypertextuality poses some risks as well. The risk much spoken of and discussed is the fact that users might get lost or move away from a given site while following hyperlinks.

Those telling that Internet is an interactive tool also point at a radical change in the mass communication. The active role assumed by the audience has led to a debate over who is target and who is source. Despite these debates, many applications lacking in the traditional

media have come to the fore and thus the features that a news site should possess have begun to emerge (Birsen, 2003).

Internet Journalism and Ethics

Bringing its audience into an active position in the face of the traditional media system, Internet is generally viewed as a liberating tool. But we need to ask this question: Could everybody have an unlimited freedom simultaneously? In fact, the answer to this question was given by the founders of liberalism a very long time ago. Such a thing is not possible. With its simplest expression: "Where one's freedom begins, another's freedom ends". In addition to this, definition of freedoms and truths can change depending on individuals, societies and places. But the structure of Internet, which is not easy to control, provides an environment beyond all these pressures and differences of opinion, where all kinds of views can compete and find followers. This environment of freedoms, however, does not end the existing discussions of ethics and even enriches the content of debates by new types of contradictions and crimes.

Are current rules of journalistic ethics valid for Internet, too? Those arguing that the existing rules are effective suggest that both the journalist and the ethics are the same journalist and ethics. On the other hand, there are those defending that this new environment has brought new debates though they agree that the essence of the journalism has not changed. The most common example used relating to this argument is the fact that hidden camera shots have come up with television.

It could be said that Internet and related technologies simplified many things and even that the journalism sector acquired many things through Internet journalism. News reports, however, have not changed with Internet. Although the processing of news reports change for each mass communication means, it is essentially the same and it necessitates labor, knowledge and experience. Furthermore, Internet forces the news sector workers to act faster since it provides a simultaneous platform. Need for reporters to collect news, editors to prepare reports for publishing and technical staff to publish them still continues. Although the existing technology has lowered the costs from many aspects, the human factor has not lost its significance for Internet journalism.

Data obtained from a questionnaire applied by Arant and Anderson to the Internet editors of the newspapers being published in the USA have shown that sites work with small numbers of variant employees working in an intensive tempo assuming many different tasks and responsibilities. Different Internet publishing applications brought by the new platform are also under the responsibility of these groups of workers (Arant and Anderson, 2000). The new environment has enabled the audience to contribute to site contents. Thus the content is not created only by the data from news sources but also from the audience and this also distinguishes the new communication environment from the traditional media. When compared to an employee working in the traditional media, it is seen that in Internet, responsibilities are not distinguished in spite of a clear division of labor. At this point, whether technology simplifies the tasks emerges as a new question (Birsen, 2005).

Data obtained shows that small number of workers struggle to prepare the news reports and other applications forming the content of the site, track the audience and create databases about them, enrich the content with hyperlinks, check whether the hyperlinks lead to a harmful or offensive content, prepare and even collect advertisements. In a series of meetings

made in the Poynter Institute in 1997 for evaluating the results of this and many similar studies, an agreement was arrived on the following five points:

- Content Reliability
- Database Information
- Setting Hyperlinks
- Potentially Offensive and Harmful Content
- Journalist Reliability and Commercial Pressure (Mann, 1998)

Some define the Internet journalism as a work that develops minute by minute, done in anxiety, in periods of 7 days and 24 hours. It is a known fact that truthfulness, honesty, integrity and balance, which are the fundamental principles of journalism, contradict rapidity and haste. But fast and timely information is accepted as the key to success and it is assumed that any error would not be permanent and would be corrected as soon as they are noticed (Yashua and Dueze, 2001). Yet the reliability of source and content are musts (Spence and Quinn, 2008).

One of the prominent subjects in the meetings organized under the title of “A New Media Model” in 1997 by the Poynter Institute was about how database information would be used. As a consequence of discussions, an emphasis was made that database information could only be revealed for public benefit or by the permission of the individual. In the study, it was pointed out that if the institutions that build databases would let other institutions use this information, they must declare openly to their audience that data relating to them could be used commercially (Poynter Institute, 1997). According to a study about collecting database information most online news sites which are 64.5% are collecting information; fewer sites are disclosing their privacy policies (Hong and Others, 2005).

Making the differentiation between news and advertisement clear is one of the most fundamental rules of journalistic ethics. The same is valid for the new media environment. At this point, hyperlinks take the stage and readers are led to external websites through advertisements. External links are a matter of debate due to the audience redirection. One of the consequences arrived at through the studies made by the Poynter Institute is that the audience should be warned against the content they might encounter and the domain they are redirected (Poynter Institute, 1997)

The obligation of protecting the audience against offensive and harmful content is another subject of ethics discussion that websites have to deal with. The Coşkun Ak case, one of the first lawsuits in Turkish law history relating to Internet publication, is significant in point of showing that offensive and harmful content problem constitutes such an important field of ethical discussion and that a prosecution process that might arise in such situations leads the related parties into a very complex legal process. Coşkun Ak, an editor, had to get into a legal struggle as a consequence of an ethical decision he made after a user was disturbed by a message written to the web forum by another user (Tozkoparan, 2001). After a study made on similar events, judges came to the conclusion that the this lawsuit had such a structure that it could not be concluded easily and that the related texts containing the matters of race, ethnic origin, cultural, religious or sexual preferences must be used with more caution (Poynter Institute, 1997).

Many studies reveal that news sites are operated with small number of workers (Arant and Anderson, 2000; Yashua and Deuze, 2001). In the study made by Arant and Anderson, it was

also shown that the small number of workers undertook multiple responsibilities. Commercial pressure is shown as the basic reason of this situation. Under these conditions, another practice that these workers are expected to perform and that which poses an ethical problem is the fact that workers has to deal with the advertisement task, too, apart from news (Arant and Anderson, 2000). Yet, the 14th article of the Press Principles (Press Council, 2009) and the 12th article of the Turkish Journalists Declaration of Rights and Responsibilities (Turkish Journalists Declaration of Rights and Responsibilities, 2009) call attention to the fact that the differentiation of news and advertisement should be done adequately and that journalists should not confuse their occupation with advertisement, propaganda and public relations.

Method

Although Internet and its related technologies are new, they are developing rapidly. But although they emerged in different time periods and social conditions from the traditional media, they face similar problems. One of these is ethics and another is journalistic ethics. In this context, the basic problematic of the study is to question the adequacy of news sites' standards relating to the production process and worker qualification when taking ethical decisions in the face of possible ethical problems.

According to the data obtained from the previous studies, commercial pressure, time pressure, worker qualification and worker number cause some problems. Links to external sites and collection of user information lead to ethical debates as well. Answer to the fundamental question of the study will be sought from this perspective.

In order to achieve this goal, answers to the following questions were also looked for.

1. What is the educational level of site administrators? Do they have a communication education or an education relating to the journalistic ethics?
2. What is the educational level of site workers? Do they have a communication education or an education relating to the journalistic ethics?
3. What are the daily working hours of the part-time and full-time site workers?
4. What responsibilities are the workers expected to perform during the day for publishing the site?
5. What do the site administrators think about the utilization of data belonging to the audience?

In order to answer these questions, a questionnaire was applied to the site administrators. The questionnaire was prepared on Internet. Site administrators accessed the questionnaire through a hyperlink posted them via e-mail. There is no legal regulation in Turkey that binds news sites. They are accepted as commercial institutions. In other words, they are commercial establishments doing journalism. For this reason, it is almost impossible to access a precise list of news sites that continue their existences within a relatively independent or disorganized structure. Thus, an examination was done on the data obtained through a Google search with the keywords "news", "news site" and "internet journalism" and a list of news sites was produced. The list obtained was reviewed in terms of identity records and access information, and sites that could be contacted through email were listed.

As a result of research, 87 sites with access information were defined. Out of these, 57 had working e-mail addresses. Three e-mails carrying a link to the questionnaire were sent to these addresses. 36 out of 57 e-mails were responded.

Results

Of the 36 site administrators, 28 are male and 8 are female. These sites are administrated by individuals aged between 19 and 50. Among the site administrators, 11.1% are in the 19-25 age bracket, 22.2% in 26-36, 38.9% in 31-40 and 27.8% in 41-50. According to these data, 60% of site administrators are 30 years old or above.

Worker qualification is the most important factor that directly influences the practical application of the ethical rules of the journalism occupation. The way of minimizing the errors by the human factor in the application of ethical rules is to internalize these rules, and experience or training are the most important tools for that. In this study, after examining the journalism and Internet journalism experiences of the administrators working in the Internet journalism sector, it was seen that 5.6% had 2-5 years of experience, 44.4% had 6-10 years and 50% had 10 years or more. 61.1% of the questionnaire participants mentioned 2-5 years, and 38.9% mentioned 5 year or more of Internet journalism experience. As a consequence, although these administrators have journalistic experience, they do not have sufficient experience of Internet.

Education is another factor that is effective in the practical application of ethical rules. 11.1% of site administrators had high school degrees, 77.8% had university degrees and 11.1% had post graduate degrees. 61.1% of them had journalistic education. Again, 61.1% had courses on journalistic ethics.

In Turkey, the lion's share of the advertisement revenues is taken by televisions and newspapers. Radios gradually increase their share. The Internet sector struggles to have its share. News sites are a part of the Internet sector and since the share of advertisement revenues is already low for the Internet sector, the share of news sites is even lower. The Internet journalism, whose organization cost is low in relation to other mass media instruments, continues its existence by a labor-intensive struggle. For this reason, the number of employees working in the publication stage is another factor that has an impact on the quality and less errors. When the administrators participating in the questionnaire were asked "With how many full-time workers do you prepare your publication?", 11.1% stated 1, 72.2% stated 2-5, 5.6% stated 6-10 and 11.1% stated 11-15 full-time workers. The higher cost of full-time workers leads the employers to work with part-time workers. Among the questionnaire participants, 11.1% stated 1, 55.6% stated 2-5, 5.6% stated 11-15 and another 5.6% stated 21 or more part-time workers. 22.2% of the news sites did not employ part-time workers.

33% of the participants, on the other hand, mentioned that all their workers had communication education, while 5.6% reported that more than half of their workers had communication education. 22.2% of site administrators said half of their workers had communication education, while another 22.2% related that less than half of their workers had communication education. 16.7% of administrators said they had no information about the educational level of their workers. Of the news site administrators, 44.4% said all, 11.1% said more than half, 16.7% said half and 27.8% said less than half of their workers had journalistic experience.

News site employers seek low wage and cheap labor due to economical pressure. As for the working hours of full-time workers, 3.3% of the sites mentioned 10 or more, 27.8% mentioned 10, and 33.3% mentioned 8 hours daily work. This information suggests a labor-

intensive process. In only 5.6% of the sites, full-time employees worked for 8 hours. By its nature, employing part-time workers means employing part-time workers for getting less amount of work done in nearly half time of normal working hours for an appropriate wage. The questionnaire results, however, draws a different picture on this. For instance, in 22.2% of the sites, part-time workers worked 4 hours, in 16.7% 10 hours, in 33.3% 8 hours and in 5.6% 6 hours. This information shows that working conditions for part-time workers is rather hard. All these data give an opinion on the educational level, occupational experience and working hours of journalists. These also provide clues about the influence of the problems on the process of decision making. In addition to all these data, another situation to be known is the responsibilities undertaken by the workers during their working hours, that is, their workload.

Table 1

		If you have a link out of your site, do you control if the site is secure?		
		Yes	No	We don't have a link out of site
Have you had any education about journalism ethics?	Yes	72,7%	18,2%	9,1%
	No	42,9%	57,1%	,0%
Total		61,1%	33,3%	5,6%

P<0,04

The primary responsibility of the news site workers is related to news. When news site administrators were asked to list the daily tasks of the worker responsible for news, the following data were obtained: In 94% of the news sites, it is the primary task to edit the news reports coming from agencies and other sources. The tasks ranking second and third have the same ratio: 83%. These tasks are rendering the incoming news reports ready for internet publication and collecting news reports. Another important responsibility is to check the interactive applications, being prioritized by 66% of the sites. 50% of the sites hold news workers responsible from advertisement and other revenue-generating activities, too. In addition to this, in 33% of the sites, the worker responsible for news has also the responsibilities such as writing advertisement text and making designs.

Table 2

		If you have a link out of your site, do you warn your users about being out of your sites responsibility?	
		Yes	No
Have you had any education about journalism ethics?	Yes	45,5%	54,5%
	No	,0%	100,0%
Total		27,8%	72,2%

P<0,003

Collecting demographic information about the site users is a useful and valuable activity. These kinds of data provide the site administrators with the opportunity to observe the actions of users within the site, how long they stay, what they read, which sections of the site they visit more etc. But these data also carry an economic value. If a site collects detailed information for each of its users, it has in its hands a list that has economic value. According to the study results, 77.8% of the news sites collect information about their users.

There are some ethical points of debate incidental to the Internet journalism. These are hyperlinks redirecting the reader out of the site, collection of demographical data about the reader, trading these data and checking the comments made by the readers to the news reports. In the study, administrators were asked whether they use links that redirects their users to external sites. Among the site administrators who had education on journalistic ethics, 72% said that this check is made, while 18.9% said they do not check it. 9.1% of the sites were not using these kinds of links. Among the site administrators who had no education on journalistic ethics, 42.9% said they check the links, while 57.1% said that they do not.

Table 3

		Are you collecting demographic information about your users by using registration forms?	
		Yes	No
How long have you been working in news industry?	for 2-5 years	100,0%	,0%
	for 6-10 years	100,0%	,0%
	more than 10 years	55,6%	44,4%
Total		77,8%	22,2%

P<0,006

Hypertextuality, which is an important characteristic of Internet, provides users and designers with important advantages. The method of linking offers a wide range of options on Internet browsing. In the case that the user does not know the link target, however, several drawbacks arise. For example, journalism necessitates a communication that base on the sense of trust between the reader and the news media.

In this case, a link that a news site make to another site, which is not under its responsibility and on whose content it has no influence, will not only abuse the user trust for the site but will also disrupt the brand equity of the site. For this reason, it is within the ethical rules of the new media that sites using this kind of links warn the readers and mention that it does not make an uninformed redirection. Among the questionnaire participants, 45.5% of the site administrators who had education on journalistic ethics stated that they warn their users against the risks. 54.5% do not.

Table 4

		What do you think about trading your reader data?		
		It could be sold as a product	It should be collected just to improve the site and to obtain	It's an absolute privacy, can't be traded
How long have you been working in news industry?	for 2-5 years	100,0%	,0%	,0%
	for 6-10 years	12,5%	50,0%	37,5%
	more than 10 years	11,1%	11,1%	77,8%
Total		16,7%	27,8%	55,6%

P<0,0001

Almost the one-way communication that the traditional media base itself put the site administrators into a difficult situation in terms of the types of media utilization by audience, and it also complicates the measures of viewing, listening or reading. But the high level of interactivity in Internet and the related informatics technologies allows many applications including the recording of all the actions of the media user within the website and calculating the time spent on the site in detail. Data recorded through the forms filled by users, who might give their clear identity data, transform into an asset with high economic value. This collection of personal data, which returns to the readers in the form of unwanted e-mails, emerges as a new ethical debate about the new media. Study results show that 77.8% of the sites collect this kind of data. And what do the site administrators think about this collected data?

When the answers given by the site administrators in the light of their experiences in the Internet sector are examined; 12.5% of the site administrators with sector experience of 6-10 years mentioned that these data could be sold. 50% reported that these data contribute much for the development of the site and therefore they need to collect them, while 37.5% mentioned that these data are within the limits of private life. 77.8% of those who have been working in this sector for more than 10 years suggested that these data must absolutely be acknowledged within private life limits.

Table 5

		If you allow your reader comments about the news on your site, do you control it comments are unsuitable or aggressive?		
		Yes	No	We don't have
How long have you been working in online journalism business?	for 2-5 years	45,5%	27,3%	27,3%
	more than 5 years	85,7%	14,3%	,0%
Total		61,1%	22,2%	16,7%

P<0,034

The user of Internet, which is an interactive environment of communication, has a more active role than the user of the traditional media. The Internet user could contribute to the creation of content in the extent allowed by the site. Adding comments to news reports is an example of this. This feature provides an opportunity to observe the effectiveness of reports and discussions possible to arise. This differentiates the news sites and their users from the traditional media and its audience. But this type of applications puts a labor-intensive load on the sites because the checking of the content is important in terms of eliminating the ethical and legal risks. When the site administrators having 2-5 years of experience in journalism were asked whether they took any prevention towards checking the situation and eliminating the risks, 45.5% said they check the messages. But 27.3% does not. Of the administrators with more than 5 years of experience, 85.7% said they check them, and 14.3% said they do not. In general, 22.2% of the sites did not check the messages entered by the users although they have these types of applications.

Conclusion

Internet is a cheap and easy-to-use technology. Number of Internet users in Turkey increases each day, while the Internet journalism gradually becomes a field preferred by journalists. The increase of the condensation in the media and the emerging risk of monopolization because of this have made the Internet an alternative field of work for journalists.

Although the organization cost is cheap in relation to the traditional media, the Internet journalism also necessitates a labor-intensive process just like in the traditional media. The most important problem of the sector is the fact that the lion's share of advertisement revenues is still possessed by the traditional media institutions and that the share of Internet from this revenue grows in the extent that Internet becomes more wide spread.

It emerges as a consequence of the study that news sites striving to survive in such an environment are largely managed by people who are university graduates and with journalistic experience. Moreover, 61% of this group also had journalistic education. But these sites are published by a low number of workers. Whether workers are part-time or full-time does not make much difference in terms of working conditions and working hours. They are working for a duration changing between 8 and 10 hours. News site workers are responsible for

- Editing news reports coming everyday from agencies and other sources
- Rendering the news reports ready for publication in Internet
- Collecting news reports
- Checking the interactive applications
- Finding advertisements and engaging in other income-generating activities
- Writing advertisement texts or making advertisement designs which are appropriate for the Internet environment.

News sites use the advantage of Internet. While these advantages could bring positive contributions for them, they also create some points of risk which also become a matter of ethical debates. Giving links redirecting the reader outside the news site and the responsibility of warning readers on this issue are some of the ethical debates. News sites do not make sufficient efforts for checking these kinds of links that redirect users to other sites which are outside their area of responsibility. They also do not adequately do what is necessary in the

point of warning their users about the fact that they are getting outside of their areas of responsibility.

Collection of user data and utilization of these for the site development, also the fact that these data are also seen as a commercial product lead to another ethical debate, or more appropriately, another problem. Names, surnames and e-mail addresses given by the trust on the site could be exploited with an attitude that invalidate that trust, be shared or sold. In fact these data and preferences of users within a site, what they read or watch, if these do not constitute a crime, are completely within the limits of private life. 55% of site administrators evaluated these data within the limits of private life, while 16% perceived them as a product of commercial value. This ratio is high. Gravity of the arising problem is directly related with the numbers of visitors the site have.

Consequently, economical pressure, worker qualification and semi-professional structure lead workers to error. Unless the share gained from advertisements increase, working conditions necessary for the solution of problems and the opportunity of working with qualified workers in sufficient number will not be succeeded. Legal regulations are certainly effective in the solution of problems but they will not bring a permanent solution. Other than that, in the face of informatics technologies changing and developing rapidly, adequacy and timely validity of laws is controversial. In spite of all these problems, Internet and informatics technologies will continue their fast developments, and their extensity will increase. This new period will carry on with problems that we are newly acquainted, or will be acquainted, solutions that we will find for them, and new pursuits.

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